Impact of Digital Marketing and Electronic Word of Mouth on Cafe Purchasing Decisions

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Abstract— **The purpose of this research is to investigate how digital marketing and electronic word-of-mouth affect customers' choices to buy at Pojok Kesawan Cafe. The SPSS 27 program and a multiple linear regression-based approach are used to evaluate this study, which has a quantitative, descriptive research design. surveys to collect information. The research sample consisted of 92 respondents, while the study's population consisted of patrons that visited Pojok Kesawan Cafe between September and November 2024. The sample gathering process used purposive sampling. The data analysis procedure included the use of instrument testing, multiple linear regression testing, classical assumption testing, and hypothesis testing. According to the study's findings, Pojok Kesawan Cafe customers' purchasing decisions are positively and significantly impacted by both (1) digital marketing and (2) electronic word-of-mouth.**

Keywords: Digital Marketing, Electronic Word of Mouth, and Purchasing Decisions

1. INTRODUCTION

In the current era of globalization, especially in Indonesia, business actors continue to spread their wings to build and develop their businesses. One of the businesses that is currently developing in Indonesia is the cafe business. The cafe business is currently experiencing rapid growth due to the many innovations [1]. Therefore, it is important to study dynamic consumer behavior, including the purchasing decision process [2]. According to Kotler and Armstrong the step of the decision-making process when customers actually make a purchase is known as the purchasing decision [3]. Based on their requirements and wants, consumers decide whether to spend their money on a product, which eventually motivates them to think carefully about their options [4]. Consumers' decisions to purchase products are often impacted by a number of intricately interacting elements, including digital marketing [5].

Digital marketing uses tools, platforms, and analytical techniques to reach a target audience. In addition to digital marketing, electronic word-of-mouth also influences buying decisions [6]. Customer electronic word-of-mouth has a big influence on a business's reputation and may influence customers' decisions to purchase from a number of businesses, including Pojok Kesawan Cafe [7]. Pojok Kesawan Cafe is one of the culinary destinations that is currently developing in the city of Medan, Indonesia. Located in a strategic area, this cafe offers a comfortable atmosphere and a diverse menu, including various local and international dishes.

Table 1. Income Data of Pojok Kesawan Cafe

Month	Income(Rp)
January 2024	1.000.000
February 2024	1.500.000
March2024	4.000.000
April2024	7.000.000
May 2024	5.000.000
June 2024	4.000.000
July 2024	7.000.000

source : Pojok Kesawan Cafe

From January to July 2024, Pojok Kesawan Cafe experienced fluctuations in sales, indicating that customer purchasing decisions remain uncertain. One factor that may influence this is the cafe's digital marketing strategy, which has not been fully optimized. Although the cafe utilizes Instagram and Facebook for promotions, inconsistent posting and less engaging content have resulted in slow follower growth and low interaction. In addition to digital marketing, another influencing factor is Electronic Word of Mouth (e-WOM), as reflected in customer reviews on Google. Pojok Kesawan Cafe faces challenges in managing negative reviews and the low number of recent positive reviews, which could negatively impact its reputation and potential customer purchasing decisions [8].

These issues highlight the need to optimize the cafe's marketing strategy to enhance customer appeal and loyalty. This study aims to provide valuable insights for designing more effective marketing campaigns and maintaining a competitive position in Medan's culinary market. This study will provide useful insights for cafes in designing more effective marketing campaigns and maintaining a competitive position in the Medan culinary market, one of which is at Pojok Kesawan Cafe. Based on the explanation of the background above, which has encouraged me to be interested in conducting research on "The Influence of Digital Marketing and Electronic Word Of Mouth on Purchasing Decisions at Pojok Kesawan Cafe".

