

## SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH AT COFFEE SHOP: THE MEDIATING ROLE OF BRAND IMAGE ON PURCHASING DECISIONS



M Samsul Hidayat<sup>1</sup>

Universitas Swadaya Gunung Jati, Cirebon, Indonesia  
[msamsulhdyt10@gmail.com](mailto:msamsulhdyt10@gmail.com)

Rayhan Abi Ramadhan<sup>2</sup>

Universitas Swadaya Gunung Jati, Cirebon, Indonesia  
[rayhanabi031@gmail.com](mailto:rayhanabi031@gmail.com)

Aang Curatman<sup>3</sup>

Universitas Swadaya Gunung Jati, Cirebon, Indonesia  
[aang.curatman@ugj.ac.id](mailto:aang.curatman@ugj.ac.id)  
(Corresponding Author)

---

### Abstract

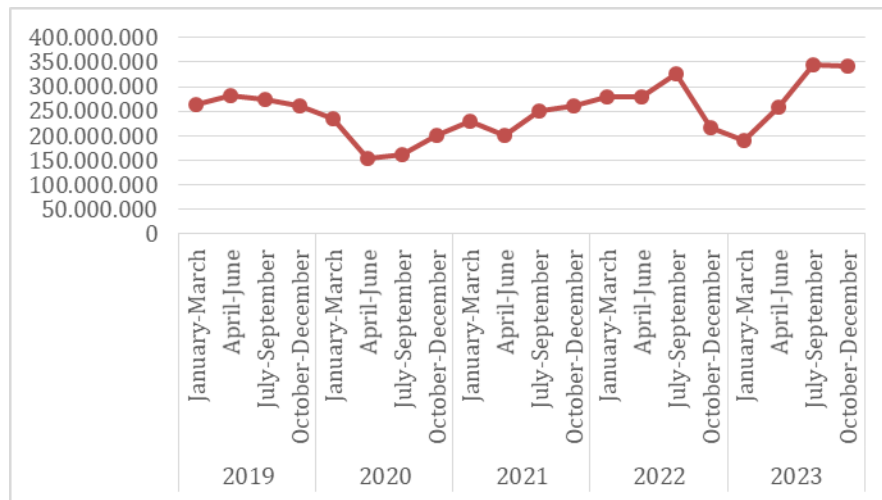
The aim of this study is to examine the impact of social media marketing (SMM) and electronic word of mouth (e-WOM) on purchasing decisions for Baraja Coffee Indonesia, with brand image serving as a mediating variable. The type of research used is associative research with a quantitative approach and data were collected by using questionnaires through Google Forms to consumers of Baraja Coffee Indonesia. A total of 210 respondents were selected using the accidental sampling method, based on who was available at Baraja Coffee Indonesia during the study. Data analysis was performed through Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS program. The findings of this study indicate that social media marketing and electronic word of mouth have a positive and significant influence on brand image. In addition, social media marketing shows a positive and significant influence on purchasing decisions, while electronic word of mouth has no effect on purchasing decisions. Furthermore, brand image is proven to have a positive and significant influence on purchasing decisions. Other findings show that brand image acts as a mediating influence of social media marketing and electronic word of mouth on purchasing decisions.

**Keywords:** Social Media Marketing, Electronic Word of Mouth, Brand Image, Purchasing Decisions

## INTRODUCTION

The coffee processing industry is currently exhibiting increasing growth and prospects. The Small and Medium Scale Enterprise (SME) industry is also experiencing growth, especially in the food and beverage sectors, including restaurants, cafes, and other areas (Kementerian Perindustrian RI, 2019). The United State Department of Agriculture (USDA) identifies Indonesia as the third largest coffee grower globally, having produced 11.85 million bags in the 2022/2023 year (Databoks, 2023). In contemporary times, the coffee trade in Indonesia has evolved into coffee shops or cafes. The development of the cafe industry has now brought a new impact on consumer lifestyles, where visiting cafes is not only for consumption but also for leisure time, work meetings, as well as gathering with friends and even relatives. In this regard, many cafes have changed concept to follow the modern lifestyle of consumers, which has significantly increased competition in the industry. Therefore, companies need to focus on attracting and retaining customers to compete (Sembiring & Supriyanto, 2021).

The café company in West Java is flourishing, with data from the Central Statistics Agency reporting 4,225 cafés in the province in 2018. Meanwhile, in the city of Cirebon, there are 147 cafe units with rapid development in recent times. According to Wandu Sofyan, as Head of Tourism and Plt. Head of Youth and Sports, there are more than 300 cafes in Cirebon City in 2021 (Hasyim, 2021). A famous and pioneering cafe in the city of Cirebon is Baraja Coffee Indonesia, which started operating on 1 October 2011, coinciding with the World Coffee Day. Baraja Coffee Indonesia has 3 branches in Cirebon City, namely Baraja Coffee Tentara Pelajar, Baraja Coffee Siliwangi, and Baraja Coffee Amphitheater. The data in Figure 1 shows the number of Baraja Coffee Indonesia sales in 2019-2023.



**Figure 1.**  
**Baraja Coffee Indonesia 2019-2023 sales data**  
Source: Owner of Baraja Coffee Indonesia (2024)

Based on the sales data in Figure 1, Baraja Coffee Indonesia experienced sales fluctuations. The first decline occurred in 2020 when sales for the April-June period only reached IDR153,627,000, significantly lower than the same period in 2019, which amounted to IDR282,061,000. The decline continued in 2021, particularly in the April-June period, with sales of IDR200,968,000, although higher than in 2020. At the end of 2022, a sharp decline occurred in October-December, with sales of IDR217,532,000, after recording IDR325,346,000 in July-September. In addition, a decline occurred in early 2023, with sales of only IDR190,027,000 in the January-March period, although there was a recovery in the following period.

Fluctuations in sales of Baraja Coffee Indonesia occurred along with the increasing number of coffee shops in Cirebon, which caused high competition. In addition, external factors such as the COVID-19 pandemic and economic instability also affect market conditions. This situation encourages consumers to be more selective in making purchasing decisions. The sales decline showed that consumers' purchasing decisions have decreased or switched to competitors offering a more attractive experience. Therefore, the fluctuations reflect how purchasing decisions are strongly influenced by the attractiveness and expertise provided by each coffee shop.

Understanding purchasing decisions plays an important role in analyzing consumer behavior in the midst of market competition. Purchasing decisions are an essential part of consumer behavior that determines the selection of a product or service (Ramli, 2020). This decision represents the primary objective of the efforts companies undertake to influence consumer behavior. Ultimately, consumers must make their own choices based on their considerations of the products to be purchased (Saktiawan & Harsono, 2021). Consumers go through several stages in making decisions, such as problem recognition, alternative evaluation, information search, the decision to buy, as well as post-purchase behavior (Kotler & Keller, 2009). Problem recognition occurs when consumers realize a need or desire that must be met. In this case, information is needed from various sources to evaluate alternatives before purchasing. In the process, sometimes additional unplanned purchases occur, followed by an assessment of satisfaction or dissatisfaction based on expectations formed from previous information (Ishomi et al., 2025).

