

Research Article

Amplifying Purchase Decisions: The Impact of Social Media Marketing, e-WOM, and Celebrity Endorsements

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Abstract

This study aims to examine the influence of social media marketing and electronic word of mouth on purchase decisions and celebrity endorsers as moderation. The population in this study were Kopi Lain Hati customers in Cempaka Putih. Sampling was carried out using the questionnaire method, and the number of samples was 110 respondents. The type of data used is quantitative data. In collecting data, this study used a questionnaire. The results of this study indicate that Social Media Marketing and Electronic Word of Mouth have a positive and significant effect on Purchase Decisions. Then Celebrity Endorsers are not able to moderate Social Media Marketing on Purchase Decisions. At the same time, Celebrity Endorsers are able to moderate Electronic Word of Mouth but are debilitating on Purchase Decisions. Managerial Implications This research offers important insights for marketing managers and business owners regarding the importance of social media marketing strategies and the use of electronic word of mouth (e-WOM) in influencing consumer purchasing decisions. This study offers novelty by analyzing the influence of social media marketing, electronic word of mouth, and the use of celebrity endorsers on purchasing decisions in the context of a local coffee business, namely Kopi Lain Hati.

Keywords: Social Media Marketing, Electronic Word of Mouth, Purchase Decision, Celebrity Endorser

JEL Classification: D12, C83, M51

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1. Introduction

Along with the rapid development of the business world and increasing customer demand, Micro, Small and Medium Enterprises (MSMEs) play an important role in responding to all customer needs throughout the world. Apart from that, MSMEs encourage global economic development by opening jobs and having a role in almost overall economic development (Hassani & Mosconi, 2022). It is estimated that 90% of MSMEs throughout the world contribute 70% of employment and half of state income in the form of Gross Domestic Product (GDP).

MSMEs also have a role in economic development in the Asian region (Heinicke, 2018). In Southeast Asia, it was recorded that MSMEs from all companies contributed around 97.6%, absorbed 67.0% of the workforce, and contributed to the GDP of the country in the 2010-2020 period with an average of 40.5%. Indonesia, based on data from the Central Statistics Agency (BPS), the number of MSMEs reached 64.2 million units in 2020, and MSMEs provide income to the state of 60.3% of the total GDP and open employment opportunities for 97% of the total workforce.

Thus, MSMEs are an important sector that encourages the state to develop economic structures both regionally and nationally at a macro level in Indonesia. There are many factors supporting the growth of MSMEs, one of which is technology. Technological developments in the form of information have created the internet, which provides benefits for MSMEs in increasing production. Apart from that, the internet increases opportunities for MSMEs to collaborate with entrepreneurs.

Social media is a series of applications that utilize the internet, developed based on understanding and working processes of Web 2.0 technology and the possibility of information exchange processes via the Web 2.0 internet. Social media is a means that gives users the freedom to share ideas and information (Aprillia, 2024)(Primaskara et al., 2021). Various applications can be found in the use of social media, according to Djakasaputra et al. (2021). Applications that are widely used today are Instagram, Facebook, YouTube, Line, WhatsApp, Myspace, Path, and so on.

Social media marketing is an activity carried out by marketers to provide knowledge, responses, reminders and brand activities through social media (Isman et al., 2020). Apart from that, social media marketing is carried out by utilizing social media, which is packaged in the form of interesting content aimed at attracting customer interest (Anas & Ali 2017). According to Aileen et al. (2021) and (Maghfur et al., 2023), social media marketing is a strategy implemented with the aim of marketing products using social media to build communities, transactions, and exchange information between sellers and buyers. The social media marketing that is the focus of this research is the use of Instagram.

According to Refiani & Mustikasari (2020) Instagram is a social media whose main function focuses on uploading photos and videos. Instagram is also equipped with various features, such as IG TV (a feature provided by Instagram to display videos with a longer duration), which can be utilized by sellers in marketing products. Instagram also provides an Instagram stories feature; this feature makes it easy for sellers or businesspeople to market their products for 24 hours. Instagram also provides a hashtag feature that can reach customers widely.

Social media marketing also aims to engage customers through promotions, content and videos (Primaskara et al., 2021). Thus, social media is an application that supports customers to provide reviews or can be said to be social media WOM (Primaskara et al., (2021). E-WOM is a communication channel that provides information in the form of good or bad statements from customers regarding products or companies. EWOM is an interaction carried out through formal communication used by customers by utilizing social media regarding the use of products and services.

