

The Influence of Promotion through Instagram Social Media and Electronic Word of Mouth (eWOM) on Consumer Purchase Decisions of Kopi Ketje Panglima Polim in Bandar Lampung

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Abstract

This study aims to analyze the influence of promotion through Instagram social media and Electronic Word of Mouth (eWOM) on consumer purchase decisions at Kopi Ketje Panglima Polim in Bandar Lampung. This research employs a quantitative approach with a survey method. The sample consisted of 100 respondents who were customers of Kopi Ketje Panglima Polim, selected using purposive sampling. Data were analyzed using multiple linear regression with SPSS. The results show that promotion through Instagram has a positive and significant effect on purchase decisions. Similarly, eWOM has a positive and significant effect on purchase decisions. Simultaneously, Instagram promotion and eWOM significantly influence consumer purchase decisions. This study emphasizes that digital promotion strategies play an important role in increasing consumer buying interest and purchase decisions.

Keywords : *Promotion, Social Media, Instagram, eWOM, Purchase Decision*

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Introduction

Social media has played an important role as a marketing tool that needs to be optimized to increase sales and company profits. Understanding market conditions and designing effective marketing strategies will help achieve a competitive advantage in business. One approach that can be taken is utilizing promotion through Instagram and personal recommendations via Electronic Word of Mouth. This is an integral part of the marketing mix that serves as a communication bridge between producers and consumers. According to the Digital Report February 2025 by We Are Social and Meltwater, the following are the most widely used social media platforms in Indonesia at the beginning of 2025:

Table 1. Most Used Social Media Platforms in Indonesia

Rank	Platform	Percentage of Monthly Users
First	Whatsapp	90,9%
Second	Instagram	84,6%
Third	Facebook	81,3%
Fourth	Tiktok	77,8%
Fifth	X (Twitter)	64,3%

Sumber: <https://upgraded.id>

According to a report from NapoleonCat, the number of Instagram users in Indonesia in January 2025 reached 90,183,200 users, equivalent to 31.6% of the total population. The majority of Instagram users in Indonesia are women, accounting for 54.2%, with the largest demographic being those aged 25–34 years (36 million users). Moreover, there is a notable gender difference in the 18–24 age group, where female users outnumber males by 12.6 million. This indicates a growth of approximately 600,000 users within the productive-age audience on Instagram. The increasing number of Instagram users each year presents a significant opportunity for business owners to leverage this momentum by designing effective promotional strategies through the platform.

In today's era of rapid technological advancement, consumers are becoming increasingly critical and selective due to their broad access to information before making purchasing decisions. Therefore, promotional statements from companies are not immediately trusted but must be reinforced by strong marketing communication strategies such as promotions and Word of Mouth (Daulay & Mujiatun, 2021; Candraningrat et al., 2018). Electronic Word of Mouth (eWOM) has been proven to positively influence consumer purchase intention by shaping behavior and ultimately creating purchase decisions (Kudeshia & Kumar, 2017). In the highly competitive coffee shop industry, these strategies are crucial for businesses to adapt and maintain their competitiveness.

The growth of the coffee shop industry in Bandar Lampung City shows a positive trend, marked by the increasing number of outlets, ranging from small-scale shops to nationally and internationally recognized brands such as Starbucks. This condition reflects the high level of competition in the service sector, particularly in coffee shop businesses. To face such competition, promotional strategies through social media platforms such as Instagram and eWOM become key factors influencing consumer purchase decisions. The following section presents data on coffee shops in Bandar Lampung that implement social media marketing, eWOM, and related strategies.