Several factors influence purchasing decisions, such as social media marketing (SMM), e-WOM, as well as brand image. The first factor is SMM, a strategy companies use to connect online (Wibowo et al., 2021). Social media has evolved into a vital component of broader sales, service, communication, and marketing strategies and continues to grow as online company activities increase (Upadana & Pramudana, 2020; Aditi et al., 2023). Effective use of SMM can influence consumer purchasing decisions (Awaludin & Sukmono, 2020).

Another factor that influences purchasing decisions is e-WOM, which is the dissemination of information about products, brands, services, or companies through the Internet that can have positive or negative impacts depending on the reviews given by consumers (Ismagilova et al., 2020; Amin & Yanti, 2021). This strategy provides various advantages for companies, such as a wider reach and a higher level of trust than conventional communications, thus playing a role in shaping buying decisions (Wandoko & Panggati, 2022; Arifin & Syah, 2023; Anggraeni & A'yuni, 2023).

Additionally, to SMM as well as e-WOM, brand image influences purchasing decisions. A brand is characterized as a name, term, sign, logo, visual style, or a blend of these elements that recognize a particular product or service and differentiate it from competitors (Kotler & Keller, 2012). The brand must be well maintained as a vital asset for the company. Although brands are intangible, the existence can influence consumer attitudes and behavior (Febriyanto, 2020). Brand image is how the company is perceived by individuals, which is formed from connected associations (Safitri & Syarif, 2023). According to a previous study, when the brand image formed in the minds of consumers is positive, trust will increase, thereby promoting purchasing decisions (Sari et al., 2022).

Previous studies have investigated the influence of SMM as well as e-WOM on consumers' purchasing decisions. A survey carried out by (Hannan et al., 2023; Blanco & Ketut, 2024) showed that SMM has a substantial and positively impacts purchasing decisions. However, the study conducted by (Rakhmawati, 2023; Bilgah & Joesah, 2022) showed that SMM does not influence purchasing decisions. (Asnawati et al., 2022; Rahmawati et al., 2022) reported that e-WOM significantly and positively affects purchasing decisions. Conversely, studies conducted by (Slamet et al., 2022; Bahi et al., 2020) suggests that e-WOM does not affect purchasing decisions.

In previous study findings, the analysis revealed inconsistencies on the impact of SMM and e-WOM on purchasing decisions. This inconsistency indicates the need to include other variables that have the potential to mediate the relationship, one of which is brand image. According to Kotler & Keller, (2012), brand image refers to how consumers perceive and believe in a brand, as represented by the associations they retain in their memory. In this context, SMM and e-WOM are expected to form a brand image that further influences consumer purchasing decisions. Therefore, this study aimed to examine the influence of SMM and e-WOM on purchasing decisions at Baraja Coffee Indonesia, with brand image serving as a mediating factor. This research is expected to provide a more comprehensive insight into the factors that influence consumer purchasing decisions at Baraja Coffee Indonesia and the coffee shop industry in Indonesia.

## REVIEW OF LITERATURE

### Social Media Marketing

Social media marketing is the process of utilizing social media channels by companies to understand and interact with customers to achieve key objectives in marketing and business (Zahay, 2015). This statement emphasizes the importance of social media not only as a promotional tool, but as a strategic means to build sustainable consumer understanding. Arianto & Rani, (2024), also underline that marketing through social media includes efforts to promote products, services or brands through various platforms, such as Facebook, Instagram, Twitter and TikTok. But more than that, the use of these platforms allows companies to create two-way communication that can strengthen brand closeness with consumers. In other words, the effectiveness of social media marketing depends not only on the presence on digital platforms, but on the company's ability to create content that is relevant, informative, and able to build meaningful relationships with audiences.

Social media marketing has several dimensions and indicators; 1) entertainment with indicators fun and interesting, 2) interaction with indicators of information sharing,

information exchange, and opinions, 3) trendiness with indicators of the latest and current information, 4) customization with indicators of information search and customized information services, 5) word of mouth with indicators of the desire to recommend and share content (Kim & Ko, 2012).

### **Electronic Word of Mouth**

Electronic word of mouth communication refers to positive or negative comments made by current, potential, or former customers about a product or business, with the information available to individuals or organizations through online platforms (Hennig-Thurau et al., 2004). This definition emphasizes that e-WOM not only reflects individual opinions, but also serves as a collective source of information that can influence other consumers' decisions. Meanwhile, Litvin et al., (2008), broaden the perspective by stating that e-WOM includes all forms of informal communication delivered over the internet and focuses on product features, service usage, and seller reputation. This shows that e-WOM is not just a form of personal expression, but part of a digital information ecosystem that has great potential in shaping brand image and purchase preferences. Therefore, understanding the dynamics of e-WOM is crucial in digital marketing strategies based on consumer interaction and trust.

Electronic word of mouth has several dimensions and indicators; 1) namely intensity with indicators of frequency of accessing information, interaction, and number of reviews on social networking sites, 2) valence of opinion with indicators of positive comments and recommendations from users on social networking sites, 3) content with indicators of information on product variations, product quality, and product prices (Goyette I. et al., 2010).

### **Brand Image**

Brand image describes the way consumers perceive a brand, which is summarized by the brand associations that exist in their minds. In simpler terms, brand associations comprise the set of information associated with a brand in a consumer's memory, which gives the brand special meaning. These associations can manifest in various forms, including those directly related to product features as well as other elements that may not be related to the product (Keller, 2013). This suggests that brand image is not static or singular, but rather formed through subjective experiences that can differ between individuals. Meanwhile, Kapferer, (2008), adds that brand image is the result of collective perceptions in social groups, which are influenced by consumer interactions with products, services, and brand communication. Thus, brand image acts as a social construction that is formed simultaneously through personal experience and social dynamics, making it a strategic factor in shaping consumer preferences for a brand.

Brand image has several dimensions and indicators; 1) company image with indicators of company popularity, company credibility, and company network, 2) product image with indicators of product attributes, benefits for consumers, and guarantees for consumers, 3) user image with indicators of consumer lifestyle, and consumer social status (Aaker & Biel, 2009).

### **Purchasing Decisions**

Purchasing decisions are decisions made by consumers that are influenced by various factors, including economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, and processes. These factors influence the way

consumers perceive information and form conclusions which ultimately materialize as their reactions to the products they choose to buy (Alma, 2016). In this context, consumers' perceptions and interpretations of information are the main determinants in the decision-making process. Samsiyah et al., (2023), reinforces this view by explaining that purchasing decisions are the result of a process of analyzing, evaluating, and selecting alternatives that best suit consumer needs and preferences. Therefore, understanding purchasing decisions is not enough to look at the end result, but must explore the cognitive and affective dynamics that underlie consumer choices in the face of various market options.

Purchasing decisions has several dimensions and indicators; 1) problem recognition with indicators of wants, needs, and stimulants, 2) information search with indicators of personal sources, commercial sources, and public sources, 3) evaluation of alternatives with indicators of comparison of other brands, quality standardization, and product choice, 4) purchasing decisions with indicators of buying stability, according to needs, and easy payment facility, 5) post-purchase behavior with indicators of satisfaction, repurchase, and commitment (Kotler & Keller, 2009).