2. LITERATURE REVIEW

2.1 Buying Decision

One of the consumer behaviours, such as making a purchase, is a choice made by an individual [9]. Every customer often follows specific procedures while determining whether or not to buy anything. The word "behaviour," which refers to the actual physical acts that customers do, is used to characterise these behaviours [10]. It can be argued that everyone uses essentially the same decision-making process, which involves interaction of choice activities in which at least two choices are made to arrive at each significant point of view [11]. The decision to choose something that is in high demand is made up of two parts: the purchase decision and the purpose of the purchase. Consumers go through a number of steps when making buying choices, such as identifying a problem, researching a specific brand or product, assessing how well each option addresses the issue, and finally making a purchase [12]. Individuals solve problems while making purchasing decisions by selecting the best course of action from a range of options, and by first completing the decision-making stage, which is seen to be the most suitable process [13]. [14] states that the following metrics are used to evaluate judgements on

what to buy: Problem Recognition: The phase in which customers choose the right brand to satisfy their requirements, Information Search: Consumers may discover a brand's advantages by looking for information about it in a variety of media. Evaluation of Alternative Brands: When compared to other alternative brands, this one is the most appropriate. Purchase decision: The trust that customers have in their decision-making Post-purchase behaviour: After using the brand-purchased product, consumers have a favourable opinion of it.

2.2 Digital Marketing

Digital marketing, according to Prasetyo, Fahimatul, and Mustaqim, is the process of using information technology and the internet to enhance and broaden conventional marketing functions [15]. Businesses utilize digital marketing extensively because it allows customers to follow the trend of digitalization [16]. Since the advent of smartphones and the rise in internet usage, digital marketing has expanded quickly. Digital marketing is the term for the use of digital technology to market products and services that are interactive, measurable, and targeted. Its primary objective is to promote brands, influence consumer preferences, and boost sales traffic through a variety of digital marketing strategies. Online marketing, often known as internet marketing, is another term for digital marketing. It is nearly the same as marketing in general, but the instruments employed are different [17]. The implementation of digital marketing as a business strategy has several benefits, including making it easier for consumers to receive the latest information (updates), In fact, consumers search for information about products and services via the Internet and it may be easier for them to do so, In addition, digital marketing makes information more accessible to consumers and gives consumers enough time to learn about products and services and provides access to 24/7 stores that never close [18]. The indicators of digital marketing according to Yazer Nasdini [19] : Accessibility (Accessibility) Users' access to services and information that offer online advertising. In general, accessibility describes how people use social media platforms, Interactivity (Interactivity) The degree of two-way communication that describes the capacity of customers and advertisers to converse in both directions and react to feedback, Entertainment (Entertainment) This is the capacity of advertising to entertain and delight customers. In general, there are a lot of commercials that simultaneously offer amusement and information, Credibility (Trust) The level of consumer trust in online advertising, or the extent to which advertising provides reliable, impartial, competent, trustworthy, and specific information about consumers, Irritation (Disruption) This includes online advertising fraud and advertising manipulation that results in a bad consumer experience, Informativeness (Informative) The nature of advertising is to provide information to consumers. For advertising to help consumers financially, it must also present an accurate image of the product.

2.3 Electronic Word of Mouth

Online word-of-mouth refers to customer experiences and views on a product [20]. One kind of communication that has supplanted in-person or face-to-face contact is known as "electronic word-of-mouth." One factor that encourages consumers to share knowledge is electronic word-of-mouth [21]. Electronic word-of-mouth refers to comments made about a business by existing, prospective, or former consumers, and both people and organisations may access this information online [22]. This is a novel concept in the communication profession, particularly in marketing communication, which has up until now let people to exchange information based on their unique experiences, both good and bad [23]. Electronic word of mouth is the term used to describe suggestions made by previous visitors about experiences and services; in this context, electronic word of mouth has a significant impact, affecting future customers' interest and ultimately influencing their choice to visit [24]. Electronic word-of-mouth, which involves the

sharing of information among a large number of a company's customers, is closely linked to customer loyalty, which in turn influences a company's worth [25].As stated by Goyette and colleagues [26], Electronic indicators of word-of-mouth are Intensity: The quantity of customer reviews posted on social media platforms. The metrics include the quantity of reviews submitted, the frequency of user engagement, the frequency of access to social networks, Positive Valence: favourable customer perceptions of a brand, service, or product, Negative Valance: Unfavourable customer perceptions of a brand, service, or product, Content: relevant information about your product or service from social networking sites.

