Purchase Decisions Influenced by the Role of Product Innovation and Social Media Through Trust in Coolvita Gummy Health Supplements

A Case Study on TikTok Sales

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Abstract

Introduction/Main Objectives: Competition in the health supplement industry has intensified in the digital era, encouraging brands such as Coolvita Gummy to rely on product innovation and social media marketing. This study aims to analyze the effects of innovation and social media on purchase decisions, with trust examined as a mediating variable.

Background Problems: The study addresses the issue of how innovation and social media marketing influence consumer purchase decisions in a highly competitive digital market, and whether trust plays a mediating role in these relationships.

Research Methods: A quantitative approach was applied using non-probability sampling with a purposive sampling technique. The respondents consisted of 100 Coolvita Gummy consumers in Indonesia. Data were collected using the PopSurvey by Populix application and analyzed with SmartPLS 3.2.9 through validity, reliability, and outer and inner model testing.

Findings/Results: The results indicate that innovation and social media have positive and significant effects on trust. Innovation and trust positively and significantly affect purchase decisions, while social media does not directly affect purchase decisions. Trust significantly mediates the effects of both innovation and social media on purchase decisions.

Conclusion: The study concludes that consumer trust is a crucial factor that strengthens the influence of innovation and social media on purchase decisions.

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Keywords: Product Innovation; Social Media Marketing; Trust; Purchase Decision; Gummy Supplement.

Introduction

Preventive health consciousness is rising globally, especially after the pandemic, which triggered a surge in demand for health supplement products (https://malline.id, 2024). This phenomenon is also occurring in Indonesia, where health supplements have become the most purchased health product on e-commerce (data.goodstats.id, 2025). E-commerce transaction values reached IDR 487.01 trillion in 2024 (pusatdata.kontan.co.id, 2025), indicating that the supplement market in Indonesia is highly competitive and dynamic. Product innovation has emerged in the form of gummy supplements, first introduced in the 1990s, offering a new consumption experience compared to tablets or capsules (Premack, 2020). According to (gminsights.com, 2025), gummy supplements are projected to grow to USD 54 billion by 2034. Coolvita is one of the brands with the most innovation, presenting multivitamins containing DHA and collagen in gummy form (Amelinda, 2024).

Empirical phenomena show that although the majority of consumers (59%) still choose the traditional tablet format, awareness of gummy products is quite high, with 58% of respondents having heard of a supplement brand that offers gummy products. This fact confirms the relevance of gummy innovation for research in relation to purchase decisions. Coolvita itself has experienced rapid growth, winning the Brand Choice Award 2024 from InfoBrand.id (Kurniawan, 2024) in the Digital Brand Awareness, Digital Consumer Choice, and Digital Consumer Reviews & Rating categories. Coolvita's social commerce data as of October 2025 shows TikTok followers reaching 1.4 million, with sales volumes of 80,000–100,000 units, significantly higher than Shopee's 5,000–10,000 units.

Several previous studies affirm that innovation significantly influences purchase decisions (Almira & Sutanto, 2018; Silviyah & Santoso, 2021). Another factor is information from social media, which serves as a primary source for consumers in making choices, aligning with the views of (Aaker, 2025) and (Kotler et al., 2021) that social media marketing drives brand awareness and shapes consumer perception. Coolvita's strategy on TikTok is very aggressive, with content uploads three times a day and 24-hour live commerce, which increases interaction and accelerates the formation of consumer trust. Studies in the context of TikTok Shop show that live streaming and flash sales not only encourage impulsive buying but also increase trust, which mediates the influence on purchase decisions (Fitria et al., 2025).

However, the supplement market in Indonesia also faces serious problems, such as the circulation of products without official permits (Suri, 2024). The 2022 case, where hundreds of children fell victim to dangerous syrup medicine (Suciatiningrum, 2024), confirms the importance of consumer trust. (Sun & Li, 2023) explain that over-claiming in health supplements can increase trust, which then drives purchase decisions. This makes trust a mediator between innovation and social media marketing (Hanaysha, 2022; Handoyo, 2024; Kusnandar, 2024).