Table 2 List of Similar Coffee Shops in Bandar Lampung

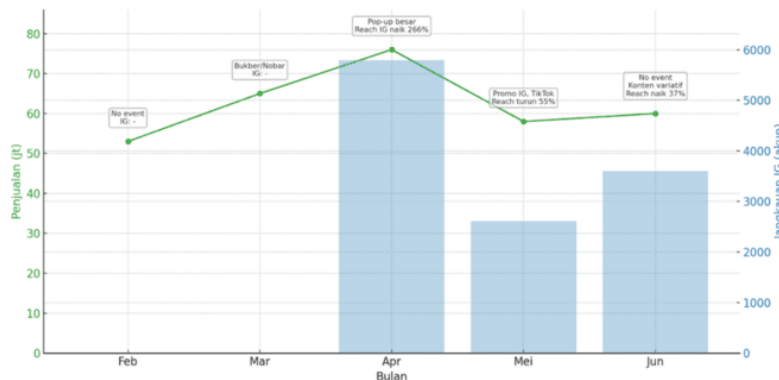
No.	Name Kopi Shop	No.	Name Kopi Shop
1	Janji Jiwa (15 branch)	16	New Town (1 branch)
2	Nuju (10 branch)	17	Amnesty Coffee (1 branch)
3	Kopi 20 (5 branch)	18	Duno Coffee (1 branch)
4	Adiksi Coffee (2 branch)	19	The Gade (1 branch)
5	Bun kopi (6 branch)	20	Diwa Coffee (1 branch)
6	Els Coffee (7 branch)	21	Katama (1 branch)
7	Kopi Ketje (12 branch)	22	Dotuku Coffee (1 branch)
8	Kopi Sheo (6 branch)	23	Wanowan space (1 branch)
9	Fore Coffee (3 branch)	24	The Coffee (1 branch)
10	Kiyo (4 branch)	25	Duno Coffee (1 branch)
11	Keiko Bahabia (1 branch)	26	Doesoen Coffee (1 branch)
12	Flipflop Coffee (1 branch)	27	Kedai Kopi Kini (1 branch)

13	Flamboyan Coffee (1 branch)	28	Test Coffee (1 branch)
14	Xo star (1 branch)	29	kohfie.co (1 branch)
15	Daja Coffee (1 branch)	30	Ten Space (1 branch)
Amount		90	

Source: Processed data, 2025

There are 30 coffee shops operating in Bandar Lampung that fall within the same market segment as Kopi Ketje. Collectively, these shops have more than 60 outlets, reflecting the intense competition in the local coffee shop industry. Some brands operate multiple outlets, such as Janji Jiwa (15 outlets), Nuiu (10 outlets), and El’s Coffee (7 outlets), while most others operate only a single outlet.

Kopi Ketje was selected as the research object because it is the local coffee shop with the largest number of outlets in Bandar Lampung (12 outlets). Although it is under the same management as El’s Coffee, Kopi Ketje has demonstrated a more aggressive expansion strategy, making it stand out amid tight competition. The brand actively targets the youth segment by offering affordable prices, a comfortable ambiance, and a diverse menu. Specifically, Kopi Ketje Panglima Polim was chosen as the research site because it consistently enhances consumer awareness and purchase intention through Instagram promotions and Electronic Word of Mouth (eWOM).



Source : Kopi Ketje Panglima Polim, 2025

Figure 1 Sales and Instagram Insights of Kopi Ketje Panglima Polim (February - June 2025)

Based on Figure 1.1, there was a sharp increase in sales from February (IDR 53 million) to April (IDR 76 million), driven by a major pop-up event. A decline occurred in May (IDR 58 million) despite ongoing promotions, possibly due to the lower effectiveness of the event. A slight increase was observed in June (IDR 60 million), even without events, which may be attributed to more diverse Instagram content. The data indicate that higher Instagram impressions and reach correlate with increased sales. Instagram content serves as a “bridge” between digital awareness and offline actions (visits and purchases). Notably, over 80% of impressions came from non-followers, showing that Instagram promotions are highly effective in reaching new audiences. Thus, active promotion on Instagram, particularly with high reach and varied content, plays a significant role in boosting sales.



Source : Kopi Ketje Panglima Polim,2025

Figure 2 Instagram Promotional Pamphlet of Kopi Ketje Panglima Polim (April – June 2025)

Based on Figure 1.2, through its official Instagram account, @kopiketje_panglimapolim, Kopi Ketje consistently shares various promotional content such as special events, beverage promotions, and community activities. For instance, during its second anniversary celebration “Ketje Anniversary” held on April 19–21, 2025, Kopi Ketje organized several engaging activities including a pop-up market, live music, talk shows, DJ performances, and door prize giveaways. This represents a form of visual promotion that attracts attention and creates a positive consumer experience. Other promotional activities conducted by Kopi Ketje include the weekly “Malam Musik Ketje” (Ketje Music Night), 2 for 29K beverage promo, and Buy 1 Get 1 offers, all of which were widely disseminated via Instagram. Attractive visual content combined with customer interactions through comments, likes, reposts, and testimonials further strengthens the Electronic Word of Mouth (eWOM) phenomenon, which significantly influences purchase decisions (Kotler & Keller, 2021). Thus, Instagram promotions and eWOM play an essential role in shaping consumer purchase decisions. However, the extent of their influence still needs to be validated empirically. Therefore, this study aims to analyze the effect of Instagram promotions and eWOM on consumer purchase decisions at Kopi Ketje Panglima Polim, Bandar Lampung.

