



The Influence of Electronic Word of Mouth and Social Media Marketing on Purchasing Decisions at Peanut Coffee in Sawangan Depok

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Abstract: *This study aims to determine the effect of Electronic Word of Mouth (e-WOM) and Social Media Marketing on purchasing decisions at Peanut Coffee in Sawangan Depok. This research used a quantitative approach with 96 respondents selected using accidental sampling. Data were collected through questionnaires using a five-point Likert scale and analyzed using validity and reliability tests, classical assumption tests, simple and multiple linear regression, correlation coefficient, coefficient of determination, t-test, and F-test. The results show that e-WOM has a positive and significant effect on purchasing decisions with a t-value of $3.402 > 1.985$ and p-value of $0.000 < 0.05$, while Social Media Marketing has a positive and significant effect with a t-value of $7.174 > 1.985$ and p-value of $0.000 < 0.05$. Simultaneously, e-WOM and Social Media Marketing have a positive and significant effect on purchasing decisions with an F-value of $66.511 > 3.09$ and p-value of $0.000 < 0.05$. The coefficient of determination (R^2) is 58.9%, indicating that the model explains 58.9% of the variation in purchasing decisions.*

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Introduction

In recent times, competition in the business world has become increasingly fierce. One sector that has also grown is the coffee processing industry, represented by coffee shops. This business sector is included in the category of small and medium enterprises (SMEs) that contribute to economic growth in Indonesia. This competitive condition is evident in the differences in brand indexes at several coffee shops, with Janji Jiwa topping the list with a brand index of around 42, followed by Kopi Kenangan at almost 39, while Fore recorded a score of around 10 and KULO at the bottom with a score of around 4. The differences in brand indexes indicate that the level of consumer awareness, trust, and preference for each brand varies. In this situation, Peanut Coffee is present as one of the local coffee shops with a concept of global-style coffee combined with local tastes, a varied menu with distinctive flavors, and the use of social media as a means of promotion and communication with consumers. The uniqueness

of this concept is one of Peanut Coffee's efforts to increase competitiveness amidst the dominance of large brands with higher brand indexes.

Competition between coffee shops is also reflected in the sales performance of Peanut Coffee in Sawangan Depok during the period of January to December 2025. Based on sales data, Peanut Coffee obtained a total of 5,147 transactions with gross sales of Rp610,518,080 from a target of Rp720,000,000, so that the overall sales achievement level only reached 84.79%. Sales experienced inconsistent changes, seen from several months that were able to achieve the target, namely April at 101.61%, May at 110.52%, and June at 104.02%, while other months did not reach the target. This condition indicates that consumer purchasing decisions at Peanut Coffee are not stable because the increase in sales in certain periods is followed by a decrease in the next period. These fluctuations indicate conditions that need to be considered in an effort to understand the factors related to consumer purchasing decisions, especially because Peanut Coffee is in an increasingly competitive coffee shop environment.

Consumer purchasing decisions at Peanut Coffee can be influenced by various factors, both internal and external. One factor related to purchasing decisions is Electronic Word of Mouth (e-WOM), which is the delivery of information between consumers through electronic media. According to (Gusrilia Nelsa & Adek Kurnia Fiza, 2024), Electronic Word of Mouth has a positive and significant influence on purchasing decisions. Reviews and communications conveyed by other consumers through online media can influence perceptions and encourage consumers in making purchasing decisions because the information comes from direct consumer experiences. According to (Fricilia et al., 2025), information originating from e-WOM tends to be viewed as more trustworthy than messages delivered directly by the company because it is based on consumer experience. Therefore, positive information can increase consumer trust in the product, while negative e-WOM has the potential to significantly decrease purchasing interest. This condition is also seen at Peanut Coffee through various customer reviews on online platforms, especially Google Reviews, which contain assessments of food and beverage taste, product quality, cafe atmosphere, and consumer experience. A pre-survey of 30 respondents showed that 70% frequently viewed reviews or comments about Peanut Coffee online, 80% rated the majority of reviews as positive, and 80% stated that the information in the reviews was clear and helpful. However, 30% of respondents stated that they did not frequently view reviews or comments about Peanut Coffee online. This indicates that the dissemination of reviews and information about Peanut Coffee has not yet fully reached all consumers.

