

# Factors Contributing to Buying Interest (Study on Yakult Product Consumers in Solo City)

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## Abstract

**Purpose:** The purpose of this study is to determine and examine how field selling tactics, brand perception, customer experience, and social media directly affect consumers' desire to purchase Yakult products in Solo.

**Methodology/approach:** This study employs a quantitative methodology and a survey approach with a questionnaire for data collecting. Purposive sampling was utilized in the sample withdrawal procedure, and 100 respondents who bought Yakult products in Solo were included in the sample. IBM SPSS Statistics 25 was used to analyze the data using multiple linear regression analysis tests.

**Results/findings:** The study found that field selling strategy, brand image, customer experience, and social media each have a significant positive effect on consumer purchase interest in Yakult products. Additionally, these variables collectively influence buying interest in a significant and positive manner.

**Conclusions:** It can be concluded that all four factors—field selling, brand image, customer experience, and social media—play an important role in increasing consumer buying interest. An integrated marketing approach that focuses on these aspects can effectively boost consumer intention to purchase Yakult in Solo.

**Limitations:** Determinants of interest in buying Yakult products, such as field selling strategies, brand image, customer experience, and social media, affect an individual's repurchase interest, even though there are health drink products other than Yakult.

**Contribution:** In this study, it is intended to be able to understand the perceptions and preferences of Generation Z to enable companies to develop effective marketing strategies, strengthen brand image, and increase competitiveness in the market.

**Keywords:** *Brand Image, Buying Interest, Customer Experience, Field Selling, Social Media.*

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## 1. Introduction

Recently, public concern for health, especially the digestive system and immune system, has continued to increase significantly. This has led to a high demand for probiotic products, such as Yakult, which are considered to support health. However, competition with similar products such as fermented beverages, supplements, or plant-based alternatives requires companies to not only prioritize quality, but also explore key factors that influence consumer decisions. On the other hand, the preferences of modern consumers, especially generation Z, have evolved: in addition to the benefits of the product, they are also paying attention to brand appeal, packaging design, user experience, as well as digital interaction. This challenge is increasingly challenging in urban markets such as Solo City, where consumers tend to be more informed and selective. This requires adapting conventional marketing

strategies (e.g., direct selling) to align with changing preferences. Companies must understand customer needs and provide relevant products; they recognize the significance of the connection between their presence and customer behavior. To survive the competition, companies need to develop innovative marketing strategies to meet customer needs and face competitors who offer better value (Ningsih, 2021).

In today's digital era, consumer behavior in making purchasing decisions is increasingly influenced by various factors, such as promotions, consumer experience, and brand perceptions. Research by Annisa, Putri, and Mavilinda (2024) shows that sales promotions and electronic word-of-mouth (e-WOM) have a significant influence on consumer purchasing decisions on digital platforms such as TikTok Shop. This shows the importance of effective marketing communications in increasing consumer purchasing interest. In addition, Apriyanti, Surya, and Lutfi (2017) emphasize that service quality, systems, and relationship marketing make important contributions to the satisfaction and loyalty of application users, which in the context of brands, can strengthen brand image and improve the overall customer experience.

In terms of consumer experience, research by Kurniasih and Elizabeth (2021) also emphasizes that the success of a marketing strategy depends not only on features or promotions, but also on how the user experience is formed through continuous and relevant interactions. This is relevant to Arbaiyah (2024) that the characteristics of Gen Z tend to prioritize personal experience and values in every interaction with a brand. Therefore, this study is in line with the research of Alexander and Widjaja (2024) that it is important to review the contribution of field selling strategies, brand image, customer experience, and the use of social media in shaping consumer purchasing interest, especially Gen Z in Solo City, which is a digitally active consumer segment. The popularity of probiotic drinks that are recognized to have benefits for digestive health and the immune system has increased tremendously in recent years. In Indonesia, Yakult has been a pioneer in this category since its launch in 1996 and has been successful in giving customers a favorable impression of the brand.