Literature Reviews

Consumer Behavior

Consumer behavior refers to the actions taken by individuals in making purchase decisions based on their needs and desires, as well as the benefits gained after consumption. These benefits are categorized into cardinal utility (measurable satisfaction) and ordinal utility (non-measurable satisfaction) (Arianty et al., 2019).

Promotion

Sales promotion is defined as a short-term incentive aimed at encouraging the purchase or sale of a product or service (Kotler & Armstrong, 2018). It can also be described as a marketing activity that provides additional value to a product within a certain period to stimulate consumer purchases and enhance sales effectiveness (Hermawan in Putra et al., 2021).

Sosial Media Markering

According to Kotler & Keller (2012), social media is a platform that enables consumers to share information in the form of text, images, videos, and audio, both with each other and with companies. Thus, social media functions as an interactive tool bridging communication between producers and consumers.

Electronic Word Of Mouth (eWOM)

Word of Mouth (WOM) has undergone a paradigm shift with the advancement of the internet. Previously conducted face-to-face, WOM communication can now be disseminated rapidly through social media, reaching a much wider audience. This new form of communication, known as Electronic Word of Mouth (eWOM), allows consumers to easily access information and reviews about products (Ekawati et al., 2014).

Purchase Decision

A purchase decision is the stage in which consumers actually purchase a product (Schiffman & Wisenblit, 2019). (Kristiawan & Keni 2020) state that deciding whether to buy or not represents observable consumer behavior. Furthermore, product quality also plays a crucial role in shaping purchase decisions, including durability, reliability, ease of use, and other attributes valued by customers (Gunawan, 2022).

Research Methods

Type of Research

This study employs a quantitative method with an associative approach, aiming to examine the influence of independent variables, namely Instagram promotion (X1) and Electronic Word of Mouth (X2), on the dependent variable, purchase decision (Y).

Population and Sample

The population consists of consumers of Kopi Ketje Panglima Polim in Bandar Lampung. The sample was determined using Hair et al.'s formula with purposive sampling technique, resulting in 100 respondents.

Types and Sources of Data

The study uses quantitative data derived from: Primary data, collected through questionnaires, observations, and direct field records. Secondary data, which includes Kopi Ketje Panglima Polim's sales reports, Instagram business insights, promotional documentation, as well as supporting literature such as journals, articles, books, and digital publications..

Data Analysis Method

Data were analyzed using SPSS with the following steps: Classical Assumption Tests: including normality, multicollinearity, and heteroscedasticity tests. Multiple Linear Regression Analysis: to examine the influence of Instagram promotion (X1) and eWOM (X2) on purchase decisions (Y). Hypothesis Testing: t-test (partial) to assess the effect of each independent variable. F-test (simultaneous) to assess the joint effect of both variables. Coefficient of Determination (R^2): to measure the contribution of independent variables to purchase decisions. The results indicate that Instagram promotion and eWOM have a positive and significant effect, both partially and simultaneously, on consumer purchase decisions.

Results

Validity Test

The validity test was conducted through sales promotion correlation analysis. This test aims to measure the accuracy of the questionnaire items in representing the research variables. The validity testing pro-

cess was carried out using SPSS version 26, where the results confirmed that all statement items met the required validity standards.

