

# **ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA, WORD OF MOUTH, AND INFLUENCER ON PURCHASE DECISIONS**

(Case Study On Lovesick Coffee Bekasi)

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***Abstract** - The purpose of this research is to know the influence of social media, word of mouth, and influencer on purchase decision (a case study on Lovesick Coffee Bekasi). The strategy used in this research is associate research. Methodology used in this research is survey method. Population in this research is consumers that already have experience of buying in Lovesick Coffee Bekasi. Data samples are 100 respondents, Questionnaire is used as instrument on this research. Data source are divided onto primary data and secondary data. Data analysis method used in this research is Partial Least Squares (PLS) by the programme of WarpPLS version 6.0 and evaluated within outer and inner model. The result of this research shows that social media, word of mouth, and influencer give positive and significant to purchase decision on Lovesick Coffee Bekasi. The R-Squared value of -.740 shows that purchasing decisions are influenced by other variables. Conclusion of this study indicates that all independent variables in the study are social media, word of mouth, and influencer influence on purchase decisions on Lovesick Coffee Bekasi.*

***Keywords:** Social media, word of mouth, influencer, and purchase decisions*

***Abstrak** - Penelitian ini bertujuan untuk mengetahui pengaruh social media, word of mouth, dan influencer terhadap keputusan pembelian pada Lovesick Coffee Bekasi. Strategi yang digunakan dalam penelitian ini adalah penelitian asosiatif. Metode yang digunakan dalam penelitian ini adalah metode survei. Populasi dalam penelitian ini adalah konsumen yang melakukan pembelian di Lovesick Coffee Bekasi. Sampel dalam penelitian ini sebanyak 100 responden. Metode Pengumpulan data menggunakan kuisisioner. Sumber data penelitian ini merupakan data primer dan data sekunder. Metoda analisis yang digonakan dalam penelitian ini adalah PLS dengan program Warp PLS versi 6.0 dan dievaluasi dengan outer model dan inner model. Hasil penelitian ini*

*menunjukkan bahwa social media, word of mouth, dan influencer berpengaruh positif dan signifikan terhadap keputusan pembelian pada Lovesick Coffee Bekasi, Nilai R-square sebesar 0.740 menunjukkan bahwa keputusan pembelian dipengaruhi oleh social media, word of mouth, dan influencer sebesar 74% dan sisanya sebanyak 26% dipengaruhi oleh variabel lain. Kesimpulan dalam penelitian ini menunjukkan bahwa semua variable bebas dalam peneliaitan ini yaitu social media, word of mouth, dan influencer mempengaruhi keputusan pembelian pada Lovesick Coffee Bekasi.*

**Kata Kunci:** *Social media, word of mouth, influencer, dan keputusan pembelian*

## **I. INTRODUCTION**

The coffee shop business in Indonesia is experiencing rapid development. The annual data on Indonesian coffee consumption in 2019 released by the Global Agricultural Information Network shows the projection of domestic coffee consumption in 2019/2020 reaches 294,000 tons or an increase of around 13.9% compared to consumption in 2018/2019 which reached 258,000 tons (www. femina.co.id, 2019; accessed 17 May 2020). The emergence of several coffee shops is in line with the trend of the 'ngopi cantik' lifestyle that is being loved by millennials.

Lovesick Coffee is a coffee shop in Bekasi that serves a variety of quality and premium coffee drinks. Lovesick Coffee was founded in 2018 where the outlet is located on Jl. KH. Agus Salim No.7 East Bekasi. Lovesick Coffee shows a fluctuating sales level. This can be seen from the sales data of Lovesick Coffee for the last 1 year. The following is the sales data for Lovesick Coffee for the period April 2019-March 2020:

**Tabel 1.1 Sales Data Lovesick Coffee Bekasi  
Period of April 2019-March 2020**

No	Month	Total Income (Rp)	Percentage Change (%)
1	April	27,285,000.00	
2	May	33,401,000.00	1.98
3	June	26,083,000.00	-2.37
4	July	30,313,000.00	1.37
5	August	28,868,000.00	-0.47
6	September	24,530,000.00	-1.41
7	Oktober	23,428,000.00	-0.36
8	November	23,274,000.00	-0.05
9	Desember	25,022,000.00	0.57
10	January	26,709,000.00	0.55

11	February	26,003,000.00	-0.23
12	March	13,235,000.00	-4.14
<b>Total Income</b>		<b>308,151,000.00</b>	

Source : Lovesick Coffee (2020)

The decline or increase in sales at Lovesick Coffee Bekasi could also be caused by the enthusiasm of Lovesick Coffee consumers during the school holidays or at the end of the semester. This also affects the sales level of Lovesick Coffee because at times like that, consumers are expected to be busy visiting so that it has an impact on consumer purchasing decisions.

Kotler and Keller (2016: 194) state that the purchase decision is an important thing to pay attention to because this will be a marketing strategy that will be carried out by the company for its business success. Based on research conducted by Adolf et. Al (2020: 126-135) and Amalia (2019: 54) purchasing decisions are influenced by social media, word of mouth, and influencers.