Figure 1. Top Brand Data of Branded Fermented Beverages  
(Source: [www.topbrand-award.com](http://www.topbrand-award.com) )

According to Top Brand data for the branded packaged fermented milk category, Yakult has consistently led the market for the past five years (2020-2024) with a brand index score above 75%. Despite experiencing a gradual downward trend, its position remains stronger than competitors. Calpis began to record attendance in 2023 with an index of around 20% and showed an increase in the following year, while Yoyic will only enter the market in 2024 with the achievement of the index still relatively low. Despite facing increasingly stiff competition with the emergence of new brands, Yakult continued to dominate the market by a considerable margin throughout the period.

Sustainable business strategies with the level of competition that are increasingly fierce today, cause businesses to conduct studies to find out relevant factors influencing them, one of which is through consumer behavior. Several factors in the study are suspected to influence the buying interest of Yakult products, including field selling, brand image, customer experience and social media marketing. Field selling is direct-to-consumer sales with a personalized approach to building relationships and increasing sales (Maulani, 2024). Previous research by Zebua and Syahriza (2021) showed that buying interest was significantly impacted by field selling. Direct interaction between sellers and consumers can strengthen relationships, build trust, and ultimately drive purchase decisions. Findings Rain (2024), stating that field selling has the potential to increase buying interest by creating a personalized and persuasive interaction experience. Unlike the results of earlier studies, the investigation carried out by Sangen (2019) revealed that the application of field selling can have a detrimental effect on customers' desire to purchase in specific circumstances. Excessive frequency of direct interaction can cause discomfort for consumers, potentially reducing their interest in the products offered.

Consumer buying interest is also influenced by brand image, which is the perception of the brand which is reflected in the value of the product and price. According to Hutajulu and Randyantini (2023), defines brand image as how a consumer views a company's distinctive qualities that set it apart from rivals. Numerous empirical research has demonstrated the connection between brand image and customer buying interest, albeit with different degrees of influence. Research indicates that brand image has a major impact on purchasing interest. As found Wijaya et al. (2024), A good brand image is able to encourage consumers' desire to buy certain products. This happens because the positive perception formed in the minds of consumers will increase their interest in the products of the brand. Similar findings by Kusumayanti, Kamanda, and Qolbi (2022) which claims that the purchasing process is positively impacted by the brand image. This is due to the fact that a powerful brand image can increase customer trust, so they are more stable in choosing the product. This study reinforces the evidence that positive perceptions of brands are a crucial factor in purchasing decision-making. Contrary to the results of the study Prasojo (2020) shows a phenomenon where brand image actually has a negative influence on consumers' desire to buy.

A good customer experience not only increases loyalty and recommendations, but also has a significant impact on influencing consumers' desire to purchase. Study by Mustika, Suwarni, and Anggarini (2023) demonstrating the favorable correlation between repurchase interest and customer experience. These findings are reinforced by Halwa & Oktafiani (2024) which reveals that the positive emotional and sensory responses of the shopping experience can significantly influence purchasing decisions. Research results Asfina and Jadmiko (2023) shows the opposite results, where negative customer experiences, including dissatisfaction with the speed of service and lack of a personal approach to online shopping, actually have a negative impact on purchase intent.

The role of social media in digital marketing is increasingly crucial, especially to reach Generation Z who are very active on various digital platforms as shown (Salim, Catherine, & Andreani, 2015). Various studies on the influence of social media on consumer behavior reveal that although there are variations in results, in general social media makes a positive contribution to shaping purchase interest. Studies have revealed that although there are variations in findings, in general social media has a positive impact on consumer buying interest. As revealed Sinaga and Sulistiono (2020); Lestari and Gunawan (2021), electronic word of mouth (e-WOM) activities have been proven to be able to increase positive perceptions of brands so as to encourage the desire to shop. Research Wjaya and Yulita (2022),

found that social media can increase brand awareness, but negatively impact buying interest if consumers don't have trust in the brand.