In addition to electronic word of mouth, social media marketing (SMM) is also a factor related to purchasing decisions. Utilizing social media allows companies to communicate with consumers more broadly while building ongoing relationships. According to Tuten and Solomon (2020), the use of social media in marketing has a broader function than simply a medium for promotion. Relevant, consistent content that aligns with the characteristics of the target market is believed to encourage consumers to make purchases. Previous research findings also strengthen this relationship. According to (Nafisa Zahra & Ayu Estri Mahani, 2025), marketing strategies through social media contribute to purchasing decisions because information and activities carried out through these platforms can build interest and increase consumer confidence in the products offered. At Peanut Coffee, Instagram and TikTok have been utilized to convey product information, showcase the cafe's atmosphere, showcase customer activity, follow trends, and deliver promotions more interactively. The results of a pre-survey of 30 respondents showed that 86.7% of respondents were interested in Peanut Coffee's content on social media, 86.7% considered Peanut Coffee to actively interact with its followers, and 83.3% stated that Peanut Coffee was able to build a community and build relationships with its followers. However, in the content sharing indicator, only 50% of respondents stated that they often saw Peanut Coffee content shared by other users, while the other 50% stated that they did not. These findings indicate that Social Media Marketing activities have been running quite well in the aspects of content creation, interaction, and community formation, but content distribution through sharing activities is still not optimal.

The research problem is also evident in the differences in previous research results regarding the relationship between electronic word of mouth and social media marketing with purchasing decisions. Research (Muhammad, 2021) found that e-WOM activities have a significant influence on purchasing decisions, while other research shows that social media marketing has a more dominant influence than e-WOM (Sahanaya & Madiawati, 2023). On the other hand, research (Nafisa Zahra &



Ayu Estri Mahani, 2025) found that social media marketing contributes to purchasing decisions. These differences in results indicate that the relationship between these two digital marketing variables and purchasing decisions still produces mixed results. Previous research on these two variables has indeed been conducted on several objects, but based on the literature search contained in this study, research specifically examining the influence of electronic word of mouth and social media marketing on purchasing decisions at Peanut Coffee in Sawangan Depok has not yet been found. This condition is a research gap that requires further study.

Based on these conditions, this study aims to examine the influence of Electronic Word of Mouth and Social Media Marketing on purchasing decisions at Peanut Coffee in Sawangan Depok, both partially and simultaneously. This research is important to conduct because there are fluctuations in Peanut Coffee sales, differences in consumer responses to reviews and social media activities, and the less than optimal distribution of content through content sharing. In addition, the differences in the results of previous studies and the absence of research that specifically examines these two variables at Peanut Coffee indicate a gap that forms the basis of this research. The novelty of this research lies in testing Electronic Word of Mouth and Social Media Marketing together on purchasing decisions with the research object of Peanut Coffee in Sawangan Depok, so that the results of the study are expected to provide information regarding the relationship between these two variables with purchasing decisions at the object studied.

Research methods

This study uses a quantitative approach. According to Hardani et al. (2020), quantitative research is a structured scientific study of phenomena and their relationships. Furthermore, Syafrida Hafni Sahir (2021) explains that quantitative research methods use statistical data processing tools so that the data obtained and research results are presented in numerical form. The quantitative approach used in this study to obtain objective data by distributing questionnaires to Peanut Coffee consumers, then the data was tested through validity and reliability stages. The study was conducted at the Peanut Coffee coffee shop located at Jl. Raya Muchtar No. 26, Sawangan Baru, Sawangan District, Depok City. The study was conducted for 10 months, starting in October 2025.

The research instrument used was a questionnaire compiled based on the variables of Electronic Word of Mouth, Social Media Marketing, and purchasing decisions at Peanut Coffee. According to Sugiyono (2019), a questionnaire is a data collection technique by providing a set of written questions or statements to respondents to answer. Measurement of respondents' answers uses a Likert scale with five answer alternatives, namely 1 = strongly disagree, 2 = disagree, 3 = somewhat agree, 4 = agree, and 5 = strongly agree. The data obtained were then analyzed through validity and reliability tests to ensure the instrument was able to measure the research variables accurately and consistently. The validity test was carried out using Pearson product moment correlation with a critical correlation value of 0.30, while the reliability of the instrument was tested using the Cronbach Alpha method with a value criterion greater than 0.60. Instrument test processing was carried out using SPSS 27.

Data analysis techniques in this study include descriptive statistics, classical assumption tests, simple linear regression analysis, multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, and hypothesis testing. Descriptive statistics are used to describe the research data through minimum, maximum, mean, and standard deviation values with reference to Ghozali (2018). Classical assumption tests include normality, multicollinearity, and heteroscedasticity tests. Furthermore, simple linear regression is used to determine the effect of each independent variable on purchasing decisions, while multiple linear regression is used to determine the direction and magnitude of the influence of Electronic Word of Mouth and Social Media Marketing on purchasing decisions together. Correlation coefficient analysis is used to determine the direction and strength of the relationship between variables, while the determination coefficient is used to determine the model's ability to explain variations in the dependent variable. Hypothesis testing is carried out through a t-test to determine the partial effect and an F-test to determine the effect of both independent variables simultaneously with a significance level of 5%.



