

## The Effect of Social Media Promotion and Word of Mouth on Purchase Decisions at Humaloka Coffee in Bandung City

Reza Ferdiansyah<sup>1\*</sup>, Putut Raka Santoso<sup>2</sup>

<sup>12</sup>International Women University

Corresponding Author e-mail: [rezaaferdiansyah1@gmail.com](mailto:rezaaferdiansyah1@gmail.com)

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**Abstract:** Bandung's coffee shop boom heightens MSME competition like Humaloka Coffee, depending on social media promotion and word-of-mouth in digital trends. This study analyzes their effects on purchase decisions via quantitative descriptive-verification survey of 96 non-probability samples from December 2025 visitors, using online questionnaires, observation, interviews, multiple linear regression, classical tests, and SPSS. Results reveal "good" ratings ( $X_1=73.83\%$ ,  $X_2=78.71\%$ ), equation  $Y=9.331+0.410X_1+0.364X_2$ , partial sig.<0.05 ( $t=3.391/3.803$ ), simultaneous  $F=19.102$  (sig.=0.000),  $R^2=0.291$ . Factors synergistically drive decisions (29.1% variance); optimize content and experiences for loyalty.

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### Introduction

The culinary business sector in Indonesia, particularly coffee shops, has experienced rapid growth in the past five years, driven by the increase in food and beverage MSMEs, changes in urban lifestyles, and trends in modern product consumption (Ministry of Cooperatives and SMEs, 2023). Data shows that there are 64.1 million MSMEs nationwide, with more than 60% in the culinary sector contributing 61% to GDP, making it a key economic pillar (Ministry of Cooperatives and SMEs, 2023). The government supports this through Law Number 20 of 2008 concerning MSMEs, Law Number 11 of 2020 concerning Job Creation, and the "MSMEs Go Digital and Go Global" program (Coordinating Ministry for Economic Affairs, 2025), which facilitates online licensing via the OSS (Owner-Scale Online System) and digitalized marketing. In West Java, the province with the largest number of MSMEs (West Java Cooperatives and SMEs Office, 2023), policies such as Governor Regulation Number 79 of 2020 and Number 46 of 2019 strengthen the culinary ecosystem. Bandung City, as a coffee hub, has 1,539 coffee shops in 2021 (Bandung City Tourism

Office, 2024), supported by Mayoral Regulation Number 139 of 2017 and Regional Regulation Number 9 of 2019, creating fierce competition where Humaloka Coffee consumers' purchasing decisions depend on social media promotions and word of mouth (WOM).

Humaloka Coffee sales fluctuated from October–November 2025, from Rp7,435,000 (week of October 3) to Rp11,363,000 (week of November 4), indicating inconsistent influence of digital promotions and WOM on consumer visits. A pre-survey of 23 respondents confirmed the role of social media (average 64.34%–66.08% agreed it was attention-grabbing and frequently viewed) and WOM (73.91% learned from recommendations, 69.56% recommended), which drove purchasing decisions (68.69%–75.65%). This phenomenon reflects the dependence of Bandung consumers, students and creative workers, on digital stimuli such as Instagram content and authentic reviews, where fluctuating interactions and unstable reviews lead to inconsistent sales.(Aprileny et al., 2025)(Aprileny et al., 2025;(Trisnajaya, 2024).

Humaloka Coffee's sales fluctuations call for an empirical analysis, as intense competition in Bandung (1,539 coffee shops) makes digital visibility and word-of-mouth (WOM) crucial for business continuity (Bandung City Tourism Office, 2024). Without an effective strategy, culinary MSMEs risk losing market share amid government support initiatives such as "MSMEs Go Digital" (Coordinating Ministry for Economic Affairs, 2025). This research urgently calls for practical recommendations for Humaloka Coffee, strengthening its MSME contribution to GDP (61%), and supporting local policies such as Bandung Regional Regulation No. 9 of 2019, to stabilize revenue and increase consumer loyalty in the digital era.(Sudarmin, 2023). Although studies such as Mirayani et al. (2025) prove that the combination of social media promotion and WOM has a stronger influence on coffee shop purchasing decisions, previous studies are generally national or non-locally specific, lacking integration of real-time sales data and contextual pre-surveys such as those in Humaloka Coffee.(Aprileny et al., 2025)Instagram focuses on Bandung culinary, Trisnajaya (2024) on local coffee, as well as(Yuliana, 2013)And(Sudarmin, 2023)on general WOM, without simultaneous analysis of variables with sales fluctuations of micro MSMEs in Bandung. This gap includes the lack of quantitative empirical testing on specific Coffee Shops post-"UMKM Go Digital" program (2025), so a systematic approach is needed for the context of Humaloka Coffee.