This study specialized in the analysis of Generation Z consumers (born 1997-2012) in the Solo area by taking a sample of 100 people aged 18-27 years who are Yakult consumers. This demographic selection is based on the large market potential among Gen Z who have high health awareness. The research is relevant considering Yakult's strategic position in the midst of increasingly fierce competition in the health beverage industry, so it is necessary to identify the determinants of purchasing decisions for this product. Based on the dynamics of competition in the probiotic beverage industry, especially in urban markets such as Solo City, it is important for companies to understand the main determinants in shaping consumer purchasing interest, especially generation Z who have digital-savvy and health-conscious characteristics. This study intends to analyze the influence of direct selling strategies (field selling), brand image, customer experience, and social media on purchasing interest in Yakult products. The inconsistent results of previous studies are an important background for re-investigating these four factors comprehensively.

## **2. Theoretical Framework and Hypothesis**

### ***2.1. Field selling strategies***

Field selling strategies involve direct interaction between sellers and consumers in the field to explain products, provide education, and create positive experiences (S. A. Putri, 2021). According to A. R. Putri (2016), the field selling strategy provides an advantage in establishing a personal relationship between sellers and buyers, which can increase customer loyalty. Through face-to-face interactions, sellers can understand consumer needs directly and adjust their approach, thereby increasing sales effectiveness. According to A. R. Putri (2016), There are several factors that can be used to analyze field selling indicators, including: product factors, customers and budget.

### ***2.2. Brand image***

The general opinion that consumers have about a brand in a specific product category is known as its brand image. Where the brand image develops from the interaction and experience they have with the brand, which then determines whether the perception is positive or negative (Ramadhanti, Parlyna, & Hidayat, 2021). According to Arianty and Andira (2021) Brand image indicators can be analyzed through several important aspects: company image, product image and user image.

### ***2.3. Customer experience***

According to Kotler & Keller in Marliana, Pertiwi, Rizki, and Syahputro (2023), states that customer experience encompasses all forms of interaction, whether direct or indirect, between consumers and brands. A good experience can strengthen customer satisfaction and loyalty, while a bad experience has the potential to damage a brand's reputation and reduce consumers' desire to buy. Banerjee, Sultan, and Hofacker (2022), mentioning several indicators used to measure customer experience including: interaction, emotions, perception and loyalty.

### ***2.4. Social Media***

According to Stuart & Stuart (2023), define social media as a digital platform that enables online communication, information sharing, and social relationship building. The platform not only becomes a space to express oneself and share experiences, but also encourages cross-geographical collaboration. Social networking has become an essential tool in today's world for quick and efficient communication. In addition, platforms such as Instagram, Facebook, and Twitter also act as strategic instruments for businesses to establish direct interaction with the target market. There are several indicators to measure

the effectiveness of social media according to Kurniawan (2022), among others: user interaction, frequency of posts, content, brand reputation and follower growth.

## 2.5. *Buying interest*

According to Kotler & Keller in Septyadi, Salamah, and Nujiyatillah (2022), The purchase decision is an evaluative stage where consumers determine the best choice from a number of available options. Buying interest can be a crucial factor at any stage, especially when consumers weigh the advantages of the product (alternative evaluation) and confirm the final choice (purchase decision), taking into account aspects such as quality, price, or recommendations. The indicators to measure individual buying interest according to Septyadi et al. (2022) : transactional interest, preferential interest, referential interest, and exploratory solicitation.

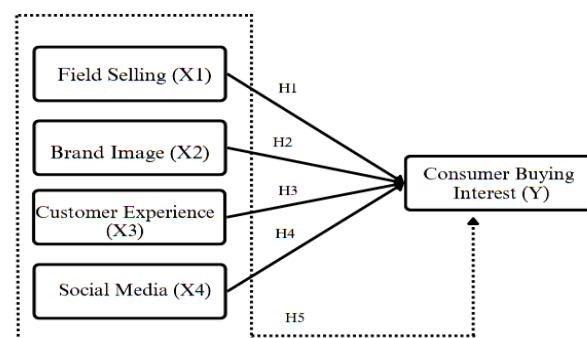


Figure 2. Research Conceptual Model

## 2.6. *Hypothesis*

### 2.6.1 *The impact of field selling strategy on buying interest in Yakult products*

Research Palit, Mandey, and Djemly (2023), revealed that the implementation of targeted marketing strategies, including field selling strategies, has a significant positive impact on increasing consumer desire to buy a product. Face-to-face interaction between salespeople and consumers in a field selling strategy is considered effective because it allows sellers to convey product advantages personally and adjust approaches according to specific customer preferences and needs. This strengthens the appeal of the product and encourages consumers to make a purchase decision (Baidowi & Chairudin, 2022; Hardiyannah, Hidayati, Nasution, Muslikh, & Marhamah, 2023).