The population in this study were consumers or people familiar with Peanut Coffee in Depok City. The population was determined based on the research object, namely Peanut Coffee consumers. According to Djawanto in Syafrida (2021), a population is all individuals whose characteristics are to be studied, while Sugiyono (2017) explains that a population is a generalized area consisting of objects or subjects that have certain qualities and characteristics to be studied and then conclusions drawn. Because the population of Peanut Coffee consumers is not known with certainty, the sample size was determined using the Rao Purba formula with a 95% confidence level or Z of 1.96 and a margin of error of 10% or 0.1. Based on these calculations, a sample size of 96 respondents was obtained.

The sampling technique used was non-probability sampling with the accidental sampling method. This technique was used because each member of the population does not have an equal chance of being selected for the sample. Accidental sampling is a sampling technique based on chance, namely consumers encountered and deemed suitable as research respondents. Thus, the study respondents numbered 96 people, consisting of consumers or people familiar with Peanut Coffee in Depok City.

The research procedure begins with observation and obtaining research permits on the research object, namely Peanut Coffee in Sawangan Depok. The next stage is the preparation of a proposal and the implementation of a proposal seminar, then continued with the preparation of Chapters 1 to 3 of the thesis and the guidance process. After the research instrument was compiled based on the variables of Electronic Word of Mouth, Social Media Marketing, and purchasing decisions, primary data was collected by distributing questionnaires to Peanut Coffee consumers. Primary data was obtained directly from respondents, while secondary data was used as supporting data obtained through documents or indirect sources. According to Priyono and Wahab Hasyim (2023), data collection techniques are methods used by researchers to obtain data from research sources, while Sugiyono (2017) explains that secondary data are data sources that do not directly provide data to data collectors.

After the data was collected, data processing and analysis were carried out using instrument testing stages, descriptive statistics, classical assumption tests, simple linear regression analysis, multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, and hypothesis testing. The results of the data processing were then used to determine the effect of Electronic Word of Mouth on purchasing decisions, the effect of Social Media Marketing on purchasing decisions, and the effect of both variables simultaneously on purchasing decisions at Peanut Coffee in Sawangan Depok. The final stage of the research was the preparation of research results and a thesis based on the analyzed data.

Results and Discussion

Descriptive Analysis of Research Respondent Characteristics

1. Respondent Characteristics Based on Gender

Table 1. Classification of Respondents Based on Gender

Jenis Kelamin			
		Frequency	Percent
Valid	Laki-Laki	24	25.0
	Perempuan	72	75.0
	Total	96	100.0

Source: Spss Data Processing, 2026.

Based on Table 1, which classifies responses by gender, female respondents predominate, with a total of 72 people (75%). Conversely, male respondents only comprised 24 people (25%). This data indicates that female respondents predominate in this study. This information is important because gender can influence preferences and purchasing behavior in coffee shops, as well as how they respond to Peanut Coffee's electronic word of mouth and social media marketing. This difference in proportion can also provide an initial insight into consumer dominance based on gender, which may influence preferences and purchasing patterns.



2. Respondent Characteristics Based on Age

Table 2. Classification of Respondents Based on Respondent Age

Usia			
		Frequency	Percent
Valid	18-21	41	42.7
	22-25	46	47.9
	>25	9	9.4
	Total	96	100.0

Source: Spss Data Processing, 2026.

Based on Table 2, which classifies respondents by age, respondents in the 22-25 age group dominate, with a total of 46 people (47.9%). Respondents aged 18-21 years old numbered 41 respondents (42.7%). And those aged 25 years and above were the fewest, with only 9 respondents (9.4%). This data shows that the majority of respondents were young people, both teenagers and young adults. This information is important because age can influence preferences and purchasing behavior at Peanut Coffee, as well as how they respond to Electronic Word of Mouth and Social Media Marketing at Peanut Coffee.

3. Respondent Characteristics Based on Respondent Occupation

Table 3. Classification of Respondents Based on Respondents' Occupations

Pekerjaan			
		Frequency	Percent
Valid	Pelajar/Mahasiswa	77	80.2
	Pegawai Negeri	1	1.0
	Pegawai Swata	5	5.2
	Ibu Rumah Tangga	5	5.2
	Lainnya	8	8.3
	Total	96	100.0

Source: Spss Data Processing, 2026.

Table 3 provides a classification of respondents based on their occupations. Of the 96 respondents involved in this study, 77 respondents (80.2%) were students, 1 respondent (1%) was a civil servant, 5 respondents (5.2%) were private employees, 5 respondents (5.2%) were housewives, and 8 respondents (8.3%) held other occupations. This data reflects the diverse occupational backgrounds of the respondents in the study sample.