E-WOM is an alternative for business actors in conducting marketing in the form of promotions due to the ease and accuracy provided using social media Facebook, Twitter, Instagram and others (Hamdani & Maulani, 2018). Based on information and directions from people who have made purchases. This argument is because customers are now starting to be sensitive to product selection and the convenience provided by the internet in providing information and making customers freer to access social media with the aim of finding out about products and services before deciding.

This condition is because customers are now starting to be sensitive to product selection and the convenience provided by the internet in providing information and making customers freer to

access social media with the aim of finding out about products and services before making a decision. Apart from marketing using E-WOM, business actors can use celebrity endorsers.

In the context of digital marketing, especially in the use of social media, e-WOM (electronic Word of Mouth), and celebrity endorsement, many previous studies have identified the significant impact of each factor on purchasing decisions. However, this study shows that the moderating role of celebrity endorsement on the influence of social media and e-WOM on purchasing decisions has yet to be studied thoroughly and the results found are inconsistent. Some studies state that celebrity endorsement strengthens the influence of e-WOM on purchasing decisions, while others show the opposite effect, which is weakening. Therefore, this study seeks to fill this gap by further studying how celebrities moderate the relationship between social media and e-WOM on purchasing decisions in the context of certain brands. Thus, these findings will provide new insights for marketing practitioners on the effectiveness of digital marketing strategies involving celebrities and how these strategies can be applied to improve customer purchasing decisions.

2. Literature Review and Hypothesis

Literature Review

Marketing

According to Masruroh et al. (2019), marketing is one of the factors that supports a company's progress in the field of selling goods or services. Apart from that, marketing is the stage of studying customer needs, desires and satisfaction with the products and services provided (Masruroh et al., 2019). In another, marketing is an activity used by marketers to offer products or sell products; marketing also talks about how a marketer or business actor analyzes and evaluates the needs and desires of customers. Marketing is a series of processes for business actors to provide added value, build strong relationships, and aim to obtain value from customers (Nugrah & Arwiyah, 2020). Marketing is also carried out to regulate by identifying, anticipating and providing customer needs efficiently and profitably (Assidiki & Budiman, 2023)(Nugrah & Arwiyah, 2020).

Customer Behavior

Customer behavior is an action carried out directly involving customers to obtain, consume and consume products or services, as well as the decision process that precedes and follows these actions. Other opinions also say the same thing; according to Salmah (2017), Customer Behavior is a field of study that discusses individuals, groups and organizations in selecting, purchasing, using and employing products, services, ideas or experiences to satisfy their needs and desires (Fauzi et al., 2023). This condition can include why customers buy, what customers will/have bought, where customers will/have bought, as well as when customers will/have bought, how often customers use it, and how often customers make purchases. Thus, the existence of purchasing units made by individuals, groups and organizations will form a market. This situation is what then gives rise to consumer markets, group purchasing units, and business markets.

Social Media Marketing

According to Primaskara et al. (2021), social media marketing is a collection of applications that use the internet created based on the understanding and working processes of web 2.0 technology and the possibility of creating and exchanging content by users apart from that, the existence of social media that provides information can be used as a reference or guide for customers to make decisions (Sari et al., 2020). Social media marketing can also influence customers' purchasing decisions in deciding which products or services to buy (Aileen et al., 2021). Business actors can use marketing via social media to strengthen brands and increase customer attraction to products (Aileen et al., 2021). This situation is because customers are more likely to seek information via social media or online, with the consideration that it is more convenient and can be accessed at any time (Akbar & Nurjanah, 2023)(Sari et al., 2020).

Celebrity Endorser

According to Febrian and Fadly (2021), celebrity endorsers are an alternative that business actors can use to support their company's image. Apart from that, celebrity endorsers are often used by business actors to promote their products or services either directly or via the internet with the aim

of improving brand image (Ramadhan et al., 2024) (Febrian & Fadly, 2021). Of course, celebrity endorsement cannot be done for everyone; only people who gain recognition from the public through their achievements in a particular field and these achievements make someone trustworthy to introduce and demonstrate products and services to the public (Febrian & Fadly, 2021). Conveying information through celebrity endorsers regarding products or services makes it easier for customers to remember and the attraction and familiarity have an impact on customers' purchasing intentions (Utami et al., 2024) (Febrian & Fadly, 2021).

Purchase Decision

According to Wiridjati & Roesman (2018) purchase decision is a stage that customers carry out in the process of deciding to make a purchase. Apart from that, purchase decision is also carried out after the customer forms an intention to purchase the product they are interested in. The customer's decision can change, be delayed, and switch, of course, determined by the customer concerned (Natakusumah & Yuliati, 2018) (Van Nhan et al., 2024). Another opinion, according to Subana & Kerti (2019), is that purchase decision for customers is the process of determining various purchasing decision options. Product determination in determining customer purchase decisions is based on their desires so that when the product or service is fulfilled, the customer will feel satisfied (Putri & Patrikha, 2021).

