
The Influence of Location And E-WOM on Purchasing Decisions Through Purchase Interest (Study of Kebon Kopi Cakkin Coffee Shop Consumers in Malang City)

Muhamad Bintang Iqbal Mauludin¹, Fani Firmansyah²

^{1,2} Manajemen, Universitas Islam Negeri Maulana Malik Ibrahim Malang

bntngiqbal@gmail.com

ABSTRACT

This study investigates the direct and indirect effects of geography and electronic word-of-mouth (E-WOM) on purchasing decisions, with purchase interest serving as a mediator. Employing a quantitative survey methodology, primary data was collected through questionnaires from 136 consumers of Coffee Shop Kebon Kopi Cakkin in Malang City, and analyzed using Smart PLS 4.0 statistical software. The results indicate that location has a positive and significant impact on purchase interest, but a negative and insignificant effect on purchasing decisions. Conversely, E-WOM is shown to positively and significantly influence both purchase interest and purchasing decisions, while purchase interest itself also has a significant positive effect on purchasing decisions. Furthermore, it was found that location positively influences purchasing decisions through purchase interest, and E-WOM similarly impacts purchasing decisions via purchase interest among consumers at Coffee Shop Kebon Kopi Cakkin.

The implications of these findings are substantial for marketers and business owners. Recognizing that geographic factors can enhance consumer interest emphasizes the importance of location for attracting customers. This insight can guide businesses in selecting optimal sites for new branches and shaping their marketing strategies to exploit geographic advantages. Furthermore, the significant positive influence of E-WOM on both purchase interest and decisions highlights the necessity for businesses to actively cultivate favorable online reviews and customer testimonials. Engaging with consumers on digital platforms can build trust and improve overall reputation. By concentrating on these key elements, coffee shops and similar businesses can strengthen their positions in the competitive market, leading to increased sales and enhanced customer loyalty. Overall, this

study underscores the value of integrating geographic considerations and social influence in developing targeted marketing strategies that effectively resonate with consumer behavior and purchasing patterns.

Keywords: Location, E-WOM, Purchase Interest, Purchase Decision, Hidden Gem

INTRODUCTION

The proliferation of coffee shops in Indonesia has seen swift expansion, bolstered by governmental programs to enhance the coffee business as a component of the creative economy sector's advancement. The augmentation of individuals' spending capacity, propelled by economic expansion, has intensified interest in frequenting coffee shops as venues for relaxation and exploration of novel culinary experiences. Coffee shops serve as establishments for quality coffee consumption and as settings for socializing, discourse, and productivity, improving concentration and focus (Roy et al., 2024; Tasriastuti et al., 2024).

Recently, a trend has developed in the coffee shop industry, characterized by the emergence of outlets in concealed settings, termed "hidden gems" (Dwiputra, 2023; Gosal et al., 2020; Rosyid et al., 2023). Coffee establishments that select concealed sites seek to offer a distinctive experience for their patrons. Such locations typically draw travelers and coffee enthusiasts in search of novel experiences. The serene and intimate ambiance in these secluded settings enables patrons to savor their coffee while momentarily evading the frenetic pace of urban existence. (Priyanthi & Kerti, 2020; Subana & Kerti, 220 C.E.)

The proliferation of coffee shops in Malang City is intricately linked to its designation as an educational hub in East Java. Data from BPS for 2021 and 2022 indicates a growth in the student population to 330,000, positioning Malang as the second-largest student city in East Java, following Surabaya (bps.go.id, 2023). The substantial student population has led to the proliferation of coffee shops around campuses, as students constitute a significant target demographic. Data from BPS Malang City corroborates this, indicating a rise in food and beverage entrepreneurs during the past two years.