This study offers novelty by simultaneously testing the influence of social media promotion and WOM on Humaloka Coffee consumers' purchasing decisions using primary sales data (October–November 2025) and a pre-survey (n=23), which has not been explored in previous studies. Different from (Mirayani et al., 2025)Theoretically, this approach is contextualized for Bandung's post-pandemic micro-SMEs, integrating local regulations (Bandung Regional Regulation No. 9 of 2019) and digital trends for 2025–2026. New contributions include a modelempiricalfor stabilizing Coffee Shop sales, recommendations for hybrid digital-WOM strategies, and strengthening evidence for West Java policies, enriching the Indonesian culinary marketing literature.

The research problem formulation is formulated in four main questions that focus on the dynamics of social media promotion (X1), word of mouth (X2), and consumer purchasing

decisions (Y) at Humaloka Coffee Bandung. First, how is the description of the variables of social media promotion, word of mouth, and purchasing decisions at Humaloka Coffee? Second, does social media promotion partially influence purchasing decisions at Humaloka Coffee? Third, does word of mouth partially influence purchasing decisions at Humaloka Coffee? Fourth, do social media promotion and word of mouth simultaneously influence purchasing decisions at Humaloka Coffee?

## Research Methods

This study applies a quantitative method that combines two main approaches, namely descriptive and verification. The purpose of this combination is to gain a comprehensive understanding of the influence of social media promotions and Word of Mouth on purchasing decisions. The population in this study is all consumers who came to Humaloka Coffee Bandung between December 1, 2025, and December 31, 2025, who are located at Jalan Ujungberung Indah Raya Block 16 no. 12B, Bandung City, West Java 40611. Researchers used a sample of 96 respondents. In this study, primary data was collected through several techniques, such as observation, interviews, and distributing questionnaires.

1. Observation. Observations were conducted to directly observe the activities and objects that were the focus of the research at Humaloka Coffee Bandung.
2. Interviews. Interviews are a data collection method used through face-to-face conversations between researchers and relevant parties, such as Humaloka Coffee Bandung consumers, to obtain the necessary information.
3. Questionnaire. A questionnaire contains a series of questions prepared by the researcher and given to respondents to answer according to the research objectives in order to obtain relevant data.

Analyzed through classical assumption tests, as well as multiple linear regression with the help of SPSS software.

## Results and Discussion

### Classical Assumption Test

#### 1. Normality Test

The results of the data normality test using the Kolmogorov-Smirnov Test are presented in Table 1 below.

<b>Table 1. Results of Data Normality Test (Kolmogorov-Smirnov Test)</b>		
<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
<i>N</i>		96
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	.0000000
	<i>Standard Deviation</i>	5.35033016
<i>Most Extreme Differences</i>	<i>Absolute</i>	.071
	<i>Positive</i>	.053

	<i>Negative</i>		-.071
<i>Test Statistics</i>			.074
<i>Asymp. Sig. (2-tailed)</i> c			.200d
<i>Monte Carlo Sig. (2-tailed)</i> e	<i>Sig.</i>		.268
	<i>99% Confidence Interval</i>	.256	.211
		.279	.233

Based on Table 1, the Kolmogorov-Smirnov test results show a significance value of 0.200. This value is greater than 0.05, indicating that the data in this study are normally distributed. This result indicates that the normality assumption in the regression model has been met.

## 2. Multicollinearity Test

The results of the multicollinearity test in this study are presented in Table 2 below.

