

THE INFLUENCE OF WORD OF MOUTH, SOCIAL MEDIA MARKETING AND INFLUENCER MARKETING ON PURCHASE DECISIONS AT ASK COFFEE

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Abstract

This study aims to determine and analyze the effects of Word of Mouth, Social Media Marketing, and Influencer Marketing on the Purchase Decision of Ask Coffee consumers. This research employed an associative approach using a quantitative method. The population consisted of Ask Coffee consumers who had made repeat purchases, with the exact population size unknown. The sampling technique used was non-probability sampling with purposive sampling. The sample size was determined using the Lemeshow formula, resulting in 110 Ask Coffee consumers as respondents. Data were collected through observation, questionnaires, and documentation, and were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination. The results showed that Word of Mouth had a positive and significant effect on Purchase Decision, with a significance value of 0.000. Social Media Marketing also had a positive and significant effect on Purchase Decision, with a significance value of 0.003. Influencer Marketing had a positive and significant effect on Purchase Decision, with a significance value of 0.000. Simultaneously, Word of Mouth, Social Media Marketing, and Influencer Marketing had a positive and significant effect on Purchase Decision, with an F-count value of 95.124 and a significance value of 0.000. The Adjusted R Square value of 0.721 indicates that 72.1% of Purchase Decision can be explained by the three independent variables examined in this study.

Keywords: Word of Mouth, Social Media Marketing, Influencer Marketing, Purchase Decision, Ask Coffee

INTRODUCTION

The coffee business in Indonesia has expanded rapidly in recent years. Coffee is no longer viewed merely as a beverage to ward off sleepiness; it has become an integral part of lifestyle and social interaction, and even a symbol of identity for young people and urban professionals. This trend indicates that the growth of the Indonesian coffee shop market is not accidental but driven by tangible shifts in consumer behavior. Such developments have made coffee shops one of the most adaptable business models in a changing landscape. Consumers today seek more than just the taste of coffee; they look for ambiance, comfort, aesthetic appeal, internet connectivity, strategic locations, and experiences worthy of sharing on social media. Consequently, competition among coffee shops has shifted beyond the product itself to encompass the ability to build a brand image, foster digital conversations, and establish emotional connections with customers. Research on Bursa Coffee Sleman, for instance, demonstrates that social media marketing and word-of-mouth have a positive impact on purchase decisions, highlighting how digital factors and consumer-to-consumer communication have become inseparable from the buying process in the coffee industry.

In the current era, a major challenge for coffee shop businesses lies in the changing nature of consumer decision-making. Historically, purchasing decisions were largely driven by location, price, or recommendations from close acquaintances. Today, however, decisions are increasingly influenced by exposure to digital content, influencers, online reviews, customer comments, and social media conversations. Consumers often discover a coffee shop through Instagram, TikTok, or digital recommendations first, comparing various alternatives before deciding to visit. In this context, coffee shops that lack a digital presence struggle to enter the consumer's consideration set.

Another issue is that while many coffee shops have established a social media presence, not all manage it effectively. Simply having an Instagram account is often insufficient. Social media effectiveness hinges on content consistency, visual quality, the ability to foster interaction, and the strength of the message conveyed. Research on

Rahasia Coffee and Space in Medan Marelan reveals that social media marketing has a positive and significant impact on purchase intention, serving as a more dominant factor than traditional marketing communication. This demonstrates that amidst intense competition, social media is no longer merely a supplementary tool but a strategic instrument influencing consumer interest and, ultimately, purchasing decisions.

Furthermore, the digital era has accelerated the spread and expanded the reach of word-of-mouth communication. Customer experiences—whether positive or negative—can propagate rapidly through reviews, stories, comments, or community discussions. Consequently, a coffee shop's reputation is highly susceptible to the quality of actual customer experiences. If promotional efforts are strong but service or ambiance falls short, consumers may share their negative experiences, thereby influencing potential customers. This highlights the critical importance of examining the interplay between word-of-mouth, social media marketing, influencer marketing, and purchasing decisions.