Hypothesis

The Influence of Social Media Marketing on Purchase Decisions

Based on previous social media marketing has a significant influence on purchase decisions. Social media marketing also has a significant influence on purchase decisions. This condition proves that social media marketing is a determining factor in purchasing decisions. Based on the description above, the first hypothesis in this research can be formulated as follows:

H1: Social Media Marketing has a positive and significant effect on Purchase Decision

The Influence of Electronic Word of Mouth on Purchase Decisions

Based on previous stated that E-WOM has a significant influence on purchase decisions. According to research by Danniswara et al. (2017), E-WOM has a significant influence on purchase decisions. Another study, namely by Munir et al. (2018), stated that E-WOM has a significant influence on purchase decisions. This proves that E-WOM, or the use of reviews on certain platforms, has an impact on consumer purchasing decisions. Based on the description above, it can be concluded that the second hypothesis in this research is as follows:

H2: E-WOM has a positive and significant effect on Purchase Decision

The Moderating Influence of Celebrity Endorsers on Social Media Marketing and E-WOM on Purchase Decisions

Based on previous, celebrity endorsers have a significant influence on purchase decisions. The use of celebrity endorsers significantly moderates advertising on purchasing decisions. In this case, purchasing decisions can be defined as purchasing intentions and consumer loyalty. This finding proves that the influence of celebrity endorsers when advertising certain products or services can increase Purchase Decisions. Based on the description above, it can be concluded that the third hypothesis in this research is as follows:

H3: Celebrity Endorser moderates Social Media Marketing on Purchase Decision

H4: Celebrity Endorser moderates E-WOM on Purchase Decision

Research Framework

This Conceptual Framework illustrates how social media marketing can influence purchasing decisions. Social media marketing can directly influence purchasing decisions by increasing brand awareness, brand perception and purchase intent.

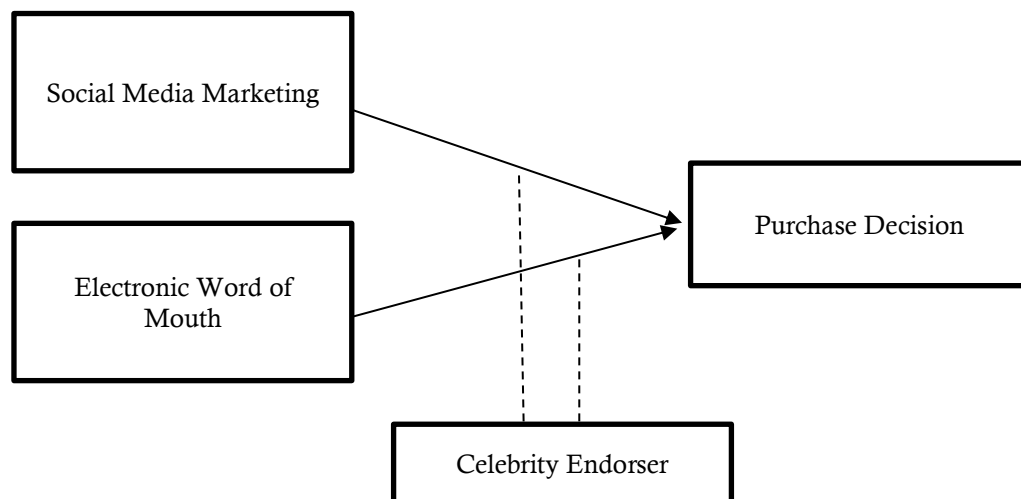


Figure 1. Research Framework

3. Data and Method

Types of research

The researcher was not directly involved in this research; the researcher only observed the object being studied. The time horizon for this research is one shot (cross-section), which means that the researcher collects data only once without collecting data again on the research object. The researcher used individuals, namely the customers of Kopi Lain Hati Cempaka Putih, as the unit of research analysis. The analysis technique in the research uses Quantitative data processing using WarPLS 8.0 software.

Method of collecting data

Data Types and Sources

In this research, the type of quantitative research and data sources use primary data, which is obtained through questionnaires distributed to respondents. Primary data is data that refers to information obtained directly (firsthand) by researchers related to variables of interest for certain purposes of a study (Santosa & Hidayat, 2014).

