



## Perceived Value in Consumer Purchasing Decisions on Facebook Ads: A Study on Millennial Generation in Cikarang

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### Article Info

#### Article history:

Received Augustus 22, 2025  
Approved November 15, 2025

#### Keywords:

*Perceived Value, Purchase Decision, Facebook Ads, Millennial Generation*

#### ABSTRACT

*This study aims to examine how perceived value is formed in consumer purchasing decisions for products offered through Facebook Ads, especially for the Millennial Generation in Cikarang City. Using a qualitative approach with a case study design, data was collected through interviews with informants who are active Facebook users who have purchased products through Facebook Ads. The results of the analysis show that perceived value is formed from the relationship between perceived benefits and sacrifices that are taken into consideration, such as the visualization of advertisements that trigger initial consumer interest, but on the other hand, concerns about the risk of delivery and actual product mismatches are the main sacrifice. Direct and transparent interaction with the seller via text message is proven to overcome these concerns. This builds trust and increases consumer confidence to transact. Other users' engagement with ads and the frequency with which they appear also contribute to improving consumers' perceptions of credibility and social recognition. Although consumers make comparisons in e-commerce with more competitive prices, the ease of transactions and the convenience of interacting with sellers are crucial factors that strengthen consumers to make purchasing decisions. This study enriches the qualitative understanding of the formation of consumer perceived value in online shopping through Facebook ads, as well as the role of personalized interactions that can mitigate risk.*

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**How to cite:** Rabbani, M. A., & Dwianto, A. S. (2025). Perceived Value in Consumer Purchasing Decisions on Facebook Ads: A Study on Millennial Generation in Cikarang. *Jurnal Ilmiah Global Education*, 6(4), 3167–3171. <https://doi.org/10.55681/jige.v6i4.4511>

### INTRODUCTION

The development of digital technology makes it easier for people to buy and sell various products online. E-Commerce such as Shopee and Tokopedia have become platforms that are widely used by the public for online shopping. However, there are still many consumers who choose to buy products through social media platforms. Facebook as one of the platforms where users can share photos, videos, text, links or the latest news. Given the large number of Facebook users, Facebook can be utilized as social

media for online marketing (Helianthusonfri, 2016). Not only that, Facebook can also be used by individuals and businesses to promote and sell their products to Facebook users (Radha & Rahma, 2022).

Facebook has a paid advertising service, Facebook Ads, which can be an easy strategy for businesses to implement in marketing products and attracting customers. Facebook Ads are increasingly popular because they can reach consumers emotionally and personally (Chaffey & Ellis-Chadwick, 2019). This is because Facebook Ads allow consumers to interact directly with sellers through instant messaging platforms such as Messenger and WhatsApp. In addition, the cash on delivery (COD) payment method applied can increase consumer trust in the seller. (Wulandari & Hartono, 2022) explains that convenience affects online purchasing decisions. Therefore, a more efficient and convenient digital platform can attract consumer interest.

In the context of trust and convenience, which are the main factors facilitating buying and selling transactions is important considering consumers in Indonesia tend to like things that are instant. This is in line with the results of Zeithaml's (1988) research regarding perceived value, namely consumer assessments of the benefits or value they get compared to the sacrifices made, whether in the form of money, time, effort, or risk. According to Sarwoto in (Hikmawan & Ismunandar, 2023), perceived value is the overall consumer assessment of the usefulness of a product or service for what is received and given. From these two theories, it can be concluded that perceived value is consumers' perceptions of the usefulness or benefits they receive compared to the sacrifices they make. This study aims to examine how perceived value is formed in consumer purchasing decisions for products offered through Facebook Ads.

## **METHODS**

This research uses a qualitative approach with a case study design. The qualitative approach was chosen because it allows an in-depth understanding of the phenomenon of the influence of perceived value in consumer purchasing decisions in the specific context of Facebook ads. This case study allows an in-depth understanding of consumer perceived value in purchasing decisions in the specific context of Facebook ads. This is to explore how perceived value is formed in consumer purchasing decisions from the perspective of the buyer directly. The data collection technique in his research was by conducting interviews with respondents. The data analysis technique in this research used data reduction, data presentation, and drawing conclusions.

