

# Economic and Business Horizon

ISSN: 2963-2765

Economic and Business  
Horizon

Volume: 04

Issue: 02

Year: 2025

Page: 353-364

## Citation:

Pahlawan, M. R. R.,  
Cahyono, S. E., & Yoestini.  
(2025). The Role of Social  
Media Marketing and E-  
WOM in Influencing  
Purchase Intention.  
*Economic and Business  
Horizon*, 4(2), 353-364.

## The Role of Social Media Marketing and E-WOM in Influencing Purchase Intention

Muhammad Reza Rizqi Pahlawan<sup>\*</sup>, Sugianto Eko Cahyono<sup>1</sup>, Yoestini<sup>1</sup>

<sup>1</sup> Universitas Diponegoro, Semarang, Indonesia

<sup>\*</sup> Corresponding author: Muhammad Reza Rizqi Pahlawan ([rezarizqip1998@email.com](mailto:rezarizqip1998@email.com))

### Abstract

The increasing digitalization of consumer behavior in Indonesia has significantly reshaped marketing dynamics, urging Micro, Small, and Medium Enterprises (MSMEs), particularly in the Food and Beverage (F&B) sector, to adopt more cost-effective, targeted, and interactive online marketing strategies. Among the most influential digital tools are Social Media Marketing (SMM) and Electronic Word-of-Mouth (e-WOM), which play a vital role in shaping consumer purchase intentions by enhancing brand visibility, credibility, and engagement. Despite the growing relevance of these tools in the digital ecosystem, research exploring their integrated effects on consumer behavior remains limited, especially within the MSME context. This study seeks to examine the influence of SMM and e-WOM on consumer purchase intention by offering a comprehensive analysis of how digital marketing strategies impact behavioral outcomes. A quantitative method was applied, utilizing regression analysis through SPSS version 25 to assess data collected from respondents actively engaged with Indonesian MSMEs on platforms such as Instagram and TikTok. The findings reveal that social media marketing exerts a significant influence on purchase intention, both partially and simultaneously, when combined with e-WOM factors. These results are expected to enhance the theoretical framework surrounding digital marketing effectiveness and provide practical insights for MSMEs in Indonesia aiming to increase brand loyalty and drive purchase conversions through strategic and engaging online approaches.

### Keywords

Electronic Word-of-Mouth, Micro Small and Medium Enterprises, Purchase Intention, Social Media Marketing.

## 1. Introduction

The rapid digitalization of consumer behavior has fundamentally transformed how businesses operate, particularly Micro, Small, and Medium Enterprises (MSMEs), which are now compelled to adopt innovative and cost-effective online marketing strategies to stay competitive. This trend is especially pronounced in the Food and Beverage (F&B) sector, where visual appeal, convenience, and customer feedback play a critical role in influencing consumer decisions. In this context, social media platforms have emerged as vital tools for brand promotion, customer interaction, and fostering community engagement (Sanny et al., 2022). With increasing internet penetration and smartphone usage in Indonesia, MSMEs are leveraging social media platforms such as Instagram, TikTok, and YouTube to expand their digital footprint and engage with consumers more directly.

Social Media Marketing (SMM) represents a modern component of marketing that focuses on advertising products, services, and events through platforms that allow for interactive communication. It involves creating and sharing relevant and engaging content aimed at increasing brand recognition and loyalty (Mala et al., 2023). For MSMEs in the F&B sector, which often rely on visual and emotional appeal, SMM offers a unique opportunity to reach a broad audience without the high costs associated with traditional advertising. Through features like stories, live videos, influencer partnerships, and customer feedback sections, businesses can build meaningful relationships with their audiences. As Putri et al. (2022) highlight, SMM not only provides direct communication channels but also enhances product information accessibility and supports customer engagement, which can significantly influence consumers' purchase intentions and overall brand perception.

A key concept tied to SMM is Social Brand Engagement (SBE), which refers to the emotional connection and active participation consumers exhibit toward a brand on social media. This form of engagement strengthens brand formation and contributes positively to brand equity. When customers feel personally connected to a brand, they are more likely to develop trust and loyalty, which directly impacts their buying decisions (Alnaser et al., 2024). Social media allows for seamless interaction between brands and consumers, facilitating two-way communication that builds rapport and increases consumer satisfaction.

