



UDC 332

**THE ROLE OF BRAND TRUST IN MEDIATING INFLUENCE OF SOCIAL MEDIA
MARKETING AND EWOM ON CULINARY PURCHASE DECISION IN BALI:
A STUDY OF @FOODBALI SOCIAL MEDIA FOLLOWERS**

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ABSTRACT

The rapid growth in the number of restaurants in the city of Denpasar provides many alternative choices for consumers, so they need information as a reference, one of which is through social media which can help encourage consumer purchase decision. The large number of consumers looking for culinary information on social media has also become an opportunity for business people such as restaurants or cafes to share their business on social media such as Social media. Through this, the level of competition in the culinary business becomes increasingly fierce and various efforts are made by culinary entrepreneurs to attract consumers. One of the strategies carried out is in collaboration with culinary media @foodbali. The purpose of this study is to shed light on how consumers' trust in brands affects the effectiveness of social media marketing and word-of-mouth while making decisions about food and drink in Bali. In this study, we collected data from people who follow the Social media account @Foodbali. The sample size is 128, and the sampling technique is purposive sampling, which is not based on probability. The data is gathered through the use of a Google Form questionnaire that is shared throughout various social media platforms. Structural Equation Modeling (SEM) using Partial Least Square (PLS) is the method used to analyze the data in this study. According to the findings, there is a positive and statistically significant connection between social media marketing and consumer spending, as well as between electronic word of mouth and consumer spending, social media marketing and brand trust, electronic word of mouth and brand trust, brand trust and consumer spending, and social media marketing and brand trust. Based on the results of this research, it is hoped that the results of this research will be able to increase the development of marketing management knowledge, especially related to consumer behavior, as well as become a reference for marketers and entrepreneurs in the culinary sector to further increase the application of social media marketing, EWOM, brand trust in collaboration with foodblogger culinary information media so that can improve consumer purchase decision.

KEY WORDS

Social media marketing, EWOM, brand trust, purchase decision.

Consumers are always active in various activities such as making friends, creating content and sharing information, experiences and opinions on social media in this era of globalization. One of the social media that is in great demand in Indonesia is Social media. Social media can be used as promotional or advertising media, including Social media. Social media is not a photo application, but rather a new way of communicating through images and videos (Kolter and Keller, 2012). Social media is often used for promotional or advertising purposes by business people. Based on a survey from Hootsuite We Are Social, in 2022, the Social media platform in Indonesia will rank second (84.8 percent) after WhatsApp (88 percent).

Social media technology helps consumers to gain access to information quickly and easily. One piece of information that can be sought is recommendations or references for culinary places or culinary products. Through social media, consumers can obtain product or culinary recommendation information that can influence culinary purchase decision.

Social media in this digital era can help improve purchase decision, influence



consumer behavior and encourage consumers to buy products. The large number of consumers looking for culinary information on social media is also an opportunity for producers or business people such as restaurants or cafes to share their business on social media. The development of the culinary business, especially in Bali, can be seen from the increase in the number of restaurants in Bali every year obtained from data from the Central Statistics Agency.

Data from the Central Statistics Agency (BPS), the number of restaurants will reach 3,868 and will be spread throughout Bali in 2021. This data does not include businesses that are not officially registered, so it can be believed that the number of culinary businesses in Bali province is actually much higher. The many cafes popping up and new restaurants in Bali can provide that alternative culinary choices for potential consumers. This situation allows companies to attract consumers to make and influence culinary purchase decision. This research was carried out in Bali Province with a focus on the city of Denpasar. The development of the culinary business, especially in Denpasar, can be seen from data on the number of restaurants or eateries in 2022 obtained from data from the Denpasar City Tourism Office.

Table 1 – Number of Restaurants / Restaurants in Denpasar City in 2022

Type of business	Number of Restaurants / Restaurant
Restaurant	539
Restaurant	407
Bar	6
Café	63
Catering Catering Services	172
Food Sales Center	2

Source: Denpasar City Tourism Office, 2022.