Nasrullah (2015: 4) states that social media is an internet medium that allows users to present themselves and interact in collaboration, share communication with other users, and form virtual social bonds. Marketing with social media is different from traditional marketing tools, because marketing with social media uses a community media platform where everyone can join and build relationships that suit everyone's interests and needs (Nadda, 2015: 361).

Word of mouth is a marketing activity that triggers consumers to talk about, promote, recommend and sell a product brand to other potential consumers (Mustakim, 2019: 22). Word of mouth can be a powerful source of information in influencing consumer purchasing decisions through satisfaction and dissatisfaction from previous consumers who provide information.

In the form of online social media, an individual who has a wide following and can influence the behavior of his followers can be called an influencer (Enberg, 2018: 83). Knoll and Matthes (2017: 82) state that the idea of using celebrities or prominent opinion givers (in the business market) who have high social value and followers is a very well-known marketing strategy. Broad market coverage and creativity in marketing products by attracting influencers can be factors for potential customers to make purchasing decisions.

The formulation of the problem in this study is how social media, word of mouth, and influencers influence purchasing decisions at Lovesick Coffee Bekasi. The purpose of this study is to provide empirical evidence on the positive influence of social media on purchasing decisions for Lovesick Coffee Bekasi, word of mouth on purchasing decisions for Lovesick Coffee Bekasi, and influencers on purchasing decisions for Lovesick Coffee Bekasi.

## **II. THEORETICAL BASIS**

### **Definition of Social Media**

Boyd in Nasrullah (2015) explains that social media is considered a collection of software that allows individuals and communities to come together, share, communicate, and in certain cases collaborate with each other.

### **Definition of Word of Mouth**

Kotler and Keller in Joesyiana (2018: 73) define that Word of Mouth is a person-to-person marketing activity either verbally, in writing, or through electronic communication media connected to the internet based on experience with products or services.

### **Definition of Influencer**

Hariyanti and Wirapradja (2018: 141) explain that an influencer is a person or figure in a social media who has a large number of followers. What they say can influence the behavior of their followers.

### **Definition of Purchase Decisions**

According to Kotler and Keller (2016: 177) purchasing decision is a study of how an individual, group, or organization chooses, buys, uses, and how a product, service, idea, or experience satisfies their needs and wants.

### **Relation Between Variables**

Social media is currently one of the tools widely used by marketers in disseminating information about a product or service to consumers or their target market. Marketing through social media allows for the creation of social relationships that are more personal and dynamic than traditional marketing strategies. This is in line with research conducted by Adolf, Lopian, and Tulung (2020) if social media has a simultaneous and partial effect on consumer purchasing decisions. By creating more personal and dynamic social relationships, it will help consumers in the purchasing decision process because consumers have a broader knowledge of the products being offered.

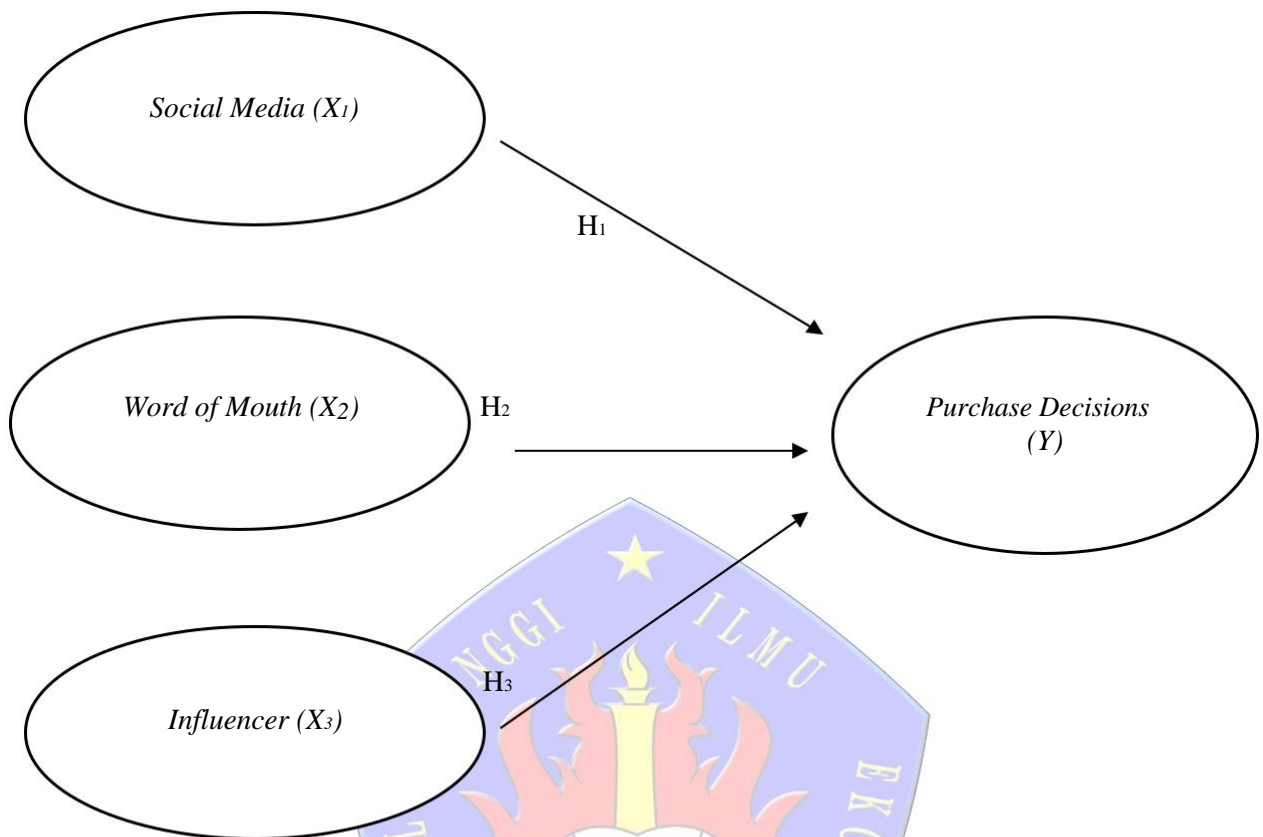
If a consumer feels the benefits of using a product or service, they will be more active in seeking information and relying on word of mouth to help make purchasing decisions. The story and experience of someone using a product or service sounds more interesting, which can influence the listener to try the product or service and this can influence purchasing decisions. This is in line with research conducted by Rembon et.al (2017) which states that the word of mouth variable has a positive influence on purchasing decisions.