Complementing SMM is Electronic Word-of-Mouth (e-WOM), which refers to consumers sharing their opinions, experiences, and evaluations of products or services through digital platforms. e-WOM has become a powerful force in shaping consumer behavior, as it enables customers to share reviews, ratings, and recommendations across various channels. According to Wijaya et al. (2024), e-WOM strengthens social connection among consumers by making it easy to share shopping experiences, whether positive or negative, with a broader audience. This spontaneous and often trustworthy form of communication influences potential buyers more effectively than traditional advertising, especially when it comes from peers or influencers with perceived authenticity.

MSMEs often utilize both SMM and e-WOM as complementary tools to reduce traditional marketing expenses and foster customer trust. These tools allow businesses to leverage user-generated content, online reviews, and testimonials to boost visibility and credibility (Mala et al., 2023). Given that over 70% of global consumers are influenced by online reviews or social content before making a purchase Statista (2023), overlooking the strategic role of SMM and e-WOM can result in lost opportunities for MSMEs to expand their market reach and engage more effectively with digital-native consumers.

Moreover, in experience-driven sectors such as F&B, purchase intention is directly influenced by the perception and opinions of others, especially as shared through popular visual platforms like TikTok and Instagram. For instance, Aditya

et al. (2024) found that e-WOM builds consumer trust, which in turn increases purchase interest, particularly during uncertain times like the COVID-19 pandemic. Similarly, Mala et al. (2023) demonstrated that both SMM and e-WOM significantly impact purchase intention, especially in halal F&B MSMEs where brand integrity and customer trust are paramount.

Despite the evident potential of these tools, current literature often treats SMM and e-WOM separately and lacks an integrated, empirical analysis exploring how they interact. There is a limited number of studies adopting a quantitative approach to investigate the combined impact of these variables or to analyze how mediating factors such as trust shape the relationship between digital engagement and consumer behavior. This study aims to fill that gap by offering a unified analytical framework that examines both the direct and indirect effects of SMM and e-WOM on consumer purchase intention. By employing a quantitative methodology, this research not only contributes to the theoretical discourse on digital marketing in MSMEs but also provides practical insights for business owners seeking to optimize their digital strategies in a competitive and rapidly evolving market landscape.

## **2. Literature Review**

### ***2.1. Theoretical Framework of Purchase Intention and Social Media Marketing***

The Theory of Planned Behavior (TPB) is a comprehensive theoretical model explaining individuals' motivations behind decision-making processes and their ability to take action. Developed from the Theory of Reasoned Action (TRA), TPB has been applied for over two decades to understand behavioral intentions. However, certain variables remain unexplained, prompting the need for a robust framework to examine them further (Khasanah & Sasana, 2022; Masukujjaman et al., 2023).

A key concept in this context is purchase intention, which refers to an individual's likelihood or desire to purchase a product or service. It is influenced by perceived usefulness, alignment with personal values, and expectations regarding the product or service (Alalwan et al., 2017; Ceyhan, 2019; Al-Gasawneh et al., 2023; Marpaung et al., 2024). Miller et al. (2009), and Akar and Dalgic (2018) describe purchase intention as a reaction to a product, indicating a customer's interest in buying. The process of forming purchase intention begins with the development of interest, followed by information processing and brand evaluation. Consumers typically seek information through brand social media accounts, making social media marketing (SMM) an essential promotional tool.

SMM uses digital platforms to advertise products, services, or events, creating awareness, encouraging interaction, and building brand trust. Its low-cost, high-reach nature makes it particularly attractive to MSMEs (Sanny et al., 2022). Through posts, influencer collaborations, and audience-specific messaging, brands can foster engagement and increase consumers' confidence in their purchasing decisions (Farzin et al., 2022; Mala et al., 2023; Mahmud et al., 2024; Suparjo & Dana, 2024).

H1: Social media marketing has significant effect on purchasing intention.

### ***2.2. The Influence of Electronic Word-of-Mouth on Purchase Intention***

Electronic Word-of-Mouth (e-WOM) refers to the sharing of opinions and experiences related to products and services through digital platforms. Compared to traditional word-of-mouth, e-WOM is more enduring and far-reaching due to its online nature. Content shared through e-WOM including reviews, recommendations, and testimonials can significantly influence other consumers' purchase decisions (Sulthana, 2019; Putri et al., 2022).

