

ALL-IN-ONE SERVICE AND FACEBOOK DIGITAL MARKETING EFFECT ON IMPORT PERSONAL SHOPPER INTEREST

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Abstract

This study aims to analyze the partial and simultaneous effects of the All-in-One service and Facebook digital marketing on consumers' interest in using import personal shopper (jastip) services. A quantitative approach was applied by distributing structured questionnaires to customers of PT. CVAS Jastip Impor in Greater Bogor, and the respondents were determined with the Slovin formula. After the instruments were declared valid and reliable, the data were analyzed using multiple linear regression in IBM SPSS version 25. The results show that the All-in-One service has a positive and significant partial effect on interest in using the service. Facebook digital marketing also has a positive and significant partial effect and appears as the more dominant predictor. Together, both variables significantly influence usage interest and explain almost all of its variation, leaving only a very small portion to factors outside the model. These findings imply that integrated, practical service and effective promotion on Facebook jointly strengthen prospective customers' interest. Import jastip providers are therefore advised to keep improving service integration while presenting informative, interactive, and consistent content on social media.

Keywords: All-in-one service; Facebook digital marketing; usage interest; import personal shopper (jastip).

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Introduction

Advances in information and communication technology have changed the way people obtain information, shop, and fulfil their daily needs. Consumers are increasingly exposed to foreign products through the internet and social media, which encourages consumption patterns that are open to imported goods, especially goods whose variety or quality is hard to find in the domestic market. Digital trade, including marketplaces, e-commerce, and social commerce, has also become an important part of economic activity (Melinda, Anjani, & Ridwan, 2023). Statistics Indonesia recorded that the value of Indonesian imports in 2025 reached US\$241.36 billion, an increase of 2.62 percent from the previous year, and that imports in the first quarter of 2026 reached US\$61.30 billion, or 10.05 percent higher than in the same quarter

of 2025 (Badan Pusat Statistik, 2026). This continuing import activity creates opportunities for businesses that help people procure and distribute goods from abroad.

However, not every consumer is able to buy goods overseas directly. International purchases involve searching for sellers, communicating with them, choosing payment methods, arranging delivery, and coping with different systems and procedures between countries, in addition to issues of consumer protection and transaction certainty (Kolopaking & Sijabat, 2024). Many consumers find these steps impractical, which gives rise to intermediaries known in Indonesia as *jasa titip* or *jastip*, namely import personal shopper services. PT. CVAS Jastip Impor, which began in 2019 as CV Adyatama Sejahtera, offers an All-in-One service that integrates ordering, international payment, quality control, tax and customs processing, and delivery to the customer within a single service system.

The All-in-One service can be explained through service quality theory, which defines service quality as the gap between customers' expectations and their perception of the service actually received (Parasuraman, Zeithaml, & Berry, 1988). Because services are intangible, consumers judge them mainly from their service experience. A service that is easy, fast, accurate, safe, and courteous is therefore expected to create a positive perception, because service quality reflects a company's ability to meet customers' needs and expectations consistently (Kotler, Keller, & Chernev, 2022). In an integrated service, the customer no longer needs to handle each stage of the import process independently, so the effort and the perceived risk of buying from overseas are reduced.

Service quality alone does not guarantee success, because the ability of a provider to introduce and communicate its service to the public is equally important (Yasa & Kusumadewi, 2024). Social media has become a widely used marketing tool, although each platform has its own characteristics, reach, and interaction pattern (Laili & Hasan, 2023). Facebook allows businesses to share posts, images, videos, groups, pages, and interactive features. Digital marketing is understood as the use of digital channels to build relationships and customer engagement (Chaffey & Ellis-Chadwick, 2022), and its effectiveness is commonly described through information quality, promotion intensity, interaction with customers, content appeal, and ease of access to information (Tuten & Solomon, 2018). Such interaction allows prospective customers to ask questions and obtain additional information before deciding to use a service (Kesumahati, Lim, & Yuwono, 2025).

The outcome expected from both efforts is consumers' interest in using the service. Interest is a tendency to act toward a product or service after an evaluation process (Schiffman & Wisenblit, 2019), and, in the theory of planned behavior, intention is the main determinant of actual behavior (Ajzen, 2020). A preliminary survey conducted by the researcher showed that some prospective customers still hesitated: they were not fully convinced that an integrated service makes the process easier (see also Fernandes, Miswanto, Siregar, Biyanto, & Da Silva, 2025), and they did not fully understand the form of the service and the information delivered through Facebook. This indicates that the availability of a complete service does not automatically produce high interest when consumers lack information or have not yet felt the convenience for themselves.