This research was conducted in Denpasar City because Denpasar is the capital of Bali province with a total of 1189 restaurants spread throughout Denpasar. This data does not include businesses that are not officially registered, so it can be believed that the number of culinary businesses in the city of Denpasar is much higher. This indicates that the city of Denpasar has many potential consumers for this research.

The proliferation of culinary businesses makes competition increasingly fierce, so every business actor must maximize their ideas and creativity to produce products that are in demand by consumers through promotions on social media. One way to produce stronger message consistency in the current era is through social media with third party intermediaries. Third party here means a person or group of people who are considered as artists, influencers, celebs, bloggers, YouTubers, and so on (Puspita & Hendrayati, 2018). They are someone who has a following on social media and they have a strong influence on their followers. Many business people use it to support the introduction of sales products. One of them is a blogger in the culinary field or often called a food blogger.

Food Bloggers are used to providing reviews of culinary products from street food, homemade food, canteens or small food stalls, indie cafes to restaurants located in star hotels (Puspita & Hendrayati, 2018). The large number of culinary accounts makes it difficult for consumers to make choices and the information spread on social media. Social media makes it easier for people to read information from food bloggers and can influence readers to follow their recommendations (Hanifati (2015: 153).

Currently, there are many Social media accounts that contain culinary information content in Bali, one of which is @Foodbali. @Foodbali is an Social media account based on culinary information content accompanied by pictures and videos about culinary matters in Bali, especially Denpasar. Through this Social media account, followers can easily search for culinary information in Bali. Because currently many Social media accounts have emerged that specifically upload photos and information about culinary delights in Bali. The large number of followers on a Social media account can influence other followers to trust that account. The number of food bloggers in Bali is shown in Table 2.



Table 2 – List of Food Bloggers in Bali

Social media account	Number of followers
@deliciousbali	430,000
@nomnombali	221,000
@foodbali	218,000
@kulinerdenpasar	110,000
@ balifoodie.official	98,100

Source: Processed data, 2022.

Table 2 shows that the @Foodbali account is in third place with the highest number of followers in Bali. The @Foodbali account was chosen because it is relatively old with active and consistent posts since 2014, with 218 thousand followers. In Table 1, there is the @nomnombali account, which was also founded in the same year as @Foodbali, namely 2014, but the @nomnombali account has more followers. There are several methods that are not being well applied by @Foodbali, which is resulting in a lesser number of followers compared to @nomnombali. These strategies should be reevaluated and given more attention.

Content consisting of photographs or films showcasing food from cafés, restaurants, food stalls, and traditional Balinese cuisine @Foodbali is an information platform that utilizes its Social media account to effectively convey promotional messages about client items. The aim is to persuade its followers to make informed decisions when purchasing culinary products. An Social media social media management plan is essential for effective product communication, particularly for marketing services conducted by the food blogger @Foodbali.

Social media marketing is a strategy that leverages social media platforms to promote, persuade, and enhance customer awareness of specific products or services with the aim of achieving specific goals and expectations in the economic and social domains (Salvation and Sorooshian, 2018). The examination of consumer behavior in monitoring social media, particularly Social media, presents a significant possibility for using Social media in the execution of social media initiatives. Marketing through electronic word-of-mouth (EWOM) may be effectively achieved by using a social media marketing plan that focuses on distributing culinary reviews and customer testimonials. Electronic word of mouth encompasses customers' experiences with purchasing products or using services. EWOM, also known as electronic word of mouth, refers to statements made by real, potential, or past consumers about a product or company. These statements are accessible to individuals or organizations over the internet (Wijaya, 2014). Consumers will assess the product when information is shared via electronic word-of-mouth (EWOM). The reference is Zhang et al. (2010). Online media facilitates social communication by enabling customers to automatically communicate their experiences with the items or services they acquire throughout the shopping process (Kamtarin, 2012). Purchase decision refer to the process of customers making choices regarding the acquisition of products or services available in the market (Ansari et al., 2019).