According to Pandey et al. (2018), e-WOM is a key factor in shaping purchase intentions. Positive e-WOM enhances brand credibility and trust, increasing consumer interest. Conversely, negative e-WOM can decrease consumer interest and hurt brand perception.

The factors affecting the effectiveness of e-WOM include the tone (positive or negative), message content, credibility of the source, and volume of information available. Online communities like Facebook, TikTok, Instagram, and Twitter serve as vital platforms where e-WOM circulates among users, greatly influencing consumer decisions.

H2: Electronic Word-of-Mouth (e-WOM) has significant effect on purchasing intention.

**2.3. The Synergistic Effect of Social Media Marketing and e-WOM on Purchase Intention**

In today’s digital landscape, social media marketing and electronic word-of-mouth do not function in isolation. Instead, they often interact to produce a synergistic effect on consumer behavior. When brands initiate marketing campaigns on social platforms, they simultaneously generate spaces for user interaction and feedback, which transforms into e-WOM. This user-generated content such as comments, testimonials, and reviews add credibility to the brand's promotional efforts (Mulyono & Pasaribu, 2021).

For example, when a new product is launched and promoted via Instagram or TikTok, users might share their experiences, participate in trends or challenges, and leave reviews. These organic interactions reinforce the message delivered by the brand, increasing trust and influencing the intentions of other consumers who view both the brand content and peer feedback.

Studies by Aditya et al. (2024), Andriyanto et al. (2024), and Oktafani et al. (2020) have confirmed that the simultaneous presence of SMM and e-WOM creates a stronger impact than either element alone. This combined influence plays a crucial role in shaping consumer confidence, perceived value, and ultimately, their intention to purchase.

H3: Social media marketing and electronic word-of-mouth simultaneously have significant effect on purchasing intention.

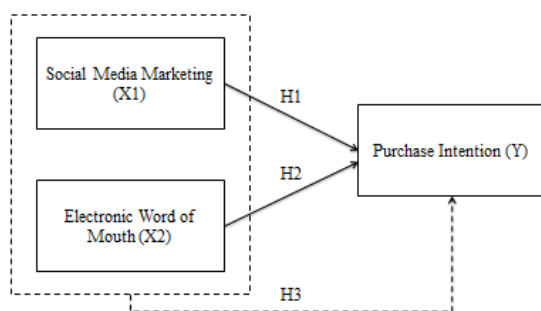


Figure 1. Research Framework

**3. Methods**

This study investigates the influence of social media marketing (SMM) and electronic word-of-mouth (e-WOM) on consumer purchase intention within the Indonesian food and beverage (F&B) Micro, Small, and Medium Enterprises (MSMEs) sector. An explanatory research design was employed using a quantitative approach to examine the causal relationships among the variables. Data were

collected through structured questionnaires, which utilized a five-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5), to measure respondents’ perceptions of SMM, e-WOM, and purchase intention.

The target population of this study consisted of consumers in Indonesia who actively engage with F&B MSMEs through social media platforms, especially Instagram and TikTok. These platforms were chosen due to their visual nature and popularity in promoting food-related content. The study used a non-probability purposive sampling technique, which selected respondents based on specific criteria: individuals who follow F&B MSMEs on social media, interact with their content, and have experience reading or writing online reviews. A total of 135 valid responses were collected and used for analysis.

The data analysis was conducted using SPSS version 25, which included several stages: validity and reliability testing of the questionnaire items, correlation analysis, coefficient of determination ( $R^2$ ) to measure the explanatory power of independent variables, and linear regression analysis to test the direct effects of SMM and e-WOM on purchase intention. Additionally, t-tests were conducted to assess the partial significance of each independent variable, while F-tests evaluated the simultaneous effects of both variables on purchase intention.

#### 4. Results

The rapid digitalization of consumer behavior has pushed businesses, particularly (MSMEs), to adopt innovative online marketing strategies especially in the (F&B) sector, where visual appeal, convenience, and customer feedback play critical roles. Social media marketing (SMM) serves as their advertising method for their products in order to create the customer purchase intention. Social media simplifies social communication by allowing the automatic sharing of customer experiences with goods or services, also referred to as electronic word-of-mouth. Therefore, this study was conducted to understand how social media marketing and online recommendations from others affect whether consumers intend to buy food and beverage products from MSMEs.