H1: Field selling *strategy* has a significant positive effect on consumer buying interest

### 2.6.2 *The impact of brand image on buying interest in Yakult products*

Brand image has a positive and significant impact on increasing consumer interest in making purchases. Brand image is considered as a dominant factor that influences purchase decisions, where positive perception of a brand can build consumer trust and strengthen the attractiveness of products in the eyes of the market. In other words, the better the brand image, the higher the likelihood that consumers will choose the product over other alternatives (Purwati & Cahyanti, 2022). The findings are in line with research (Hien, Phuong, Tran, & Thang, 2020; Indarto & Farida, 2022; Peronika, Junaidi, & Maryadi, 2020).

H2: Brand image has a significant positive effect on consumer buying interest

### 2.6.3 *The impact of customer experience on buying interest in Yakult products*

Research Ayaumi and Komariah (2021); Monica and Widaningsih (2020) stating that customer experience has a positive effect on consumer buying interest. Positive experiences can shape a good

perception of the product and drive purchasing decisions. The findings are supported by Chen and Yang (2021); Esmailpour and Mohseni (2019); Nining and Delfi (2023) because the positive experience felt by customers is able to build a favorable perception of the product, thereby strengthening purchase intent.

H3: Customer experience has a significant positive effect on consumer buying interest

#### 2.6.4 The impact of social media on buying interest in Yakult products

Several recent studies reveal the crucial role of social media in shaping consumer interest in buying a product. Findings Suparnoto and Setiobudi (2020), emphasizing that social media platforms are able to attract consumers' attention through creative visual content and two-way interaction, thereby strengthening buying interest. Meanwhile Rohani, Hufron, and Rizal (2020), found that promotions on social media not only increase brand awareness, but also encourage consumers to act to buy as well as endorsements from Wibowo and Heryjanto (2020), which concluded that there was a positive relationship between marketing activities on social media and increased consumer buying interest. The findings are in line with research (Geraldine, 2021; Nurfauziah & Hamdani, 2021).

H4: Social media has a significant positive effect on consumer buying interest

H5: Field selling, brand image, customer experience and social media have a simultaneous effect on consumer buying interest

### 3. Research Methods

This research is designed by applying two types of variables, namely independent variables: field selling (X1), brand image (X2), customer experience (X3), social media (X4) and dependent variable (buying interest). This research employs a quantitative explanatory methodology, as it aims to explain the causal relationship between independent variables and the dependent variable. Explanatory research is appropriate because the study seeks to test hypotheses and measure the extent of influence from each variable, using statistical analysis. All Solo City Gen Z customers of Yakult products make up the study's demographic. To choose the sample, the researcher employed a purposive sampling strategy. The criteria for participants set include: domiciled in the city of Solo, have transacted to buy at least one Yakult product, aged 17 – 27 years, connected to technology and social media, and have a high awareness of health and fitness. Research with the Cochran formula to determine a sample size of 100 (Scott, 2013). The sample size was determined using the Cochran formula, a common method for calculating sample sizes when the population is large or unknown. The formula assumes a 95% confidence level and 10% margin of error, resulting in a sample size of 100 respondents. The use of Cochran is considered appropriate given the lack of a fixed population size for Yakult Gen Z consumers in Solo City.