Sugiharto and Ramadhana (2018) argue that an influencer is someone whose words can influence other people and usually they have many followers or audiences. But an influencer doesn't just have to be a celebrity. Ordinary people can be said to be an influencer if their words can influence other people. The influence of influencers in marketing goods / services from brands that use them can be a bridge of information or exposure for potential consumers in making purchases. This is in line with research conducted by Amalia (2019) if influencers have an influence on purchasing decisions.

### **Research Model**

This study uses 4 variables, namely social media, word of mouth, influencers, and purchasing decisions, where the influencing variables are social media ( $X_1$ ), word of mouth ( $X_2$ ), influencer ( $X_3$ ). While the variable that is affected is the purchase decision ( $Y$ ).

**Gambar 2.1 Research Model**



Source: Developed for this research, 2020

### **III. RESEARCH METHOD**

#### **Research Strategy**

The research strategy used in this study is an associative research strategy. According to Sugiyono (2016: 35), an associative research strategy is a research strategy that aims to determine the relationship between two or more variables.

This research uses quantitative methods. The quantitative approach strategy used is a survey. Survey, which describes quantitatively the tendencies, attitudes, or opinions of a population by examining a sample of that population.

#### **Population and Research Sample**

##### **Population**

The population in this study is divided into general and target populations where the general population is all consumers who make purchases at Lovesick Coffee Bekasi, while the target population is all consumers who make purchases at Lovesick Coffee Bekasi in the July 2020 period.

##### **Sample**

Sampling in this study used accidental sampling, which is a sampling technique based on chance, which means that anyone who accidentally or accidentally meets the researcher can be used as a sample if it matches the data source (Sugiyono, 2016: 60). Respondents who match the data source referred to here are consumers who have bought at Lovesick Coffee Bekasi.

##### **Data Types and Sources**

1. Primary Data

Primary data is a data source that directly provides data to data collectors. Primary data in this study are about social media, word of mouth, influencers, and purchasing decisions.

## 2. Secondary Data

Secondary data is data that does not directly provide data collectors. Secondary data supports primary data needs such as books, literature, journals, websites, and readings related to this research. **Data Collection Method**

The data collection technique used in this study was a questionnaire. The questionnaire used in this study used open-ended questions such as the respondent's name, where the respondent lived, the age of the respondent, and used closed questions, which asked the respondent to choose one of the answers provided from each question. The questionnaire will be distributed online (created using the Google Forms application) and the link will be published through the Instagram account of Lovesick Coffee Bekasi.

## **Analysis Data Method**

### **Data Processing**

In this study, data processing used the PLS (Partial Least Square) method using the help of software WarpPLS (6.0). Partial Least Square is a research method that is not based on many assumptions so it is said to be a powerful research method (Ghozali, 2016: 34).

### **Outer Model Analysis**

This analysis is carried out to ensure that the measuring instrument used is suitable for measurement (valid and reliable). Analysis of the outer model for reflective indicators can be tested through several indicators, including:

#### 1. *Convergent Validity*

The value of convergent validity can be seen from the correlation between the item scores or the construct indicators. An indicator is said to be reliable if it has a correlation value of 0.70 but at the research stage of the scale development, the loading factor value of 0.5-0.6 is still acceptable (Ghozali, 2016: 39).