**Table 1.** Respondent Characteristics

Category	Profile	Total	Percentage
Gender	Male	63	47%
	Female	72	53%
Age	20-30	31	23%
	31-40	69	51%
	41-50	20	15%
	>50	15	11%
Length of Social Media Usage	1-2 years	29	21%
	2-5 years	61	45%
	>5 years	45	33%
Last Education	Elementary School	-	-
	Junior High School	-	-
	Senior High School	13	10%
	Diploma (D1/D2/D3)	32	24%
	Strata (S1/S2/S3)	90	67%

The respondents consist of 68 males (47%) and 72 females (53%), indicating a slightly higher representation of female participants in the study. This gender balance allows for perspectives from both groups to be well represented. The age

distribution shows that the majority of respondents (51%) are between 31–40 years old, followed by 20–30 years (23%), 41–50 years (15%), and those over 50 (11%). This indicates that most participants are in their productive working age, especially those in early to mid-career stages. A large majority of those surveyed (83%) are long-term social media users, having used it for over five years. A smaller group (45%) have used it for 2–5 years, while only 21% have 1–2 years of usage. This suggests that the majority of respondents are familiar and experienced with social media platforms. Regarding educational background, most respondents (67%) hold a Strata (S1/S2/S3) degree, followed by 24% who have a diploma (D1/D2/D3), and 10% who completed senior high school. No respondents reported education levels below senior high school, reflecting a well-educated sample population.

**Table 2.** Results of Validity Test

Variables	Item	r count	r table	Information
Social Media Marketing	X1.1	0,767	0,1411	Valid
	X1.2	0,782	0,1411	Valid
	X1.3	0,728	0,1411	Valid
	X1.4	0,537	0,1411	Valid
	X1.5	0,565	0,1411	Valid
Electronic Word of Mouth	X2.1	0,773	0,1411	Valid
	X2.2	0,695	0,1411	Valid
	X2.3	0,703	0,1411	Valid
	X2.4	0,646	0,1411	Valid
	X2.5	0,582	0,1411	Valid
Purchase Intention	Y.1	0,748	0,1411	Valid
	Y.2	0,804	0,1411	Valid
	Y.3	0,717	0,1411	Valid
	Y.4	0,788	0,1411	Valid

Indicator validity in this research was assessed using the r-table value. An indicator is deemed valid if its calculated r value exceeds the corresponding value in the r table. With a sample size of 135 respondents, the degrees of freedom ( $df = N - 2 = 133$ ) at a 5% error probability resulting an r-table value of 0.1411. Thus, if a calculated r-value more than 0.1411 it confirms that indicator item is valid. Based on the validity test, all the individual measures (indicators) in this research were confirmed as valid. This is evident as their calculated r-values all exceeded the critical r-table value.

**Table 3.** Results of Reliability Test

No	Variable	Cronbach Alpha	Information
1	Social Media Marketing	0,757	Reliable
2	Electronic Word of Mouth	0,711	Reliable
3	Purchase Intention	0,761	Reliable

As the Cronbach's Alpha coefficient for each variable surpasses the established threshold of 0.60 (social media marketing: 0.789; electronic word-of-mouth: 0.726; purchase intention: 0.773), the reliability of all constructs is confirmed. The established reliability of these constructs, indicated by the consistency of their constituent items, allows for the progression to analyze the relationships among them.

**Table 4.** Determination Coefficient

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
.770a	.593	.584	.66484

a. Predictors: (Constant), EWOM, SMM

Based on the table, the value of determination coefficient ( $r^2$ ) is 0.593, which translates to 59.3%. Determination coefficient explain the amount of influence from SMM and EWOM. These two factors explain just over half (59.3%) of the changes in purchase intention, leaving 40.7% to be explained by other factors.

**Table 5.** Multiple Linear Regression

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
11 (Constant)	.756	.476		1.590	.115
SMM	.710	.084	.704	8.482	.000
EWOM	.128	.099	.107	1.862	.202

a. Dependent Variable: PI

The positive regression coefficient of 0.710 suggests that social media marketing is a positive predictor of purchase intention. In the same way, electronic word-of-mouth also positively predicts purchase intention, as evidenced by its regression coefficient of 0.128. Social media marketing appears to be a more significant driver of purchase intention. It explains about 0.704 or 70.4% of why people intend to buy, and this effect is very strong with the significance value of 0.000. On the other hand, electronic word of mouth shows a smaller influence of 0.107 or 10.7% and a significance value of 0.202, identifying purchase intention is not strongly influenced by it. The results suggest that SMM is the main thing that affects whether people plan to buy. This means that MSMEs should enhance social media marketing to increase purchase intention then trying to improve electronic word of mouth. If social media marketing gets stronger, it will probably lead to more people wanting to buy things.