Having reviews from virtual consumers can increase other consumers' trust in a product, rather than direct promotions carried out by companies or business people. Consumers who have a satisfied experience tend to describe the experience in great detail.

Positive EWOM references are one effort to build trust in the brand (Jansen et al., 2009). Building brand trust is important for consumers to retrieve and assess information from products (Ahmed & Ahmad, 2014). EWOM determines trust in a brand. Brand trust is customer confidence in relying on a brand with the hope that the brand will provide results that match their expectations (Kotler & Keller, 2016).

Brand trust is related to consumers' positive expectations of a product, where consumers already know what risks they will face from the product (Lau & Lee, 1999; Setyawan et al., 2015). Brand trust refers to consumer expectations that a brand is able to fulfill what consumers expect (Amron, 2018). Trust in a brand has a huge influence on brand



sustainability, because if a brand is no longer trusted by consumers, it will be difficult for products with that brand to develop in the market (Dewi & Sudiksa, 2019). Brand trust will determine consumer purchases of the brand, and trust will have the potential to create high-value relationships (Wulandari, 2015).

The development of restaurants and culinary businesses in Bali means that consumers have many choices, so they need information that can be trusted as a preventive measure. In the current digital era, the way to obtain information has shifted from print media to electronic media, one of which is through social media like Social media to get information, and there is EWOM, which can influence purchase decision. The existence of brand trust is also an additional value that can influence purchase decision.

Apart from gaps in research, there are differences in the results of previous research. Several previous studies conducted by Gabriella et al. (2019) shows that social media marketing and electronic word of mouth have a significant influence on purchase decision. Previous research from Furryanah et al. (2021), and Muslim (2018) show that social media does not have a significant influence on purchase decision, even though currently social media is considered a means that can influence people's purchase decision because of social media. This research is still limited to the dissemination of product information.

Research by Luthfiyatillah, et al (2020), Prastuti (2020), Arta and Yasa (2019) on EWOM can have significant or insignificant effects. Inconsistent research results between social media marketing and EWOM on purchase decision is a research gap, so to fill the research gap the brand trust variable is used as mediation because usually consumers will make purchases if they trust a brand or culinary place to avoid risks. This is in line with research conducted by Hanayha (2022) that brand trust mediates the relationship between media marketing and consumer purchase decision.

The social media marketing strategy of sharing reviews and culinary reviews is also able to create effective marketing through EWOM. Through research gaps and support from previous research, this research aims to find out and explain the role of brand trust in mediating the influence of social media marketing and EWOM on purchase decision in Bali. Based on the support of this research and research gap, it is important to conduct research to discuss "The Role of Brand Trust in Mediating Social Media Marketing and EWOM on Culinary Purchase decision in Bali (for Social media followers @Foodbali)".

Based on the background and literature review, the hypothesis formulated:

- H1: Social Media Marketing has a positive and significant effect on purchase decision;
- H2: Electronic Word of Mouth has a positive and significant effect on purchase decision;
- H3: Social Media Marketing has a positive and significant effect on Brand Trust;
- H4: Electronic Word of Mouth has a significant effect on Brand Trust;
- H5: Brand Trust has a significant effect on Purchase decision;
- H6: Social Media Marketing has a positive and significant effect on Purchase decision through Brand Trust;
- H7: EWOM has a positive and significant effect on purchase decision through Brand Trust.