### **Hypotheses Development**

Social media comprises online applications that enable interaction and the sharing of information (Hamid et al., 2022). Marketing efforts conducted through social media significantly influence brand image, as the participation of consumers in brand-related activities on these platforms increases familiarity with the product and enhances recognition compared to competing brands (Guha et al., 2021). Furthermore, SMM is vital in influencing brand image by fostering direct engagement, showcasing content that embodies brand identity, and conveying positive values to the audience. Companies effectively implement SMM strategies to enhance brand image while developing stronger consumer relationships (Wulandari & Respati, 2024). Therefore, we hypothesize that social media marketing (SMM) positively influences brand image.

E-WOM offers benefits, such as accessibility, transparency, and a broad reach, making e-WOM a powerful communication tool between companies and consumers (Sepfiani et al., 2023). In digital marketing, e-WOM includes the reviews, recommendations, and comments consumers exchange online through social media. As consumers increasingly depend on feedback and suggestions from other users, it is crucial for brands to actively oversee and manage e-WOM to ensure that the messages shared align with the intended positive image (Maulidia et al., 2024). The greater the positive e-WOM received, the better the chances companies will cultivate a favorable brand perception among consumers. This positive perception will enhance trust in the company's brand (Hakim et al., 2021). Therefore, we hypothesize that electronic word of mouth positively influences brand image.

In the digital age, social media functions as a tool for developing and enhancing personal connections through platforms focused on information sharing. Social media presence also influences how consumers make purchasing decisions (Wu et al., 2020). According to previous studies, SMM uses digital formats, such as text, images, videos, and audio to disseminate information to consumers (Sutariningsih & Widagda, 2021). Successful SMM can motivate consumers to purchase (Tauran et al., 2022). Therefore, we hypothesize that social media marketing (SMM) positively influences on purchasing decisions.

E-WOM refers to communication where individuals share insights about products, services, brands, or companies online, including positive, neutral, or negative consumer

feedback that can reach a broad audience. Embracing e-WOM can lead to a shift in attitudes, thereby affecting buying decisions (Oktaviani & Estaswara, 2022). E-WOM arises organically when consumers candidly express genuine experiences and viewpoints regarding a brand or product (Alzate et al., 2022). Positive e-WOM tends to significantly impact purchasing behavior due to its contribution to forming favorable perceptions of products and services (Mainolfi & Vergura, 2022). Therefore, we hypothesize that electronic word of mouth positively influences purchasing decisions.

Brand image refers to the perception, impression, and associations established in consumers' perceptions of a brand (Mariano et al., 2022). This variable can affect consumers' purchasing decisions when selecting a product. Before making a purchase, consumers often consider brand image, as brands with a more potent image tend to be favored over those with a weaker image (Prawira & Setiawan, 2021). Thus, a favorable perception of a brand or company can significantly impact consumers' decisions to purchase products from that brand (Ebrahim, 2020). Therefore, we hypothesize that brand image positively influences purchasing decisions.

Social media is a marketing platform that allows companies and consumers to engage in 2-way communication regarding the products of a brand. This engagement occurs on a publicly accessible platform created by users (Nurrohman & Adiwijaya, 2021). Companies can leverage SMM to foster and sustain customer relationships (Chusnaini & Rasyid, 2022). The strategic utilization of social media can enhance the image of a brand. Companies that possess a strong brand image tend to gain greater trust from consumers, thereby influencing purchasing decisions (Narayana & Rahanatha, 2020). Therefore, we hypothesize that brand image mediates the influences of social media marketing (SMM) on purchasing decisions.

Finally, e-WOM is a marketing method that leverages online media to generate information that can be shared between individuals (Sahanaya & Madiawati, 2023). The consumer purchasing process frequently includes exposure to e-WOM before making a purchase, and subsequently, contributing to post-purchase, rendering e-WOM a crucial source of insight into consumer decision-making dynamics (Babić Rosario et al., 2020). Positive e-WOM helps to enhance the brand image of the company and affect buying decisions (Saraswati & Giantari, 2022). Therefore, we hypothesize that brand image mediates the influence of electronic word of mouth on purchasing decisions.

H1: Social media marketing positively influences brand image

H2: Electronic word of mouth positively influences brand image

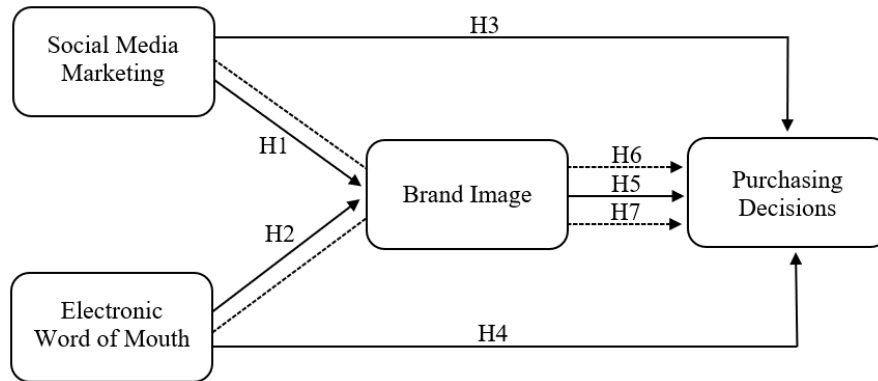
H3: Social media marketing positively influences purchasing decisions

H4: Electronic word of mouth positively influences purchasing decisions

H5: Brand image positively influences purchasing decisions

H6: Brand image mediates the influences of social media marketing on purchasing decisions

H7: Brand image mediates the influences of electronic word of mouth on purchasing decisions



**Figure 2.**

**Research Framework**

Source: Developed by the authors (2025)

**RESEARCH METHOD**

This study was classified as an associative type due to the identification of the relationship between 2 or more variables. A quantitative method based on the philosophy of positivism was used and the study was carried out on a specific population or sample. Data were collected through study instruments and analyzed quantitatively or statistically to test the formulated hypothesis (Sugiyono, 2019).

The population is customers of Baraja Coffee Indonesia, though the exact number is not known. Consequently, the sample size was calculated utilizing the formula suggested by Hair et al., (2019), which is 5 to 10 times the number of indicators used. In this study, the authors used 42 indicators, leading to a calculation of 5 x 42 indicators, resulting in a sample size of 210 respondents. A nonprobability sampling was carried out, specifically accidental sampling, targeting individuals present at Baraja Coffee Indonesia during the study period. Data was gathered by sending out questionnaires to respondents through Google Forms, employing a 5-point Likert scale as the measurement instrument.

The PLS-SEM was performed for analysis with SmartPLS program. The method was selected because it can elucidate the relationship between variables and conduct various analyses in a single test. This method was appropriate because of the inclusion of latent variables that are assessed through indicators, enabling a clearer and more detailed study. The analysis procedure comprises 2 phases, namely evaluating the outer model to assess the validity and reliability of the instrument and assessing the inner model to investigate the connections between latent variables (Dewi et al., 2022).