The data analysis method used in this study is multiple linear regression, because it involves more than one independent variable and is capable of analyzing both partial and simultaneous effects on the dependent variable

Table 1. Research Operational Definition

No.	Variabel	Definition	Indicator	Source
1.	Field selling(X1)	A marketing method that involves direct interaction between salespeople and consumers to explain products and answer questions.	1) Product factors 2) Customer factors 3) Budget factors	(A. R. Putri, 2016)
2.	Brand Image(X2)	Consumer perception of a brand is influenced by the experience and information received.	1. Company image 2. Product image 3. User's image	Aaker & Biel in in Arianty &

				Andira (2021)
3.	Customer experience (X3)	The overall interaction of consumers with a brand or product, includes emotions and perceptions of quality.	Interaction, emotion, perception of quality, and loyalty	Wang et al. in Rindy (2022)
4.	Social media(X4)	A digital platform that enables interaction and sharing of information that influences consumer perception.	User interaction, post frequency, content, brand reputation, and follower growth	Yudi Kurniawan & Albari, (2022)
5.	Buying Interest(Y)	The readiness and interest of consumers to make a purchase, which is influenced by product evaluation.	Exploratory, preferential, reflexive, and transactional interests respectively	(Abdul Kohar Septyadi et al., 2022)

Data collection is carried out through two main ways, namely literature review and online questionnaire distribution through the Google Form platform. IBM SPSS 2025 is used for data analysis, including multiple linear regression analysis, hypothesis testing, correlation testing, simultaneous testing, data feasibility testing, and classical assumptions (Ghozali, 2021).

## 4. Results and Discussion

### 4.1. Characteristics Responden

The data regarding the gender of respondents Consumers of yakult products in the city of Solo are as follows:

Table 2. Respondent Characteristics

Category	Information	Number of Respondents	Percent
Gender	Man	40	40%
	Woman	60	60%
Age	18-22 Years	14	14%
	22-26 Years	81	81%
	>27 Years	5	5%
Have you ever bought a yakul		100	100%

Source: The data results are processed in 2025

### 4.2. Data Feasibility Test

#### 4.2.1 Data Validity Test

In this study, the amount of df can be count  $df = 100$  with  $Alpha$  0.05 in  $r_{count}$  0.194 with  $r_{table}$  0.165, the question item is considered valid if the value of  $r$  is positive and the  $r_{count}$  is more than the  $r_{table}$  (Sugiyono, 2013). The following table displays the validity test results:

Table 3. Validity Test Results

Indicator	$r_{count}$	$R_{table}$	Results
P1	1	0,165	Valid
P2	0,645	0,165	Valid
P3	0,496	0,165	Valid
P4	0,312	0,165	Valid
P5	0,417	0,165	Valid

P6	0,465	0,165	Valid
P7	0,641	0,165	Valid
P8	0,269	0,165	Valid
P9	0,280	0,165	Valid
P10	0,310	0,165	Valid
P11	0,295	0,165	Valid
P12	0,328	0,165	Valid
P13	0,331	0,165	Valid
P14	0,428	0,165	Valid
P15	0,331	0,165	Valid
P16	0,351	0,165	Valid
P17	0,414	0,165	Valid
P18	0,212	0,165	Valid
P19	0,330	0,165	Valid
P20	0,264	0,165	Valid
P21	0,350	0,165	Valid
P22	0,334	0,165	Valid

Source: IBM SPSS output in 2025

#### 4.2.2 Reliability Test

Based on table 4. in research Ini, reliability is measured using the coefficient *Cronbach's Alpha*. Generally, the  $\alpha \geq 0,60$  already considered Meet minimum reliability requirements, especially in social research and marketing (Scott, 2013). Each variable has *cronbach alpha*  $> 0,682$ , which means all instruments are declared reliabel.

Table 4. Statistical Results of Reliability Test

Variabel	Cronbach's Alpha	Results
Strategi field selling (X1)	0,682	Reliabel
<i>Brand image</i> (X2)	0,682	Reliabel
<i>Customer experience</i> (X3)	0,682	Reliabel
Social media (X4)	0,682	Reliabel
Buying interest (Y)	0,682	Reliabel

Source : IBM SPSS output in 2025

### 4.3. Classic Assumption Test

#### 4.3.1 Normality Test

Based on the output findings from the SPSS displayed in table 5, the Kolmogorov-Smirnov normality test indicates that the residual data that follows the normal distribution offers a significant result at  $0.341 > 0.05$ . As a result, the residual data satisfies the normality condition and is normally distributed (Scott, 2013).