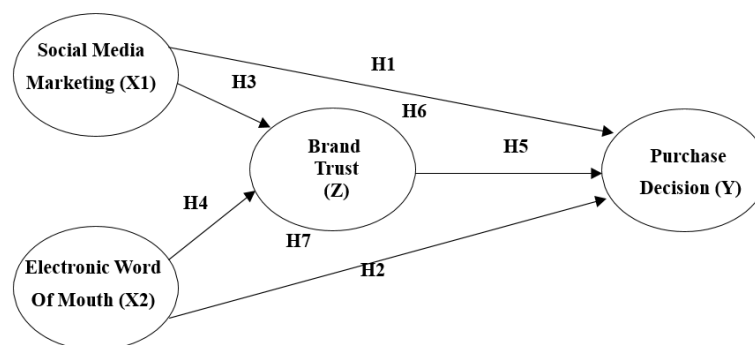


Figure 1 – Research Model



METHODS OF RESEARCH

This research is quantitative research in associative form. Quantitative research is research based on the assumption that a symptom can be classified, and the relationship between symptoms is causal (cause-effect), while associative relationships are allegations of a relationship between variables in the population to be tested (Sugiyono, 2021:65). This research took place in Bali Province, Denpasar City. Considerations for research carried out in Bali Province, based on data on the number of restaurants from the Central Statistics Agency for the period 2017-2022 experienced an increase. This research also uses research samples of people who use Social media and follow Social media @Foodbali and have made culinary purchases. This research was conducted over a period of approximately 3 months.

The study's population consists of followers of the Social media account @Foodbali. The population size of this investigation is indeterminate or incalculable. The sample for this study was drawn from customers who were followers of the @Foodbali account and had made a purchase at least once after viewing posts from @Foodbali. The respondents are residents of Denpasar City and are required to have at least a high school education or its equivalent. This educational requirement is necessary to ensure that the respondents have the necessary understanding of the questionnaire's contents.

Non-probability sampling methods are used to determine the sample. Purposive sampling, in which participants are chosen on the basis of predetermined criteria, is used in this study (Sugiyono, 2021:131). Here are the parameters we used to pick our sample: (1) A high school diploma or its equivalent is required of all applicants, and all applicants must be at least 17 years old. The following are the criteria that will be used to choose respondents: Participants must meet all of the following criteria: (1) have a minimum age and education level that allows them to understand the questionnaire; (2) live in Denpasar City; (3) be regular Social media users who follow the @Foodbali account; and (4) have made at least one gastronomic purchase after seeing a post from @Foodbali. The determination of the sample size is established based on the conditions outlined by Hair et al. (2010:102). The minimum number of samples collected is 5-10 times more than the number of parameters employed in the study (Hair et al., 2010:102). Therefore, The research utilized a sample size of 128 respondents, which was derived from the total number of indicators in the study, namely 16 indicators multiplied by 8 parameters. The data was gathered using a questionnaire administered as a Google Form and delivered to respondents via various social media platforms such as Whatsapp, Social media, and email. The research utilized a questionnaire as the instrument for data collection, administered to 128 respondents. To ensure its suitability, the questionnaire underwent validity and reliability testing. The research included descriptive analysis using SPSS and Structural Equation Modeling (SEM) based on Partial Least Square (PLS).

RESULTS AND DISCUSSION

As presented in sample determination, the number of respondents was 128 Social media followers @Foodbali in the city of Denpasar. In Table 3, the respondent profile is presented based on several demographic variables such as age, gender and occupation of the respondent.

Table 3 displays the age distribution of respondents. It reveals that the majority of respondents fall within the age range of 22-30 years, accounting for 65.6% of the total. Conversely, those beyond the age of 40 constitute the smallest proportion, at 10.2%. Judging from gender, it shows that the number of male respondents was 42.2% and female 57.8%, in terms of percentage there were more female respondents than male. Respondents' education is at least high school and the majority of respondents' occupations are private employees (31.3%), there are respondents who are students (28.9%), others (19.5%), self-employed (15.6%), civil servants (3.1%), and BUMN (1.6%). Most of the respondents who have worked indicate that their perception in answering is more effective.