**RESULTS AND DISCUSSION**

**Respondent Demographics**

In this section, an overview of the demographics of the respondents by age, gender, and occupation is presented. This study included 210 Baraja Coffee Indonesia consumers as respondents, as shown in Table 1.

**Table 1.**  
**Respondent Demographics**

	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Gender	Males	118	56.2%
	Females	92	43.8%
Age	16-30 Years	155	73.8%
	31-40 Years	47	22.4%
	41-50 Years	5	2.4%
	>50 Years	3	1.4%
Jobs	Students	7	3.3%
	College Students	64	30.5%
	Employee	114	54.3%
	Self-employed	21	10%
	Other	4	2%

Source: Processed data (2025)

According to the data in Table 1, there were 118 (56.2%) and 92 (43.8%) male and female respondents, respectively. Concerning age, the majority fall within the 16 to 30-year-old range, accounting for 155 individuals (73.8%). The largest demographic in terms of occupation was comprised of employees, totaling 114 individuals (54.3%).

### Convergent Validity

Convergent validity was evaluated by examining the factor loading value for each construct. Indicators are regarded as reliable when the outer loading value exceeds 0.70 (Ghozali, 2021). The result of the convergent validity assessment is presented in Table 2.

**Table 2.**  
**Convergent Validity**

<b>Item</b>	<b>Social Media Marketing (SMM)</b>	<b>Electronic Word of Mouth (EWOM)</b>	<b>Brand Image (BI)</b>	<b>Purchasing Decisions (PD)</b>
SMM.1	0.826			
SMM.2	0.824			
SMM.3	0.830			
SMM.4	0.822			
SMM.5	0.814			
SMM.6	0.819			
SMM.7	0.781			
SMM.8	0.837			
SMM.9	0.846			
SMM.10	0.802			
SMM.11	0.746			
EWOM.1		0.899		
EWOM.2		0.864		

Item	Social Media Marketing (SMM)	Electronic Word of Mouth (EWOM)	Brand Image (BI)	Purchasing Decisions (PD)
EWOM.3		0.904		
EWOM.4		0.896		
EWOM.5		0.906		
EWOM.6		0.916		
EWOM.7		0.915		
EWOM.8		0.905		
BI.1			0.747	
BI.2			0.770	
BI.3			0.746	
BI.4			0.784	
BI.5			0.854	
BI.6			0.823	
BI.7			0.856	
BI.8			0.767	
PD.1				0.789
PD.2				0.750
PD.3				0.751
PD.4				0.768
PD.5				0.762
PD.6				0.742
PD.7				0.738
PD.8				0.837
PD.9				0.852
PD.10				0.837
PD.11				0.856
PD.12				0.836
PD.13				0.853
PD.14				0.850
PD.15				0.863

Source: Processed data (2025)

According to the data in Table 2, all variable indicators were deemed valid as their outer loading values exceeded 0.70. Consequently, the items in the questionnaire were suitable for use in future studies.

#### Average Variance Extracted (AVE)

Table 3 presents the AVE values, which should surpass 0.5, as suggested by Ghozali (2021). The results from the SmartPLS analysis indicated that all variables examined exhibit an AVE value greater than 0.5. Consequently, the benchmark for convergent validity according to the AVE value has been satisfied, rendering the result suitable for further investigation.

**Table 3.**  
**AVE (Average Variance Extracted)**

Variable	AVE
SMM	0.662
EWOM	0.811
BI	0.631
PD	0.651

Source: Processed data (2025)

**Construct Reliability**

Table 4 shows the values for Cronbach's Alpha and Composite Reliability. According to Ghozali (2021), the reliability test is used to establish the degree of accuracy, consistency, and precision of the instrument used to measure a construct. A construct is deemed reliable when both Cronbach's alpha and composite reliability values exceed 0.70. All the variables had values higher than 0.70, signifying validity and reliability.

**Table 4.**  
**Cronbach's Alpha and Composite Reliability**

Variable	Cronbach's Alpha	Composite Reliability (rho_c)
SMM	0.949	0.956
EWOM	0.967	0.972
BI	0.916	0.932
PD	0.961	0.965

Source: Processed data (2025)

**R-Square Test**

The R-square values, which assess the influence of the independent latent variables on the dependent is presented in Table 5. The classification of R-square values was categorized into 3, namely 0.75 (strong), 0.50 (medium), and 0.25 (weak) (Ghozali, 2021). The R-square value for the dependent variable is shown in Table 5.

**Table 5.**  
**R-square and R-square Adjusted**

Variable	R-square	R-square Adjusted
BI	0.661	0.658
PD	0.859	0.857

Source: Processed data (2025)

According to Table 5, the R-square value for the brand image variable, which stands at 0.661, falls into the “strong” category. This result shows that SMM and e-WOM account for 66.1% of the variance in the brand image variable, while the rest 33.9% is affected by other factors not addressed in this study. Similarly, the R-square value for the purchase decision variable is 0.859, falling in the category of “strong”. This result shows that SMM and e-WOM contribute 85.9% to the purchasing decisions variable, with the remaining 14.1% being influenced by variables not explored in this study.

**Hypotheses Testing**

Hypothesis testing is done by observing the T-statistic and p-value. The T-statistic is used to determine the effect of variables in the model. In this study, the T-value limit used is 1.97 with a significance level of 0.05. If the T-statistic value > 1.97 and the p-value < 0.05, then the hypothesis can be accepted (Ghozali, 2021).

**Direct Effect**

**Table 6.**  
**Direct Effect Test**

Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
SMM → BI	0.709	0.707	0.039	18.001	0.000	Accepted
EWOM → BI	0.171	0.177	0.050	3.433	0.001	Accepted
SMM → PD	0.305	0.307	0.057	5.378	0.000	Accepted
EWOM → PD	0.020	0.024	0.033	0.613	0.540	Rejected
BI → PD	0.652	0.649	0.063	10.434	0.000	Accepted

Source: Processed data (2025)

Table 6 shows a direct effect analysis of the effect of SMM and e-WOM on Purchasing Decisions, with Brand Image as the mediating variable. For Hypothesis 1 examines the impact of SMM on Brand Image, showing a positive and significant relationship with a path coefficient of 0.709, a t-statistic of 18.001 > 1.97, and a p-value of 0.000 < 0.05, resulting in the hypothesis being accepted. Hypothesis 2 assesses the effect of e-WOM on Brand Image, showing a positive and significant relationship with a path coefficient of 0.171, a t-statistic of 3.433 > 1.97, and a p-value of 0.001 < 0.05, leading to the acceptance of the hypothesis. Furthermore, hypothesis 3 evaluates the effect of SMM on Purchasing Decisions, showing a positive as well as significant impact. In this case, the path coefficient of 0.305, a t-statistic of 5.378 > 1.97, and p-value of 0.000 < 0.05, hence the hypothesis is accepted. Hypothesis 4 investigates the influence of e-WOM on Purchasing Decisions, showing no impact with a path coefficient of 0.020, a t-statistic of 0.613 < 1.97, and a p-value of 0.540 > 0.05, resulting in the rejection of the hypothesis. Hypothesis 5 examines the effect of Brand Image on Purchasing Decisions, presenting a positive and significant impact with a path coefficient of 0.652, a t-statistic of 10.434 > 1.97, as well as a p-value of 0.000 < 0.05, therefore the hypothesis is accepted.