3. METHODOLOGY

The purpose of this study, which uses a quantitative approach and is classified as causal or associative, is to ascertain how independent and dependent variables relate to one another. Because it emphasises on patrons who have actual experience at Pojok Kesawan Cafe, purposeful sampling is the sampling approach used in this study, making it more relevant to investigating the impacts of digital marketing and electronic word-of-mouth. The sample consisted of 92 respondents using the Slovin formula. Verifying the accuracy and dependability of the claims made in the questionnaire was the aim of the research investigation. A total of one statement was removed because it was deemed invalid. Meanwhile, all of the statements were considered reliable. The data analysis technique used was multiple linear regression analysis, which ascertains the connection between elements of brand equity and consumer loyalty. Traditional assumption tests and t-tests are used to evaluate the data in order to verify the previously defined assumptions.

4. RESULT AND DISCUSSION

4.1 Classical Assumption Test

4.1.1 Normality Test
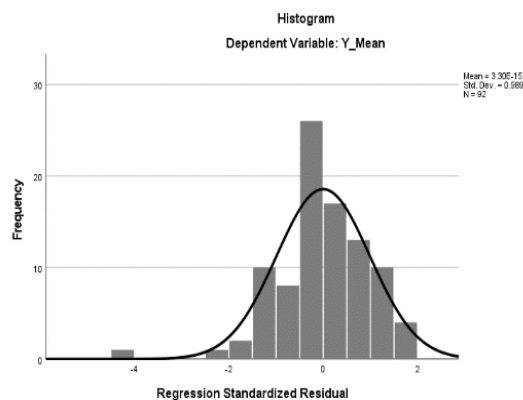
a. Histogram Approach

Figure 1. Histogram Normality Test

The data distribution, which takes the shape of a bell curve and is very symmetrical, shows that the variables are normally distributed, as can be seen from Figure 1.
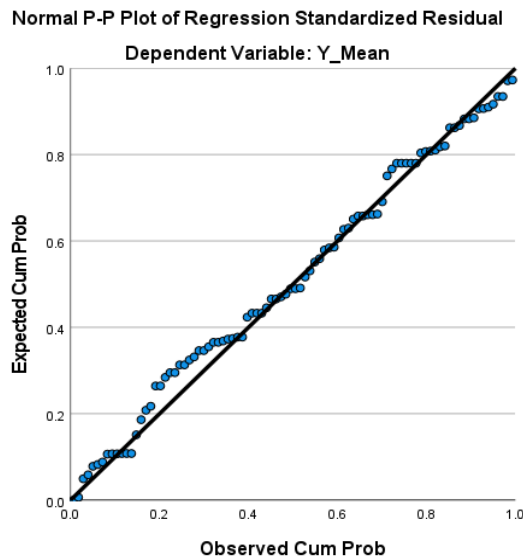
b. P-Plot Approach

Figure 2. Normality Test Plot

Given that the points in Figure 2 approach and follow the diagonal line, it may be concluded that the data has a normal distribution. To further verify that the data is consistently distributed along the diagonal line, the Kolmogorov-Smirnov test is also run.

c. Kolmogorov-Smirnov approach

Table 2 Kolmogorov–Smirnov test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		92
Normal Parameters[a,b]	Mean	.0000000
	Std.Deviation	.23635734
MostsExtreme Differences	Absolutes	.077
	Positives	.041
	Negatives	-.077
TestsStatistic		.077
Asymp. Sig. (2-tailed)[c]		.200[d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 2 above indicates that the data is regularly distributed because the significance value is 0.200, which is higher than 0.05.

4.1.2 Multikolinearitas Test

Table 3 Test Tolerance and VIF values

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	X1_Mean	.295	3.387
	X2_Mean	.295	3.387

a. Dependent Variable: Y_Mean

There is no multicollinearity issue, since Table 3 demonstrates that the tolerance value of the two independent variables is 0.295, which is more than 0.1. The VIF values for the two independent variables are then shown in the table. The fact that they are 3.387, which is less than 10, further suggests that multicollinearity is not an issue. Consequently, it can be said that there is no multicollinearity issue with the regression model used in this investigation..