The majority of respondents in this study had an income of Rp. 2,000,001 – Rp. 6,000,000 as many as 54 people with a percentage of 42.2 percent. Next followed by respondents with an income of IDR 6,000,001 – IDR. 3,000,000 as many as 25 people with a percentage of 19.5 percent. Respondent characteristics data in table 2 shows that @Foodbali followers in this study are women, aged 22-30 years, private employees and earn IDR 3,000,001 – IDR 6,000,000.

Table 3 – Respondent Demographic Profile

No.	Characteristics	Classification	Number of Respondents	Percentage (%)
1.	Age	17-21 Years	16	12.5
		22-30 Years	84	65.6
		31-40 Years	15	11.7
		>40 Years	13	10.2
		Amount	128	100
2.	Gender	Man	54	42.2
		Woman	74	57.8
		Amount	128	100
3.	Work	Student / Student	37	28.9
		Civil servants	4	3.1
		Private employees	40	31.3
		BUMN	2	1.6
		Self-employed	20	15.6
		Other	25	19.5
		Amount	128	100
3.	Income	< Rp. 1,000,000	15	11.7
		Rp. 1,000,000 – Rp. 3,500,000	20	15.6
		Rp. 3,500,001 – Rp. 6,000,000	54	42.2
		Rp. 6,000,001 – Rp. 9,000,000	25	19.5
		> Rp. 9,000,000	14	11
Amount	128	100		

Source: Processed primary data, 2023.

At this point, it is crucial to take into account three specific values: convergent validity, discriminant validity, and composite reliability. Convergent validity is employed to ascertain which instrument items may serve as indicators for all latent variables. The test outcomes are evaluated using the factor loading (outer loading) value of the construct indicators.

The following are the results of convergent validity testing using indicators of social media marketing, EWOM, brand trust and purchase decision which are presented in Table 4.

Table 4 – Covergent Validity Test Results

Indicator	Outer Loading	p-values	Information
X _{1.1.1}	0.763	0,000	Valid
X _{1.1.2}	0.781	0,000	Valid
X _{1.2.1}	0.794	0,000	Valid
X _{1.2.2}	0.832	0,000	Valid
X _{1.3.1}	0.810	0,000	Valid
X _{1.3.2}	0.732	0,000	Valid
X _{2.1}	0.735	0,000	Valid
X _{2.2}	0.830	0,000	Valid
X _{2.3}	0.785	0,000	Valid
X _{2.4}	0.864	0,000	Valid
X _{2.5}	0.795	0,000	Valid
Y _{2.1}	0.792	0,000	Valid
Y _{2.2}	0.863	0,000	Valid
Y _{2.3}	0.845	0,000	Valid
Y _{2.4}	0.827	0,000	Valid
Y _{1.1.1}	0.749	0,000	Valid
Y _{1.1.2}	0.811	0,000	Valid
Y _{1.2.1}	0.851	0,000	Valid
Y _{1.2.2}	0.819	0,000	Valid
Y _{1.3.1}	0.779	0,000	Valid
Y _{1.3.2}	0.815	0,000	Valid
Y _{1.4}	0.778	0,000	Valid

Source: Processed primary data, 2023.



All variable indicators with outer loading values greater than 0.05 and p-values less than 0.05 are shown in Table 4 of the convergent validity assessment. As a result, all of the indicators used to measure the variables in this study are credible and meet convergent validity standards.

Comparing the correlation between a given variable and the other variables in the model with the square root of the average variance extracted (AVE) for each variable is a technique for evaluating discriminant validity. When the correlation between a given variable and all the other variables in the model is smaller than the square root of the average variance extracted (AVE), we know that the model is discriminantly valid. Discriminant validity test outcomes are shown in Table 5.

Table 5 – Discriminant Validity Test Results

Research variable	AVE	√AVE	Correlation			
			Social Media Marketing (X1)	Electronic Word of Mouth (X2)	Buying decision (Y1)	Brand Trust (Y2)
Social Media Marketing (X1)	0.618	0.786	1,000	0.948	0.954	0.945
Electronic Word of Mouth (X2)	0.645	0.803	0.948	1,000	0.947	0.952
Buying decision (Y1)	0.642	0.833	0.954	0.947	1,000	0.949
Brand Trust (Y2)	0.693	0.801	0.945	0.952	0.949	1,000

Source: Processed primary data, 2023.