4. Respondent Characteristics Based on Number of Visits

Table 4. Classification of Respondents Based on Number of Visits

Berapa kali Berkunjung			
		Frequency	Percent
Valid	1 kali	38	39.6
	2-3 kali	39	40.6
	>3 kali	19	19.8
	Total	96	100.0

Source: Spss Data Processing, 2026.

Based on the results of Table 4, based on the data generated, of the total 96 responses, 38 respondents or 39.6% had visited once. The same number was also found in the category of respondents who visited 2-3 times, namely 39 respondents or 40.6%. Meanwhile, respondents who visited more than 3 times numbered 19 respondents or 19.8%. The data shows that the majority of respondents were in the category of visits 1 and 2-3 times with equal portions. This condition indicates that the majority of

consumers are still in the initial visit stage or repeat visits with a relatively moderate frequency, while consumers with higher visit intensity still have a lower proportion.

Research Data Instrument Testing

1. Instrument

A. Validity Test

Table 5. Validity Test Results

Pernyataan	Pearson Correlation	r tabel	Keterangan
<i>Electronic Word of mouth (X1)</i>			
X1.1	0,573	0,200	Valid
X1.2	0,590	0,200	Valid
X1.3	0,641	0,200	Valid
X1.4	0,590	0,200	Valid
X1.5	0,721	0,200	Valid
X1.6	0,575	0,200	Valid
<i>Social Media Marketing (X2)</i>			
X2.1	0,663	0,200	Valid
X2.2	0,589	0,200	Valid
X2.3	0,583	0,200	Valid
X2.4	0,588	0,200	Valid
X2.5	0,757	0,200	Valid
X2.6	0,685	0,200	Valid
X2.7	0,757	0,200	Valid
X2.8	0,707	0,200	Valid
<i>Keputusan Pembelian (Y)</i>			
Y1.1	0,575	0,200	Valid
Y1.2	0,732	0,200	Valid
Y1.3	0,673	0,200	Valid
Y1.4	0,585	0,200	Valid
Y1.5	0,522	0,200	Valid
Y1.6	0,675	0,200	Valid
Y1.7	0,655	0,200	Valid
Y1.8	0,609	0,200	Valid
Y1.9	0,609	0,200	Valid
Y1.10	0,595	0,200	Valid

Source: SPSS Data Processing, 2026

Based on the results of Table 5, all questionnaire statements on the Electronic Word of Mouth (X1), Social Media Marketing (X2), and Purchasing Decision (Y) variables are declared valid because the Pearson Correlation value (r count) is greater than the r table (0.200).

B. Reliability Test

Table 6. Reliability Test

Variabel	Cronbach's Alpha	Standar Cronbach's Alpha	Keterangan
<i>Electronic Word of mouth (X1)</i>	0,659	0,60	Reliabel
<i>Social Media Marketing (X2)</i>	0,821	0,60	Reliabel
<i>Keputusan Pembelian (Y)</i>	0,821	0,60	Reliabel

Source: SPSS Data Processing, 2026

Based on Table 6, the Cronbach's Alpha value for Electronic Word of Mouth (X1) was recorded at 0.659. Meanwhile, Social Media Marketing (X2) obtained a value of 0.821, and Purchasing Decision (Y) also showed a value of 0.821. All three values have exceeded the limit value of 0.60, so each construct can be declared to have reliability.

2. Classical Assumption Test

A. Normality Test

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			96
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.51766701	
Most Extreme Differences	Absolute	.069	
	Positive	.069	
	Negative	-.068	
Test Statistic			.069
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.306	
	99% Confidence Interval	Lower Bound	.294
		Upper Bound	.317

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.

Source: Spss Data Processing, 2026

Based on the results above, the Normality Test, the Asymp. Sig. (2-tailed) value of the Kolmogorov-Smirnov test is 0.200, which is greater than the 0.05 significance level. This indicates that the residual data in the regression model is normally distributed. Therefore, the normality assumption is statistically met, allowing regression analysis to be carried out without violating the residual distribution.

Furthermore, normality can also be tested using a probability plot, where the residual normality of a variable can be observed from the distribution pattern of points that follow the diagonal line. This is consistent with the results of the data distribution diagram obtained using SPSS version 27, as shown in the following figure:

B. Multicollinearity Test

Table 8. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8.343	3.196		2.610	.011		
	Electronic Word of Mouth	.472	.139	.274	3.402	.001	.681	1.468
	Social Media Marketing	.660	.092	.578	7.174	.000	.681	1.468

a. Dependent Variable: Keputusan Pembelian

Source: Spss Data Processing, 2026

The test results show that the Tolerance value for both variables is 0.681, and the Variance Inflation Factor (VIF) value is 1.468, which is less than 10. Thus, the two independent variables can still be said not to experience high multicollinearity.