Table 1 Food and Beverage Industry Growth Data in Malang City 2021-2022

Sub-districts in Malang City	Number of Food and Beverage Industries by District in Malang City (Unit)		
	2021	2022	Percentage (%)
Kedungkandang	704	965	37%
Sukun	614	813	32%
Klojen	479	660	38%
Blimbing	888	1118	26%
Lowokwaru	435	677	56%
MALANG CITY	3120	4233	36%

Source: BPS Malang City Data 2024

The table above presents statistics from BPS Malang City, demonstrating growth in coffee shops from 2021 to 2022 in all districts. This increase signifies a favorable trend in the coffee shop sector, especially in Lowokwaru, which experienced a gain of 56%. This indicates significant market potential for establishing food and beverage enterprises in the neighborhood, particularly with successful marketing tactics and customer inclinations toward coffee shop ideas (Lailiyah et al., 2023; Maya et al., 2021; Romadhoni et al., 2023)

In light of the proliferation of new coffee establishments, each entity must skillfully adapt to consumer inclinations. Kebon Kopi Cakkin, located at Jl. Griya Tunggal Asri No. 22 in Malang City is prominent in Lowokwaru. Kebon Kopi Cakkin has effectively established its brand through its obscure position, which, although challenging to reach, continues to draw numerous patrons seeking refreshments, a coffee experience, or a venue for particular events. This concealed gem illustrates a disparity between theory and reality, demonstrating that a business needs to be located in a more strategic position.

This study aims to explore how different factors influence consumer behavior, particularly focusing on purchasing interest and decisions. Firstly, it investigates the impact of location (X1) on consumers' purchasing interest (Z) to determine whether a favorable location enhances their interest in making purchases. It also looks at how location affects the actual purchasing decisions (Y) of consumers. Additionally, the study examines the role of electronic word-of-mouth (E-WOM) (X2) in influencing purchasing interest (Z) and whether positive online feedback significantly impacts consumers' purchasing decisions (Y). Another key aspect of this research is the relationship between purchase interest (Z) and purchasing decisions (Y), aiming to understand how interest translates into actual purchases. Furthermore, the study hypothesizes that location (X1) indirectly influences purchasing decisions (Y) through purchasing interest (Z), suggesting that a good location may stimulate interest before leading to a purchase. Similarly, it posits that E-WOM (X2) has an indirect effect on purchasing decisions (Y), mediated by purchasing interest (Z). Overall, this research seeks to uncover the intricate relationships between these variables to provide a clearer understanding of consumer behavior.

METHOD

This study utilizes quantitative research conducted on patrons of Kebon Kopi Cakkin coffee shop in Malang City, which has effectively established its brand through its concealed location. The research uses Malhotra's (2009) formula, which entails multiplying the quantity of questionnaire items by 4. The total number of responders is determined by multiplying 34 items by 4, resulting in 136. The research employs purposive sampling, focusing on consumers aged 18 and above who have visited and purchased items from Kebon Kopi Cakkin. This research employs a data collection methodology that involves distributing questionnaires, with the resultant data analyzed using SmartPLS Version 4.0, incorporating outer model, inner model, and hypothesis testing methodologies.

RESULT AND DISCUSSION

The research assessed data quality by measuring validity through outer loading values. Each indicator's outer loading provided insights into its contribution to the overall constructs, ensuring that they meaningfully represent the underlying variables. Additionally, reliability was evaluated using Cronbach's Alpha and Composite Reliability metrics. These measures confirmed the internal consistency of the constructs, indicating that the indicators reliably measure the intended constructs, thus supporting the robustness of the research findings. The indicator's validity is evidenced by the Average Variance Extracted (AVE) value and the loading factor value. An indication is legitimate if the outer loading value is greater than or equal to 0.7 and the Average Variance Extracted (AVE) value exceeds 0.5.