The novelty of this study lies in its simultaneous examination of three social marketing variables—word-of-mouth (X1), social media marketing (X2), and influencer marketing (X3)—and their impact on purchasing decisions (Y) within the specific context of Ask Coffee. While previous studies have addressed coffee shops, most have done so in a fragmented manner. Existing research has examined topics such as social media marketing and marketing communications regarding purchase intention at Rahasia Coffee and Space (Medan Marelan); social media marketing and e-WOM regarding purchasing decisions at Treat Coffee and Beans; influencers and content marketing at Café Kopi Kembo; and store atmosphere, promotions, and service quality at other coffee shops in Medan. However, there appears to be no prior research that specifically integrates influencers, social media marketing, and word-of-mouth in the context of Ask Coffee.

Another aspect of novelty lies in the location. Ask Coffee is situated in Medan Marelan, an area identified in a 2026 study as having a high density of active coffee shops competing via their respective Instagram accounts. Ask Coffee is one of the players operating alongside other local competitors in this area. Therefore, this study is not only theoretically relevant but also practically significant for understanding how consumer purchasing decisions are formed within a highly competitive local market. Based on Ask Coffee's profit data for the 2023–2025 period, fluctuations in profit levels are evident from year to year. In 2023, Ask Coffee recorded a profit of Rp1,230,000,000. However, in 2024, profit declined to Rp680,000,000, indicating a drop in financial performance compared to the previous year. Subsequently, in 2025, profit saw a significant increase to Rp1,784,500,000, surpassing the figures achieved in 2023. These fluctuations demonstrate that Ask Coffee's operational conditions and business strategies are subject to dynamics influenced by various factors, such as changes in customer numbers, marketing strategies, operational cost management, and the competitive landscape.

A purchase decision is the stage at which a consumer actually decides to buy a product or service after considering the available options (Saputra & Sholahuddin, 2025). In a marketing context, the purchase decision is the culmination of a process that spans need recognition, information search, and alternative evaluation, leading ultimately to the act of purchasing. In the study regarding Café Kopi Kembo, a purchase decision is understood as an individual's direct involvement in the choice to buy products offered by the seller (Putri & Nurcahyo, 2026). In other words, a purchase decision is not merely an expression of interest but a tangible action signifying that the consumer has chosen a specific brand or establishment over other alternatives. In the coffee shop business, the purchase decision is a critical variable because all promotional activities ultimately culminate in the act of purchasing (Dzreke, S. S., & Dzreke, S., 2025). While many people may engage with content—such as liking posts or watching videos—related to a coffee shop, not all of them convert into buyers. Consequently, the purchase decision serves as a more concrete metric than mere awareness or interest. Research on Bursa Coffee demonstrates that social media marketing and word-of-mouth communication positively influence purchase decisions.

This reinforces the idea that purchase decisions in the coffee industry are closely linked to how consumers receive information, form perceptions, and develop trust in a coffee shop. In the case of Ask Coffee, the issue of purchase decisions is particularly relevant given the highly competitive environment in which it operates; Ask Coffee is one of several coffee shops in the Medan Marelan area that actively utilize Instagram for promotion. This implies that potential customers in the region have numerous alternatives to choose from. The greater the number of available options, the more challenging it becomes for Ask Coffee to convert consumer attention into actual purchase decisions. However, some reviews also highlight less-than-ideal experiences, such as complaints regarding slow Wi-Fi and service perceived by some visitors as unfriendly.

While these do not reflect every customer's experience, such feedback is significant; in the coffee shop business, purchasing decisions are often influenced by perceptions of comfort, service, and the overall atmosphere. Inconsistent customer experiences can impact purchasing decisions, particularly regarding repeat visits. For Ask

Coffee, word-of-mouth is crucial because the business operates in a local environment that relies heavily on social networks (Yusuf *et al.*, 2025). On one hand, Ask Coffee holds a good public rating, with reviews highlighting it as a great choice, suggesting significant potential for positive word-of-mouth. However, there are also reviews pointing out drawbacks such as slow Wi-Fi and unpleasant service (Leonardo & Firdausy, 2025). In the context of word-of-mouth, a single negative experience can become a topic of conversation that influences other potential customers—especially given the abundance of coffee shop options in the Marelán area. Word-of-mouth is particularly powerful in the coffee shop industry because the coffee-drinking experience is often shared spontaneously (Lirong *et al.*, 2026).