**Table 6.** T Test of Social Media Marketing on Purchase Intention

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1 (Constant)	.177	.155		1.147	.254
SMM	.771	.069	.765	11.144	.000

a. Dependent Variable: PI

To analyze how the independent variable affects the dependent variable, a t-test was performed. The influence of the independent variable is considered statistically significant if the calculated t-value exceeds the critical t-table value and the associated p-value (significance probability) is below 0.05. The social media marketing analysis demonstrated a significant effect ( $p = 0.00$ , which is less than 0.05). The resulting t-value (11.144) was also significantly higher than the required t-value of 1.656 (determined with 133 degrees of freedom at a 5% alpha level). Therefore, the t-test demonstrates a significant impact of social media marketing on the purchase intention of F&B MSMEs consumer.

**Table 7.** T Test of Electronic Word of Mouth on Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.880	.405		9.586	.000
EWOM	.606	.110	.506	5.509	.000

a. Dependent Variable: PI

With a value of 0.00, the analysis of electronic word of mouth demonstrated a significant result, as it is smaller than the commonly used significance level of 0.05. Furthermore, the calculated t-value of 5.509 surpasses the t-table. This t-table value, equal to 1.656, was obtained with a degree of freedom of 133 (calculated using the formula  $df = n - k$ , resulting in  $135 - 2$ ) and an alpha ( $\alpha$ ) of 5%. Therefore, the t-test demonstrates a significant impact of electronic word of mouth on the purchase intention of F&B MSMEs consumer.

**Table 8.** F Test of Social Media Marketing and Electronic Word of Mouth on Purchase Intention

Model	Sum of Squares	df	Mean Square	F	Sig.
11 Regression	56.034	2	28.017	63.384	.000b
Residual	38.455	132	.442		
Total	94.489	134			

a. Dependent Variable: PI  
 b. Predictors: (Constant), EWOM, SMM

The alternative hypothesis ( $H_a$ ), The combined impact of social media marketing and electronic word-of-mouth significantly drives purchase intention of F&B MSMEs consumer, is accepted. The statistical analysis strongly supports our conclusion. The calculated F-statistic (63.384) significantly exceeds the critical F-value (3.060), and the resulting p-value (0.000) is well below the standard significance threshold of 0.05. This indicates a statistically significant result.

### 5. Discussion

The outcomes of this research affirm that both social media marketing (SMM) and electronic word of mouth (eWOM) significantly influence consumer purchase intention, both individually and collectively. The findings reinforce prior studies and theories, especially within the context of food and beverage (F&B) MSMEs where digital engagement has become central to marketing strategies.

The first hypothesis, stating that SMM significantly affects purchase intention, is strongly supported. This result aligns with the findings of Kim and Ko (2010) and Meliawati et al. (2023), who emphasized that visually driven platforms like Instagram and TikTok enhance consumer perception and emotional connection. Social media is no longer limited to broadcasting brand messages; it has evolved into an interactive environment for brand storytelling and consumer engagement (Singh & Sonnenburg, 2012; Gensler et al., 2013; Ashley et al., 2015; Alalwan et al., 2017; Ceyhan, 2019; Dessart & Pitardi, 2019; Moran et al., 2020). For F&B MSMEs with limited advertising budgets, social media offers a cost-effective platform to present products in visually appealing ways, driving brand awareness and purchase intention, as discussed by Al Gasawneh et al. (2023), and Sanny et al. (2022). Akar and Dalgic (2018) also highlight that the nature of social networks allows brands to embed themselves in consumers' social lives, increasing influence through content virality and peer engagement.

The second hypothesis, that eWOM has a significant influence on purchase intentions, was also validated. As stated by Sulthana and Vasantha (2019), and Pandey et al. (2018), eWOM is seen as more trustworthy than traditional advertisements because it comes from fellow consumers rather than brands. In the F&B industry, where consumers cannot physically assess taste or quality online, reviews, testimonials, and influencer endorsements become vital. Mahmud et al. (2024) emphasize that trust mediates this process, making positive eWOM a powerful force in shaping consumer behavior. According to Andriyanto et al. (2024), and Putri et al. (2022), eWOM fosters confidence, mitigates purchase risks, and acts as a long-lasting peer evaluation mechanism.