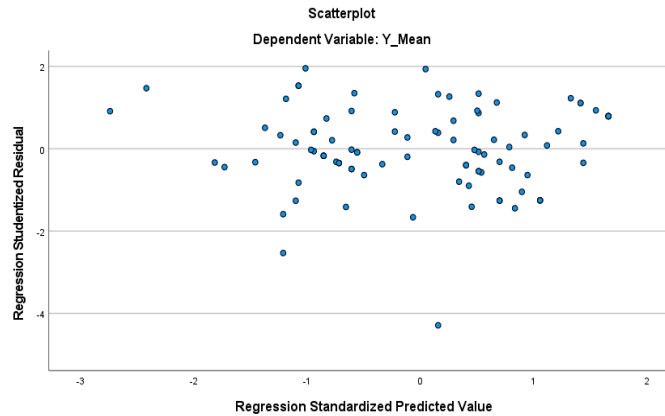### 4.1.2 Heteroskedasitas Test

Figure 3 Scatterplot Heteroscedasticity

Since the graph in Figure 3 shows no discernible pattern and the points are widely spaced, it can be said that there is no heteroscedasticity issue with the data.

4.2 Multiple Linear Regression Test

Table 4 Multiple Linear Regression Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.941	.275		3.426	.001
1 X1_Mean	.502	.113	.526	4.428	.000
X2_Mean	.273	.108	.299	2.520	.014

a. Dependent Variable: Y_Mean

According to Table 4, the values of β_0 in section B's second column (Unstandardised Coefficients) are 0.941, β_1 for the variable of digital marketing is 0.502, and β_2 for the variable of electronic word-of-mouth is 0.273. Thus, the multiple linear regression equation is as follows:

$$Y = 0.941 + 0.502\ X_1 + 0.273\ X_2$$

4.3 Hipotesis Test
4.3.1 Simultaneous Test (F Test)

Table 5 Simultaneous Significant F Test Results (F Test)

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.647	2	4.324	75.693	.000ᵇ
	Residual	5.084	89	.057		

	Total	13.731	91			

a. Dependent Variable: Y_Mean

b. Predictors: (Constant), X2_Mean, X1_Mean

According to ANOVA Table 5, the F count value, at a significance level of 0.000, is 75.693. But the F table is 3.10 at a 95% confidence level (α = 0.05). Therefore, the variables Electronic Word of Mouth and Digital Marketing have a substantial and positive influence on purchase choices, implying that rejected information is accepted, as shown by F_Count > F_table (75.693 > 3.10) or significance (Sig.) < 5% (0.000 < 0.05).

4.3.2 Partial Test (t-Test)
Table 6 Partial Significance Test (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.941	.275		3.426	.001
	X1_Mean	.502	.113	.526	4.428	.000
	X2_Mean	.273	.108	.299	2.520	.014

a. Dependent Variable: Y_Mean

a. The first hypothesis is accepted because the T_table value is 1.987, the Thitung value of the Digital Marketing variable is 4.428, the Ttabel value is greater than 1.987, and the significance value (sig.) is 0.000, which is less than 0.05. These findings indicate that Digital Marketing does not significantly and favourably influence purchasing decisions.

b. Because the T value of the variable is 2.520 and the T_table is 1.987, which indicates that Thitung is more than Ttabel (2.520> 1.987), and the significance value (sig.) is 0.014, which is less than 0.05, it is possible to draw the conclusion that Electronic Word of Mouth has a positive and substantial impact on purchase choices. The acceptance of the second hypothesis is found.

4.4 Determinant Coefficient Test
Table 7 Results of Determinant Coefficient Testing

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794[a]	.630	.621	.23900

a. Predictors: (Constant), X2_Mean, X1_Mean

b. Dependent Variable: Y_Mean

Table 7 shows that the Adjusted R Square value of 0.621 indicates that electronic word of mouth and digital marketing account for 62.1% of purchasing decisions. However, 37.9% can be accounted for by additional characteristics that this study did not look at.

4.5 Discussion
4.5.1 The Influence of Digital Marketing on Purchasing Decisions
The t-test data analysis's findings demonstrate that the variable of digital marketing significantly and favourably affects the desire to return. based on the t-count (4.428) being higher than the t-table (1.987) and the significant value (0.000) <0.05. This