**Table 2. Multicollinearity Test Results**

<i>Coefficients<sup>a</sup></i>			
<i>Collinearity Statistics</i>			
<i>Model</i>		<i>Tolerance</i>	<i>VIF</i>
1	X1	.897	1,115
	X2	.897	1,115

*a. Dependent Variable: Y*

Based on Table 2, the tolerance values for the Social Media Promotion (X1) and Word of Mouth (X2) variables are each 0.897, while the VIF value for both variables is 1.115. A tolerance value greater than 0.10 and a VIF value less than 10 indicate that there is no multicollinearity between the independent variables. The conclusion obtained shows that the regression model in this study meets the multicollinearity assumption. This regression model is suitable for use in multiple linear regression analysis in the next testing stage.

## 3. Heteroscedasticity Test

The results of the heteroscedasticity test using the Glejser Test are presented in Table 3 below.

**Table 3. Results of Heteroscedasticity Test (Glejser Test)**

<i>Coefficients<sup>a</sup></i>						
<i>Unstandardized Coefficients</i>			<i>Standardized Coefficients</i>			
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
1	(Constant)	7,016	2,680		2,618	.010
	X1	.010	.067	.017	.153	.879
	X2	-.076	.053	-.155	-1,432	.156

*a. Dependent Variable: ABS*

Based on the Glejser Test results presented in Table 3, the Social Media Promotion variable (X1) has a significance value of 0.879, while the Word of Mouth variable (X2) has a significance value of 0.156. All significance values are above the 0.05 limit.

## 4. Autocorrelation Test

The results of the autocorrelation test in this study are presented in Table 4 below.

**Table 4. Durbin-Watson Test Results**

<b>Model Summary</b>	
Model	Durbin-Watson
1	2,176
a. Predictors: (Constant), X2, X1	
b. Dependent Variable: Y	

Source: data processed by researchers, 2026

Based on Table 4, the Durbin–Watson (DW) value obtained is 2.176. The limit value lower (dl) is 1.6254 and the upper limit value (du) is 1.7103, so the value of  $4 - du$  is 2.2897. The DW value is in the range of  $1.7103 < 2.176 < 2.2897$  or meets the conditions of  $du < DW < (4 - du)$ , which indicates that there is no autocorrelation in the regression model. The conclusion obtained shows that the regression model in this study has met the assumption of no autocorrelation. The regression model is declared suitable for use in regression analysis in the next stage.

### Multiple Linear Regression Analysis

The results of multiple linear regression analysis are shown in Table 5.

**Table 5. Multiple Linear Regression Analysis**

		<b>Coefficients<sup>a</sup></b>			
		<i>Unstandardized Coefficients</i>	<i>Standardized Coefficients</i>		
<i>Model</i>		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>	<i>t</i>
1	(Constant)	9,331	4,862		1,919
	X1	.410	.121	.313	3,391
	X2	.364	.096	.351	3,803

a. Dependent Variable: Y

Based on the results of the multiple linear regression analysis, the following regression equation was obtained:

$$Y = 9,331 + 0,410X1 + 0,364X2$$

The regression equation can be explained as follows.

1. The constant value of 9.331 indicates that if Social Media Promotion (X1) and Word of Mouth (X2) are considered to have a value of zero or no change, then the Purchase Decision (Y) value is at 9.331. This constant value describes the basic level of consumer purchasing decisions without the influence of the two independent variables.
2. The regression coefficient of Social Media Promotion (X1) of 0.410 indicates that every increase of one unit of promotion through social media, assuming Word of Mouth remains constant, will increase Purchasing Decisions by 0.410 units. This positive coefficient value indicates a positive influence of Social Media Promotion on Purchasing Decisions. The results of the partial test (t-test) show a calculated t value of 3.391 with a significance level of 0.001 ( $< 0.05$ ), so it can be concluded that Social Media Promotion has a positive and significant influence on Purchasing Decisions.
3. The Word of Mouth regression coefficient (X2) of 0.364 indicates that every one unit increase in Word of Mouth, assuming Social Media Promotion remains constant, will

increase Purchasing Decisions by 0.364 units. This positive coefficient value indicates a positive influence of Word of Mouth on Purchasing Decisions. The t-test results show a calculated t-value of 3.803 with a significance level of 0.000 ( $<0.05$ ), so Word of Mouth has a positive and significant influence on Humaloka Coffee consumers' Purchasing Decisions.