Table 3 Validity Test

Variable	Statement	Sig	Alpha	Condition	Conclusion
Social Media Promotion (Instagram)	Items 1	0,00	0,05	Sig < alpha	Valid
	Items 2	0,00	0,05	Sig < alpha	Valid
	Items 3	0,00	0,05	Sig < alpha	Valid
	Items 4	0,00	0,05	Sig < alpha	Valid
	Items 5	0,00	0,05	Sig < alpha	Valid
	Items 6	0,00	0,05	Sig < alpha	Valid
	Items 7	0,00	0,05	Sig < alpha	Valid
	Items 8	0,00	0,05	Sig < alpha	Valid
	Items 9	0,00	0,05	Sig < alpha	Valid
	Items 10	0,00	0,05	Sig < alpha	Valid
Electronic Word Of Mouth (Ewom)	Items 1	0,00	0,05	Sig < alpha	Valid
	Items 2	0,00	0,05	Sig < alpha	Valid
	Items 3	0,00	0,05	Sig < alpha	Valid
	Items 4	0,00	0,05	Sig < alpha	Valid
	Items 5	0,00	0,05	Sig < alpha	Valid
	Items 6	0,00	0,05	Sig < alpha	Valid
	Items 7	0,00	0,05	Sig < alpha	Valid
	Items 8	0,00	0,05	Sig < alpha	Valid
	Items 9	0,00	0,05	Sig < alpha	Valid
	Items 10	0,00	0,05	Sig < alpha	Valid
Purchase Decision	Items 1	0,00	0,05	Sig < alpha	Valid
	Items 2	0,00	0,05	Sig < alpha	Valid
	Items 3	0,00	0,05	Sig < alpha	Valid
	Items 4	0,00	0,05	Sig < alpha	Valid
	Items 5	0,00	0,05	Sig < alpha	Valid
	Items 6	0,00	0,05	Sig < alpha	Valid
	Items 7	0,00	0,05	Sig < alpha	Valid

Source: processed research data, 2025

Based on Table 4.8, the validity test results indicate that all statement items in the variables Social Media Promotion via Instagram (10 items), Electronic Word of Mouth (eWOM) (10 items), and Purchase Decision (7 items) have a significance value (Sig.) = 0.000 < 0.05. This confirms that all statement items are valid and appropriate to be used in this study.

Reliability Test

Table 4 Reliability Test

Variable	Koefisien Cronbach Alpha	Koefisien r	Conclusion
Social Media Promotion (Instagram)	,711	0,6000-0.7999	High
Electronic Word Of Mouth (Ewom)	,688	0,6000-0.7999	High
Purchase Decision	,728	0,6000-0.7999	High

Source: processed research data, 2025

According to Table 4.9, the Cronbach's Alpha values for Social Media Promotion via Instagram, eWOM, and Purchase Decision are 0.711, 0.688, and 0.728, respectively. All values fall within the range of 0.600–0.799, which is categorized as high reliability. Thus, the research instrument is considered reliable and consistent in measuring the studied variables.

Normality Test

To determine whether the data are normally distributed or approximately normal, a non-parametric test, namely the One-Sample Kolmogorov-Smirnov test, can be conducted using SPSS version 26. The results of the normality test are as follows.

Table 5 Normality Test

Sig	Alpha	Condition	Conclusion
,052	0,05	Sig>alpha	Normal

Source: processed research data, 2025

Based on Table 4.10, the results of the One-Sample Kolmogorov-Smirnov test using SPSS show a significance value of 0.052. Since this value is greater than 0.05, it can be concluded that the data are normally distributed. Thus, the normality assumption required for regression analysis is fulfilled, and the analysis can proceed to the next stage.

Linearity Test

This test was conducted to examine whether the regression model can be approximated by a linear equation, and it is generally used as a prerequisite in linear regression analysis. In this study, the linearity test was performed using SPSS version 26. The results of the linearity test are as follows:

Table 6 Linearity Test

Variable	Sig	Alpha	Condition	Conclusion
Social Media Promotion (Instagram) → Purchase Decision	,580	0,05	Sig > alpha	Linier
Electronic Word of Mouth (eWOM) → Purchase Decision	,676	0,05	Sig > alpha	Linier

Source: processed research data, 2025

Based on Table 6, the linearity test results show that:

1. The relationship between Social Media Promotion (Instagram) and Purchase Decision has a Sig. value of 0.580.
2. The relationship between Electronic Word of Mouth (eWOM) and Purchase Decision has a Sig. value of 0.676.

Since both significance values are greater than 0.05, it can be concluded that the relationships between the independent variables and purchase decision are linear. Therefore, the data meet the linearity assumption and are suitable for regression analysis.

Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a correlation among the independent variables in the regression model. An excessively high correlation may cause distortion in the regression analysis results. The general criteria for assessing multicollinearity are as follows: if the VIF value is < 10 , there is no indication of multicollinearity, whereas if the VIF value is ≥ 10 , multicollinearity is present

Table 7 Multicollinearity Test

Variable	VIF	Condition	Conclusion
Social Media Promotion (Instagram) → Purchase Decision	1,698	VIF<10	No multicollinearity detected
Electronic Word of Mouth (eWOM) → Purchase Decision	1,698	VIF<10	No multicollinearity detected

Source: processed research data, 2025

Based on Table 4.12, the multicollinearity test results show that the Social Media Promotion variable has a VIF value of 1.698, while the Electronic Word of Mouth (eWOM) variable also has a VIF value of 1.698. Since both values are below 10, it can be concluded that there is no multicollinearity among the independent variables. This indicates that the variables are independent of each other and can be reliably used in the multiple regression model.