#### 2. *Discriminant Validity*

This value is the value of the cross loading factor which is useful for knowing whether the construct has sufficient discriminant, namely by comparing the loading value of the intended construct must be greater than the value of other constructs (Ghozali, 2016: 55).

#### 3. *Average Variance Extracted (AVE)*

The expected AVE value is  $> 0.5$  (Ghozali, 2016: 68).

#### 4. *Composite Reliability dan Cronbach's Alpha*

Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a value  $> 0.7$  (Ghozali, 2016: 69). Reliability test using composite reliability can be strengthened by using the Cronbach alpha value. A variable is declared reliable if it has a Cronbach alpha value  $> 0.6$  (Ghozali, 2016: 71).

### **Inner Model Analysis**

Inner model analysis aims to predict the relationship between latent variables (Ghozali, 2016: 73). Inner model evaluation can be seen from several indicators including:

#### 1. *R-Squared ( $R^2$ )*

It is used to determine how much influence exogenous variables have on endogenous variables. The  $R^2$  value of 0.75 is said to be good, 0.50 is said to be moderate, and 0.25 is said to be weak (Ghozali, 2016: 79).

#### 2. *Effect Size ( $f^2$ )*

The value of f-square ( $f^2$ ) shows the size of the partial effect of each exogenous variable on endogenous variables. The value of f square is categorized into the category of low effect ( $f^2 = 0.02$ ), medium effect ( $f^2 = 0.15$ ), and has a large effect ( $f^2 = 0.35$ ) (Ghozali, 2016: 79).

#### 3. *Path Coefficients*

Namely the standard regression coefficient which shows the direct effect of an independent variable on the dependent variable in a particular path model (Hakam, 2015: 61-70).

#### 4. Model Fit

It is used to validate the combined performance of measurement models and structural models whose values range from 0-1 with interpretations, namely 0 - 0.25 (small), 0.25 - 0.36 (moderate), and above 0.36 (large) (Setiawan, 2016: 48).

#### Hypothesis Test

Hypothesis testing is used to explain the direction of the relationship between exogenous and endogenous variables. This test is performed using Partial Least Square (PLS) on the model that has been created. The results of the correlation between constructs were measured by looking at the path coefficient and the level of significance then compared with the research hypothesis.

## IV. RESULT AND DISCUSSION

### Description of Company Profile

Lovesick Coffee Bekasi is a coffee shop in Bekasi City that was founded in January 2018, located on Jl. Agus Salim no. 7 Bekasi Timur, which was founded by Aditya Wahyudi as the owner of Lovesick Coffee Bekasi. Lovesick Coffee was built by prioritizing the quality of premium coffee beans in making processed coffee drinks that will be offered to its consumers, making Lovesick Coffee has its own charm among other coffee shop competitors in the Bekasi area. This coffee shop is open every day from 5.00 - 12.00 pm.

### Vision dan Mission of Lovesick Coffee Bekasi

Vision of Lovesick Coffee Bekasi is:

“To become the market leader for quality coffee shops in the Bekasi region.”

Mission of Lovesick Coffee Bekasi are:

1. Provide an unforgettable experience of enjoying a cup of coffee.
2. Serving and providing coffee drinks with premium or best quality.

### Respondent Description

From the questionnaire distributed to 100 respondents for approximately 14 days to consumers of Lovesick Coffee Bekasi, data on the characteristics of respondents were obtained which included data based on gender, age, and occupation which were described as follows:

1. Respondent data based on gender in this study is used to see consumers of Lovesick Coffee Bekasi based on the gender of the research sample. This is explained in the following table:

**Table 4.1.** Respondent Gender

Gender	Total	Percentage
Male	44	44%
Female	56	56%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : Processed Data (2020)

2. Respondent data based on age in this study to see consumers of Lovesick Coffee Bekasi based on age who became the research sample. This is explained in the following table:

**Table 4.2.** Respondent Age

Age	Total	Percentage
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13-20 years old	35	35%
20-30 years old	62	62%
30-40 years old	1	1%
40-50 years old	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : Processed Data (2020)

3. Respondent data based on work in this study is to see consumers of Lovesick Coffee Bekasi based on the work that is the research sample. This is explained in the following table:

**Table 4.3.** Respondent Job

<b>Job</b>	<b>Total</b>	<b>Percentage</b>
Student	79	79%
Entrepreneur	2	2%
General Employees	13	13%
Others	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source : Processed Data (2020)

**PLS Analysis**  
**Outer Model**

1. *Convergent Validity*

**Table 4.8.** The Result of *Output Combined Loadings and Cross-Loading*

<b>Indicator</b>	<b>SM_X1</b>	<b>WOM_X2</b>	<b>INF_X3</b>	<b>KP_Y</b>	<b>SE</b>	<b>Value</b>	<b>Information</b>
<b>SM1</b>	0.779	0.207	-0.266	0.123	0.081	<0.001	Valid
<b>SM2</b>	0.782	0.240	-0.046	-0.002	0.083	<0.001	Valid
<b>SM3</b>	0.672	0.475	-0.234	-0.163	0.080	<0.001	Valid
<b>SM4</b>	0.836	0.156	-0.099	0.097	0.081	<0.001	Valid
<b>SM5</b>	0.765	-0.215	0.362	-0.139	0.081	<0.001	Valid
<b>SM6</b>	0.762	0.059	-0.085	-0.094	0.082	<0.001	Valid