The discriminant validity test findings, as shown in Table 5, demonstrate that the Average Variance Extracted (AVE) value is more than 0.05. Furthermore, the correlation coefficient for each variable exceeded the correlation coefficient between variables. These results suggest that the latent variable indicators demonstrate superior performance compared to the indicators of other hidden variables. Thus, it may be affirmed that the data in this research has met the requisite standards.

Ghozali (2018:61) defines reliability as a metric used to assess the consistency of a questionnaire, serving as an indication of a variable or construct. A questionnaire is considered trustworthy if an individual's responses to claims remain constant or stable over a period of time. Ghozali (2018:62) defines a variable as dependable if the Cronbach Alpha value exceeds 0.70. The sample employed to assess the instrument's reliability comprised 30 respondents. The reliability test results are displayed in table 6.

Table 6 – Composite Reliability Test Results

No.	Variable	Cronbach's Alpha	Composite Reliability	Information
1.	Social Media Marketing	0.876	0.906	Reliable
2.	Electronic Word of Mouth	0.861	0.900	Reliable
3.	Brand Trust	0.852	0.900	Reliable
4.	Buying decision	0.907	0.926	Reliable

Source: Processed primary data, 2023.

Table 6 presents the test findings, which include the Cronbach's Alpha and Composite Reliability values for all builds. These values were higher than 0.70 to guarantee that all variables in this research meet the composite reliability criteria.

Study was undertaken to assess the relationship between the significant value of the construct and the R-square of the research model, using an evaluation of the inner model or structural model. The R-square value measures the amount of variation in the dependent variable that can be accounted for by the independent variables. Falk & Miller (1992) categorize R-square into four separate types. The four categories are as stated: If the R-square value is greater than 0.67, it is classified as high. If the R-square value is between 0.33 and 0.67, it is classified as sufficient or moderate. If the R-square value is between 0.19 and 0.33, it is classified as low or weak. Lastly, if the R-square value is less than 0.19, it is not regarded acceptable.



Table 7 – R-square value

Construct	R-square
Brand Trust	0.924
Buying decision	0.936

Source: Processed primary data, 2023.

The R-square value of the Brand Trust variable is 0.924, as shown in Table 7. This indicates that 92.4 percent of the variation in the Brand Trust concept can be accounted for by the Social Media Marketing and Electronic Word of Mouth factors, whilst the remaining 7.6 percent of the Brand Trust factor is attributed to other variables not included in the model.

Similarly, the Purchase Decision variable exhibits a high R-square value of 0.936. The Social Media Marketing, Electronic Word of Mouth, and Brand Trust variables account for 93.6 percent of the variability in the Purchase Decision construct. The remaining 6.4 percent of the Purchase Decision variable is attributed to additional factors not included in the model. According to Table 6, the predicted prevalence value may be computed using the following method – 98.2 %.

The Q^2 value obtained in this study was 0.982 or 98.2 percent, thus it can be concluded that the model in this study has a relevant predictive value because it explains the information in this study.

The computed parameters hold valuable insights on the correlation between study variables. The subsequent section describes the outcomes of direct impact testing and mediating variable testing. This study used a Partial Least Squares (PLS) analytical methodology to examine the previously mentioned research hypothesis. Figure 2 displays the findings of the analysis conducted using the empirical research model.