People recommend places with a comfortable atmosphere, good coffee, reasonable prices, or friendly service to friends, partners, family, and colleagues. Research on coffee shops in Manado indicates that word-of-mouth positively influences purchasing decisions. Studies on Bursa Coffee and Treat Coffee and Beans further confirm that WOM (or e-WOM) has a significant impact on purchase decisions. This makes sense, as the decision to choose a coffee shop often stems from trust in the accounts of others who have already visited the establishment. The pre-survey results indicate that the majority of respondents do not yet fully exhibit a tendency to engage in Word-of-Mouth activities—such as making recommendations, sharing positive experiences, or conveying information to others—regarding the products or services under study. This suggests that there are issues concerning Word-of-Mouth that require attention, thereby providing a basis for further research into the factors that can foster positive communication among consumers.

Thus, the issue of Word-of-Mouth at Ask Coffee is not merely a matter of whether or not conversations are taking place, but rather the nature and direction of those conversations. If the majority of customers discuss the venue's comfort, the taste of the coffee, and the friendliness of the service, Word-of-Mouth will reinforce purchasing decisions. Conversely, if the conversation consists largely of complaints, the impact could weaken the intention to visit. For this reason, the Word-of-Mouth variable warrants inclusion as a key variable in this study, particularly to determine the extent to which consumer conversations actually influence purchasing decisions at Ask Coffee. Social media marketing refers to marketing activities conducted via social media that are designed to build engagement, increase awareness, strengthen brand image, and ultimately drive sales (Nurlatifah *et al.*, 2025).

According to a study on Bursa Coffee, social media marketing encompasses online activities aimed at engaging consumers—either directly or indirectly—through indicators such as content creation, content sharing, connecting, and community building. In the coffee shop business, social media marketing is crucial because coffee products are highly visual, easily documented, and closely aligned with the culture of sharing on social media. Previous studies indicate that social media marketing consistently influences both purchase intention and purchasing decisions (Efendi & Giyana, 2025). Public search results reveal an Ask Coffee account bio that highlights a welcoming atmosphere, operating hours, and an invitation to enjoy coffee with friends. However, the indexed accounts show a relatively low number of followers and posts, particularly when considering the many other coffee shops in Medan Marelán that are also active on Instagram.

This indicates that Ask Coffee must compete not only in the physical world but also within a crowded digital landscape. Another issue is that social media presence lacking robust management struggles to convert audiences into customers. Content that is merely informative—devoid of interaction, storytelling, or distinct visual differentiation—is usually insufficient to leave a lasting brand impression on consumers. Amidst the fierce competition in Marelán, Ask Coffee's social media marketing must clearly articulate why consumers should choose it over other nearby coffee shops that also maintain an active Instagram presence. The pre-survey results indicate that Ask Coffee's social media marketing strategy still requires improvement, particularly regarding the creation of more engaging content, increased customer interaction, and the optimization of social media as a tool for promotion and building consumer relationships.

Influencers can be defined as individuals capable of influencing the opinions, attitudes, or behaviors of others via social media, owing to their personal appeal, follower count, credibility, or closeness to their audience (Joshi *et al.*, 2025). In a study conducted at Café Kopi Kembo, influencers were described as figures capable of shaping opinion, conveying new information, and generating consumer interest, ultimately driving purchasing decisions. The study further demonstrated that influencers have a positive and significant impact on purchasing decisions. This implies that the presence of an influencer is not merely an additional promotional tool but can serve as a bridge of trust between the brand and the consumer. In the context of coffee shops, influencer influence typically operates through visual depictions of the venue, menu recommendations, reviews of the atmosphere, and personal experiences perceived as more authentic than standard advertising. When a local influencer showcases a coffee shop as comfortable, aesthetically pleasing, and worth visiting, the audience is more likely to be drawn to it (Valmohammadi *et al.*, 2025).