Multiple Linear Regression

Table 8 Multiple Linear Regression

Variable	B
(constant)	1,273
Social Media Promotion (Instagram)	,278
Electronic Word Of Mouth (Ewom)	,399

Source: processed research data, 2025

Based on Table 4.13, the multiple linear regression equation in this study is formulated as:

$$Y = 1.273 + 0.278 + 0.399$$

1. The constant value of 1.273 indicates that if there is no influence from social media promotion (Instagram) and eWOM, the purchase decision remains at 1.273.

2. The coefficient of X_1 (0.278) shows that every one-unit increase in Instagram promotion will increase the purchase decision by 0.278, assuming other variables remain constant.
3. The coefficient of X_2 (0.399) indicates that every one-unit increase in eWOM will increase the purchase decision by 0.399, assuming other variables remain constant.

Thus, both independent variables (Instagram promotion and eWOM) have a positive effect on consumer purchase decisions.

Model Summary Test

Table 9 Model Summary Test

Variable	R	R square (Determinasi)	Adjusted R Square
Social Media Promotion (Instagram) & eWOM → Purchase Decision	,801 ^a	,642	,637

Source: processed research data, 2025

The SPSS analysis results show a correlation coefficient (R) of 0.801, which indicates a strong relationship between Instagram promotion, eWOM, and purchase decisions. The coefficient of determination (R^2) is 0.642, meaning that 64.2% of the variation in purchase decisions can be explained by both variables, while the remaining 35.8% is influenced by other factors outside the model. The Adjusted R^2 of 0.637 confirms the model's robustness and reliability.

Partial Test (t-test)

Table 10 Partial Test (t-test)

Variable	Sig	Alpha	Condition	Conclusion
Instagram Promotion → Purchase Decision	,000	0,05	Sig < Alpha	Significant
eWOM → Purchase Decision	,000	0,05	Sig < Alpha	Significant

Source: processed research data, 2025

The t-test results indicate that both Instagram promotion and eWOM have positive and significant effects on consumer purchase decisions, as the Sig. values (0.000) are smaller than α (0.05). This means that each independent variable individually contributes significantly to increasing consumer purchase decisions at Kopi Ketje Panglima Polim.

Simultaneous Test (F-test)

The simultaneous test, or F-test, is used to determine whether the independent variables—Instagram social media promotion and Electronic Word of Mouth (eWOM)—collectively have a significant effect on the

dependent variable, namely consumer purchase decisions. This test is essential to evaluate the joint contribution of the independent variables in explaining variations in purchase decisions.

Table 11 Simultaneous Test (F-test)

Variable	Sig	Alpha	Condition	Conclusion
Instagram Promotion & eWOM → Purchase Decision	,000 ^b	0,05	Sig < Alpha	Significant

Source: processed research data, 2025

The F-test results (Table 4.16) show a significance value of $0.000 < 0.05$, meaning H_0 is rejected and H_1 is accepted. Thus, Instagram promotion and eWOM simultaneously have a significant effect on consumer purchase decisions at Kopi Ketje Panglima Polim in Bandar Lampung.

Discussion

The Influence of Instagram Social Media Promotion on Consumer Purchase Decisions

Based on the partial test (t-test), the variable Instagram Social Media Promotion obtained a significance value of $0.000 < 0.05$, indicating a significant influence on consumer purchase decisions at Kopi Ketje Panglima Polim. This implies that the more intensive and attractive Instagram promotions are, the higher the tendency of consumers to make a purchase.

The result is supported by the highest score found in the indicator “Promotions such as discounts or events on Instagram encourage me to buy” (score 621). This shows that promotions involving discounts and events are highly effective, particularly for the 17–25 age group (82.9%) who are active social media users.

This finding is consistent with (Putri & Andriani 2022) and (Wulandari 2020), who emphasized that Instagram promotions significantly increase brand awareness and stimulate purchase decisions. Therefore, strategies that focus on visual-based promotions, interactive content, and influencer collaborations should be continuously optimized by Kopi Ketje.