The third hypothesis, which postulates a combined influence of SMM and eWOM on purchase intention, was also confirmed. When used together, these tools create a synergistic effect. SMM draws consumer attention, while eWOM reinforces credibility and social proof. A consumer may first notice a food product on Instagram but decide to purchase it only after reading user reviews or watching a recommendation from a trusted influencer, as discussed by Aditya et al. (2024) and Wijaya et al. (2024). Oktafani et al. (2020) also observed that the combination of SMM and eWOM accelerates the decision-making process and increases loyalty. Similarly, Farzin et al. (2022) argue that integrating brand generated content with user generated validation strengthens brand identity and consumer trust.

This study underlines that digital marketing strategies for F&B MSMEs must be integrated and holistic. It is not enough to simply post visually appealing content. Businesses must also cultivate a loyal customer base that actively shares positive experiences online. Pookulangara and Koesler (2011), Hutter et al. (2013), Gunawan and Huarng (2015), and Alnaser et al. (2024), emphasize that engagement, interaction, and consumer advocacy are crucial in enhancing purchase intention. Therefore, MSMEs should encourage satisfied customers to leave reviews and participate in digital conversations, turning them into brand ambassadors.

## **6. Conclusion**

This study validates that social media marketing and electronic word-of-mouth are key drivers of purchase intentions for MSME food and beverage consumers, both independently and when combined. These findings underscore the crucial impact of digital engagement on consumer behavior in this sector.

The results provide practical guidance for MSMEs: a strong presence on social media, coupled with positive consumer feedback, can significantly enhance purchase intentions. However, the findings of this study might not apply broadly due to its narrow focus on one industry and location. Furthermore, because the data comes from what people reported themselves, there's a chance their answers weren't entirely accurate, and the rapidly evolving nature of digital platforms could affect the long-term relevance of the findings.

Future research should consider broader samples across industries and regions, integrate qualitative methods for deeper insight, and examine the impact of evolving platform dynamics or influencer marketing. Such work would help refine digital marketing strategies and further support MSME growth in increasingly competitive markets. In summary, while this study strengthens the case for integrating social media and eWOM in MSME marketing strategies, it also calls for continued exploration into how these tools evolve and influence consumer decisions over time.

## References

- Aditya, R. B., Handayanto, E., & Praharjo, A. (2024). The Influence of Electronic Word of Mouth and Social Media Promotion on Consumers' Purchase Intention. *Jamanika (Jurnal Manajemen Bisnis Dan Kewirausahaan)*, 4(01), 24–32.
- Akar, E., & Dalgic, T. (2018). Understanding online consumers' purchase intentions: a contribution from social network theory. *Behaviour & Information Technology*, 37(1–15).
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *In Telematics and Informatics*, 34(7), 1177–1190.
- Al-Gasawneh, J. A., AlZubi, K. N., Hasan, M., Ngah, A. H., & Ahmad, A. M. K. (2023). Multidimensionality of visual social media marketing and its impact on customer purchase intention on the real estate market. *Innovative Marketing*, 19(1), 101–112.
- Alnaser, F., Alghizzawi, M., Abualfalayeh, G., Omeish, F., Alharthi, S., & Al Koni, S. R. (2024). International Review of Management and Marketing the Impact of Social Media Marketing Activities on Purchase Intention. *International Review of Management and Marketing*, 6(3) 288–300.
- Andriyanto, M. A., Fitriadi, B. W., & Oktaviani, N. F. (2024). The Influence of Digital Marketing and Electronic Word of Mouth on Purchasing Decisions (Survey of Lestari Product UMKM Consumers). *Journal of Management, Economic, and Accounting*, 3(2), 273–284.
- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & marketing*, 32(1), 15–27.
- Ceyhan, A. (2019). The impact of perception related social media marketing applications on consumers' brand loyalty and purchase intention. *EMAJ: Emerging Markets Journal*, 9(1), 88–100.
- Dessart, L., & Pitardi, V. (2019). How stories generate consumer engagement: An exploratory study. *Journal of Business Research*, 104, 183–195.
- Farzin, M., Sadeghi, M., Fattahi, M., & Eghbal, M. R. (2022). Effect of Social Media Marketing and eWOM on Willingness to Pay in the Etailing: Mediating Role of Brand Equity and Brand Identity. *Business Perspectives and Research*, 10(3), 327–343.
- Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. (2013). Managing brands in the social media environment. *Journal of interactive marketing*, 27(4), 242–256.
- Gunawan, D. D., & Huarng, K. H. (2015). Viral effects of social network and media on consumers' purchase intention. *Journal of business research*, 68(11), 2237–2241.
- Hutter, K., Hautz, J., Dennhardt, S., & Fuller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of product & brand management*, 22(5/6), 342–351.
- Khasanah, U., & Sasana, H. (2022). Empirical relationship between gender equality and socio-economic developments: An error correction model. *Arthatama*, 6(1), 12–25.
- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171.
- Mahmud, M. S., Islam, M. N., Ali, M. R., & Mehjabin, N. (2024). Impact of electronic word of mouth on customers' buying intention considering trust as a mediator: A SEM approach. *Global Business Review*, 25(2), 184–198.
- Mala, I. K., Sudarmiadin, & Wardana, L. W. (2023). The Effect of Social Media Marketing, E-WoM on Purchase Intention Mediated by Brand Image and Brand Trust: Halal Product Fnb MSMEs in Malang City. *Indonesian Journal of Business Analytics*, 3(5), 1939–1956.
- Marpaung, C. R., Za'im Tsabit, I. A., & Pangestuti, I. R. D. (2024). The role of Gen-Z in supporting sustainable development through green economy towards Golden Indonesia 2045. *Research Horizon*, 4(4), 315–320.
- Masukujjaman, M., Wang, C. K., Alam, S. S., Lin, C. Y., Ho, Y. H., & Siddik, A. B. (2023). Green Home Buying Intention of Malaysian Millennials: An Extension of Theory of Planned Behaviour. *Buildings*, 13(1), 9.