The case of Ask Coffee offers an interesting opportunity to examine influencer marketing; while the brand maintains a presence on social media—as evidenced by indexed digital footprints—it does not yet stand out as a brand driven primarily by influencer campaigns. Public search results reveal accounts such as @askcoffee_ and @askcoffee_id, yet their follower bases remain relatively limited, and their account identities appear inconsistent or fragmented. This situation suggests that the role of influencers in expanding reach and bolstering brand awareness is currently suboptimal—or, at the very least, represents a significant area for future development. These findings indicate that the effectiveness of influencer marketing for the brand is not yet optimal, as the majority of respondents have not fully experienced the influence, trust, or appeal associated with influencer-led marketing activities. Based on the background outlined above, the author formulates the research problems as follows:

1. Does word-of-mouth have a positive and significant partial effect on the purchase decisions of Ask Coffee consumers?
2. Does social media marketing have a positive and significant partial effect on the purchase decisions of Ask Coffee consumers?
3. Does influencer marketing have a positive and significant partial effect on the purchase decisions of Ask Coffee consumers?
4. Do word-of-mouth, social media marketing, and influencer marketing have a positive and significant simultaneous effect on the purchase decisions of Ask Coffee consumers?

According to Sugiyono (2023), a hypothesis is an assumption or conjecture regarding a specific matter, formulated to explain that matter and often requiring verification. The hypotheses for this study are as follows:

H1: Word-of-Mouth has a positive and significant partial effect on the purchase decisions of Ask Coffee consumers.

H2: Social Media Marketing has a positive and significant partial effect on the purchase decisions of Ask Coffee consumers.

H3: Influencer Marketing has a positive and significant partial effect on purchase decisions.

H4: Word-of-Mouth, Social Media Marketing, and Influencer Marketing have a positive and significant simultaneous effect on the purchase decisions of Ask Coffee consumers.

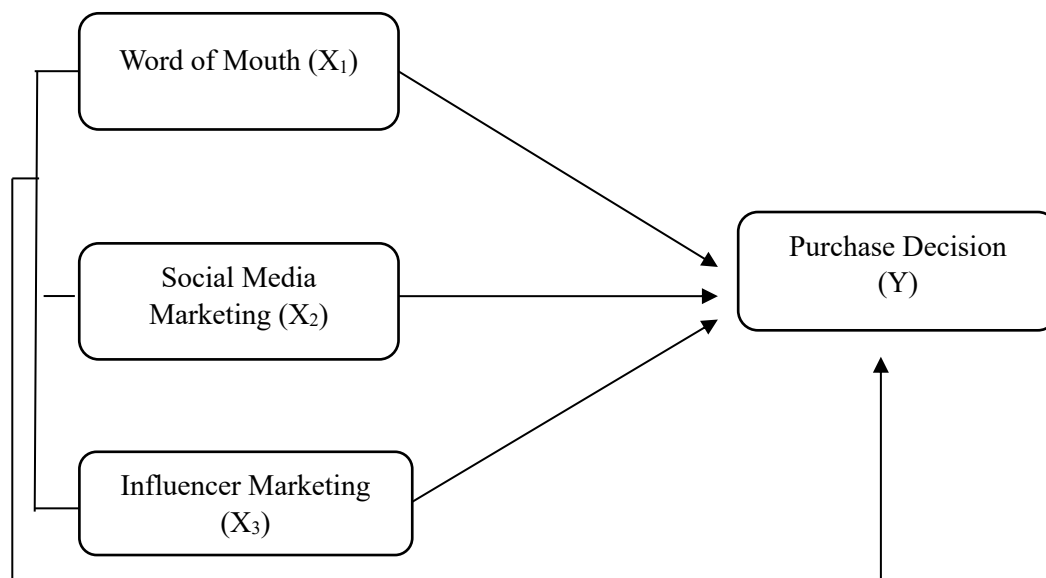


Figure 1. Conseptual Framework

Source: by the researcher (2026)

METHOD

This study employs an associative research approach utilizing quantitative methods—specifically, methods designed to measure, test, and explain relationships between variables using numerical data. The research will be conducted at Ask Coffee, with an estimated timeframe spanning from March 2026 to August 2026. The study population consists of all Ask Coffee customers who have made repeat purchases; the exact size of this population is unknown. A non-probability sampling method—specifically accidental sampling—is used to select the sample. To

determine the sample size when the total population is unknown, the researcher employs the Lemeshow formula, as follows:

$$n = \frac{z^2 P(1-P)}{d^2}$$

Legend:

n = Sample size

z = 95% confidence level ($\alpha = 0.05$), resulting in $z = 1.96$

p = Estimated proportion of 50% (0.5)

d = Sampling error = 10% (0.1)