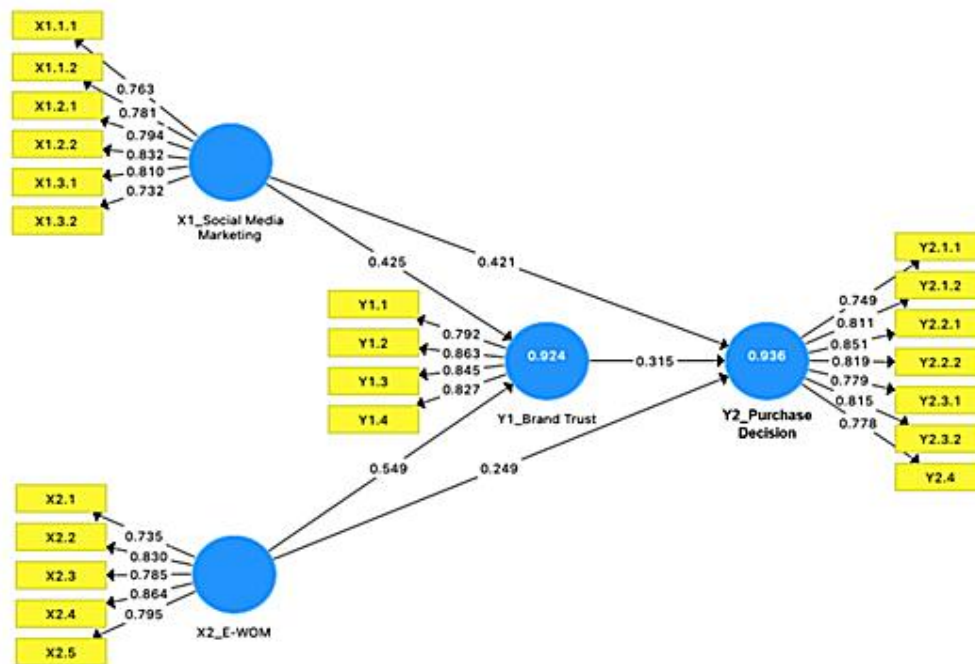


Figure 2 – PLS Analysis Results (Source: Data processed, 2023)

According to Figure 2, the variable of social media marketing has a significant impact on purchase decision, shown by a coefficient of 0.421. The variable of electronic word-of-mouth (EWOM) has a significant impact on purchase decision, as indicated by a coefficient of 0.249. The social media marketing variable has a significant impact on the brand trust variable, with a correlation of 0.425. The variable of electronic word-of-mouth (EWOM) has a significant impact on brand trust, as indicated by a coefficient of 0.549. The variable of brand trust has a direct impact on purchase decision, with a correlation of 0.315. The findings of



bootstrapping in this research are displayed in Figure 3, while the results of the direct effect test between variables can be found in Table 8.