**Indirect Effect**

**Table 7.**  
**Indirect Effect Test**

Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
SMM → BI → PD	0.462	0.459	0.050	9.240	0.000	Accepted
EWOM → BI → PD	0.112	0.114	0.032	3.472	0.001	Accepted

Source: Processed data (2025)

Table 7 shows the analysis of the indirect effects of SMM and e-WOM on PD, using BI as the mediating variable. For Hypothesis 6 tests the indirect effect of SMM on Purchasing Decisions through Brand Image. The results showed a significant indirect effect with a path coefficient value of 0.462, a t-statistic value of  $9.240 > 1.97$ , as well as a p-value of  $0.000 < 0.05$ . This implies that Brand Image mediates the effect of SMM on Purchasing Decisions. Similarly, Hypothesis 7 tests the indirect effect of e-WOM on Purchasing Decisions through Brand Image. The result shows a significant indirect effect with a path coefficient value of 0.112, a t-statistic value of  $3.472 > 1.97$ , and p-value of  $0.001 < 0.05$ , respectively, suggesting that brand image mediates the impact of e-WOM on Purchasing Decisions.

#### **The Effect of Social Media Marketing on Brand Image**

It was revealed by the findings that brand image was positively and significantly influenced by SMM. SMM contributes to the creation and reinforcement of brand image. Through direct interaction, interesting content, and consistent communication, social media contributes to creating a favorable perception among consumers. Therefore, the better SMM implemented by Baraja Coffee Indonesia, the stronger as well as more positive the brand image formed among consumers. This result is consistent with the reports of Salhab et al., (2023), Sanny et al., (2020), and Ali & Naushad (2023) that SMM has a positive and significant effect on brand image.

#### **The Effect of Electronic Word of Mouth on Brand Image**

In this study, e-WOM was found to have a positive and significant effect on brand image. E-WOM plays an important role in shaping the image of a brand. Through reviews, recommendations, and positive comments from consumers on social media, the positive perceptions of the brand can increase. Consumers who read positive experiences from other customers tend to build good associations with the brand. Therefore, the more positive e-WOM received by Baraja Coffee Indonesia, the stronger the brand image formed in the minds of consumers. This result is consistent with the report of Solihin & Ahyani (2022), Maya et al., (2021), and Gunawan & Wayan, (2022) that e-WOM positively as well as significantly influences brand image.

#### **The Effect of Social Media Marketing on Purchasing Decisions**

Further studies showed that SMM had a positive as well as significant effect on purchasing decisions. Through interesting and interactive content, SMM promotes consumer buying decisions. The effective use of SMM helps consumers to know the product better, obtain relevant information, and increase confidence in making purchasing decisions. Therefore, a good implementation of SMM results in a greater influence in increasing consumer purchasing decisions for Baraja Coffee Indonesia. This finding is also aligns with the report of Adhimursandi et al., (2024), Sarah et al., (2021), Wikantari, (2022), and Intan et al., (2023) that SMM has a positive and significant effect on purchasing decisions.

#### **The Effect of Electronic Word of Mouth on Purchasing Decisions**

The result of this study showed that e-WOM did not affect purchasing decisions. Although consumers' reviews and recommendations are available on social media, these factors alone cannot determine purchasing decisions. This is supported by Huang et al., (2012), who stated that the influence of e-WOM is different from Word of Mouth (WOM) because e-WOM uses online media. As a result, the interaction between the information provider (informant) and the information recipient does not occur face to face, but is limited to written comments from one or several informants. Therefore, the credibility of one or

several informants cannot be guaranteed. This result is consistent with the report of Slamet et al., (2022), Bahi et al., (2020), and Rahayu & Witjaksono, (2023) that e-WOM does not affect purchasing decisions.

### **The Effect of Brand Image on Purchasing Decisions**

The findings also indicated that brand image positively and significantly impacts purchasing decisions. Brand image holds a significant role in shaping perceptions and impressions in the minds of consumers. A brand with a strong and positive image tends to be preferred by consumers compared to the competitors. In this context, the better the brand image owned by Baraja Coffee Indonesia, the greater the influence in promoting consumer purchasing decisions. This finding aligns with the study by Simbolon et al., (2020), Putri & Fauzi, (2023), and Djatmiko & Pradana, (2016) that brand image positively and significantly influences purchasing decisions.

### **The Effect of Brand Image in Mediating Social Media Marketing on Purchasing Decisions**

The analysis shows that SMM has a significant indirect effect on purchasing decisions through brand image. Effective SMM can lead to an attractive and credible brand image in the sight of consumers. This positive brand image becomes a key factor in driving purchasing decisions because consumers tend to choose products from brands that have a good reputation. Therefore, brand image can mediate the influence of SMM on purchasing decisions for Baraja Coffee Indonesia. This result is consistent with the report of Agi & Kerti, (2023) that brand image mediates the influence of SMM on purchasing decisions.

### **The Effect of Brand Image in Mediating Electronic Word of Mouth on Purchasing Decisions**

The result of this study also showed that the e-WOM has a significant indirect effect on purchasing decisions through brand image. Positive reviews and recommendations from previous customers can increase positive perceptions of the brand, thereby strengthening the image. A strong brand image will increase consumer confidence in choosing and making purchases. Therefore, brand image can act as a mediate in the impact of e-WOM on purchasing decisions for Baraja Coffee Indonesia. This result is also consistent with the report of Marwida et al., (2023) and Pratiwi et al., (2024) that brand image mediates the influence of e-WOM on purchasing decisions.

## **CONCLUSION**

The results showed that both SMM and e-WOM positively and significantly influenced brand image. Additionally, SMM had a positive and significant effect on purchasing decisions, while e-WOM did not influence purchasing decisions. The brand image was shown to have a positive and significant impact on purchasing decisions. Further observations also showed that brand image functioned as a mediating factor between SMM, e-WOM, and purchasing decisions.

The practical implications focused on the importance of companies in optimizing SMM strategies to build a strong brand image and promote purchasing decisions. Companies need to develop interesting, interactive, and informative content on digital platforms to increase consumer engagement. In addition, there is a need to actively manage e-WOM by promoting positive customer reviews and responding to feedback quickly and professionally in order to strengthen brand perception. Through the use of this strategy, companies can

increase competitiveness in the market and drive consumer purchasing decisions more effectively.

Future studies are encouraged to investigate additional mediating variables, such as brand awareness, trust, equity, or loyalty. These additional variables aim to achieve a more comprehensive understanding of the factors that influence consumer purchasing decisions. In addition, the application of a qualitative or mixed method could provide deeper insight into consumer perceptions in making purchasing decisions.