The Influence of Electronic Word of Mouth (eWOM) on Consumer Purchase Decisions

The partial test results also reveal that Electronic Word of Mouth (eWOM) has a significance value of $0.000 < 0.05$, indicating a significant effect on purchase decisions. This means that opinions, recommendations, and reviews from other users on social media play a crucial role in encouraging consumers to purchase Kopi Ketje Panglima Polim’s products.

The strongest indicator was “I trust user recommendations more than direct advertisements” (score 609), which highlights the credibility of peer reviews compared to formal advertising. However, the lowest score was found in the indicator “I share my experiences on social media” (score 540), suggesting that consumers’ active participation in spreading eWOM remains relatively low.

These findings align with (Henning-Thurau et al. 2004) and (Astuti & Cahyono 2021), who asserted that eWOM strongly influences purchase decisions because it is perceived as more honest and trustworthy. Hence, Kopi Ketje should encourage more user-generated content by incentivizing reviews, testimonials, or organizing review contests on Instagram

The Influence of Instagram Promotion and eWOM on Consumer Purchase Decisions

The simultaneous test (F-test) yielded a significance value of $0.000 < 0.05$, which indicates that Instagram promotion and eWOM together have a significant impact on consumer purchase decisions. The coefficient of determination (R^2) of 0.642 shows that 64.2% of the variance in purchase decisions is explained by the two variables, while the remaining 35.8% is influenced by other factors outside the model.

The multiple regression equation is as follows:

$$Y = 1,273 + 0,278X_1 + 0,399X_2$$

The interpretation of the model demonstrates that both Instagram promotion ($\beta = 0.278$) and eWOM ($\beta = 0.399$) have positive effects on purchase decisions, with eWOM exerting a stronger influence. This finding is consistent with (Rahmawati et al. 2020) and (Firdaus 2019), who highlighted that the combination of digital promotion and public opinion in social media is highly effective in shaping consumer behavior. Therefore, Kopi Ketje's marketing strategy should integrate visual promotions on Instagram with eWOM reinforcement. This can be achieved through customer testimonials, positive reviews, interactive content, and collaborations with trusted local micro-influencers, which will enhance consumer trust and ultimately increase purchase decisions.

Conclusion

Based on the findings and discussion regarding the influence of Instagram social media promotion and Electronic Word of Mouth (eWOM) on consumer purchase decisions at Kopi Ketje Panglima Polim in Bandar Lampung, the following conclusions can be drawn:

1. Instagram Promotion significantly influences consumer purchase decisions, as shown by the partial test with a significance value of $0.000 < 0.05$. Attractive promotions, such as discounts and events promoted through Instagram, are proven to encourage consumer purchases, especially among the younger age group, which dominates the respondents and actively uses Instagram.
2. Electronic Word of Mouth (eWOM) also significantly influences consumer purchase decisions, with a significance value of $0.000 < 0.05$. Consumers tend to trust reviews and recommendations from other users more than formal promotional messages. However, the level of consumer participation in spreading eWOM is still relatively low and needs further improvement.
3. Instagram Promotion and eWOM simultaneously have a significant effect on consumer purchase decisions, as evidenced by the F-test significance value of $0.000 < 0.05$. The coefficient of determination ($R^2 = 0.642$) indicates that these two variables explain 64.2% of the variation in purchase decisions. Regression results also show that eWOM has a stronger effect compared to Instagram promotion.

Thus, Kopi Ketje Panglima Polim's marketing strategy should integrate both approaches to enhance marketing effectiveness and optimize consumer purchase decisions.

Recommendations

1. Optimization of Instagram Promotion, Kopi Ketje Panglima Polim should continue developing creative and engaging promotional content on Instagram, utilizing features such as Stories, Reels, and influencer collaborations to reach a wider audience.
2. Strengthening eWOM through Participatory Strategies, The company should encourage consumers to provide reviews and testimonials on social media, for example by offering incentives such as discounts for reviews, testimonial contests, or reposting user-generated content as a form of appreciation.

3. Integration of Promotion and eWOM Strategies, A structured combination of active promotions and strengthened eWOM should be implemented, ensuring that consumers are not only attracted by promotional offers but also convinced by positive experiences from other users.
4. Regular Evaluation and Innovation, Routine evaluation of promotional effectiveness and consumer engagement with Instagram campaigns and eWOM activities is necessary. This ensures that strategies remain adaptable to market dynamics and consumer preferences.

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