Based on the formula above, the sample size to be used can be calculated as follows:

$$n = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,01}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = \frac{96}{0,01}$$

$$n = 96,04 = 110 \text{ respondent}$$

Thus, the sample size for this study consists of 110 respondents—specifically, consumers at Ask Coffee. The researcher included these respondents to ensure the study is more representative and to avoid data bias. Data collection techniques are the methods researchers use to obtain the information or data required for a study. The techniques employed in this research include observation, questionnaires, and documentation.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Word of Mouth, Social Media Marketing, Influencer Marketing and Purchase Decision

Statement Items	r-count	r-table	Description
WOM1	0.966	0.300	Valid
WOM2	0.963	0.300	Valid
WOM3	0.965	0.300	Valid
WOM4	0.964	0.300	Valid
WOM5	0.963	0.300	Valid
WOM6	0.964	0.300	Valid
SMM1	0.769	0.300	Valid
SMM2	0.860	0.300	Valid
SMM3	0.743	0.300	Valid
SMM4	0.769	0.300	Valid
SMM5	0.860	0.300	Valid
SMM6	0.769	0.300	Valid
SMM7	0.860	0.300	Valid
SMM8	0.743	0.300	Valid
SMM9	0.407	0.300	Valid
SMM10	0.529	0.300	Valid
IM1	0.483	0.300	Valid
IM2	0.786	0.300	Valid
IM3	0.735	0.300	Valid
IM4	0.735	0.300	Valid
IM5	0.723	0.300	Valid
IM6	0.549	0.300	Valid
IM7	0.703	0.300	Valid

Statement Items	r-count	r-table	Description
IM8	0.464	0.300	Valid
IM9	0.527	0.300	Valid
IM10	0.786	0.300	Valid
PD1	0.950	0.300	Valid
PD2	0.966	0.300	Valid
PD3	0.955	0.300	Valid
PD4	0.942	0.300	Valid
PD5	0.955	0.300	Valid
PD6	0.979	0.300	Valid
PD7	0.907	0.300	Valid
PD8	0.915	0.300	Valid
PD9	0.948	0.300	Valid
PD10	0.979	0.300	Valid

Sources: SPSS version 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are $> r$ table 0.300, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Word of Mouth, Social Media Marketing, Influencer Marketing and Purchase Decision

Variabel	Cronbach Alpha	Provision	Description
Word of Mouth	0.970	0.60	Reliable
Social Media Marketing	0.933	0.60	Reliable
Influencer Marketing	0.900	0.60	Reliable
Purchase Decision	0.992	0.60	Reliable

Sources: SPSS version 25 (2026)

It is known that the Cronbach's alpha value for all research variables of word of mouth, social media marketing, influencer marketing and purchase decision is > 0.60 , so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Unstandardized Residual
N	110
Mean	0E-7
Std. Deviation	2.87540208
Absolute	.075
Positive	.075
Negative	-.044
Test Statistic	.788
Asymp. Sig. (2-tailed)	.565

Sources: SPSS version 25 (2026)

It is known that the asymp. sig. (2-tailed) value is $0.565 > 0.05$ significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.286	2.261		.569	.571	.709	1.410
Word of Mouth	.630	.085	.445	7.409	.000	.494	2.023
Social Media Marketing	.210	.068	.220	3.063	.003	.582	1.718
Influencer Marketing	.368	.065	.374	5.644	.000	.709	1.410

Sources: SPSS version 25 (2026)

It is known that the results of the multicollinearity test for the word of mouth, social media marketing, influencer marketing variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

Table 5. Gletjser Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	4.017	1.440		2.789	.006	.709	1.410
Word of Mouth	.021	.054	.043	.383	.702	.494	2.023
Social Media Marketing	-.087	.044	-	-	.050	.582	1.718
Influencer Marketing	.027	.042	.081	.651	.516	.709	1.410

Sources: SPSS version 25 (2026)

Based on Table 5, the Word of Mouth variable yielded a significance value of 0.702, while Influencer Marketing yielded 0.516. Both values exceed 0.05, indicating no signs of heteroscedasticity. Meanwhile, Social Media Marketing yielded a significance value of 0.050, placing it exactly at the 5% significance level threshold.