From a research gap perspective, there are still differences in findings regarding the mediating role of trust. Some studies find a significant direct influence from innovation (Juanim et al., 2023), while others emphasize the need for trust mediation (Abdillah et al., 2024). Findings related to social media marketing also vary; some confirm trust as a mediator (Citrasumidi & Pasaribu, 2023; Vidyanata, 2022), but others state that trust does not play a role (Amalia et al., 2021).

The urgency of this research lies in the practical and academic need to understand how innovation and social media marketing can influence purchase decisions through trust, specifically in the context of Coolvita and respondents who purchase on TikTok. The novelty of this research is the integration of the trust variable as a mediator in the relationship between

innovation and social media marketing on purchase decisions, as well as providing new empirical contributions in the highly dynamic Indonesian health supplement market context.

Research Methods

This research uses an explanatory quantitative approach with the Structural Equation Modeling–Partial Least Squares (SEM-PLS) version 3.2.9 method to test the causal relationships among the variables Product Innovation (X^1), Social Media Marketing (X^2), Trust (Z), and Purchase Decision (Y). The SEM-PLS method was chosen because it can simultaneously analyze direct and indirect relationships between latent variables, and it is suitable for relatively small sample sizes and data that are not multivariately normally distributed (Hair, 2017). The structural model in this study consists of two exogenous variables: Product Innovation (X^1) and Social Media Marketing (X^2); one mediating variable: Trust (Z); and one endogenous variable: Purchase Decision (Y).

The population in this study is all consumers who have purchased Coolvita brand health supplements online within the last three months. Since the exact population size is not identifiable, the sampling technique used is purposive sampling with the criteria: (1) male or female aged over 17 years, (2) have purchased Coolvita Gummy products (either DHA or Collagen) online in the last 3 months, and (3) have purchased through the TikTok channel. Based on Cooper's approach in (Schindler, 2019), the minimum number of respondents for a survey study is 100 people. Therefore, this research sets 100 respondents as the sample, which is considered to meet the minimum requirements for SEM-PLS analysis.

The research data consists of primary and secondary data. Primary data was collected through the distribution of a closed questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) to Coolvita consumers via the Populix application. Meanwhile, secondary data was collected from literature such as books, journals, and relevant websites. Valid respondents will receive a reward in the form of points from Populix that can be exchanged for cash.

Each variable in this study is measured using indicators formulated in the operational definition and adapted from relevant literature. Product Innovation is derived from concepts proposed by (Kotler et al., 2021; Pride et al., 2015; Trott, 2017), which include feature and attribute novelty, relative benefit superiority, lifestyle compatibility, ease of trial, and packaging design and aesthetics. Social Media Marketing refers to indicators developed by (Belch & Belch, 2020; Hanlon et al., 2022; Kotler et al., 2021), namely content quality and consistency, reach and visibility, user interaction and engagement, relationships and community, and call to action. Trust refers to (Gollnhofer et al., 2024; Harvard Business Review, 2023; Mehrabian & Russell, 1974), which emphasizes reliability and consistency, integrity and transparency, competence and capability, and benevolence and goodwill. Meanwhile, Purchase Decision is adapted from (Gelbrich et al., 2023; Kotler et al., 2021), with indicators in the form of need recognition, information search, alternative evaluation, purchase intention and decision, and post-purchase behavior.

Although the indicators have been established, each indicator in this study is represented by more than one statement item in the questionnaire. This is in line with the recommendation of (Hair, 2017; Sugiyono, 2019) that a latent construct should be measured with multiple items so that convergent and discriminant validity can be adequately tested. By having more than one statement per indicator, instrument reliability increases and interpretation bias can be minimized. This approach also ensures that respondents assess the construct more comprehensively, making the research results stronger and more accountable.

The data analysis process is conducted using SmartPLS software version 3.2.9 through two main stages: outer model and inner model evaluation. The outer model stage aims to assess the validity and reliability of the indicators, which includes testing convergent validity (loading factor ≥ 0,50 dan AVE ≥ 0,50), discriminant validity (Fornell–Larcker dan HTMT < 0,90), and construct reliability (Composite Reliability dan Cronbach's Alpha ≥ 0,70). Meanwhile, the inner model is used to test the causal relationships between latent variables through testing the coefficient of determination (R^2), predictive relevance (Q^2), and effect size (f^2). Hypothesis testing is performed using the bootstrapping method with a significance level of 5% ($\alpha = 0,05$). The mediating effect through the Trust variable is considered significant if the t-statistic > 1,96 and the p-value < 0,05. Mediation is declared partial if both the direct and indirect effects are significant, while full mediation occurs if only the indirect effect is significant.