## **RESULTS AND DISCUSSION**

This study aims to find out in depth the perception of value in consumer purchasing decisions on Facebook ads. The results of interviews with informants show that the visualization factor of advertisements is the first thing consumers pay attention to. The interviewees said that when they first saw the ad, they did not pay much attention to the promotional text; they tended to pay more attention to the visualization of the ad. This phenomenon is in line with the author's experience as a seller, where when starting to interact with consumers, they tend to ask again about product specifications,

variations, and prices, even though the seller has fully informed them in the promotional text. Attractive marketing content forms the audience's initial perception of the product offered and encourages further action (Wahyuni, 2024). However, ad visualization is not the only factor that shapes their perceptions. Risk in online shopping is also perceived by consumers. In this case, the risk of product quality and delivery is a sacrifice factor that is feared. This finding is in line with the results of research (Mranani & Lastianti, 2022) that perceived value is formed from a combination of what consumers perceive as advantages (benefits) and disadvantages (costs) of a product. Advertising visualization is one of the perceived advantages, while the risk of online shopping is a disadvantage that is considered.

Interviewees revealed that the incompatibility of the product shown in the advertisement with the original and whether the product will arrive in the hands of consumers are concerns before deciding to make a purchase. Therefore, direct communication with the seller via Whatsapp or Messenger is a comfort factor for consumers. Detailed interactions regarding product specifications, prices, payment methods and delivery estimates can increase consumer confidence to determine purchasing decisions. This is in line with the results of research (Sari & Kusuma, 2024) which states that the quality of a platform can increase consumer confidence by providing an informative and interesting experience in transactions.

Before communicating with the seller, audience responses to advertisements such as the number of likes and comments also contribute to shaping perceived value. Interviewees said that the involvement of other Facebook users increases trust in the credibility and reputation of the promoted product. Chakraborty & Bhat (in Riama, 2021) said that the credibility of the source providing the online review and the quality of the review can be interpreted by other consumers, will greatly affect brand awareness and purchase intention. In addition, the frequent appearance of advertisements on the Facebook homepage reinforces the perception that the product is trustworthy. This shows that the involvement of other users in Facebook ads can also shape the perception of consumer value in the form of social recognition.

Purchasing decisions are actions taken by consumers in deciding on a product or service that is considered to be a solution to the needs and desires of these consumers (Marlius & Jovanka, 2023). Interviewees said Facebook was the first medium to find products that could meet their needs. After that, they will compare prices with e-commerce such as Tokopedia and Shopee. Even though the price in e-commerce is more competitive, the informant still decided to buy through Facebook because of the communication and interaction factor with the seller, through Facebook Ads which are forwarded to Whatsapp or Messenger short messages. In addition, based on the author's experience, Facebook users tend to want payment by the cash on delivery method. This is because consumers will bear the risk (cost) when the product (benefit) has arrived in their hands, so that it can increase the buyer's trust in the seller which further strengthens the purchase decision.

## CONCLUSION

This study aims to examine how perceived value is formed in consumer purchasing decisions for products offered through Facebook Ads. The results of the author's analysis obtained from in-depth interviews with informants who are active Facebook users and have purchased products through Facebook ads, show that perceived value is formed due to the existence of a relationship between the buyer and the seller. That perceived value is formed due to the relationship between perceived benefits and sacrifices that are taken into consideration. The interview results found that attractive and visualization was the initial trigger to attract consumer interest. However, on the other hand, there are concerns about the risk of delivery and the mismatch between the appearance of the product in the ad and the actual product. Consumer concerns that are part of the sacrifice because they are afraid of causing harm, interacting directly with sellers through short messages has proven to overcome this. Two-way communication between consumers and sellers can increase trust between both parties. Consumers get detailed information related to product quality and process of delivery, while sellers know the seriousness of consumers to make purchases. In addition, other users' engagement with the ad such as the number of likes, the content of comments, and the frequency of ad appearances also contribute to shaping perceived value in the form of credibility and social recognition. Although consumers make price comparisons with products in competitive e-commerce, the availability of sellers to interact through effective short messages by providing transparent information is an important factor for consumers to continue making purchases through Facebook Ads. In addition, providing convenience in transactions with the cash on delivery payment method further strengthens consumer buying interest. The purchase decision is ultimately driven by consumers' strong beliefs in the experience of interacting directly with the seller. Although this study has limitations because it only involves one interviewee, it can contribute to the literature related to perceived value and consumer purchasing decisions. This research enriches the understanding of the formation of consumer perceived value in online shopping through social media advertisements and how personal interaction plays an important role in mitigating perceived risk. This research provides an overview for businesses that use Facebook Ads. By understanding the factors that make consumers make purchasing decisions, sellers are advised not only to focus on ad visualization, but also to prioritize responsive and transparent interactions so as to build consumer trust. In addition, this research provides opportunities for small and large businesses to expand their reach to promote their products through Facebook Ads. For future research, it is recommended to expand the sample and compare the perceived value dynamics of different platforms to gain a broader understanding.

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