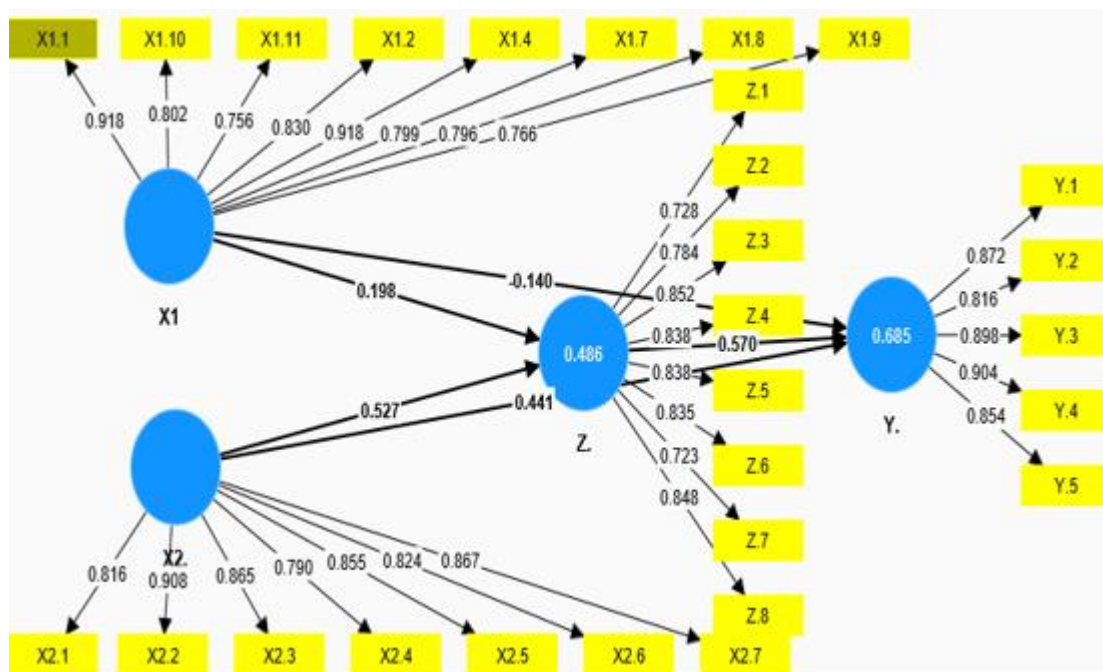


Figure 1. Convergent Validity Test

Table 2. Outer Loading Convergent Validity Values and AVE Values

Indicator	Item	Loading Factor	AVE	Information
Location (X1)	X1.1	0,918	0,665	Valid
	X1.2	0,830		Valid
	X1.4	0,918		Valid
	X1.7	0,799		Valid
	X1.8	0,796		Valid

	X1.9	0,766		Valid
	X.10	0,802		Valid
	X1.11	0,756		Valid
E-WOM (X2)	X2.1	0,816		Valid
	X2.2	0,908		Valid
	X2.3	0,865	0,718	Valid
	X2.4	0,790		Valid
	X2.5	0,855		Valid
	X2.6	0,824		Valid
	X2.7	0,867		Valid
Purchase Interest	Z.1	0,728		Valid
(Z)	Z.2	0,784		Valid
	Z.3	0,852		Valid
	Z.4	0,838	0,652	Valid
	Z.5	0,838		Valid
	Z.6	0,835		Valid
	Z.7	0,723		Valid
	Z.8	0,848		Valid
Customer Loyalty	Y.1	0,872		Valid
(Y)	Y.2	0,816		Valid
	Y.3	0,898	0,756	Valid
	Y.4	0,904		Valid
	Y.5	0,854		Valid

Source: Data processed by researchers, 2024

In Table 2, it can be observed that the outer loading values for the E-WOM variable (X2), Purchase Interest (Z), and Purchasing Decision (Y) meet the requirement of being greater than 0.7. However, the outer loading values for the Location variable (X1) include indicators that are still less than 0.7. Consequently, the researcher removed several items: X1.3, X1.5, and X1.6. Furthermore, the AVE values for all variables satisfy the criterion of

being greater than 0.5. Therefore, it can be concluded that all variables in this study are valid.