## REFERENCES

- Aaker, D. A., & Biel, A. (2009). *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*. Psychology Press.
- Adhimursandi, D., Rahmawati, & Achmad, G. N. (2024). The Role Of Brand Image and Social Media Marketing On Wardah Skincare Product Purchasing Decisions. *International Journal Of Humanities Education and Social Sciences (IJHESS)*, 3(4), 2069–2076. <https://doi.org/10.55227/ijhess.v3i4.907>
- Aditi, B., Silaban, P., & Edward, Y. R. (2023). The effect of social media and word of mouth on buying interest and brand image in creative economic business. *International Journal of Data and Network Science*, 7(1), 225–234. <https://doi.org/10.5267/j.ijdns.2022.11.001>
- Agi, P. I. P., & Kerti, Y. N. N. (2023). THE ROLE OF BRAND IMAGE MEDIATES THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CONTENT MARKETING ON PURCHASE DECISIONS: A STUDY ON CONSUMERS OF UMAH LOKAL COFFEE & ROASTERY IN DENPASAR. *Eurasia: Economics & Business*, 8(74), 3–21. <https://doi.org/https://doi.org/10.18551/econeurasia.2023-08>
- Ali, I., & Naushad, M. (2023). Examining the influence of social media marketing on purchase intention: The mediating role of brand image Received. *Innovative Marketing*, 19(4), 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Alzate, M., Arce-Urriza, M., & Cebollada, J. (2022). Mining the text of online consumer reviews to analyze brand image and brand positioning. *Journal of Retailing and Consumer Services*, 67(January), 102989. <https://doi.org/10.1016/j.jretconser.2022.102989>
- Amin, A. M., & Yanti, R. F. (2021). Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *INVEST: Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 1–14. <https://doi.org/10.55583/invest.v2i1.111>
- Anggraeni, Y. N., & A'yuni, D. S. (2023). The Influence of Promotions, Online Customer Reviews, and Online Customer Ratings on Decisions to Purchase Muslim Clothing Products in E-Commerce Shopee on IKHAC Students. *Danadyaksa: Post Modern Economy Journal*, 1(1), 37–53. <https://doi.org/10.69965/danadyaksa.v1i1.4>
- Arianto, B., & Rani. (2024). *Pemasaran Media Sosial*. Borneo Novelty Publishing.
- Arifin, R., & Syah, T. Y. R. (2023). How E-Wom Influence Purchase Intention Mediated by Trust and Brand Awareness: Case on Generation X in Indonesia. *Jurnal Aplikasi Bisnis Dan Manajemen*, 9(2), 411–421. <https://doi.org/10.17358/jabm.9.2.411>
- Asnawati, Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of

- use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 81–90. <https://doi.org/10.5267/J.IJDNS.2021.10.001>
- Awaludin, M. N., & Sukmono, S. (2020). The Effect of Social Media Marketing and Brand Awareness on Purchase Decisions With Viral Marketing As Intervening Variables on Janji Jiwa Coffee Consumers Among Students Using Social Media Area Jabodeta. *AFEBI Management and Business Review*, 5(1), 54–68. <https://doi.org/10.47312/ambr.v5i1.303>
- Babić Rosario, A., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48(3), 422–448. <https://doi.org/10.1007/s11747-019-00706-1>
- Bahi, H. A., Pratikto, H., & Dhewi, T. S. (2020). the Impact of E-Wom and Advertising on Purchase Decision Si.Se.Sa Syar'I Clothes With Brand Awareness As an Intervening Variables (a Study on Si.Se.Sa Fashion Consumers). *International Journal of Business, Economics and Law*, 23(1), 255–261. <https://ijbel.com/wp-content/uploads/2020/12/IJBEL23-254.pdf>
- Bilgah, & Joesah, N. (2022). The Influence of Social Media Marketing and Brand Image on Purchase Decisions at Shopee Through Purchase Interest as A Mediation Variable. *Jurnal Ekonomi*, 11(3), 541–550. <https://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/949/796>
- Blanco, O. I. A. K. Z., & Ketut, R. I. (2024). Brand Image Mediates the Influence of Social Media Marketing on Repurchase Intentions. *Eurasia: Economics & Business*, 15(1), 37–48. <https://doi.org/10.18551/econeurasia.2024-01>
- Chusnaini, A., & Rasyid, R. A. (2022). Social Media Marketing: Social Media Content, Brand Image, Brand Awareness and Purchase Intention. *Accounting and Management Journal*, 6(2), 46–53. <https://doi.org/10.33086/amj.v6i2.3028>
- Dewi, I. R., Michel, R. J., & Puspitarini, D. A. (2022). Pengaruh Kualitas Produk Terhadap Loyalitas Dengan Mediasi Kepuasan Pelanggan Pada Toko Prima Freshmart Cirebon. *Jurnal Maneksi*, 11(1), 314–321. <https://doi.org/10.31959/jm.v11i1.1080>
- Djatzmiko, T., & Pradana, R. (2016). Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Procedia - Social and Behavioral Sciences*, 219, 221–227. <https://doi.org/10.1016/j.sbspro.2016.05.009>
- Ebrahim, R. S. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business and Management*, 7(1), 1–17. <https://doi.org/10.1080/23311975.2020.1787733>
- Ghozali, I. (2021). *PARTIAL LEAST SQUARES KONSEP, TEKNIK DAN APLIKASI Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (3rd ed.). Badan Penerbit Universitas Diponegoro.
- Goyette I., Ricard, L., J., B., & F., M. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences/Revue*

- Canadienne Des Sciences de l'Administration*, 27(1), 5–23.  
<https://doi.org/10.1002/CJAS.129>
- Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*, 23(2), 339–364. <https://doi.org/10.1108/JRME-07-2020-0097>
- Gunawan, P. I. W. A., & Wayan, E. N. (2022). Role of Brand Image and Brand Trust in Mediating E-Wom on Repurchase Intention of Chatime Drink in Denpasar. *Russian Journal of Agricultural and Socio-Economic Sciences*, 7(127), 41–332. <https://doi.org/10.18551/rjoas.2022-07.05>
- Hair, J. F., Black, W. c., Babin, barry J., & Anderson, R. E. (2019). *Multivariate Data Analysis, Eighth Edition*. Cengage Learning.
- Hakim, L. R., Suharno, S., & Kuleh, J. (2021). Pengaruh Electronic Word Of Mouth dan Experiential Marketing Terhadap Purchase Intention Dengan Brand Equity Sebagai Variabel Intervening. *Jurnal Pemasaran Kompetitif*, 4(3), 329–339. <https://doi.org/10.32493/jpkpk.v4i3.10471>
- Hamid, R. S., Abror, A., Anwar, S. M., & Hartati, A. (2022). The role of social media in the political involvement of millennials. *Spanish Journal of Marketing - ESIC*, 26(1), 61–79. <https://doi.org/10.1108/SJME-08-2021-0151>
- Hannan, S., Piramita, S., & Purba, J. H. V. (2023). a Digital Marketing Strategy Using Social Media Marketing To Increase Consumer Purchase Decisions Mediated By Brand Perception. *Jurnal Aplikasi Manajemen*, 21(3), 818–829. <https://doi.org/10.21776/ub.jam.2023.021.03.18>
- Hasyim, L. I. (2021). *Tak Disangka, Kota Cirebon Punya Lebih dari 300 Kedai Kopi*. Radarcirebon.Com. <https://radarcirebon.disway.id/read/115860/tak-disangka-kota-cirebon-punya-lebih-dari-300-kedai-kopi>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Huang, J. H., Hsiao, T. T., & Chen, Y. F. (2012). The Effects of Electronic Word of Mouth on Product Judgment and Choice: The Moderating Role of the Sense of Virtual Community. *Journal of Applied Social Psychology*, 42(9), 2326–2347. <https://doi.org/10.1111/j.1559-1816.2012.00943.x>
- Intan, K. N. M., Wayan, E. N., Saroyini, P. P., & Asti, A. N. M. (2023). THE ROLE OF BRAND TRUST IN MEDIATING INFLUENCE OF SOCIAL MEDIA MARKETING AND EWOM ON CULINARY PURCHASE DECISION IN BALI: A STUDY OF @FOODBALI SOCIAL MEDIA FOLLOWERS. *Eurasia: Economics & Business*, 12(78), 8–26. <https://doi.org/https://doi.org/10.18551/econeurasia.2023-12>
- Ishomi, A. R., Fatimah, S. E., & Curatman, A. (2025). The impact of neuromarketing and influencer marketing on the decision process of generation Z consumers on the purchase of halal cosmetics. *Edelweiss Applied Science and Technology*, 9(1), 1019–1033. <https://doi.org/10.55214/25768484.v9i1.4306>
- Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The Effect of Electronic Word of Mouth Communications on Intention to Buy: A Meta-Analysis. *Information*