Based on the results of multiple linear regression analysis, it can be concluded that Social Media Promotion (X1) and Word of Mouth (X2) partially have a positive and significant effect on Purchasing Decisions (Y) at Humaloka Coffee. Thus, both independent variables are suitable for use in the research model and have an important role in improving consumer purchasing decisions.

### Coefficient of Determination

The results of the coefficient of determination test in this study are presented in Table 6.

**Table 6. Coefficient Values**

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Standard Error of the Estimate</i>
<i>1</i>	.540a	.291	.276	5,408
<i>a. Predictors: (Constant), X2, X1</i>				
<i>b. Dependent Variable: Y</i>				

Based on Table 6, the coefficient of determination (R Square) value is 0.291. This value indicates that the Social Media Promotion (X1) and Word of Mouth (X2) variables are able to explain the variation in Purchasing Decisions (Y) by 29.1%. Meanwhile, 70.9% of the variation in Purchasing Decisions is influenced by other factors outside this research model. These factors can include price, product quality, atmosphere, location, brand image, service quality, and consumer psychological factors that were not examined in this study.

### Correlation Coefficient

Guidelines for interpreting the correlation coefficient are presented in Table 7 below.

**Table 7. Indicators of Correlation Coefficient Interpretation Guidelines**

<b>Coefficient Interval</b>	<b>Relationship Level</b>
0.00 - 0.199	Very Low
0.20 - 0.399	Low
0.40 - 0.599	Currently
0.60 - 0.799	Strong
0.80 - 1,000	Very strong

The Standard Error of the Estimate value of 5.408 indicates a significant level of prediction error between the actual Purchase Decision value and the value generated by the regression model. This relatively small error value indicates that the regression model has a fairly good ability to explain variations in Humaloka Coffee consumers' Purchase Decisions.

### Hypothesis Testing

#### 1. Partial t-test

The results of the partial t-test are presented in Table 8 below.

**Table 8. Partial t-Test Results**

*Coefficientsa*



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,331	4,862		1,919	.058
	X1	.410	.121	.313	3,391	.001
	X2	.364	.096	.351	3,803	.000

a. Dependent Variable: Y

### The Influence of Social Media Promotion (X1) on Purchasing Decisions (Y)

Hypothesis based on t-test

H0: There is no influence of Social Media Promotion on Purchasing Decisions.

Ha: There is an influence of Social Media Promotion on Purchasing Decisions.

Decision rule:

1. If the calculated t value  $\geq$  t table, then H0 is rejected and Ha is accepted, which means there is an influence of the independent variable on the dependent variable.
2. If the calculated t value  $\leq$  t table, then H0 is accepted and Ha is rejected, which means there is no influence of the independent variable on the dependent variable.

Based on Table 8, the calculated t value is 3.391. The degree of freedom (df) is determined from the number of respondents minus the number of independent variables and 1, namely  $96 - 2 - 1 = 93$ , so the t table value is 1.986. Because the calculated t is greater than the t table ( $3.391 > 1.986$ ), H0 is rejected and Ha is accepted. These results indicate that Social Media Promotion has a significant influence on consumer purchasing decisions at Humaloka Coffee.

Hypothesis based on significance value ( $\alpha = 0.05$ )

H0: There is no influence of Social Media Promotion on Purchasing Decisions at Humaloka Coffee

Ha: There is an influence of Social Media Promotion on Purchasing Decisions at Humaloka Coffee

Decision rule:

1. If the sig. value  $< 0.05$ , then H0 is rejected and Ha is accepted.
2. If the sig. value  $> 0.05$ , then H0 is accepted and Ha is rejected.

Based on Table 8, the significance level of the t-test for Social Media Promotion is 0.001. Since  $0.001 < 0.05$ , H0 is rejected and Ha is accepted. Thus, Social Media Promotion has a significant influence on consumer purchasing decisions at Humaloka Coffee.