Previous studies have examined related topics. Kusdiana and Saputra (2023) found that Facebook positively affects purchase interest through interactive communication and brand

awareness, and Daiman and Maria (2023) showed that Facebook advertisements increase consumers' interest in transacting online. Moslehpour, Dadvari, Nugroho, and Do (2021) reported that social media marketing affects purchase intention through trust and perceived value, and Salhab, Aljabaly, Al Zoubi, and Mohammed (2023) reached a similar conclusion through brand trust and brand image. In the context of jastip, Karlos, Meylano, and Realino (2026) studied social media and brand image on purchase decisions but did not consider an All-in-One service. Research on usage interest has mostly been conducted in the context of technology, digital applications, and payment services, whereas integrated service as a determinant of interest in import jastip has rarely been investigated. The novelty of this study lies in examining the All-in-One service and Facebook digital marketing together as predictors of interest in using import jastip services.

Based on the theory and previous findings, three hypotheses are proposed: the All-in-One service affects interest in using import jastip services (H_1); Facebook digital marketing affects interest in using import jastip services (H_2); and the All-in-One service and Facebook digital marketing together affect interest in using import jastip services (H_3). Accordingly, this study aims to determine the partial and simultaneous effects of the All-in-One service and Facebook digital marketing on the interest of PT. CVAS Jastip Impor customers in Greater Bogor. Scientifically, the study is expected to enrich the literature on services marketing, digital marketing, and consumer behavior in the still under-researched jastip sector, and, practically, to serve as an evaluation material for service providers in designing integrated services and social media promotion.

Method

This study used a quantitative explanatory design to test the effect of the All-in-One service (X_1) and Facebook digital marketing (X_2) on interest in using import jastip services (Y) (Sugiyono, 2023). The research object was PT. CVAS Jastip Impor, a company that started in 2019 as CV Adyatama Sejahtera and now provides payment transfers to suppliers, consolidation, repacking and quality control, pick-up, sea and air freight, customs documentation, and LCL and FCL shipments. The respondents were the company's customers domiciled in Greater Bogor, namely Bogor City and Bogor Regency, which is an active marketing area of the company.

The population consisted of 194 customers who had used the company's services. With the Slovin formula and a five percent margin of error, the sample was calculated at 130.64 and rounded up to 131 respondents. Primary data were collected through structured questionnaires and supplemented by observation, documentation, and literature study, whereas secondary data came from books, journal articles, official statistics, and company documents. All statements were measured on a five-point Likert scale ranging from strongly disagree to strongly agree.

Each variable was measured with ten statements representing five indicators. The All-in-One service covered ease, speed, accuracy, transaction security, and courtesy of service. Facebook digital marketing covered information quality, interactivity, content appeal, ease of communication, and promotion frequency. Interest in using the service covered interest, desire to try, desire to reuse, willingness to recommend, and making the service a primary choice. Before the main survey, the instrument was tested on 30 prospective respondents; all items were valid (r -table 0.361) and every variable was reliable (Cronbach's alpha between 0.722 and 0.733).

The data were processed with IBM SPSS Statistics version 25. Validity was examined with the Pearson product-moment correlation using an r -table value of 0.1716 for 131 respondents, and reliability with Cronbach's alpha with a minimum value of 0.70. Descriptive statistics summarized the respondents' answers, which were interpreted using five interval categories from very low to very high. The hypotheses were tested using multiple linear regression, $Y = a + B_1X_1 + B_2X_2 + e$, followed by the t -test for partial effects, the F -test for simultaneous effects, and the coefficient of determination, all at a significance level of five percent.

Result and Discussion

Research Findings

A. Respondent Characteristics

The analysis covered 131 respondents. All of them had used the services of PT. CVAS Jastip Impor, so every respondent met the screening criterion. Table 1 shows that female respondents were slightly more numerous than male respondents and that most respondents lived in Bogor City.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percent (%)
Gender	Male	56	42.7
	Female	75	57.3
Domicile	Bogor City	101	77.1
	Bogor Regency	30	22.9
Used the service	Yes	131	100.0

Source: Primary data processed with SPSS 25 (2026)

B. Validity and Reliability Tests

All 30 statements were valid because every calculated r value exceeded the r -table value of 0.1716, as summarized in Table 2. The Cronbach's alpha coefficients were far above the 0.70 threshold, which indicates that the questionnaire measured each construct consistently and was suitable for further analysis.