C. Heteroscedasticity Test

Table 9. Heteroscedasticity Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.068	2.129		.153
	Electronic Word of Mouth	-.033	.092	-.044	.724
	Social Media Marketing	-.010	.061	-.021	.868

a. Dependent Variable: ABS_RES

Source: Spss Data Processing, 2026

Based on the table above, the heteroscedasticity test using the Glejser method was conducted by using the absolute residual value (abs_res) as the dependent variable, which was then regressed against the independent variables, namely Electronic Word of Mouth and Social Media Marketing. The test results show that the significance value (Sig.) for the Electronic Word of Mouth variable is 0.724, while the Social Media Marketing variable is 0.868. Both figures far exceed the significance limit of 0.05. Since all significance values are above 0.05, it can be concluded that this regression model does not show any symptoms of heteroscedasticity.

3. Simple Linear Regression Test

A. Simple Linear Regression Test (X1) Against (Y)

Table 10. Results of Simple Linear Regression Test of Electronic Word of Mouth Variable (X1) Against Purchasing Decision (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	16.600	3.697		<.001
	Electronic Word of Mouth	1.034	.142	.601	<.001

a. Dependent Variable: Keputusan Pembelian

Source: Spss Data Processing, 2026

Based on the results of simple linear regression, the equation $Y = 16,600 + 1.034X_1$ is obtained. The constant value of 16,600 indicates the value of the Purchase Decision when Electronic Word of Mouth is at zero. Meanwhile, the coefficient of 1.034 indicates a positive relationship between Electronic Word of Mouth and Purchase Decision. This means that a one-unit increase in e-WOM is estimated to increase the Purchase Decision by 1.034 units. These results indicate that information conveyed by consumers through reviews, recommendations, and experiences in digital media can be a consideration for potential consumers. The more positive the information received, the more likely consumers are encouraged to make a purchase at Peanut Coffee. Thus, Electronic Word of Mouth has a positive and significant effect on the Purchase Decision of Peanut Coffee consumers in Sawangan, Depok.

B. Simple Linear Regression Test (X2) Against (Y)

Table 11. Results of Simple Linear Regression Test of Social Media Marketing Variable (X2) on Purchasing Decisions (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	14.472	2.785		.000
	Social Media Marketing	.836	.080	.733	.000

a. Dependent Variable: Keputusan Pembelian

Source: Spss Data Processing, 2026



Based on the results of data processing in a simple linear regression analysis, the relationship between the Social Media Marketing variable (X_2) as an independent variable and the Purchase Decision (Y) as a dependent variable can be expressed through the regression model $Y = a + bX$. In this equation, Y indicates the Purchase Decision, while X represents Social Media Marketing. The results of the analysis produce the following model:

$$Y = 14.472 + 0.836X_2$$

From the equation, it can be explained that the constant value of 14.472 indicates that if Social Media Marketing is in a fixed condition or has a value of 0, then the basic value of the Purchase Decision is estimated to be 14.472. Meanwhile, the coefficient of 0.836 indicates that changes in Social Media Marketing are followed by changes in the Purchase Decision in the same direction. Every one unit increase in Social Media Marketing is estimated to increase the Purchase Decision by 0.836 units. Because the regression coefficient is positive, an increase in the quality of marketing activities through social media tends to be followed by an increase in consumer decisions to make purchases. Thus, Social Media Marketing has a positive and significant effect on the Purchase Decision at Peanut Coffee.

4. Multiple Linear Regression Analysis

Table 12. Results of Multiple Linear Regression Test of Electronic Word of Mouth (X_1) and Social Media Marketing (X_2) Variables on Purchasing Decisions (Y)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.343	3.196		2.610	.011
	Electronic Word of Mouth	.472	.139	.274	3.402	.001
	Social Media Marketing	.660	.092	.578	7.174	.000

a. Dependent Variable: Keputusan Pembelian

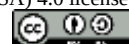
Source: Spss Data Processing, 2026

From the results of the multiple linear regression test data, it is stated that the multiple linear regression equation can be formulated as $Y = a + bX_1 + bX_2$, where Y is the dependent variable (purchase decision), X_1 is Electronic Word of Mouth, and X_2 is Social Media Marketing.