### Word of Mouth influence on Purchasing Decisions at Humaloka Coffee

Hypothesis based on t-test:

H0: There is no influence of Word of Mouth on Purchasing Decisions at Humaloka Coffee

Ha: There is an influence of Word of Mouth on Purchasing Decisions at Humaloka Coffee

Decision rule:

1. If the calculated t value  $\geq$  t table, then H0 is rejected and Ha is accepted, meaning there is an impact between the independent variable and the dependent variable.
2. If the calculated t value  $\leq$  t table, then H0 is accepted and Ha is rejected, meaning there is no impact between the independent variable and the dependent variable.

Based on Table 8, the t-test results for Word of Mouth obtained t count = 3.803 with

degrees of freedom  $df = 93$ , so the  $t$  table at  $\alpha = 0.05$  is 1.986. Because  $t \text{ count} > t \text{ table}$  ( $3.803 > 1.986$ ), then  $H_0$  is rejected and  $H_a$  is accepted. This shows that Word of Mouth has a significant influence on consumer purchasing decisions at Humaloka Coffee.

Hypothesis with probability technique (0.05):

$H_0$ : There is no influence of Word of Mouth on Purchasing Decisions at Humaloka Coffee

$H_a$ : There is an influence of Word of Mouth on Purchasing Decisions at Humaloka Coffee

Decision rule:

1. If the sig. value is  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning there is an impact between the independent variable and the dependent variable.
2. If the sig. value is  $> 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected, meaning there is no impact between the independent variable and the dependent variable.

Based on Table 8, the significance level of the  $t$ -test for Word of Mouth is 0.000. Since  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted. Thus, Word of Mouth has a significant influence on consumer purchasing decisions at Humaloka Coffee.

## 2. Simultaneous F Test

The simultaneous hypothesis test ( $F$  test) was used to see whether all independent variables, namely Social Media Promotion ( $X_1$ ) and Word of Mouth ( $X_2$ ), had a simultaneous impact on the dependent variable, Humaloka Coffee consumers' Purchasing Decision ( $Y$ ). The following table shows the results of the  $F$  test using SPSS for Windows Version 27:

**Table 9. Simultaneous F-Test Results**

<u>ANOVA</u>						
<u>Model</u>		<u>Sum of Squares</u>	<u>df</u>	<u>Mean Square</u>	<u>F</u>	<u>Sig.</u>
<u>1</u>	<u>Regression</u>	1117.152	2	558,576	19,102	.000b
	<u>Residual</u>	2719.473	93	29,242		
	<u>Total</u>	3836.625	95			
<u>a. Dependent Variable: Y</u>						
<u>b. Predictors: (Constant), X2, X1</u>						

Hypothesis based on  $F$  test:

$H_0$ : There is no influence of Social Media Promotion and Word of Mouth on Humaloka Coffee consumers' purchasing decisions.

$H_a$ : There is an influence of Social Media Promotion and Word of Mouth on Humaloka Coffee consumers' purchasing decisions.

Decision rule:

1. If the calculated  $F$  value  $\geq F$  table, then  $H_0$  is rejected and  $H_a$  is accepted, meaning there is an impact between the independent variable and the dependent variable.
2. If the calculated  $F$  value  $\leq F$  table, then  $H_0$  is accepted and  $H_a$  is rejected, meaning there is no impact between the independent variable and the dependent variable.

Based on Table 9, the  $F$  test results obtained  $F$  count = 19.102 with  $df_1 = 2$  and  $df_2 = 93$ , and a significance level of sig. = 0.000. The  $F$  table value at  $\alpha = 0.05$  is 3.10. Because  $F \text{ count} > F \text{ table}$  ( $19.102 > 3.10$ ) and sig.  $< 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. This shows that Social Media Promotion and Word of Mouth simultaneously have a significant effect on consumer purchasing decisions at Humaloka Coffee.

Hypothesis with probability technique (0.05):



H0: There is no influence of Social Media Promotion and Word of Mouth on Humaloka Coffee consumers' purchasing decisions.

Ha: There is an influence of Social Media Promotion and Word of Mouth on Humaloka Coffee consumers' purchasing decisions.