Result

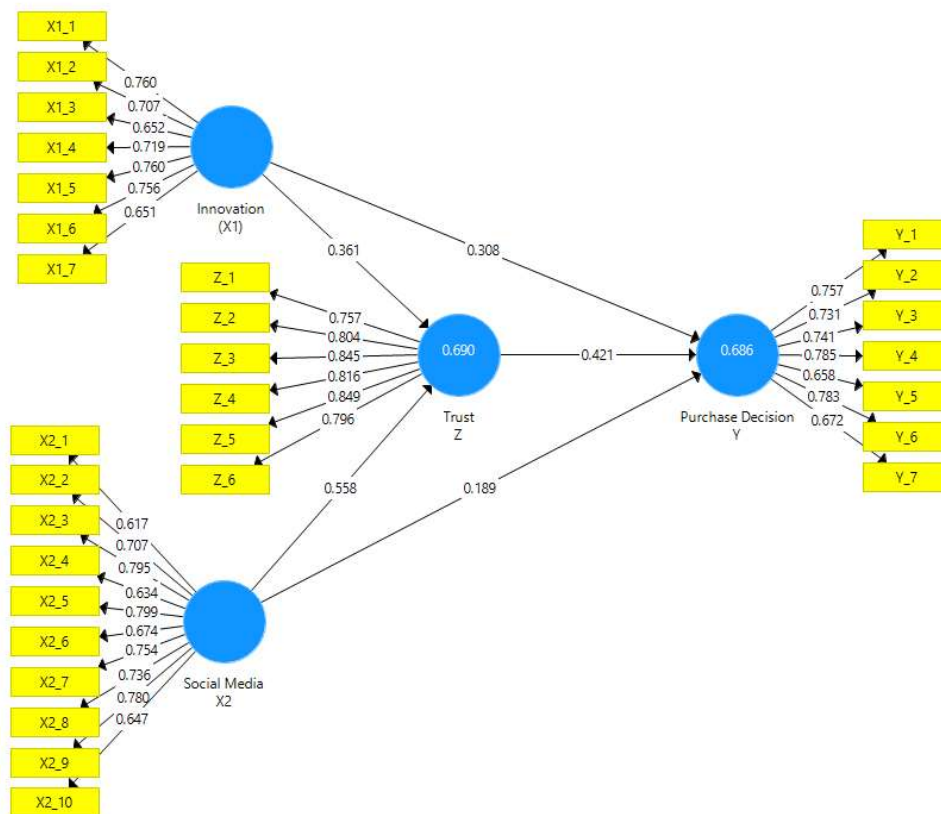A. MEANSUREMENT MODEL EVALUATION (OUTER MODEL)

Figure 1 Conceptual Framework of the Study

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

This research utilizes the Structural Equation Modeling–Partial Least Squares (SEM-PLS) 3.2.9 approach to explain the relationship between Innovation (X_1); social media (X_2); Trust (Z); and Purchase Decision (Y). The research model was developed based on the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 2015) and the Stimulus-Organism-Response (S-O-R) (Mehrabian & Russell, 1974) framework, which explains that purchase decisions are influenced by innovation and social media activities.

In health products, particularly Coolvita, trust plays a crucial role in shaping consumers' purchase decisions. Therefore, this study positions trust as a mediating variable between innovation and social media on purchase decisions.

Table 1 Convergent Validity and Measurement Reliability Indicators (Outer Loading Values)

Item	Inovasi	Social Media	Trust	Purchase Decision
X1_1	0.760			
X1_2	0.707			
X1_3	0.652			
X1_4	0.719			
X1_5	0.760			
X1_6	0.756			
X1_7	0.651			
X2_1		0.617		
X2_2		0.707		
X2_3		0.795		
X2_4		0.634		
X2_5		0.799		
X2_6		0.674		
X2_7		0.754		
X2_8		0.736		
X2_9		0.780		
X2_10		0.647		
Z_1			0.757	
Z_2			0.804	
Z_3			0.845	
Z_4			0.816	
Z_5			0.849	
Z_6			0.796	
Y_1				0.757
Y_2				0.731
Y_3				0.741
Y_4				0.785
Y_5				0.658
Y_6				0.783
Y_7				0.672

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

Convergent validity is evaluated through the outer loading values, which describe the strength of the indicators in representing the construct. The results show that all indicators have values above 0.60, with the lowest value being 0.617 up to the highest value of 0.849, thus declared to meet the criteria for convergent validity (Hair, 2017).