Table 2. Validity and Reliability Test Results

Variable	Items	r -count range	r -table	Cronbach's α	Result
All-in-One Service (X_1)	10	0.912-0.947	0.1716	0.985	Valid, reliable
Facebook Digital Marketing (X_2)	10	0.892-0.960	0.1716	0.985	Valid, reliable
Interest in Using Jastip (Y)	10	0.898-0.984	0.1716	0.992	Valid, reliable

Source: Primary data processed with SPSS 25 (2026)

C. Descriptive Analysis

Table 3 summarizes the total scores of the three variables, each of which can range from 10 to 50. The standard deviations are smaller than the means, which indicates that respondents' perceptions were fairly consistent without extreme deviations. At the item level, the average

score of the All-in-One service was 4.11, that of Facebook digital marketing was 3.75, and that of interest in using the service was 3.76, and all of them fall in the high category (3.41-4.20).

Table 3. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	Std. Dev.
All-in-One Service (X ₁)	131	29	50	40.85	7.511
Facebook Digital Marketing (X ₂)	131	22	49	37.92	7.813
Interest in Using Jastip (Y)	131	20	50	39.05	8.565

Source: Primary data processed with SPSS 25 (2026)

Within the All-in-One service, the highest item mean (4.19) concerned the ease of the service process, while the lowest (3.98) concerned the safety of transactions, although it was still high. Facebook digital marketing obtained item means from 2.76 to 3.99. The highest concerned the ease of interacting with the provider on Facebook, whereas the lowest, in the medium category, was the statement that Facebook makes communication with the provider easier, which about one third of respondents strongly disagreed with. Interest in using the service was strongest on the desire to try the service (3.93) and on the desire to use it again and recommend it (3.92 each). Its weakest item (2.73) concerned preferring jastip over buying directly from abroad, with 38.2 percent of respondents strongly disagreeing.

D. Multiple Linear Regression Analysis

Table 4 presents the regression estimates, which produce the equation $Y = -2.831 + 0.190X_1 + 0.900X_2$. The negative constant has no practical meaning by itself, because the total scores of the scale cannot be zero; it only anchors the regression line. Both coefficients are positive. If Facebook digital marketing is held constant, a one-unit increase in the All-in-One service raises interest in using the service by 0.190 units, and if the All-in-One service is held constant, a one-unit increase in Facebook digital marketing raises interest by 0.900 units. The much larger coefficient shows that Facebook digital marketing has a stronger driving force than the All-in-One service in persuading prospective customers.

Table 4. Multiple Linear Regression Results

Variable	B	t	Sig.
Constant	-2.831	-3.080	0.003
All-in-One Service (X ₁)	0.190	3.451	0.001
Facebook Digital Marketing (X ₂)	0.900	17.043	0.001

Source: Primary data processed with SPSS 25 (2026)

E. Hypothesis Testing

The partial test (Table 5) shows that the All-in-One service obtained a t-count of 3.451 with a significance value of 0.001, which is below 0.05. The All-in-One service therefore has a positive and significant effect on interest in using import jastip services, and H₁ is accepted. Facebook digital marketing obtained a t-count of 17.043 with a significance value of 0.001, which is also below 0.05, so it has a positive and significant effect and H₂ is accepted. The simultaneous test produced an F-count of 1,267.345 with a significance value of 0.001, which means that the two variables together significantly affect interest in using the service, and H₃ is accepted.

Table 5. Hypothesis Testing Results

Hypothesis	Test	Statistic	Sig.	Decision
H ₁ : X ₁ → Y	t-test	3.451	0.001	Accepted
H ₂ : X ₂ → Y	t-test	17.043	0.001	Accepted
H ₃ : X ₁ and X ₂ → Y	F-test	1,267.345	0.001	Accepted

Source: Primary data processed with SPSS 25 (2026)

As shown in Table 6, the R value of 0.976 indicates a very strong relationship, and the R Square of 0.952 (adjusted R Square 0.951) means that the All-in-One service and Facebook digital marketing together explain 95.2 percent of the variation in interest in using import jastip services. The remaining 4.8 percent is influenced by other factors outside the model, such as price perception, consumer trust, transaction convenience, or promotion on other social media platforms.