- Meliawati, T., Gerald, S. C., & Aruman, A. E. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences*, 8(1), 77–92.
- Miller, K. D., Fabian, F., & Lin, S. J. (2009). Strategies for online communities. *Strategic Management Journal*, 30(3), 305–322.
- Moran, G., Muzellec, L., & Johnson, D. (2020). Message content features and social media engagement: evidence from the media industry. *Journal of Product & Brand Management*, 29(5), 533–545.
- Mulyono, R. A., & Pasaribu, L. H. (2021). The impact of mobile service quality and brand image on customer loyalty. *Enrichment: Journal of Management*, 12(1), 1–7.
- Oktafani, F., KM, N. N., Saputri, M. E., & Saraswati, T. G. (2020, November). Social Media Marketing, Electronic Word of Mouth, and its Effect on Purchase Decision Process on The Warunk Upnormal Consumer. In *Proceeding of Japan International Business and Management Research Conference*, 1(1), 86–90.
- Pandey, A., Sahu, R., & Dash, M. K. (2018). Social media marketing impact on the purchase intention of millennials. *International Journal of Business Information Systems*, 28(2), 147–162.
- Pookulangara, S., & Koesler, K. (2011). Cultural influence on consumers' usage of social networks and its' impact on online purchase intentions. *Journal of retailing and consumer services*, 18(4), 348–354.
- Putri, A. A., Rizan, M., & Febrilia, I. (2022). Impact of Social Media Marketing and E-WOM on Purchase Decisions through Purchase Intention: Study on Ready-to-Eat Food. *Jurnal Dinamika Manajemen dan Bisnis Vol*, 5(2), 122–131.
- Sanny, L., Hamada, A., Prameswari, A., & Setiawan, A. (2022, September). Effects of Social Media Marketing in Cloud Kitchen Towards Online Platform in Indonesia. In *2022 International Seminar on Application for Technology of Information and Communication (iSemantic)*, 41(2), 367–371.
- Singh, S., & Sonnenburg, S. (2012). Brand performances in social media. *Journal of interactive marketing*, 26(4), 189–197.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.
- Suparjo, S., & Dana, Y. A. (2024). The Role of Corporate Social Responsibility and Reputation Management in Global Marketing Success. *Economic and Business Horizon*, 3(3), 102–107.
- Wijaya, K., Lapian, S. J., & Tielung, M. V. (2024). Analysing the influence of electronic word of mouth (ewom) and social media influencer on purchase intention for culinary businesses at flamboyan street manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 12(03), 313–325.



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).