From the analysis obtained the following regression equation:

$$Y = 8.343 + 0.472X_1 + 0.660X_2$$

- The constant value (a) = 8.343 indicates that if the perception of Electronic Word of Mouth and Social Media Marketing both have a value of 0, it indicates that the purchasing decision is estimated at 8.343 units. This value represents the base or fixed value of Y when the two independent variables have no influence.
- Based on the coefficient value of 0.472, electronic word of mouth has a positive relationship with purchasing decisions. This means that improvements in e-WOM tend to be followed by improvements in purchasing decisions. Assuming social media marketing remains unchanged, a one-unit increase in e-WOM will increase the purchasing decision value by 0.472 units.
- Social Media Marketing* also shows a unidirectional relationship with Purchasing Decisions, as seen from the regression coefficient value which reaches 0.660. When Social Media Marketing increases by one unit, the Purchasing Decision value is estimated to increase by 0.660 units, assuming Electronic Word of Mouth remains constant.
- Both positive coefficient values indicate that increased e-WOM quality and social media marketing activity are associated with a tendency to increase purchasing decisions. Therefore, increasingly positive consumer information and experiences, as well as improved social media marketing activities, can support consumers in making purchasing choices for Peanut Coffee.



5. Correlation Coefficient Test

Table 13. Results of Partial Correlation Coefficient Analysis of Electronic Word of Mouth Variable (X1) on Purchasing Decisions (Y)

Correlations		Electronic Word of Mouth	Keputusan Pembelian
Electronic Word of Mouth	Pearson Correlation	1	.601**
	Sig. (2-tailed)		.000
	N	96	96
Keputusan Pembelian	Pearson Correlation	.601**	1
	Sig. (2-tailed)	.000	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Spss Data Processing, 2026

Based on the results of the table above, it is known that the Pearson correlation coefficient value is 0.601 between the Electronic Word of Mouth variable (X1) and the Purchase Decision (Y). This value falls into the strong correlation category according to Guilford's interpretation guidelines. This figure indicates that there is a very close relationship between respondents' perceptions of Peanut Coffee's Electronic Word of Mouth and their decisions to make a purchase. This means that the better the Electronic Word of Mouth perceived by consumers, the greater their chances of deciding to buy products from the coffee shop. In addition to the magnitude of the correlation, the significance value or Sig. (2-tailed) of 0.000 shows that the relationship between these two variables is statistically significant. This means that the relationship obtained does not occur randomly or by chance, but truly reflects a real relationship in the population. This shows that partially, Electronic Word of Mouth has been proven to have a significant influence on purchasing decisions.

Table 14. Results of Partial Correlation Coefficient Analysis of Social Media Marketing Variable (X2) on Purchasing Decisions (Y)

Correlations		Social Media Marketing	Keputusan Pembelian
Social Media Marketing	Pearson Correlation	1	.733**
	Sig. (2-tailed)		.000
	N	96	96
Keputusan Pembelian	Pearson Correlation	.733**	1
	Sig. (2-tailed)	.000	
	N	96	96

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Spss Data Processing, 2026

Based on the results in Table 14, a Pearson correlation coefficient value of 0.733 was obtained between the Social Media Marketing (X2) and Purchase Decision (Y) variables. This value is in the strong correlation category according to Guildford's interpretation. This means there is a strong and unidirectional relationship between the Social Media Marketing perceived by consumers and their purchasing decisions. The higher the consumer's assessment of Peanut Coffee's Social Media Marketing, the greater their tendency to make a purchase.

The significance value shown is 0.000 (<0.05), indicating that the relationship is statistically significant. This means that the correlation results obtained were not a coincidence but rather truly reflect a consistent relationship within the population. Social media marketing has been shown to partially contribute to consumer purchasing decisions.

Table 15. Results of Simultaneous Correlation Analysis of Electronic Word of Mouth (X1) and Social Media Marketing (X2) Variables on Purchasing Decisions (Y)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.767 ^a	.589	.580	2.54459	.589	66.511	2	93	<.001

a. Predictors: (Constant), Social Media Marketing, Electronic Word of Mouth

Source: Spss Data Processing, 2026

Based on the table shown above, the simultaneous correlation coefficient (R) value is 0.767, indicating that there is a very strong relationship between Electronic Word of Mouth (X1) and Social Media Marketing (X2) simultaneously on purchasing decisions (Y). In statistical interpretation, the R value is in the range of -1 to +1, and in this study, a value of 0.767 was obtained approaching +1, which indicates that the direction of the relationship between the variables is positive and relatively strong. This condition illustrates that an increase in both independent variables simultaneously will be followed by an increase in consumer purchasing decisions.

This strong relationship also reflects that consumer assessments of purchasing decisions aren't solely influenced by a single aspect, but rather by a combination of how consumers view electronic word of mouth and social media marketing as a whole. When consumers evaluate both aspects positively, their likelihood of making a purchase increases significantly.