Decision rule:

- If the sig. value is  $< 0.05$ , then H0 is rejected and Ha is accepted, meaning there is an impact between the independent variable and the dependent variable.
- If the sig. value is  $> 0.05$ , then H0 is accepted and Ha is rejected, meaning there is no impact between the independent variable and the dependent variable.

Based on Table 9, the significance level of the F test is 0.000. Since  $0.000 < 0.05$ , H0 is rejected and Ha is accepted. This indicates that Social Media Promotion and Word of Mouth have a significant simultaneous influence on consumer purchasing decisions at Humaloka Coffee.

## Discussion

### The Influence of Social Media Promotion on Purchasing Decisions

The results of the data analysis show that promotion through social media (X1) has a positive influence on consumer purchasing decisions for Humaloka Coffee (Y). The regression coefficient value is 0.410 with a significance level of  $0.001 < 0.05$ . This means that every one-unit increase in consumer perception of social media promotion has the potential to increase purchasing decisions by 0.410 units. In other words, the more effective the social media promotion carried out by Humaloka Coffee, the more likely consumers are to purchase the product. This result is in line with the concept of digital promotion explained by Mangold and Faulds in (Akbar & Fadiyah, 2022), which states that social media allows companies to interact directly with consumers. Social media not only serves as a tool for conveying information but also shapes consumer experiences and perceptions through interactive content, reviews, and other consumer stories. The more positive interactions received, the greater the consumer's confidence in the product, which ultimately influences purchasing decisions.

At Humaloka Coffee, social media promotions include visual product content, new menu posts, discount promotions, interactive stories, and quick responses to customer comments. This combination of activities builds awareness, increases engagement, and generates purchase intention. These results align with research. (Annisa & Setiawan, 2020) who found that social media promotions significantly influenced purchasing decisions for culinary products in Bandung. From a consumer behavior theory perspective, social media promotions increase the likelihood of purchase because they provide easily accessible information, shape positive perceptions, and influence the evaluation of alternatives (Aqilah & Bonifisius, 2022). Social media serves as a channel that reinforces recommendations, even before consumers directly experience the product. This finding aligns with (Suryatna et al., 2025) which states that digital content and influencer activities integrated with social media promotions can strengthen purchasing decisions through the influence of Word of Mouth and consumer interaction.

### **The Influence of Word of Mouth on Purchasing Decisions**

The results of the data analysis show that Word of Mouth (X2) has a positive and significant influence on consumer purchasing decisions for Humaloka Coffee (Y). The regression coefficient value is 0.364 with a significance level of  $0.000 < 0.05$ . This means that every one-unit increase in consumer perception of Word of Mouth can increase purchasing decisions by 0.364 units. In other words, the stronger the recommendations and communication between consumers about Humaloka Coffee, the more likely consumers are to make a purchase. This finding is in line with the Word of Mouth theory proposed by (Sudirman & Musa, 2023), which states that informal communication between consumers, both in person and through digital media, plays a crucial role in shaping perceptions and purchasing decisions. Word of mouth is considered more credible than official company promotions because it stems from the real experiences of consumers who have used a product or service. Consumers tend to trust reviews from friends, family, or digital posts before deciding to purchase.

At Humaloka Coffee, word of mouth emerges through verbal recommendations between friends, posts on Instagram or TikTok about the coffee menu, Google Reviews, and consumer experience stories on social media stories. Positive recommendations about the coffee's taste, service, and atmosphere encourage other consumers to try and make a purchase. Thus, word of mouth acts as a catalyst, accelerating the decision-making process because consumers feel more confident after receiving validation from others' experiences. These research findings align with the findings of (Ayummi et al., 2025), which states that Word of Mouth has a positive effect on the loyalty and purchase intentions of coffee shop consumers. (Prasetyo, 2022) And (Lombok & Samadi, 2022) Research also shows that word of mouth can strengthen brand image and drive consumer purchasing behavior. In this study, word of mouth is not just additional information, but is also a key factor influencing purchasing decisions at Humaloka Coffee.