The highest indicator is found in the Work Motivation (M) dimension with a value of 0.955, which indicates excellent internal consistency. Therefore, all indicators are declared valid and suitable for measuring the research constructs.

Table 2 Discriminant Validity Assessment Using Fornell–Larcker Criterion

	Innovation_(X1)	Social Media_X2	Trust_Z	Purchase Decision_Y
Innovation_(X1)	0.716			
Social Media_X2	0.614	0.717		
Trust_Z	0.704	0.780	0.812	
Purchase Decision_Y	0.720	0.706	0.785	0.734

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

Discriminant validity testing is carried out by examining the square root value of the Average Variance Extracted (AVE) for each construct, which must be greater than the correlation between other latent variables. Based on the Fornell-Larcker criterion, a minor anomaly was found where the square root of AVE for Innovation (0.716) was slightly lower than its correlation with Purchase Decision (0.720). However, this very small difference (0.004) is considered tolerable. To ensure that discriminant validity is still met and to show that there is no significant overlap, the HTMT (Heterotrait-Monotrait ratio) result, with values below 0.90, is needed to strengthen this Fornell-Larcker finding, so the research model is still considered feasible to proceed with.

Table 3 Discriminant Validity Assessment Using HTMT

	Innovation_ (X1)	Social Media_X2	Trust_Z	Purchase Decision_Y
Innovation_(X1)				
Social Media_X2	0.706			
Trust_Z	0.804	0.862		
Purchase Decision_Y	0.843	0.799	0.893	

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

The results of the HTMT (Heterotrait-Monotrait Ratio) test confirm discriminant validity, where the highest value found is 0.893 (between Trust and Purchase Decision), which is still below the conservative threshold of 0.90 (Hair, 2017). Since all HTMT ratio values between other constructs also meet this criterion, the research model is proven to have adequate conceptual uniqueness, does not overlap statistically, and is declared suitable for proceeding to the structural analysis stage.

Table 4 Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Innovation_(X1)	0.841	0.844	0.880	0.513
Social Media_X2	0.894	0.901	0.913	0.514
Trust_Z	0.896	0.898	0.921	0.659
Purchase Decision_Y	0.856	0.859	0.891	0.539

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) are used to test the reliability and construct validity. The results show that Cronbach's Alpha values range from 0.841–0.896; Composite Reliability values range from 0.880–0.921; and AVE values range from 0.513–0.659. These results indicate that all constructs in the model possess strong internal reliability and good construct validity (Hair, 2017). Thus, the instrument is declared reliable and suitable to proceed to the structural analysis stage.

B. STRUCTURAL MODEL EVALUATION (INNER MODEL)

Table 5 Coefficient of Determination *(R^2)*

	R Square	R Square Adjusted
Purchase Decision_Y	0.686	0.676
Trust_Z	0.690	0.683

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

The *(R²)* value (Coefficient of Determination) is used to measure the predictive power of the model, which is the proportion of the variance of the dependent construct that can be explained by the independent constructs. In this study, the *(R²)* values for Trust (0.690) and Purchase Decision (0.686) are classified as strong because they exceed the threshold of 0.67 (Hair, 2017). This result indicates that the model has high predictive ability in explaining the variance, meaning the structural model is declared to have adequate explanatory power and is suitable for drawing conclusions.