Table 6. Multiple Linear Tregression Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.286	2.261		.569	.571	.709	1.410
Word of Mouth	.630	.085	.445	7.409	.000	.494	2.023
Social Media Marketing	.210	.068	.220	3.063	.003	.582	1.718
Influencer Marketing	.368	.065	.374	5.644	.000	.709	1.410

Sources: SPSS version 25 (2026)

Based on the table above, the regression equation is:

$$Y = 1.286 + 0.630X_1 + 0.210X_2 + 0.368X_3 + e$$

1. The constant value of 1.286 indicates that if Word of Mouth, Social Media Marketing, and Influencer Marketing are assumed to be zero, the Purchase Decision value is 1.286.
2. The regression coefficient for Word of Mouth is 0.630, indicating a positive influence. This means that as Word of Mouth improves, the Purchase Decision increases.
3. The regression coefficient for Social Media Marketing is 0.210, indicating a positive influence. This means that improving the quality of Social Media Marketing can increase the Purchase Decision.
4. The regression coefficient for Influencer Marketing is 0.368, indicating a positive influence. This means that as the influence of Influencer Marketing improves, the Purchase Decision also increases.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.286	2.261		.569	.571	.709	1.410
Word of Mouth	.630	.085	.445	7.409	.000	.494	2.023
Social Media Marketing	.210	.068	.220	3.063	.003	.582	1.718
Influencer Marketing	.368	.065	.374	5.644	.000	.709	1.410

Sources: SPSS version 25 (2026)

Based on Table 7, the statistical test results indicate that Word of Mouth has a positive and significant effect on Purchase Decision, with a calculated t-value of 7.409 (exceeding the t-table value of 1.983) and a significance value of 0.000 (less than 0.05). Social Media Marketing shows a calculated t-value of 3.063 (exceeding the t-table value of 1.983) and a significance value of 0.003 (less than 0.05). Furthermore, Influencer Marketing shows a

calculated t-value of 5.644 (exceeding the t-table value of 1.983) and a significance value of 0.000 (less than 0.05). This means that Word of Mouth, Social Media Marketing, and Influencer Marketing each have a positive and significant partial effect on the Purchase Decision of Ask Coffee consumers.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2426.213	3	808.738	95.124	.000^b
Residual	901.205	106	8.502		
Total	3327.418	109			

Sources: SPSS version 25 (2026)

Based on Table 8 and the F-test table, the calculated F-value of 95.124 exceeds the F-table value of 2.69 (df1 = 3; df2 = 106; $\alpha = 0.05$), and the significance value is 0.000 (< 0.05). This indicates that Word of Mouth, Social Media Marketing, and Influencer Marketing simultaneously have a significant effect on the purchase decisions of Ask Coffee consumers.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.729	.721	2.916

Sources: SPSS version 25 (2026)

Based Based on Table 9, the Adjusted R-Square value is 0.721. This indicates that 72.1% of the Purchase Decision can be explained by the variables of Word of Mouth, Social Media Marketing, and Influencer Marketing.

Discussion

The Influence of Word of Mouth on Purchase Decision

Research findings indicate that Word of Mouth has a positive and significant impact on the purchase decisions of Ask Coffee consumers. This is evidenced by a significance value of 0.000 (below the 0.05 threshold) and a calculated t-value of 7.409. These results demonstrate that consumer-to-consumer communication plays a crucial role in shaping purchasing decisions. Consumers tend to place greater trust in recommendations from friends, family, or individuals with prior experience. Positive information regarding product quality, beverage taste, service, and the atmosphere at Ask Coffee can spark interest among other consumers and ultimately drive them to make a purchase. Word of Mouth also emerged as the variable with the highest regression coefficient in this study (0.630), indicating that—based on the study's regression model—it exerts a stronger influence on purchase decisions than Social Media Marketing or Influencer Marketing. Consequently, Ask Coffee must prioritize maintaining a positive consumer experience to ensure satisfaction and encourage customers to share positive recommendations with others. The more positive communication circulating about Ask Coffee, the greater the likelihood that new and existing consumers will make a purchase. These findings align with the study's conceptual framework, which views recommendations and the experiences of others as factors capable of shaping consumer confidence prior to purchase.