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<b>SM7</b>	0.711	-0.053	-0.083	-0.139	0.081	<0.001	Valid
<b>SM8</b>	0.790	-0.365	-0.033	0.269	0.081	<0.001	Valid
<b>SM9</b>	0.789	-0.383	0.263	-0.035	0.081	<0.001	Valid
<b>SM10</b>	0.792	-0.065	0.188	0.034	0.080	<0.001	Valid
<b>WOM1</b>	0.063	0.817	-0.414	0.040	0.078	<0.001	Valid
<b>WOM2</b>	-0.071	0.906	-0.051	0.148	0.079	<0.001	Valid
<b>WOM3</b>	-0.221	0.867	0.182	0.017	0.079	<0.001	Valid
<b>WOM4</b>	-0.061	0.890	0.213	0.064	0.078	<0.001	Valid
<b>WOM5</b>	0.029	0.900	0.083	-0.041	0.079	<0.001	Valid
<b>WOM6</b>	0.275	0.847	-0.044	-0.237	0.080	<0.001	Valid
<b>INF1</b>	-0.465	0.606	0.801	0.020	0.079	<0.001	Valid
<b>INF2</b>	-0.298	0.255	0.873	-0.073	0.080	<0.001	Valid
<b>INF3</b>	-0.171	0.182	0.813	-0.250	0.079	<0.001	Valid
<b>INF4</b>	-0.073	0.035	0.860	0.108	0.080	<0.001	Valid
<b>INF5</b>	-0.078	0.146	0.802	0.131	0.079	<0.001	Valid
<b>INF6</b>	0.056	-0.150	0.852	0.320	0.079	<0.001	Valid
<b>INF7</b>	0.163	-0.023	0.854	0.039	0.080	<0.001	Valid
<b>INF8</b>	0.257	-0.324	0.800	-0.060	0.079	<0.001	Valid
<b>INF9</b>	0.296	-0.398	0.853	-0.034	0.082	<0.001	Valid
<b>INF10</b>	0.350	-0.357	0.721	-0.244	0.079	<0.001	Valid
<b>KP1</b>	-0.119	0.206	-0.043	0.859	0.078	<0.001	Valid
<b>KP2</b>	0.077	-0.156	0.114	0.891	0.079	<0.001	Valid
<b>KP3</b>	-0.055	-0.071	0.184	0.862	0.080	<0.001	Valid

<b>KP4</b>	0.129	0.286	-0.215	0.831	0.079	<0.001	Valid
<b>KP5</b>	-0.222	-0.221	0.317	0.855	0.078	<0.001	Valid
<b>KP6</b>	0.180	-0.160	-0.135	0.900	0.080	<0.001	Valid
<b>KP7</b>	-0.071	0.426	-0.457	0.801	0.079	<0.001	Valid
<b>KP8</b>	0.067	-0.255	0.197	0.874	0.081	<0.001	Valid

Source: Processing Data WarpPLS, 2020

Based on Table 4.8, the results of data processing show that the 10 sub-indicators in the social media variable have a loading value > 0.70 which meets the criteria for convergent validity. The p-value also meets the requirements, which has a value of <0.001 (<0.05) for all indicators.

The results of data processing show that the 6 sub-indicators in the word of mouth variable have a loading value of > 0.70 which meets the criteria for convergent validity. The p-value also meets the requirements, which has a value of <0.001 (<0.05) for all indicators.

The results of data processing show that the 10 sub-indicators in the influencer variable have a loading value > 0.70 which meets the criteria for convergent validity. The p-value also meets the requirements, which has a value of <0.001 (<0.05) for all indicators.

The results of data processing show that the 8 sub-indicators in the purchasing decision variable have a loading value of > 0.70 which meets the criteria for convergent validity. The p-value also meets the requirements, which has a value of <0.001 (<0.05) for all indicators.

#### AVE Value

**Table 4.9. AVE Value**

<b>Variables</b>	<b>AVE Value</b>	<b>Criteria</b>
<i>Social Media (X<sub>1</sub>)</i>	0.923	> 0,50
<i>Word of Mouth (X<sub>2</sub>)</i>	0.936	> 0,50
<i>Influencer (X<sub>3</sub>)</i>	0.947	> 0,50
<b>PurchaseDecisions (Y)</b>	0.949	> 0,50

Source: Processing Data WarpPLS, 2020

Based on the results of table 4.9, the four constructs have met the criteria for convergent validity. Social media with a value of 0.923 > 0.50, word of mouth with a value of 0.936 > 0.50, influencers with a value of 0.947 > 0.50, and purchasing decisions with a value of 0.949 > 0.50. The conclusion of all variables has met the criteria for convergent validity.