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.976	0.952	0.951	1.893

Source: Primary data processed with SPSS 25 (2026)

Discussion

A. Effect of the All-in-One Service on Interest in Using Import Jastip Services

The significant positive effect of the All-in-One service on interest (H₁) shows that prospective customers become more interested when the whole import process, from ordering and international payment to quality control, customs handling, and delivery, can be completed in one integrated service. This is consistent with service quality theory, in which a service that meets or exceeds expectations forms a positive evaluation (Parasuraman et al., 1988). The highest rating given to the ease of the service process reflects the reliability and responsiveness dimensions: customers do not have to deal with several parties, and the risk of mistakes in buying goods from abroad is reduced. From the perspective of the theory of planned behavior, such a favorable evaluation strengthens the intention to use the service (Ajzen, 2020). The relatively lower rating for transaction safety also signals that integration should be accompanied by assurance, for example through transparent customs costs and clear shipment tracking.

B. Effect of Facebook Digital Marketing on Interest in Using Import Jastip Services

Facebook digital marketing also significantly increases interest (H₂) and appears to be the stronger determinant, judging from its larger coefficient and t-value. This result is in line with Kusdiana and Saputra (2023), who found that Facebook raises purchase interest through interactive communication and brand awareness, with Daiman and Maria (2023), who showed that Facebook advertisements increase consumers' interest in transacting online, and with Moslehpour et al. (2021) and Salhab et al. (2023), who reported that social media marketing strengthens purchase intention through trust, perceived value, and brand image. According to digital marketing theory, the effectiveness of social media marketing depends on reach,

engagement, and the delivery of interactive and persuasive information (Chaffey & Ellis-Chadwick, 2022; Tuten & Solomon, 2018). Through its home feed, community groups, and Marketplace feature, a jastip provider can display products, customer testimonials, and rates transparently and answer questions through comments or direct messages. Because consumers face uncertainty when shopping abroad, such information gradually reduces doubts and builds early trust (Kesumahati et al., 2025). Nevertheless, the low rating for the statement that Facebook eases communication suggests that responsiveness in the comment section and direct messages still needs attention.

C. Simultaneous Effect of the All-in-One Service and Facebook Digital Marketing

The simultaneous effect (H_3) and the very high coefficient of determination indicate that the two variables jointly account for almost all of the variation in interest. The findings connect the two theories: the All-in-One service acts as the value proposition that offers practicality, safety, and efficiency, whereas Facebook digital marketing acts as the channel that reaches, educates, and persuades prospective customers. A complete service has limited impact if consumers do not know about it, and effective promotion is unlikely to sustain interest if the service itself is complicated. The synergy between service reliability and the reach of digital promotion creates a comprehensive appeal for prospective users of import jastip services.

Conclusion

This study concludes that the All-in-One service and Facebook digital marketing both influence the interest of PT. CVAS Jastip Impor customers in Greater Bogor in using import personal shopper services. First, the All-in-One service has a positive and significant partial effect, which means that the more practical, complete, and integrated the service is, the stronger consumers' interest in using it. Second, Facebook digital marketing has a positive and significant partial effect and is the more dominant factor, indicating that informative, attractive, and interactive promotion on Facebook can noticeably raise interest. Third, both variables simultaneously have a significant effect and together explain almost all of the variation in usage interest, leaving only a small portion to other factors such as price perception, consumer trust, transaction convenience, and promotion on other platforms. All three hypotheses are therefore accepted. These results answer the research questions and confirm that service integration and social media promotion should be managed as complementary parts of one marketing strategy.

These findings can be implemented directly. Providers of import personal shopper services should maintain the integrated service flow and strengthen its weakest points, namely the transparency of customs costs, clear shipment tracking, and fast customer service, so that customers' perceived ease and safety remain high. At the same time, providers should post consistent, visually appealing, and informative content, display customer testimonials and transparent rates, use paid advertising and Marketplace features to widen reach, and respond quickly to comments and direct messages. Because respondents were least convinced that Facebook makes communication easier and that jastip is preferable to buying directly from abroad, providers could also communicate more clearly the added value of using an intermediary compared with buying independently.

The study has several limitations. It focused on one company in one region, relied on customers' perceptions collected from the same respondents at one point in time, and examined only two predictors, so the very high explanatory power should be interpreted carefully and the results should not be generalized to all jastip providers or consumers. Future

research is encouraged to explore the remaining variation by adding variables such as price perception, consumer trust, and transaction risk, to compare Facebook with other platforms such as Instagram and TikTok, to examine the specific indicators of Facebook digital marketing more deeply because it proved to be the most dominant variable, and to enlarge the sample and the geographic coverage, possibly with mediating or moderating variables, in order to obtain broader and more robust conclusions.

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