Table 3. Cronbach's Alpha and Composite Reliability Values

	Cronbach's Alpha	Composite Reliability	Information
Location	0,932	0,935	Reliabel
E-WOM	0,934	0,937	Reliabel
Buying decision	0,919	0,924	Reliabel
Purchase Interest	0,923	0,929	Reliabel

Source: Data processed by researchers (2024)

The evaluate dependability by analyzing the Cronbach alpha and Composite dependability values. A variable is deemed dependable if the Cronbach alpha exceeds 0.7 and the Composite Reliability surpasses 0.7. Table 3 displays the results for all variables, revealing values over 0.7, indicating that all variables are considered reliable.

Table 4. R-Square Value

Variables	R-Square
Buying decision (Y)	0,685
Purchase Interest (M)	0,486

Source: Processed data, 2024

The R-squared value for the purchasing choice variable, as seen in Table 4, is 0.685, equating to 68.5%. This number signifies a moderate correlation between location, E-WOM factors, and purchasing choice variables. The R-Square value for the location and E-WOM variables concerning the buy interest variable is 0.486, or 48.6%, indicating a moderate correlation among these factors.

Table 5. T-Statistics and P-Values on Direct Relationships

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistic	P- Value s	Information
Location-> Purchase Interest	0,198	0,209	0,092	2,143	0,032	Significant
Location-> Purchase Decision	-0,140	-0,134	0,093	1,511	0,131	Not Significant
Location-> Purchase Interest	0,527	0,514	0,095	5,552	0,000	Significant
E-WOM-> Purchase Decision	0,441	0,445	0,103	4,264	0,000	Significant
Purchase Interest -> Purchase Decision	0,570	0,560	0,100	5,716	0,000	Significant

Source: Data processed by researchers, 2024

Table 6 T-Statistics and P-Values in Indirect Relationships

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T- Statistic	P- Value	Information
Location- >Purchase Interest- >Purchase Decision	0,113	0,116	0,054	2,088	0,037	Significant
E-WOM- >Purchase Interest- >Purchase Decision	0,301	0,287	0,072	4,165	0,000	Significant

Source: Data processed by researchers, 2024

Location (X1) influences purchasing interest (Z) of consumers.

The location variable exerts a direct, positive, and significant influence on purchase desire. This indicates that location substantially affects buying interest, hence validating H1. The findings of this research align with studies conducted by Sohn & Kim (2020) and Dwidienawati, Tjahjana, Abdinagoro & Gandasari (2020). In the realm of marketing, location is frequently viewed as a critical factor determining the success of a product or service. Location serves not merely as the physical site where transactions occur, but also encompasses consumer perceptions about that area. For example, a store situated in a bustling shopping center tends to attract more customers than one located in a remote area. This phenomenon can be attributed to better accessibility and greater exposure to potential buyers, which enhances the likelihood of transactions and ultimately influences the store's overall performance and profitability.

Location (X1) influences purchasing decisions (Y) of consumers.

The location variable exerts a direct, negative, and negligible influence on purchasing decisions. This indicates that location exerts a negative and negligible effect on purchasing decisions, resulting in rejecting H2. The results of this study are consistent with previous

research conducted by Betancur, Motoki, Spence, and Velasco (2020) as well as Toussaint, Cabanelas, and González-Alvarado (2021). Location is often perceived as a critical factor influencing consumer behavior. However, this research reveals that the impact of location is not always as strong as one might assume. For instance, in the study by Betancur et al. (2020), the researchers found that while location can affect accessibility and convenience, other factors such as product quality and customer service play a more dominant role in purchasing decisions. This indicates that, in some instances, consumers may opt to purchase from a more distant location if they believe they will receive higher quality products or superior service. Such findings emphasize the importance of considering multiple variables when analyzing consumer behavior, suggesting that businesses should not solely rely on location but also prioritize enhancing quality and service to attract and retain customers.