#### 2. Discriminant Validity

**Table 4.10. Latent Construct Indicator Loading Value to Other Constructions**

<b>Indicators</b>	<b>SM_X1</b>	<b>WOM_X2</b>	<b>INF_X3</b>	<b>KP_Y</b>
<b>SM1</b>	<b>0.779</b>	0.207	-0.266	0.123
<b>SM2</b>	<b>0.782</b>	0.240	-0.046	-0.002
<b>SM3</b>	<b>0.672</b>	0.475	-0.234	-0.163
<b>SM4</b>	<b>0.836</b>	0.156	-0.099	0.097
<b>SM5</b>	<b>0.765</b>	-0.215	0.362	-0.139

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SM6	<b>0.762</b>	0.059	-0.085	-0.094
SM7	<b>0.711</b>	-0.053	-0.083	-0.139
SM8	<b>0.790</b>	-0.365	-0.033	0.269
SM9	<b>0.789</b>	-0.383	0.263	-0.035
SM10	<b>0.792</b>	-0.065	0.188	0.034
WOM1	0.063	<b>0.817</b>	-0.414	0.040
WOM2	-0.071	<b>0.906</b>	-0.051	0.148
WOM3	-0.221	<b>0.867</b>	0.182	0.017
WOM4	-0.061	<b>0.890</b>	0.213	0.064
WOM5	0.029	<b>0.900</b>	0.083	-0.041
WOM6	0.275	<b>0.847</b>	-0.044	-0.237
INF1	-0.465	0.606	<b>0.801</b>	0.020
INF2	-0.298	0.255	<b>0.873</b>	-0.073
INF3	-0.171	0.182	<b>0.813</b>	-0.250
INF4	-0.073	0.035	<b>0.860</b>	0.108
INF5	-0.078	0.146	<b>0.802</b>	0.131
INF6	0.056	-0.150	<b>0.852</b>	0.320
INF7	0.163	-0.023	<b>0.854</b>	0.039
INF8	0.257	-0.324	<b>0.800</b>	-0.060
INF9	0.296	-0.398	<b>0.853</b>	-0.034
INF10	0.350	-0.357	<b>0.721</b>	-0.244
KP1	-0.119	0.206	-0.043	<b>0.859</b>
KP2	0.077	-0.156	0.114	<b>0.891</b>
KP3	-0.055	-0.071	0.184	<b>0.862</b>
KP4	0.129	0.286	-0.215	<b>0.831</b>
KP5	-0.222	-0.221	0.317	<b>0.855</b>
KP6	0.180	-0.160	-0.135	<b>0.900</b>
KP7	-0.071	0.426	-0.457	<b>0.801</b>
KP8	0.067	-0.255	0.197	<b>0.874</b>

Source: Processing Data WarpPLS, 2020

Based on the table 4.10 above, it can be seen that each indicator in the research variable has the greatest cross-loading value on the variable it forms compared to the cross-loading value of other variables. From the results obtained, it can be said that the indicators used in this study already have discriminant validity criteria.

3. *Composite Reliability dan Cronbach's Alpha*

**Table 4.11** *Output Latent Variable Coefficients*

	SM	WOM	INF	KP	Criteria	Information
<i>Composite Reliability</i>	0.935	0.950	0.955	0.958	≥ 0,5 baik dan ≥ 0,3 cukup	Reliabel

<b>Cronbach's Alpha</b>	0.923	0.936	0.947	0.949	≥ 0,5 baik dan ≥ 0,3 cukup	Reliabel
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Source: Processing Data WarpPLS, 2020

Based on the table 4.11 above, the results show the composite reliability value of each construct, namely Social Media of 0.935, Word of Mouth of 0.950, Influencer of 0.955, and Purchasing Decision of 0.958. The Cronbach's Alpha value for the Social Media construct is 0.923, Word of Mouth is 0.936, Influencer is 0.947, and Purchasing Decision is 0.949. Based on the results of composite reliability and cronbach's alpha, it can be concluded that all variables have met the criteria for composite reliability.

**Inner Model**

1. *Model Fit*

**Table 4.12. Output Model Fit Indices**

	<b>Index</b>	<b>P-Values</b>	<b>Criteria</b>	<b>Information</b>
APC	0,307	P < 0.001	P < 0,05	Received
ARS	0,735	P < 0.001	P < 0,05	Received
AVIF	3,367 <i>acceptable if &lt; 5</i>		AVIF < 5	Received

Source: Processing Data WarpPLS, 2020

The output results above explain that APC has an index of 0.307 with a p-value <0.001. Meanwhile, ARS has an index of 0.735 with p-values <0.001. Based on the criteria, APC has met the criteria because it has a p value <0.001. Likewise, the p value of ARS is p <0.001. The AVIF value that must be <5 has been fulfilled because based on these data AVIF has a value of 3.367. Thus the inner model can be accepted.