- Systems Frontiers*, 22(5), 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- Kapferer, J. N. (2008). *The New Strategic Brand Management* (4TH Editio). British Library.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (Global Edi). Person Education Limited.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran Jilid 1* (Edisi 13). Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Prentice Hall.
- Kuniawati, N. R., & Ariyanti, M. (2024). The Influence Of Social Media Marketing On Purchase Decision Mediated By Brand Awareness And Trust (On Prospective Student Telkom University). *International Journal of Educational Research & Social Sciences*, 5(1), 862–870. <http://journal.yrpiiku.com/index.php/msej>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Mainolfi, G., & Vergura, D. T. (2022). The influence of fashion blogger credibility, engagement and homophily on intentions to buy and e-WOM. Results of a binational study. *Journal of Fashion Marketing and Management: An International Journal*, 26(3), 473–494. <https://doi.org/10.1108/JFMM-03-2020-0050>
- Mariano, A. M., Silva, M. C., Mello, T. M., & Santos, M. R. (2022). The importance of mobile applications for companies' brand image: A study using structural equations. *Procedia Computer Science*, 214(C), 1128–1135. <https://doi.org/10.1016/j.procs.2022.11.287>
- Marwida, I. W. A., Wijaya, P. Y., & Ida Ayu Putu, W. S. (2023). Brand Image Mediates Product Quality and Electronic Word of Mouth Towards Purchase Decision. *Jurnal Ekonomi & Bisnis JAGADITHA*, 10(2), 117–124. <https://doi.org/10.22225/jj.10.2.2023.117-124>
- Maulidia, F. E., Adha, M. A., & Wahyudi, R. (2024). MEDIATING ROLE OF BRAND IMAGE IN DIGITAL MARKETING AND E-WOM ON ISLAMIC BANK CUSTOMER DECISIONS. *JPS (Jurnal Perbankan Syariah)*, 5(2), 265–285. <https://doi.org/https://doi.org/10.46367/jps.v5i2.1969>
- Maya, D. F., Lod, S., & Aam, B. (2021). Mediating Effect of Brand Image and Brand Trust Between E-Wom on Smartphone Buy Interest in Tangerang City. *Russian Journal of Agricultural and Socio-Economic Sciences*, 119(11), 74–80. <https://doi.org/10.18551/rjoas.2021-11.08>
- Narayana, K. G. S., & Rahanatha, G. B. (2020). Peran Brand Image Memediasi Social Media Marketing Terhadap Keputusan Pembelian. *E-Jurnal Manajemen*, 9(5), 1962–1982. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p16>
- Nurrohman, A., & Adiwijaya, K. (2021). the Effect of Social Media Usage, and Ewom on Purchase Decision Involvement, Brand Image, and Brand Awareness in Subsidized Housing Industry. *International Journal of Business and Economy (IJBEC)*, 3(2), 36–51. <https://myjms.mohe.gov.my/index.php/ijbec/article/view/13906>
- Oktaviani, B. R., & Estaswara, B. H. (2022). Pengaruh Electronic Word Of Mouth (eWOM) di Media Sosial Twitter @avoskinbeauty Terhadap Keputusan Pembelian Avoskin.

- Jurnal Publish (Basic and Applied Research Publication on Communications)*, 1(1), 10–24. <https://doi.org/10.35814/publish.v1i1.3492>
- Pratiwi, N. L. G. K., Giantari, I. G. A. K., & Santika, I. W. (2024). PERAN BRAND IMAGE MEMEDIASI PENGARUH E-WOM TERHADAP KEPUTUSAN PEMBELIAN PRODUK SOMETHINC DI KOTA DENPASAR. *E-Jurnal Manajemen*, 13(11), 1630–1644. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2024.v13.i11.p01> ISSN:
- Prawira, A. A. N. D. N., & Setiawan, P. Y. (2021). PENGARUH BRAND IMAGE, BRAND SATISFACTION, DAN BRAND TRUST TERHADAP BRAND LOYALTY PELANGGAN SEPATU MEREK NIKE. *E-Jurnal Manajemen*, 10(12), 1305–1324. <https://doi.org/10.24843/EJMUNUD.2021.v10.i12.p03>
- Putri, C. N., & Fauzi, T. H. (2023). The Effect of E-WOM and Brand Image on Purchasing Decisions of Automotive Products: Mediating Role of Brand Trust. *Jurnal Aplikasi Bisnis Dan Manajemen*, 9(3), 843–854. <https://doi.org/10.17358/jabm.9.3.843>
- Rahayu, C. P., & Witjaksono, B. (2023). Pengaruh Social Media Marketing Dan Electronic word of mouth Terhadap Purchase decision Melalui Brand Awareness Pada Produk Kopi Kenangan. *Jurnal Bisnisman : Riset Bisnis Dan Manajemen*, 5(2), 88–105. <https://doi.org/10.52005/bisnisman.v5i2.163>
- Rahmawati, R., Jatmiko, R. D., & Sa'diyah, C. (2022). The Effect of Brand Ambassador, Website Quality, and E-WOM on Purchase Decision in Shopee E-commerce. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 12(1), 218–233. <https://doi.org/10.30588/jmp.v12i1.1023>
- Rakhmawati, F. (2023). Does Social Media Marketing Influences Consumer Purchase Decisions at Marketplace? *Airlangga Journal of Innovation Management*, 4(1), 114–124. <https://doi.org/10.20473/ajim.v4i1.45460>
- Ramli, Y. (2020). PENGARUH KEPUTUSAN PEMBELIAN TERHADAP KINERJA BISNIS INDUSTRI PUPUK ORGANIK. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNLAT*, 5(2), 211–222. <http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/378>
- Ratnawia, R., Mufidah, I., & Amani, H. (2022). Investigasi Pengaruh Sosial Media Marketing dan Brand Awereness terhadap Purchase Decision Produk Indihome pada Wilayah Telkom Bengkulu. *Jurnal Pendidikan Dan Kewirausahaan*, 10(3), 1022–1032. <https://doi.org/10.47668/pkwu.v10i3.590>
- Safitri, N., & Syarif, M. A. (2023). What factors influencing purchasing decisions for cosmetic products? A study on brand image, price, and promotion. *Journal of Enterprise and Development (JED)*, 5(2), 2685–8258. <https://journal.uinmataram.ac.id/index.php/jed/article/view/8206>
- Sahanaya, V., & Madiawati, P. N. (2023). Pengaruh Social Media Marketing dan Electronic Word of Mouth Terhadap Keputusan Pembelian melalui Brand Image pada Point Coffee Bandung. *Jurnal EMT KITA*, 7(3), 581–590. <https://doi.org/10.35870/emt.v7i3.945>
- Saktiawan, P. D., & Harsono, S. (2021). The Effect of Performance, Price Perception, Brand Image, and Brand Association on Purchase Decision of Honda CBR150R in Surabaya. *Philippine Social Science Journal*, 4(1), 97–107. <https://doi.org/10.52006/main.v4i1.288>