Data collection technique

Several primary data collection techniques exist, including questionnaires, interviews and observation techniques. (Wahyuddin et al., 2023) research uses a questionnaire if the data sources or samples are scattered and the location is large, making it impossible for researchers to come directly to the data source. The data source in this research is data from distributing questionnaires to customers of Cempaka Putih Hati Lain Coffee.

Population and Sample

Population

A population is a large group consisting of people, events and things that are interesting to researchers. In this study, the population was coffee consumers in Cempaka Putih.

Sample

However, according to Riyanto and Hatmawan (2020), the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known with certainty. In this research, the sample used was calculated using the Lemeshow formula.

Data analysis method

The type of method used in this research is the Partial Least Square Structural Equation Modeling (PLS-SEM) method. According to (Latan and Ghazali, 2017), Partial Least Square Structural is

an alternative method for simultaneously testing the relationship of latent constructs with many indicators. Testing can be carried out with the help of the WarpPLS 8.0 software program as an analysis tool in this research. The research instrument uses a questionnaire with open questions and attitudes on a Likert scale reaching a value of 1 to 5. In addition, PLS-SEM is used to determine the direct and indirect influence between the independent variable and the dependent variable.

4. Results

Convergent Validity Test Results are based on the AVE value

The AVE (Average Variance Extracted) values from the validity test results can be seen in Table 1 below:

Table 1. Convergent Validity Test

No.	Variable	AVE	Information
1	Social Media Marketing	0.711	Adequate
2	e-WOM	0.755	Adequate
3	Celebrity Endorser	0.814	Adequate
4	Purchase Decision	0.743	Adequate

Source: Processed data (2022)

The AVE (Average Variance Extracted) value of each variable has a value of >0.5 . With this value, it can describe adequate convergent validity, which means that one latent variable is able to explain more than half of the variance with its indicators (Ghozali, 2021)

Structural Model Evaluation (Inner Model)

Structural Model Evaluation In this research, a structural model evaluation was carried out with the aim of finding a suitable model to see the influence of Social Media Marketing and Electronic Word of Mouth on Purchase Decisions and Celebrity Endorser as moderation. The results of the structural model evaluation using certain criteria can be seen in Table 6

Table 2. Structural Model Evaluation Results

Evaluation Measures Rules	Criteria Model	Test Results
R^2 (Social media marketing dan electronic word of mouth on purchase decision through celebrity endorse)	≤ 0.25 weak, 0.26-0.45 Moderate, 0.46-0.70 strong, ≥ 0.70 very strong	0.585
Q^2 Predictive Relevance	$Q^2 < 0$ = the model lacks predictive relevance	0.586
Tenenhaus Goodness of FIT (GoF)	Small if ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.700

Source: Processed data (2022)

Based on Table 2, the model test results on the Tenenhaus Goodness of FIT (GoF) evaluation measure produced are 0.700, which means it has a large level of suitability because it is included in the criteria (≥ 0.36).

Hypothesis Testing

Hypothesis Testing To see the influence between research variables, a hypothesis test is carried out using the path coefficient (β) and P-value. The path coefficient (β) value shows the influence (positive or negative), and the P-value shows the level of significance for deciding to accept or reject the hypothesis, with the P-value used <0.05 according to Laten and Ghozali (2017), can be seen in table 3 below.

Table 3. Results of Research Hypothesis Testing

Variable Relationships	Koefisien	P-Value	Description
Social Media Marketing → Purchase Decision	0.382	<0.001	Significant
Electronic Word of Mouth → Purchase Decision	0.264	<0.002	Significant
Social Media Marketing*Celebrity Endorser→ Purchase Decision	-0.042	0.329	Not Significant
Electronic Word of Mouth*Celebrity Endorser→ Purchase Decision	-0.198	0.016	Significant

Source: Processed data (2022)

Hypothesis 1 to see the direct influence of the Social Media Marketing variable on the Purchase Decision variable, Hypothesis 2 is to see the direct influence of the Electronic Word of Mouth variable on the Purchase Decision variable, Hypothesis 3 is to see the indirect influence of the Celebrity Endorser variable cannot be a moderating factor of the Social Media Marketing variable on the Purchase Decision variable, Hypothesis 4 is to see the indirect influence of the Celebrity Endorser variable can be a moderating factor of the Electronic Word of Mouth variable on the Purchase Decision variable.