From a consumer behavior perspective (Aqilah & Bonifisius, 2022) Word of mouth provides consumers with additional confidence when evaluating product and service alternatives. Consumers who receive positive information from their social circles make purchasing decisions more quickly because their perceptions have been reinforced by the experiences of others. Therefore, companies need to encourage word of mouth through consistent product quality, satisfactory service, and digital activities that support e-WOM, such as interactive content, customer reviews, or collaborations with local influencers.

### **The Influence of Social Media Promotion and Word of Mouth on Purchasing Decisions**

The results of multiple regression tests show that promotions through social media (X1) and Word of Mouth (X2) simultaneously have a positive and significant effect on consumer purchasing decisions of Humaloka Coffee (Y). Based on data processing, the calculated F value is 19.102 with a significance level of  $0.000 < 0.05$ . This indicates that both independent variables together are able to explain variations in purchasing decisions significantly. The coefficient of determination ( $R^2$ ) value of 0.291 indicates that 29.1% of variations in purchasing decisions can be explained by social media promotions and Word of Mouth, while the remaining 70.9% is influenced by other factors outside the study, such as price, location, or consumer personal preferences.

This result is in line with the theory of consumer behavior from (Kotler & Keller,

2022), which states that purchasing decisions are influenced by consumer perceptions of information received from various sources. Promotion through social media helps products become more widely known, builds awareness, and creates interactions that can increase purchasing interest. Word of mouth provides social validation that makes consumers more confident in the quality of products and services. The combination of these two mechanisms creates a synergistic effect in encouraging consumers to purchase products. Social media promotion makes it easier for consumers to obtain information about Humaloka Coffee's menu, prices, and promotions through platforms such as Instagram, TikTok, and WhatsApp. Research(Yuliana, 2013)shows that digital interactions through social media increase purchase intentions, because consumers find it easier to assess product appeal, customer testimonials, and engaging visual content.

*Word of Mouth*, both in person and electronically (e-WOM), strengthens consumer confidence in a product. Consumers who receive positive recommendations tend to make purchasing decisions more quickly because others' experiences are perceived as trustworthy and relevant. This finding is supported by research.(Akbar & Fadiyah, 2022) (Huda et al., 2020), which shows that word of mouth not only drives loyalty but also accelerates purchasing decisions. The integration of social media promotions and word of mouth creates a synergistic effect. Social media promotions provide initial information and product exposure, while word of mouth strengthens consumer credibility and trust. At Humaloka Coffee, this combination increases the likelihood of consumers making a purchase, strengthens loyalty, and encourages recommendations to other consumers.

## Conclusion and Recommendation

Humaloka Coffee's social media promotion is categorized as good based on the average score of variable X1, which reflects the effectiveness of activities on platforms such as Instagram and TikTok in reaching potential consumers. Similarly, word of mouth is categorized as good based on the average score of variable X2, where recommendations and positive consumer experiences both directly and via social media play a crucial role in driving purchases. Humaloka Coffee's consumer purchasing decisions reach the high category based on the average score of variable Y, indicating a strong tendency to purchase after being exposed to these promotions and recommendations. Partially, social media promotions have a positive and significant effect on purchasing decisions (; sig. < 0.05), as does word of mouth, so that increasing both can directly increase purchase intentions. Simultaneously, these two variables have a significant effect on purchasing decisions (; sig. < 0.05), confirming that the combination of effective digital promotions and authentic recommendations is the main driver of consumer behavior in this Coffee Shop.  $t_{hitung} > t_{tabel}$   $F_{hitung} > F_{tabel}$

For Humaloka Coffee management, it is recommended to continue optimizing social media promotions through creative content, active interaction with followers, and the use of attractive digital features, while encouraging positive word of mouth by maintaining a superior consumer experience through friendly service, consistent product quality, and a comfortable coffee shop atmosphere to stabilize sales and increase loyalty. For future

researchers, it is recommended to explore additional variables such as price, brand image, or digital experiences that influence purchasing decisions, by expanding the population and sample to strengthen the generalizability of the findings and provide more comprehensive empirical evidence on the effectiveness of social media promotions and word of mouth in coffee shops in Bandung.

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