E-WOM (X2) influences purchasing interest (Z) among consumers.

The E-WOM variable exerts a direct, positive, and significant influence on purchase desire. This indicates that electronic word-of-mouth substantially affects purchasing interest, validating hypothesis H3. The findings of this study align with previous research conducted by Filieri, Lin, Pino, Alguezaui, and Inversini (2021) as well as Asadi Damavandi and Ha (2024). Electronic word-of-mouth (E-WOM) has emerged as one of the most influential communication tools in today's digital landscape. This term encompasses all forms of electronic communication, whether through social media, online forums, or reviews on websites. E-WOM possesses remarkable power in shaping consumer perceptions and influencing purchasing decisions. For instance, studies have demonstrated that consumers are more inclined to buy products with positive reviews on e-commerce platforms compared to those lacking any reviews.

In this context, E-WOM functions not just as informational content, but also as a potent persuasion tool. A significant reason for the substantial impact of E-WOM lies in the trust consumers place in reviews made by others. Often, consumers tend to trust recommendations from friends, family, or even strangers encountered online more than traditional advertising. This trust is primarily attributed to the authenticity that these reviews often convey. As a result, businesses must recognize the importance of fostering positive E-WOM and managing their online presence to leverage its persuasive power effectively, ultimately influencing consumer choices and enhancing brand reputation within the competitive market.

E-WOM (X2) influences purchasing decisions (Y) of consumers.

The E-WOM variable exerts a direct, positive, and significant influence on purchasing decisions. This indicates that electronic word-of-mouth strongly affects purchasing decisions, therefore confirming H4. The results of this study align with the findings presented by Yones and Muthaiyah (2023) and Akbari et al. (2022), which underscore the significance of electronic word-of-mouth (E-WOM) in the realm of modern marketing.

E-WOM, referring to the communication of information about products or services conveyed through digital platforms, has emerged as a key factor influencing consumer behavior. In today's digital age, where information spreads rapidly via social media, online forums, and review applications, consumers increasingly rely on reviews and recommendations from other users prior to making purchasing decisions. For instance, when seeking information on the latest smartphones, individuals often read various reviews on technology websites, participate in discussion forums, and explore opinions on social media, before ultimately deciding to purchase a particular product.

This highlights that E-WOM functions not merely as an information source but also as a powerful tool that shapes consumer perceptions and instills trust in products. As a result, businesses and marketers must acknowledge the role of E-WOM in their strategies, harnessing its influence to foster positive consumer experiences and encourage favorable opinions that can significantly impact purchasing behavior. Understanding and optimizing E-WOM can ultimately enhance brand reputation and drive sales in an increasingly competitive market.

Purchase interest (Z) influences purchasing decisions (Y) of consumers.

The buy interest variable exerts a direct, positive, and significant influence on purchasing decisions. This indicates that purchase desire substantially affects purchasing decisions, hence confirming H5. These findings are consistent with research conducted by Al-Malkawi, Rizwan, and Sarea (2023) as well as Joshi, Uniyal, and Sangroya (2021), which emphasizes the importance of purchase intention in the context of consumer behavior.

Purchase intention represents a psychological state that reflects a consumer's desire to make a purchase. In the realm of marketing, understanding purchase intention is crucial for companies to design effective strategies that capture consumer attention. For example, when a new product is launched, companies often engage in intensive marketing campaigns

to stimulate purchase interest. These campaigns may include social media advertisements, discount promotions, or even collaborations with influencers. The primary goal of such efforts is to generate buzz around the product and motivate consumers to proceed with their purchases.

By effectively harnessing strategies that enhance purchase intention, businesses can significantly improve their sales outcomes. This understanding allows companies to create tailored marketing approaches that resonate with their target audience, ultimately leading to higher conversion rates and customer satisfaction. Recognizing the pivotal role of purchase intention can empower companies to navigate the competitive landscape more successfully and engage customers in meaningful ways.