6. Coefficient of Determination Test

Table 16. Results of Partial Determination Coefficient Test of Electronic Word of Mouth (X1) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 ^a	.361	.354	3.15454

a. Predictors: (Constant), Electronic Word of Mouth

Source: Spss Data Processing, 2026

Based on the test results in Table 16 above, the R Square value was 0.361. This value indicates that the independent variables (X1 and X2) are able to explain 36.1% of the variation that occurs in the dependent variable (Y). The remaining 63.9% is influenced by other factors outside this research model that were not analyzed.

Table 17. Results of the Partial Determination Coefficient Test of Social Media Marketing (X2) on Purchasing Decisions (Y).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 ^a	.537	.532	2.68386

a. Predictors: (Constant), Social Media Marketing

Source: Spss Data Processing, 2026

Based on the test results in table 17 above, the coefficient of determination value is 0.537, so it can be stated that the Social Media Marketing variable influences purchasing decisions by 53.7%, while the remaining 46.3% is influenced by other factors outside this research model.

Table 18. Results of the Simultaneous Test of the Determination Coefficient of Electronic Word of Mouth (X1) and Social Media Marketing (X2) on Purchasing Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1.	.767 ^a	.589	.580	2.54459

a. Predictors: (Constant), Social Media Marketing, Electronic Word of Mouth

Source: Spss Data Processing, 2026

Based on the test results in table 18 above, a determination coefficient value of 0.589 was obtained, which shows that the Electronic Word of Mouth and Social Media Marketing variables together influence Purchasing Decisions by 58.9%, while the remaining 41.1% is influenced by other factors.

7. Hypothesis Testing

A. Partial Test (t-Test)

Table 19. Hypothesis Test Results (t-Test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	8.343	3.198		.011
	Electronic Word of Mouth	.472	.139	.274	.001
	Social Media Marketing	.660	.092	.578	.000

a. Dependent Variable: Keputusan Pembelian

Source: Spss Data Processing, 2026

a. Electronic Word of Mouth t test

The test results in table 19 above show the calculated t value for the Electronic Word of Mouth variable of 3.402, which is greater than the t table value of 1.985 ($3.402 > 1.985$). In addition, a significance value of less than 0.50 or precisely 0.000 (0.000 is smaller than 0.05) is also obtained, so H_a is accepted while H_0 is rejected. Thus, it can be stated that there is a significant influence between Electronic Word of Mouth on the Purchase Decision of Peanut Coffee in Sawangan Depok.

b. Social Media Marketing t-test

The test results in table 20 above show the calculated t for the Social Media Marketing variable of 7.174, which is greater than the t table value of 1.985 ($7.174 > 1.985$). A significance value of 0.000 was also obtained, which is below the threshold of 0.050 ($0.000 < 0.050$). Based on these results, H_a is accepted while H_0 is rejected, thus concluding that there is a significant influence between Social Media Marketing on Peanut Coffee Purchasing Decisions in Sawangan Depok.

B. Simultaneous (F Test)

Table 21. Results of Simultaneous Hypothesis Testing (F Test) of Electronic Word of Mouth (X1) and Social Media Marketing (X2) on Purchasing Decisions (Y)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	861.318	2	430.659	66.511
	Residual	602.171	93	6.475	
	Total	1463.490	95		

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Social Media Marketing, Electronic Word of Mouth

Source: Spss Data Processing, 2026

From the processing results in table 21 above, it can be seen that the F count value is $66.511 > F$ table 3.09 and where the significant value is $0.000 < 0.05$. This means that H_a is accepted



and H_0 is rejected. Thus, there is a significant influence together between Electronic Word of mouth (X1), Social Media Marketing (X2), and the Purchase Decision Variable (Y) of Peanut Coffee in Sawangan Depok.

Discussion of Research Results

The Influence of Electronic Word of Mouth (X1) on Purchasing Decisions (Y)

The analysis produced a regression model with the equation $Y = 16,600 + 1,034X_1$. The R^2 value of 0.361 shows that the ability of the variables studied in explaining changes in purchasing decisions reaches 36.1%, while the other part, namely 63.9%, is related to other factors outside the model. In partial testing, 3.402 was obtained, while the critical value of the t table was 1.985. The comparison of the two values shows that the calculated t is above the t table ($3.402 > 1.985$). Therefore, H_{a1} is accepted while H_{01} is rejected. Which means there is a positive and significant influence between Electronic Word of Mouth on the Purchasing Decision of Peanut Coffee consumers in Sawangan Depok.

This influence can be understood from the role of information from other consumers in the purchasing decision process. Reviews, comments, and recommendations appearing on digital media can provide insight into consumers' experiences with a product. Positively perceived information can increase potential consumers' confidence, making them more likely to consider and choose Peanut Coffee's products.