5. Discussion

The Influence of Social Media Marketing on Purchase Decisions

Path coefficient analysis for the influence of Social Media Marketing on Purchase Decisions obtained significant results, with the p-value showing that the coefficient value had a positive influence. Thus, hypothesis 1, which states that Social Media Marketing has a positive and significant influence on Purchase Decisions, can be accepted. This result means that this hypothesis states that by implementing effective Social Media Marketing through social media, companies can produce a positive and meaningful influence on the Purchase Decision of Kopi Lain Hati Cempaka Putih customers. This finding means that social media can be an effective tool to influence consumer behavior and encourage customers of Kopi Lain Hati Cempaka Putih to take purchasing action. Which states that Social Media Marketing has a positive and significant effect on Purchase Decisions

The Influence of E-WOM on Purchase Decisions

Path coefficient analysis for the influence of Social Media Marketing on Purchase Decisions obtained significant results, with the p-value showing that the coefficient value had a positive influence. Thus, hypothesis 2, which states that E-WOM has a positive and significant influence on Purchase Decisions, can be accepted. This result means that by using social media, review sites, or other online platforms, Kopi Lain Hati consumers can share their experiences, provide reviews, and provide recommendations to other potential consumers, and this will encourage Kopi Lain Hati consumers to consider and choose products or services which received positive testimonials from fellow consumers. Who found that E-WOM had a significant positive influence on Purchase Decisions.

The influence of celebrity endorsers does not moderate social media marketing on purchase decisions.

Based on the hypothesis results, Celebrity Endorser does not moderate Social Media Marketing on Purchase Decisions. By obtaining the coefficient value and p-value, it means that the Celebrity Endorser does not moderate Social Media Marketing on Purchase Decisions. Thus, hypothesis 3, which states that Celebrity Endorser does not moderate the influence of Social Media Marketing on Purchase Decisions, cannot be accepted. The results of this research explain that although the Social Media Marketing of Kopi Lain Hati influences Purchase Decisions, this influence is not influenced or moderated by the presence of Celebrity Endorsers used by Kopi Lain Hati. In other words, the influence of Social Media Marketing on Purchase Decisions applies independently, not depending on whether there are Celebrity Endorsers involved in the Kopi Lain Hati marketing campaign. Celebrity Endorser does not have a moderating role in the relationship between Advertising Appeals and Repurchase Intention.

The influence of Celebrity endorsers moderates the influence of Electronic Word of Mouth on Purchase decisions.

The decision is weakening. Based on the hypothesis results, Celebrity Endorser is able to moderate E-WOM on Purchase Decision. By obtaining the coefficient value and p-value, it means that Celebrity Endorser can moderate the weakening nature of Social Media Marketing on Purchase Decisions. Thus, hypothesis 3, which states that Celebrity Endorser moderates the influence of Electronic Word of Mouth on Purchase Decisions, can be accepted, but the direction is negative. Because the results of this research can be explained, even though E-WOM can have a positive and significant influence on Purchase Decisions, the presence of Celebrity Endorsers in the campaign reduces the impact that E-WOM usually produces. This weakening effect can occur because the influence of the Celebrity Endorser used by Kopi Lain Hati can compete with or even replace the influence exerted by E-WOM. Celebrity endorsers moderate in a negative direction, meaning that this moderation weakens rather than strengthens the influence of advertising on Purchase Decisions.

6. Conclusion

Based on the results of the analysis and discussion, the conclusion of the influence of social media marketing and electronic word of mouth on purchase decisions and celebrity endorsement as moderation in this research is as follows: Social media marketing has a positive and significant effect on purchase decisions. Electronic Word of Mouth has a positive and significant effect on Purchase Decisions. Celebrity Endorser is unable to moderate Social Media Marketing on Purchase Decisions. Celebrity Endorser can moderate but weaken Electronic Word of Mouth on Purchase Decisions. Managerial implications that can be applied to improve consumer purchasing decisions. First, companies need to integrate social media marketing into their overall marketing strategy. Social media can be used to create brand awareness, build relationships with customers, and encourage positive electronic word-of-mouth (e-WOM). Second, companies must leverage the power of celebrity endorsements to increase brand credibility and consumer trust. Working with celebrities who have an image that matches the brand can be an effective strategy. Third, companies must actively monitor and respond to e-WOM. Responding to online comments and reviews in a timely and professional manner can help build consumer trust and address potential reputation issues. By implementing these implications, companies can improve consumer purchasing decisions and achieve competitive advantage.

Recommendation

For further research, it is recommended that researchers expand the scope of research variables to gain a deeper understanding of the factors that influence purchasing decisions. In addition, researchers can consider different locations or consumer segments so that the research results have broader generalizations. Using more diverse research methods, such as a qualitative approach to explore consumer perceptions in-depth, can also enrich the results of this study.

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