Location (X1) has an indirect influence on purchasing decisions (Y) which is mediated by purchasing interest (Z) among consumers.

The location variable has an indirect, positive, and significant effect on purchasing decisions through purchase interest as a mediating variable. This indicates that geography exerts an indirect, positive, and significant effect on purchasing decisions via purchase interest as a mediating variable, validating H6. The findings of this study align with the research conducted by Foster, B., and Sidharta, I. (2021), as well as Tajeddini, Rasoolimanesh, Gamage, and Martin (2021). Location is regarded as a crucial element influencing consumer behavior. For instance, research has shown that consumers are often more inclined to purchase products from brands that have a physical presence in locations they know and trust. This phenomenon is particularly evident in the case of retail stores situated in popular shopping centers. The presence of a store in a strategic location not only enhances brand visibility but also fosters trust among consumers. When customers can access products directly, they feel more comfortable and confident in making their purchases.

This relationship between location and consumer trust underscores the importance of selecting optimal sites for retail operations. By choosing locations that resonate with their target audience, brands can significantly influence consumer perceptions and drive purchasing decisions. As a result, businesses should prioritize location as a critical component of their marketing strategies to maximize engagement and ultimately boost sales.

E-WOM (X2) has an indirect influence on purchasing decisions (Y) which is mediated by purchasing interest (Z) among consumers.

The E-WOM variable exerts an indirect, positive, and substantial influence on purchasing decisions via purchase interest as a mediating variable. This indicates that E-WOM exerts an indirect, positive, and significant effect on purchasing decisions via purchase interest as a mediating variable, confirming H7. Research supporting these findings by Rahayu et al. (2023) and Kabir et al. (2024) highlights the significance of electronic word-of-mouth (E-WOM) in shaping consumer behavior. They discovered that E-WOM not only influences purchase intention but also contributes to the development of brand loyalty. This indicates that companies should pay attention to marketing strategies that leverage E-WOM to enhance consumer interest and loyalty. E-WOM plays a substantial role in purchasing decisions through purchase intention as a mediating variable.

By understanding the interplay between E-WOM, purchase intention, and purchasing decisions, companies can craft more effective marketing strategies. In today's digital era, where information spreads rapidly, it is crucial for businesses to utilize E-WOM as a tool to build a positive brand image and strengthen relationships with consumers. This research offers valuable insights for marketers and academics seeking to deepen their understanding of E-WOM's role in consumer decision-making processes. By prioritizing E-WOM in their strategies, companies can significantly improve their engagement with customers, ultimately leading to enhanced sales and brand loyalty.

CONCLUSION

Several conclusions can be derived from the research findings and conversations. Location exerts a direct, positive, and substantial influence on buy interest; thus, superior locations enhance customer purchase interest, whereas inferior locations diminish it. The location exerts a direct, negative, and negligible influence on purchasing decisions, suggesting that an advantageous location does not ensure a consumer's choice to buy. Third, electronic word-of-mouth (E-WOM) exerts a direct, positive, and significant influence on purchase interest, indicating that elevated ratings and reviews enhance consumer interest, whereas diminished ratings reduce it. Fourth, electronic word-of-mouth (E-WOM) exerts a direct, positive, and significant influence on purchasing decisions, suggesting that superior evaluations and ratings enhance the purchase probability. The level of purchase interest

directly affects purchasing decisions, indicating that increased interest coincides with a higher likelihood of acquisition. Furthermore, location exerts an indirect, positive, and significant impact on purchasing decisions via purchase interest as a mediating variable, indicating that interest mediates the effect of place on purchasing decisions. E-WOM exerts an indirect, positive, and significant influence on purchasing decisions via purchase interest, demonstrating that reviews and ratings sway consumer choices.

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