Table 5. Normality Test Results

Unstandardized Residual	
N	100
<i>Kolmogorov-Smirnov Z</i>	0,341
<i>Asymp. Sig. (2-tailed)</i>	0,200

Source: IBM SPSS output in 2025

#### 4.3.2 Multicollinearity Test

Table 6, on the result of the multicollinearity of the value *tolerance* > 0.10, and the VIF value < 10.0, it means that the test results do not occur multicollinearity (Ghozali, 2018).

Table 6. Multicollinearity Test Results

Model	Colinearity Statistics	
	Tolerance	VIF
<i>Stretegi</i> Field selling	0,313	1,321
<i>Brand Image</i>	0,343	1,432
<i>Customer Experience</i>	0,325	1,322
Social Media	0,264	1,126

Source: IBM SPSS output in 2025

#### 4.3.3 Heterokedasticity Test

Table 7 indicates that the strategy variables field selling (X1), *brand image* (X2), *customer experience* (X3), and *social media* (X4) all have significance values larger than 0.05 by 0.773, 0.342, and 0.195, respectively. Consequently, it can be said that the regression model employed for this investigation is workable because there are no issues or signs of heteroscedasticity (Hildawati, 2024).

Table 7. Heteroscedasticity Test

Spearman's rho	
<i>Strategy</i> field selling	0,773
<i>Brand image</i>	0,342
<i>Customer experience</i>	0,522
Media social	0,195

Source: IBM SPSS output in 2025

#### 4.4. Analysis of the Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	9,642	4,228		2,332	0,132
<i>field selling</i>	0,430	0,245	0,324	5,324	0,010
<i>Brand image</i>	0,343	0,641	0,213	3,754	0,028
<i>Customer experience</i>	0,435	0,370	0,342	3,133	<,001
Media <del>sosial</del>	0,365	0,372	0,635	3,521	<,001

Figure 3. Multiple Regression Results

Source: IBM SPSS output in 2025

$$Y = 9.642 + 0.430 X1 + 0.343 X2 + 0.435 X3 + 0.365 X4$$

#### 4.5. T Test

Based on the presentation of table 8. The results of the hypothesis test of the influence of independent variables on the dependent variable partially with a t-value of table 1.660 are as follows:

- The t-number calculates the field selling strategy (X1) of  $5.324 < 1.660$  and the significance is  $0.010 < 0.05$ . Consequently, H1 is approved, indicating that the field selling approach influences purchase intention favorably.

- b. If the significance is  $0.028 > 0.05$  and the brand image (X2) t-count is  $3.754 < 1.660$ , then H2 is accepted, indicating that brand image influences purchase interest.
- c. The number t calculates customer experience (X3) of  $3.133 > 1.660$  and the significance of  $0.001 < 0.05$ , then H3 is accepted, meaning that customer experience affects buying interest.
- d. The t-count of social media (X4) is  $3.521 > 1.660$  and the significance is  $0.001 < 0.05$ , then H4 is accepted, meaning that social media has an effect on buying interest.

#### 4.6. Simultaneous Tests

Based on the statistical analysis shown in table 9, the F value of the table used is 3.940 referring to Sugiyono (2013) with a total of 100 respondents. The calculation result for the calculated F value is 14.464, which is larger than the F table ( $14.464 > 3.940$ ). In addition, the significance level obtained was 0.01, smaller than the critical limit of 0.05 (H5 was accepted). This proves that field selling strategies, brand image, customer experience and social media simultaneously have a significant impact on consumer buying interest.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	435,110	25	33,703	14,464	0,001 <sup>b</sup>
Residual	242,170	75	3,532		
Total	285,280	100			

Figure 4. Test Value F

Source: IBM SPSS output in 2025

#### 4.7. Coefficient of Determination Test ( $R^2$ )

It can be shown in table 10 below, that the adjusted value of  $R^2$ : 0.653 or 65.3% indicates that the field selling, *brand image*, *customer experience*, and social media had a simultaneous effect of 65.3%, while the remaining 34.7% was influenced by other determinants (Rashid, 2022).