The Influence of Social Media Marketing on Purchase Decision

Research findings indicate that social media marketing has a positive and significant impact on the purchase decisions of Ask Coffee consumers. This is evidenced by a significance value of 0.003 (below the 0.05 threshold) and a calculated t-value of 3.063. These results demonstrate that social media serves not merely as a promotional tool but also as a medium for consumers to gather information, view products, get a feel for the coffee shop's atmosphere, and form perceptions of the brand. Engaging and informative content helps consumers understand the products Ask Coffee offers. Social media marketing shows a regression coefficient of 0.210, implying that increased marketing activity on social media can lead to a rise in purchase decisions. Amidst intensifying competition in the coffee shop industry, social media serves as a crucial means of capturing consumer attention. The study highlights that Ask Coffee operates in a crowded digital landscape, necessitating stronger and more consistent social media management. Content that is purely informative—lacking interaction or visual differentiation—may prove less effective in building brand recall among consumers. Consequently, Ask Coffee needs to enhance content quality, information consistency, audience interaction, and creativity in delivering promotions. An improved social media marketing strategy makes it easier for consumers to familiarize themselves with products and feel motivated to make

a purchase. Conversely, if the information conveyed lacks appeal or persuasiveness, the impact of social media on purchase decisions may diminish.

The Influence of Influencer Marketing on Purchase Decision

Research findings indicate that influencer marketing has a positive and significant impact on the purchase decisions of Ask Coffee consumers. This is evidenced by a significance value of 0.000 (below the 0.05 threshold) and a calculated t-value of 5.644. These results demonstrate that the use of influencers plays a role in shaping consumer purchasing decisions. Influencers can generate interest and build trust through their experiences, recommendations, and the way they convey product information. With a regression coefficient of 0.368, the findings suggest that enhancing the effectiveness of influencer marketing can boost consumer purchase decisions. In the context of Ask Coffee, influencers can help introduce products, the menu, the venue's atmosphere, and the consumer experience to a wider audience. Prior to the study, pre-survey results indicated that the majority of respondents held a negative view regarding the effectiveness of influencers in promoting Ask Coffee. However, the analysis of 110 respondents revealed that influencer marketing does indeed have a positive and significant impact on purchase decisions. This suggests that influencer marketing remains an effective strategy, provided the influencers are selected appropriately and align well with Ask Coffee's target consumer base. Therefore, Ask Coffee should consider influencers who possess credibility and a strong connection with their audience, and who are capable of delivering reviews or promotions that resonate with the brand's product character and its consumers.

The Influence of Word of Mouth, Social Media Marketing and Influencer Marketing on Purchase Decision

Based on the simultaneous test results, the calculated F-value was 95.124, with a significance level of 0.000 (less than 0.05). These results indicate that Word of Mouth, Social Media Marketing, and Influencer Marketing collectively exert a positive and significant influence on the purchase decisions of Ask Coffee consumers. These three variables play mutually reinforcing roles: Word of Mouth provides recommendations and firsthand consumer experiences; Social Media Marketing offers information and communication via digital platforms; and Influencer Marketing helps capture attention and build audience trust. When these three factors operate effectively in tandem, consumers find it easier to access information, become interested, build trust, and ultimately make a purchase decision. This aligns with the study's conceptual framework, which posits that consumer recommendations, social media promotions, and influencer influence can collectively drive purchase decisions. Furthermore, the Adjusted R-Square value of 72.1% indicates that the three independent variables possess substantial explanatory power regarding Ask Coffee consumer purchase decisions, while the remaining 27.9% is influenced by factors outside the scope of this study.

CONCLUSION

Overall, the research findings indicate that Word of Mouth, Social Media Marketing, and Influencer Marketing have a positive and significant influence on Purchase Decisions, both individually and simultaneously. Among these three variables, Word of Mouth exerts the greatest influence based on its regression coefficient of 0.630, followed by Influencer Marketing (0.368) and Social Media Marketing (0.210). The simultaneous test results show a calculated F-value of 95.124 with a significance level of 0.000, while the model's explanatory power regarding Purchase Decisions stands at 72.1%. Based on these findings, it is recommended that Ask Coffee maintain its product quality, service standards, and consumer experience, given that Word of Mouth has the most significant impact on Purchase Decisions. Additionally, Ask Coffee should enhance creativity and engagement in its Social Media Marketing and select influencers whose profiles align with the brand's characteristics to ensure greater marketing effectiveness. Future research is advised to incorporate other variables—such as product quality, price, location, or brand image—that may influence Purchase Decisions.

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