suggests that internet marketing influences purchasing decisions more significantly, which is a good thing for Pojok Kesawan Cafe.The bulk of Pojok Kesawan Cafe digital marketing indicators fell into the Strongly Agree (SS) category, suggesting a successful plan, according to the respondents' comments. The primary strength, X1.11 (Attractiveness of digital material), has the highest average score of 4.62. Additionally, customers place a high value on indicators X1.10 (Digital platform efficiency) and X1.6 (Ease of discovering product information), both of which have a value of 4.52. customer contentment. However, several aspects such as memorable promotional messages (X1.3), consumer connectedness with the brand (X1.9), and the suitability of promotions to consumer expectations (X1.12) require more attention. Improvements can be made by creating more creative and memorable promotional messages, increasing personal interaction through social media, and adjusting promotions based on survey results or consumer preferences. Pojok Kesawan needs to improve the quality of digital content, such as creating more attractive visuals and increasing interactive promotions to increase engagement. In addition, the delivery of information must be more detailed and consistent to strengthen customer trust. By optimizing this strategy, digital marketing can be more effective in driving consumer purchasing decisions. These findings are consistent with those of Cahyani's (2022) and Anggraini and Eko's (2019) analysis of the impact of digital marketing on purchasing decisions, which revealed a positive and substantial relationship between the two variables.

4.5.2. The Influence of Electronic Word of Mouth on Purchasing Decisions

The findings of the t-test data analysis of the Electronic Word of Mouth variable show a positive and significant impact on purchase decisions. since the t-count (2,250) and the significant value (0.014 < 0.05) are both higher than the t-table (1,987). The electronic word-of-mouth variable at Pojok Kesawan Cafe is good as it shows that more and substantial purchase decisions are impacted by it. The majority of electronic word-of-mouth indicators for Pojok Kesawan Cafe fall into the Strongly Agree (SS) category, according to the respondents' replies. The indicator with the highest average value, X2.2, is 4.50, suggesting that e-Wom is seen as very reliable. Furthermore, X2.4, the indicator with the lowest average, is 3.98 (Agree), suggesting that several customers are unsure. Clarifying the product's advantages via reviews and testimonials might lead to improvements.Pojok Kesawan must use tactics like offering loyalty programs or rewards to clients who write testimonials in order to boost the quantity of reputable and good evaluations. Enhancements might also concentrate on improving review content by using images, videos, or detailed explanations to bolster unconvinced customers' faith.This finding is consistent with the findings of Rahmadhani & Endang's (2018) and Maulana et al.'s (2021) investigation of the Electronic Word of Mouth variable on Purchasing Decisions, which indicated a positive and substantial relationship between the two variables.

4.5.3. The Influence of Digital Marketing and Electronic Word of Mouth on Purchasing Decisions

According to the results of the f-test, digital marketing and electronic word-of-mouth campaigns have a significant and favourable influence on the purchasing decisions of customers. Taking into account the significance threshold of 0.000, the F-count result of 75,693 provides an explanation for this. At a confidence level of 95% (that is, $\alpha = 0.05$), the F table has a value of 3.10. Accordingly, the results of both computations indicate that

the variables of digital marketing and electronic word-of-mouth have a combined influence that is both positive and significant on the decisions that customers make about their purchases at Pojok Kesawan Cafe. The F-count is more than the F-table, and the level of significance (0.000) is less than 0.05. As a result, the variables are considered to be of high quality. Pojok Kesawan's e-WOM and digital marketing indicators are typically good, with a lot of them falling into the "Strongly Agree" (SS) category, as shown by the responses given by the respondents. There are, nevertheless, a number of measures that need improvement since they continue to be in the "Agree" (S) category. These metrics include Y.1, Y.2, and Y.3. The proposed improvement tactics include increasing the creativity of digital content in order to attract more attention, using user-generated content in order to strengthen electronic word-of-mouth, and making the most of digital platforms such as social media and communities.

5. CONCLUSION

The following conclusions can be made in light of the findings and analysis of the study on the impact of electronic word-of-mouth and digital marketing on purchasing decisions at Pojok Kesawan Cafe:

a. At Pojok Kesawan Cafe, digital marketing significantly and favorably influences customer purchasing decisions. Digital marketing tactics on platforms like Facebook and Instagram are crucial for boosting customer interest and attractiveness.

b. Purchase decisions are also positively and significantly impacted by electronic word-of-mouth. Online customer reviews, comments, and recommendations have been shown to influence consumer decisions in choosing Pojok Kesawan Cafe.

c. Electronic word-of-mouth and digital marketing both significantly improve customer purchasing decisions at the same time. This strategic collaboration strengthens customer appeal and loyalty.

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