Table 8. Determinant Coefficient Values

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,786	0,560	0,653	1,64667	2,010

Source: IBM SPSS output in 2025

#### 4.8. Discussion

The field selling *strategy* has a significant positive effect on consumer buying interest in yakult products in the city of Solo. The data in Table 8 states that the Field selling Strategy (X1) has a coefficient of 0.430. The coefficient of 0.430 for field selling explains that every 1 unit increase in the perception of field selling will increase purchasing interest by 0.430 on the same scale. These findings confirm that the improvement in the quality of the strategy is positively correlated with the growth of Yakult consumer buying interest in Solo. This implies that improvements to brands, services, or social media usage will also increase consumer interest in making a purchase. The statistical significance of this relationship strengthens the validity of the research results, so that it can be used as a reference in designing effective business strategies. The findings are in line with research (Hardiyana et al., 2023; Palit et al., 2023). Brand image has a significant positive effect on consumer buying interest in yakult products in the city of Solo.

The data in Table 8 reveals that Brand Image (X2) has a coefficient of 0.343. These findings confirm that the improvement of brand image is positively related to the growth of consumer buying interest in

Yakult products in the city of Solo. In other words, the better the reputation or quality of the brand, the higher the tendency of consumers to buy the product. The findings' relevance as a guide for developing marketing strategies is reinforced by the statistical significance of this association. Additionally, consumers' perceptions are greatly influenced by brand image, and they frequently select products based on their reputation and perceived quality. The findings are in line with research Esmaeilpour and Mohseni (2019); Chen and Yang (2021); Nining and Delfi (2023), in the city of Solo, customer satisfaction significantly increases consumers' desire to purchase Yakult products.

The Customer Experience (X3) variable has a coefficient of 0.435, according to the data in Table 8. These results suggest that raising the standard of the customer experience directly influences the rise in Solo City consumers' desire to purchase Yakult goods. This means that the better the interaction or service provided in the customer experience, the higher the consumer's inclination to buy the product. This is due to the formation of positive perceptions and consumer trust in brands, which naturally drives buying interest. Because this relationship is statistically significant, the results of the research can be used as a valid reference in designing business strategies, especially in the context of increasing customer satisfaction and loyalty through a satisfying experience. In this context, the finding that customer experience is the most dominant variable in influencing purchase intention can be explained by Gen Z's tendency to seek authentic, personal, and interactive experiences. Experiences provided directly through field selling strategies such as product education in the field, free samples, or face-to-face interactions with promoters are able to create a strong impression and build trust more effectively than other promotional media.

In addition, Gen Z is also known to actively share their positive experiences through social media, which indirectly expands the reach of influence from individual experiences to collective exposure in the digital sphere. Therefore, a marketing strategy that prioritizes customer experience not only increases the likelihood of direct purchases, but also builds long-term loyalty and strengthens brand image organically among Gen Z. Thus, the dominant influence of customer experience on purchase intention in this study is very relevant when associated with the psychographic characteristics of Gen Z in Solo, which is very responsive to meaningful interactions, enjoyable experiences, and emotional involvement in the purchasing process. The findings are in line with research (Fadly, Bulan, & Amilia, 2022; Hien et al., 2020; Indarto & Farida, 2022; Peronika et al., 2020).

Social media has a significant positive effect on consumer buying interest in yakult products in the city of Solo

The Social Media variable (X4) has a coefficient of 0.365, according to the data in Table 8. According to these data, consumers in Solo City are more interested in purchasing Yakult goods when social media is used more effectively, for example, through advertising and promotional content. In other words, customers are more likely to be interested in purchasing a product if the social media strategy or content is better. Additionally, it increases consumers' awareness of the brand. The research findings can serve as a reliable guide for businesses creating digital marketing strategies, such as maximizing creative content or interaction on social media platforms to stimulate interest in purchasing, because this association is statistically significant. The findings are in line with research (Geraldine, 2021; Nurfauziah & Hamdani, 2021; Rohani et al., 2020; Suparnoto & Setiobudi, 2020).