Table 6 Hypothesis Test Summary Direct Effects

	Original sample (O)	T statistics (|O/STDEV|)	P values	Inference
X1 → Z	0.361	4.801	0.000	Supported
X1 → Y	0.308	2.361	0.018	Supported
Z → Y	0.421	3.009	0.003	Supported
X2 → Z	0.558	7.527	0.000	Supported
X2 → Y	0.189	1.763	0.078	Not Supported

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

The analysis results show that innovation has a direct effect on trust with a coefficient value of 0.361 and a P-Value of 0.000, and a direct effect on purchase decisions with a coefficient value of 0.308 and a P-Value of 0.018. Trust also has a direct effect on purchase decisions with a coefficient value of 0.421 and a P-Value of 0.003. Meanwhile, social media has a direct effect on trust with a coefficient value of 0.558 and a P-Value of 0.000, but does not have a direct effect on purchase decisions because the coefficient value is only 0.189 with a P-Value of 0.078. Thus, this result aligns with the research of (Citrasumidi & Pasaribu, 2023; Faradhilla et al., 2024; Hanaysha, 2022; Osgani & Yulistyawati, 2024; Prastowo et al., 2024), where significant direct effects are only found in the relationships of innovation to trust, innovation to purchase decisions, trust to purchase decisions, and social media to trust.

Table 7 Hypothesis Test Summary Specific Indirect Effect

	Original sample (O)	T statistics (|O/STDEV|)	P values	Inference
X1 → Z → Y	0.152	2.53	0.011	Supported
X2 → Z → Y	0.235	2.747	0.006	Supported

Source: SmartPLS vr 3.2.9, data processed by researcher, 2025

The results of the indirect effect test show that trust mediates the relationship between innovation and social media with the purchase decision for Coolvita products. The path from innovation through trust to purchase decision is significant with a coefficient value of 0.152 and a P-Value of 0.011, while the path from social media through trust to purchase decision is also significant with a coefficient value of 0.235 and a P-Value of 0.006. This finding confirms that for buyer respondents on TikTok, trust is an effective mediator, particularly because the direct effect of social media on purchase decisions was insignificant, but becomes strong when channeled through trust. This emphasizes the importance of a trust-building strategy in maximizing the impact of Coolvita's innovation and social media communication on consumer purchasing behavior.

Discussion

The research results show that Product Innovation (X_1) has a positive and significant effect on Trust (Z) and Purchase Decision (Y). The innovation in the form of gummies with multivitamin, DHA, and collagen content is proven to increase consumer confidence while simultaneously

driving purchase decisions. This finding supports the Stimulus-Organism-Response (Mehrabian & Russell, 1974) theory and previous research ((Almira & Sutanto, 2018; Silviyah & Santoso, 2021) which affirms the role of innovation as a main factor in shaping consumer preferences.

Conversely, Social Media (X_2) only has a significant effect on Trust (Z), but not directly on Purchase Decision (Y). This is in line with the Theory of Reasoned Action (Fishbein & Ajzen, 2015), where consumer behavior is influenced by intentions formed from attitudes and subjective norms. Calls to action on TikTok, such as invitations to buy, follow live commerce, or utilize flash sales, are only effective if consumers have trust in the brand and the product. Thus, social media functions as a stimulus that builds brand awareness and interaction, but the purchase decision only occurs when consumers are convinced of the product's quality and safety.

Furthermore, the mediation test results show that Trust (Z) is proven to mediate the influence of Innovation and Social Media on Purchase Decision. This confirms that trust is a key factor in strengthening the impact of both innovation and digital communication on consumer behavior, especially for health supplement products that are sensitive to safety issues.

Conclusion

This research concludes that in the context of Coolvita Gummy consumers on TikTok, Product Innovation (X_1) significantly affects Trust (Z) and Purchase Decision (Y), while Social Media (X_2) only significantly affects Trust (Z) but does not directly affect Purchase Decision (Y). This finding affirms that the success of health supplement marketing strategies is determined more by the extent to which product innovation can build consumer confidence, while social media activities function as a means of building credibility and interaction, not as a direct driver of transactions.

The practical implication of these research results is the necessity for health supplement companies, especially Coolvita, to focus on continuous innovation and transparent digital communication strategies to strengthen consumer trust. Trust is proven to be a key factor bridging the influence of innovation and social media on purchase decisions, so companies need to ensure product quality, the security of claims, and consistency of interactions on digital platforms.

Theoretically, this research extends the understanding of the role of Trust as a mediating variable within the Stimulus-Organism-Response (S-O-R) and Theory of Reasoned Action (TRA) frameworks, especially in the health supplement industry which is sensitive to safety issues. Going forward, future research is suggested to add variables such as perceived risk, brand loyalty, or health product regulations to deepen the understanding of factors influencing consumer purchase decisions in the digital era.

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