- Salhab, H. A., Al-Amarnah, A., Aljabaly, S. M., Al Zoubi, M. M., & Othman, M. D. (2023). The impact of social media marketing on purchase intention: The mediating role of brand trust and image. *International Journal of Data and Network Science*, 7(2), 591–600. <https://doi.org/10.5267/j.ijdns.2023.3.012>
- Samsiyah, S., Latif, N., Aprilia, C. D., Rahmad, A. A., Raditya, G., Zukar, M., & Adella, S. N. T. (2023). *Perilaku Konsumen* (p. 100). MEGA PRESS NUSANTARA. <https://books.google.co.id/books?id=8739EAAAQBAJ&printsec=frontcover&hl=id#v=onepage&q&f=false>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Sarah, K. S., Hurriyati, R., & Hendrayati, H. (2021). Analisis Social Media Marketing Melalui Instagram Terhadap Keputusan Pembelian Pada Produk Clothing Linkswear. *Jurnal Manajemen*, 12(3), 412–428. <https://doi.org/10.32832/jm-uika.v12i3.4877>
- Saraswati, A. R., & Giantari, I. G. A. K. (2022). Brand image mediation of product quality and electronic word of mouth on purchase decision. *International Research Journal of Management, IT and Social Sciences*, 9(1), 97–109. <https://doi.org/10.21744/irjmis.v9n1.2012>
- Sari, A. J., Udayana, I., & Cahya, A. D. (2022). Pengaruh Brand Image terhadap Keputusan Pembelian Konsumen : Studi Kasus Variabel Green Marketing dan Brand Ambassador UMKM Ngudi Rejeki Kelorida. *Al-Kharaj : Jurnal Ekonomi , Keuangan & Bisnis Syariah*, 4(2), 308–327. <https://doi.org/10.47467/alkharaj.v43i2.644>
- Sembiring, S., & Supriyanto, I. (2021). Strategi Program Marketing PR PT Coffee Sekawan (Sia Coffee) Dalam Memperkuat Positioning dan Brand Awareness . *Jurnal Public Relations (J-PR)*, 2(2), 137–141. <https://doi.org/10.31294/jpr.v2i2.494>
- Sepfiani, P., Ilhamy, M. L., & Harahap, M. I. (2023). Impact of electronic Word-of-Mouth, product quality, and brand image on purchasing decisions in the skincare industry. *Journal of Enterprise and Development (JED)*, 5(Special Issue 1), 318–338. <https://journal.uinmataram.ac.id/index.php/jed/article/view/7927>
- Simbolon, F. P., Handayani, E. R., & Nugraedy, M. (2020). The Influence of Product Quality, Price Fairness, Brand Image, and Customer Value on Purchase Decision of Toyota Agya Consumers: A Study of Low Cost Green Car. *Binus Business Review*, 11(3), 187–196. <https://doi.org/10.21512/bbr.v11i3.6420>
- Slamet, S., Prasetyo, B. P. W., & Azmala, I. (2022). The Impact of Electronic Word of Mouth and Brand Image on Online Purchase Decisions Moderated by Price Discount. *European Journal of Business and Management Research*, 7(2), 139–148. <https://doi.org/10.24018/ejbmr.2022.7.2.1340>
- Solihin, D., & Ahyani, A. (2022). The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth (E-WOM) and Social Media on Purchase Intention. *Majalah Ilmiah Bijak*, 19(2), 193–205. <https://doi.org/10.31334/bijak.v19i2.2384>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&B*. Alfabeta.
- Sutariningsih, N. M. A., & Widagda, I. G. N. J. A. (2021). PERAN BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP PURCHASE INTENTION. *E-Jurnal Manajemen*, 10(2), 145–164.

- <https://doi.org/https://doi.org/10.24843/EJMUNUD.2021.v10.i02.p03>
- Tauran, R. H., Andriani, D. R., Wahyuningtyas, A. S. H., & Isaskar, R. (2022). the Effect of Social Media Marketing on the Purchase Decision of Kooka Coffee Products Using Brand Image As a Mediation Variable. *Agricultural Socio-Economics Journal*, 22(3), 223–232. <https://doi.org/10.21776/ub.agrise.2022.022.3.9>
- Upadana, M. W. K., & Pramudana, K. A. . (2020). BRAND AWARENESS MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPUTUSAN PEMBELIAN. *E-Jurnal Manajemen*, 9(5), 1921–1941. <https://doi.org/https://doi.org/10.24843/EJMUNUD.2020.v09.i05.p14>
- Wandoko, W., & Panggati, I. E. (2022). The Influence of Digital Influencer, e-WOM and Information Quality on Customer Repurchase Intention toward Online Shop in e-Marketplace during Pandemic COVID-19: The Mediation Effect of Customer Trust. *Journal of Relationship Marketing*, 21(2), 148–167. <https://doi.org/10.1080/15332667.2022.2035198>
- Wibowo, A., Chen, S. C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability (Switzerland)*, 13(1), 1–18. <https://doi.org/10.3390/su13010189>
- Wikantari, M. A. (2022). The Effect of Social Media Marketing on Purchase Decisions Moderated by Product Quality. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 5(2), 673–687. <https://doi.org/10.31538/ijse.v5i2.2149>
- Wu, C. W., Guaita Martínez, J. M., & Martín Martín, J. M. (2020). An analysis of social media marketing strategy and performance in the context of fashion brands: The case of Taiwan. *Psychology and Marketing*, 37(9), 1185–1193. <https://doi.org/10.1002/mar.21350>
- Wulandari, N. P. A. A., & Respati, N. N. R. (2024). PERAN BRAND IMAGE DALAM MEMEDIASI PENGARUH SOCIAL MEDIA MARKETING TERHADAP PURCHASE INTENTION PRODUK SKINCARE SOMETHINC. *E-Jurnal Manajemen*, 13(6), 913–934. <https://doi.org/10.24843/EJMUNUD.2024.v13.i06.p01>
- Zahay, D. (2015). *Digital Marketing Management*. Business Expert Press.