Field selling strategies, brand image, customer experience and social media have a simultaneous effect on consumer buying interest in yakult products in the city of Solo.

Data in Table 8 and Table 9, reveal that the four variables of field selling *strategy* ( $0.430 > 1.666$ ), *brand image* ( $0.343 > 1.666$ ), *customer experience* ( $0.435 > 1.666$ ), and *social media* ( $0.365 > 1.666$ ), have a

significance level of  $0.01 < 0.05$  and F table ( $14.464 > 3.940$ ). This finding proves statistically that it has a great effect on the increase in buying interest of Yakult consumers in Solo. This means that the better the marketing strategy is implemented, the higher the tendency of consumers to buy the product. Well-designed integrated marketing not only creates a positive experience for consumers, but also effectively increases buying interest through the optimal combination of all four variables. Brand image is not formed in isolation, but is very likely to be formed and strengthened through positive customer experience. Consumers who have a pleasant experience when using or interacting with Yakult products tend to form a better perception of the brand. In this case, customer experience becomes an emotional foundation that strengthens the brand image in the long term.

In addition, social media also plays an important role in supporting the effectiveness of field selling strategies. Digital content such as customer testimonials, field promotions shared online, or documentation of direct marketing activities can expand the impact of field selling activities to a wider audience. This shows that social media not only has a direct impact on purchasing interest, but also acts as an amplifier for other variables such as customer experience and field sales strategy. Thus, an effective marketing approach should not only consider the strength of each element, but also the synergy between these elements. The interaction between brand image, customer experience, field sales strategy, and the use of social media must be managed in an integrated manner to create a greater cumulative effect on increasing consumer purchasing interest.

## **5. Conclusions and Suggestions**

### ***5.1 Conclusions***

This study involving 100 respondents from Generation Z in Solo City shows that field selling strategy, brand image, consumer experience, and social media partially have a positive and significant effect on consumer purchasing interest in Yakult products. Based on the results of multiple linear regression tests, it is known that consumer experience is the most dominant variable in influencing purchasing interest, followed by field selling strategy, social media, and brand image. Simultaneously, these four variables have a significant effect on purchasing interest (F count value  $14.464 > F$  table  $3.940$  and significance value  $0.001 < 0.05$ ), and are able to explain 65.3% of the variation in consumer purchasing interest in Yakult products. Theoretically, the results of this study support the promotion mix theory and consumer behavior theory, which state that direct interaction and real consumer experience are important factors in influencing purchasing intentions, especially in the younger generation such as Gen Z. This generation is known as a group that is digitally active but still appreciates authentic experiences when interacting with brands or products.

In terms of consumer behavior, these findings reinforce the understanding that Generation Z is not only influenced by brand perception or promotion through social media, but also responds positively to the direct experience they feel when using a product. A pleasant, consistent, and relevant experience can shape trust, preference, and ultimately drive the decision to purchase a product. Practically, the results of this study provide strategic implications for companies such as Yakult, namely the need to build an integrated marketing strategy centered on customer experience. Companies are advised not only to strengthen promotions through social media and improve brand image, but also to actively increase direct interaction with consumers through field selling strategies and create positive and memorable customer experiences. An integrated approach will be more effective in reaching and influencing the purchasing interest of Gen Z who have high expectations for the quality of authentic brand experiences and communications.

## 5.1 Suggestion

The study recommends two strategic aspects:

- a. Business: Yakult's management in Solo needs to focus on a consistent customer experience across all interactions, strengthen brand image, leverage social media for interactive dialogue, and increase the flexibility of data-driven field sales strategies.
- b. Academic: Follow-up research is recommended adding other variables as well as expanding the scope to a wider sector or region to enrich the study of consumer behavioral intent.

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