2. *Effect Size (f<sup>2</sup>)*

**Table 4.13. Nilai f<sup>2</sup>**

	<b>Variables</b>	<b>Social Media</b>	<b>Word of Mouth</b>	<b>Influencer</b>	<b>Purchase Decisions</b>
<b>Effect sizes for path</b>	<i>Social Media</i>	-	-	-	-
	<i>Word of Mouth</i>	-	-	-	-
	<i>Influencer</i>	-	-	-	-
	Purchase Decisions	0,151	0,239	0,345	-

Source: Processing Data WarpPLS, 2020

Table 4.13 above shows that influencers have an  $f^2$  value of 0.345, which is the variable that most influences purchasing decisions. The social media variable has an  $f^2$  value of 0.151 and the word of mouth variable has an  $f^2$  value of 0.239 which means that each variable has a moderate effect on purchasing decisions.

### 3. R-Squared ( $R^2$ )

**Table 4.14.** The Result of R-Squared ( $R^2$ )

	<b>R-square</b>	<b>Adjusted R-square</b>
<b>Purchase Decisions</b>	0.735	0.727

Source: Processing Data WarpPLS, 2020

The value of  $R^2$  can be seen from table 4.16, where the r-square has a value of 0.74 or 74%. This shows that changes in purchasing decision variables can be explained by social media, word of mouth, and influencers by 74% while the remaining 26% is explained by variables other than social media, word of mouth, and influencers.

### Hypothesis Test

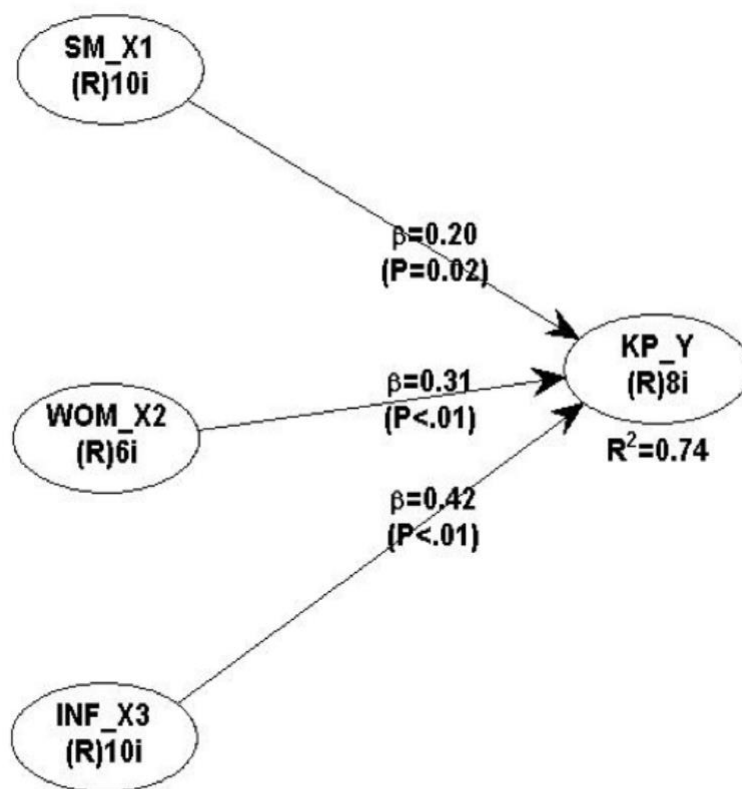
The following is a table of Path Coefficients that has been obtained based on processed data:

**Table 4.15** Path Coefficients

<b>Variabel</b>	<b>Coefficients</b>	<b>T-Statistic</b>	<b>P-Value</b>
<i>Social Media</i> → Purchase Decisions	0,196	2.064	0,021
<i>Word of Mouth</i> → Purchase Decisions	0,306	3.330	<0,001
<i>Influencer</i> → Purchase Decisions	0,420	4.712	<0,001

Source: Processing Data WarpPLS, 2020

**Picture 4.1** The Result of Research



Source: Processing Data WarpPLS, 2020

Informations:

1. SM\_X1 = *Social Media*
2. WOM\_X2 = *Word of Mouth*
3. INF\_X3 = *Influencer*
4. KP\_Y = *Purchase Decisions*

The following is the hypothesis testing outlined :

1. Hypothesis Test 1

The amount of the path coefficient for the social media variable is 0.196, which means that there is a positive influence of social media on purchasing decisions. The significance is seen from the t-statistic and p-values. The t-statistic value is 2.064 > t-table 1.96 and the p-value is 0.021 < 0.05. This shows that social media variables have a positive and significant effect on purchasing decisions at Lovesick Coffee Bekasi. Then  $H_0$  is rejected and  $H_1$  is accepted.