This conclusion is in line with the research results.(Gusrilia Nelsa & Adek Kurnia Fiza, 2024)The study shows that electronic word of mouth has a positive and significant influence on purchasing decisions. Information consumers obtain from reviews and recommendations from other users on digital media can play a role in building positive perceptions of a product.

The Influence of Social Media Marketing (X2) on Purchasing Decisions (Y)

The analysis produced a regression model with the equation $Y = 14.472 + 0.836X_2$. The R^2 value of 0.537 shows that the ability of the variables studied to explain changes in purchasing decisions reaches 53.7%, while the other part, namely 46.3%, is influenced by other factors outside the model. In partial testing, the calculated t value is 7.174, while the critical value of the t table is 1.985. The comparison of the two values shows that the calculated t value is above the t table ($7.174 > 1.985$). So H_{02} is rejected and H_{a2} is accepted, it can be concluded that Social Media Marketing is proven to have a positive and significant influence on Purchasing Decisions at Peanut Coffee in Sawangan Depok.

This influence illustrates that marketing activities conducted through social media can be a crucial part of the consumer purchasing process. Easily accessible product information, high-quality content, customer-business interactions, and more convenient access to information can help consumers identify and evaluate products.

The results of this study are in accordance with the findings(Nafisa Zahra & Ayu Estri Mahani, 2025)In a study entitled "The Influence of Store Atmosphere and Social Media Marketing on Purchasing Decisions at Papagesha Coffee," the study also found that social media marketing has a positive and significant influence on purchasing decisions. This is evidenced by the calculated t-value of 5.105, which is higher than the t-table of 1.984, and a significance value of $0.000 < 0.05$. These results reinforce that the use of social media as part of a marketing strategy can contribute to consumer decisions in making purchases.

The Influence of Electronic Word of Mouth (X1) and Social Media Marketing (X2) on Purchasing Decisions (Y)

The results of the regression analysis show the regression equation model $Y = 8.343 + 0.472X_1 + 0.660X_2$. Based on the coefficient of determination of 0.589, it can be seen that the combination of Electronic Word of Mouth (X1) and Social Media Marketing (X2) is able to explain changes in purchasing decisions (Y) by 58.9%, while the remaining 41.1% is related to other factors not analyzed in this study. Simultaneous testing produces a calculated F greater than the F table ($66.511 > 3.09$), so H_{a3} is accepted while H_{03} is rejected. This means that Electronic Word of Mouth and Social Media

Marketing together are proven to have a positive and significant influence on Purchasing Decisions at Peanut Coffee in Sawangan Depok.

The results of this study indicate that consumer decisions in choosing Peanut Coffee products are not solely shaped by a single digital marketing activity. Information obtained through electronic word of mouth can be a valuable consideration, as consumers gain insight into the product based on the experiences of other users. Positive reviews and recommendations can also increase potential consumers' confidence in the product. Furthermore, social media marketing helps Peanut Coffee convey various product information while fostering communication with its consumers.

This finding is in line with research (Nafisa Zahra & Ayu Estri Mahani, 2025) This study shows that social media marketing and electronic word of mouth have a positive and significant influence on purchasing decisions at Point Coffee Bandung. The results of previous research support this study's findings, which suggest that these two digital marketing variables can collectively influence consumer purchasing decisions.

Conclusion

This study shows that Electronic Word of Mouth has a positive and significant effect on consumer purchasing decisions of Peanut Coffee in Sawangan Depok, with a calculated t value of 3.402 > 1.985 and a contribution of 36.1%. Social Media Marketing also has a positive and significant effect on purchasing decisions, with a calculated t value of 7.174 > 1.985 and a contribution of 53.7%. Simultaneously, Electronic Word of Mouth and Social Media Marketing have a positive and significant effect on purchasing decisions, indicated by a calculated F value of 66.511 > 3.09 and a coefficient of determination of 58.9%. These findings indicate that consumer purchasing decisions are not only influenced by information and experiences of other consumers through digital media, but also by marketing activities carried out by Peanut Coffee through social media.

This study has limitations because it only involved 96 respondents from consumers or people who are familiar with Peanut Coffee in Depok City and used two independent variables, while 41.1% of the variation in purchasing decisions was still influenced by other factors outside the research model. Therefore, further research is recommended to expand the scope of respondents and consider other relevant variables to gain a more comprehensive understanding of the factors influencing purchasing decisions. Practically, Peanut Coffee needs to maintain and improve the management of Electronic Word of Mouth by monitoring consumer reviews and experiences, while strengthening Social Media Marketing through informative, interactive content and encouraging content sharing. These efforts can be used as part of a strategy to increase consumer confidence and encourage purchasing decisions.

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