2. Hypothesis Test 2

The amount of the path coefficient for the word of mouth variable is 0.306, which means that there is a positive influence of word of mouth on purchasing decisions. The significance is seen from the t-statistic and p-values. The t-statistic value is 3,330 > t-table 1.96 and the p-value is < 0.001 < 0.05. This shows that the variable word of mouth has a positive and significant effect on purchasing decisions at Lovesick Coffee Bekasi. Then  $H_0$  is rejected and  $H_1$  is accepted.

3. Hypothesis Test 3

The amount of the path coefficient for the influencer variable is 0.420, which means that there is a positive influence of influencers on purchasing decisions. The significance is seen from the t-statistic and p-values. The t-statistic value is 4.712 > t-table 1.96 and the p-value < 0.001 < 0.05. This

shows that the influencer variable has a positive and significant effect on purchasing decisions at Lovesick Coffee Bekasi. Then  $H_0$  is rejected and  $H_1$  is accepted.

## **DISCUSSION**

### **1. The Influence of Social Media on Purchasing Decisions**

Based on the results of the research that has been done, it can be concluded that social media has a positive and significant effect on purchasing decisions. This shows that the social media for Lovesick Coffee Bekasi can help and make it easier for consumers to find information about processed coffee products that are easily available. Lovesick Coffee Bekasi social media is also a forum for disseminating information by Lovesick Coffee Bekasi to disseminate the latest information about products being sold, such as new menus, promotions, events, and others to encourage consumers to make purchasing decisions. Social Media Lovesick Coffee Bekasi is also a forum for interaction between consumers with similar interests, making it easier to exchange information to make purchase decisions. This proves that there is a positive influence by Social Media on consumer purchasing decisions at Lovesick Coffee Bekasi.

### **2. The Influence of Word of Mouth on Purchasing Decisions**

Based on the results of research that has been done, it can be concluded that word of mouth has a positive and significant effect on purchasing decisions. This shows that consumers who have a positive, interesting purchase experience will share the purchase experience with potential new Lovesick Coffee Bekasi consumers. Information received by potential consumers can be a reference and impetus for consumers to make purchasing decisions at Lovesick Coffee Bekasi.

### **3. Influencers Influence on Purchasing Decisions**

Based on the results of the research that has been done, it can be concluded that influencers have a positive and significant effect on purchasing decisions. This shows that the information on Lovesick Coffee Bekasi products promoted by influencers can foster sympathy for consumers to make purchasing decisions at Lovesick Coffee Bekasi. In addition to the sympathy that is formed in promotions carried out by influencers, influencers tend to promote the latest interesting information such as price promotions, or unique menu references to Lovesick Coffee Bekasi products so that they can attract potential consumers to make purchase decisions.

## **V. CONCLUSIONS AND SUGGESTIONS**

### **Conclusions**

Based on the results of the research that has been carried out and analyzed the data that has been described in the previous chapter, here are the conclusions of the research results including:

1. Social media can improve purchasing decisions. Then, consumers can make social media owned by Lovesick Coffee Bekasi a consideration in deciding to buy products at Lovesick Coffee Bekasi.
2. Word of mouth can improve purchasing decisions. Then, consumers can make word of mouth a consideration in deciding to buy products at Lovesick Coffee Bekasi.
3. Influencers are able to improve purchasing decisions. Thus, consumers can make reviews or experiences from influencers in deciding to buy products at Lovesick Coffee Bekasi.

### **Suggestions**

Based on the results of the research and the conclusions described above, the suggestions that can be submitted in relation to this research include:

1. Regarding social media, one of the reasons Lovesick Coffee Bekasi is known to the public and its consumers is through the social media owned by Lovesick Coffee Bekasi. Therefore, it is hoped that Lovesick Coffee Bekasi can be more active in managing its social media, one of which is by adding to the types of social media they have. If previously only using an Instagram account, Lovesick Coffee can add social media accounts such as Facebook, Twitter, and others. Lovesick Coffee Bekasi can also enrich information on social media such as information about products, promotions and other activities. You can also initiate

interactive programs with consumers to get closer to consumers, such as attractive sales promotions.

2. Regarding word of mouth, based on the research of respondents in this study, efforts that should be made by Lovesick Coffee Bekasi are to maintain positive image things both in the products they have, the shop atmosphere, etc. that can make consumers continue to give word of mouth which is positive for later distribution to other potential customers. A positive word of mouth will certainly make potential consumers feel interested and lead to a purchase decisions.
3. Regarding influencers, as the variable that has the highest cross loading value among other independent variables, of course Lovesick Coffee Bekasi must be serious in maintaining the enthusiasm of its consumers by working with influencers. Lovesick Coffee Bekasi collaborates with the @stellalvne celebgram with 1.8k followers on his Instagram account, @rikaaudry\_ with 3.7k followers on his Instagram account, and @juliankrisna accounts with 1k followers on his Instagram account. With influencers who are devoted to promoting Lovesick Coffee products, the audience owned by these influencers can feel interested and want to try. Of course, the chosen influencer must have high credibility so that the review given is an honest review. In addition, the type of influencer chosen is people who like coffee and people who are not coffee enthusiasts. This was done in order to expand market share.

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