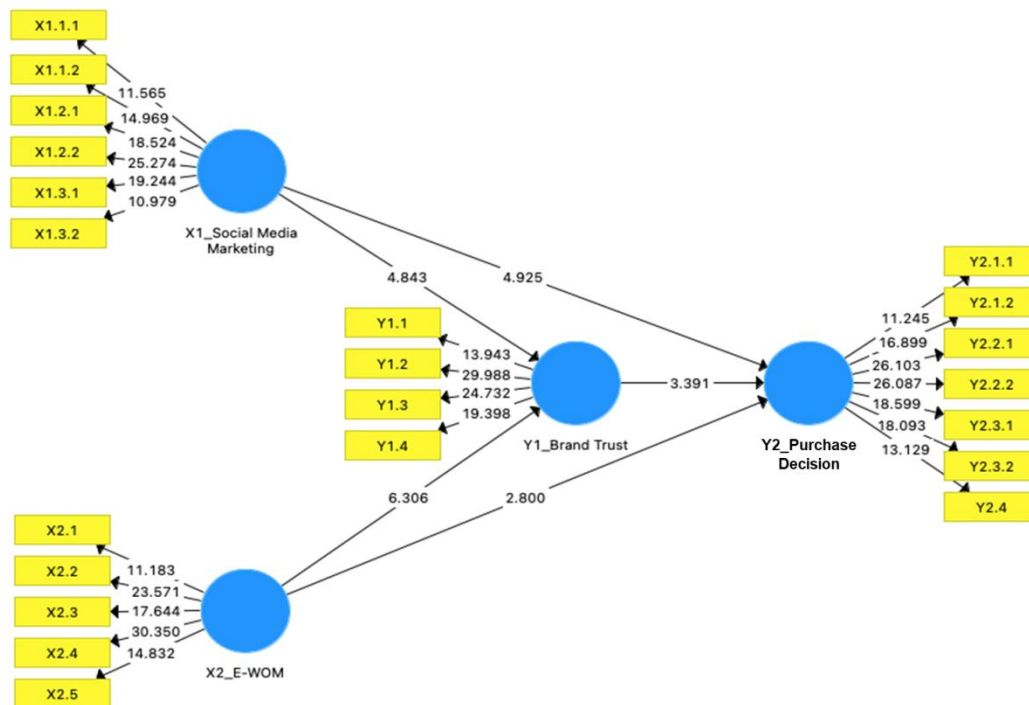


Figure 3 – Bootstrapping Source: Data processed (2023)

Hypothesis testing involves examining the t-statistic values and p-values. If the value of the t-statistic is more than or equal to the value of the t-table or if the p-value is less than 0.05, then the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. The outcomes of the direct causation examination between variables are displayed in table 8.

Table 8 – Direct Effect Test Results

Construct	Path Coefficient	T-statistics	p-values	Information
X1_ Social Media Marketing -> Y2_ Purchase Decision	0.421	4,925	0,000	Accepted
X2_ E-WOM -> Y2_ Purchase Decision	0.249	2,800	0.005	Accepted
X1_ Social Media Marketing -> Y1_ Brand Trust	0.425	4,843	0,000	Accepted
X2_ E-WOM -> Y1_ Brand Trust	0.549	6,306	0,000	Accepted
Y1_ Brand Trust -> Y2_ Purchase Decision	0.315	3,391	0.001	Accepted

Source: Processed primary data, 2023.

Table 7 displays the outcomes of the direct influence examination for each variable. The social media marketing factors have a significant impact on purchase decision, as shown by a t-statistic value of 4.925, which above the critical value of 1.96, and a p-value of 0.000, which is less than the significance level of 0.05. Therefore, we may conclude that the alternative hypothesis (H1) is accepted. The path coefficient for the variable of social media marketing on purchase choices is 0.421. This indicates that for every one unit increase in social media marketing, there is an expected rise of 0.421 in purchase decision, providing all other variables remain constant.

The electronic word of mouth variable has a significant impact on purchase decision, as indicated by a t-statistic value of 2,800 which above the critical value of 1.96, and a p-value of 0.005 which is less than the significance level of 0.05. Therefore, we may conclude that H2 is accepted. The path coefficient for the electronic word of mouth variable on purchase choices is 0.249. This indicates that a one-unit increase in electronic word of mouth can lead to a 0.249 increase in purchase decision, providing all other variables remain



constant.

The t-statistic value of 4.843 for the effect of social media marketing factors on brand trust is greater than the critical value of 1.96 from the t-table, and the p-value of 0.000 is less than the significance level of 0.05. Therefore, we may conclude that H3 is accepted. The path coefficient for the variable of social media marketing on brand trust is 0.425. This indicates that for every one unit rise in social media marketing, brand trust is expected to grow by 0.425 units, providing all other factors remain constant.

The electronic word of mouth variable has a significant impact on brand trust, as indicated by a t-statistic value of 6.306, which above the critical value of 1.96, and a p-value of 0.000, which is less than the significance level of 0.05. Therefore, we may conclude that H4 is accepted. The path coefficient value for the variable of electronic word of mouth on brand trust is 0.549. This indicates that a one-unit rise in electronic word of mouth may lead to a 0.549 increase in brand trust, providing all other factors remain constant.

The brand trust variable has a significant impact on purchase decision, as indicated by a t-statistic value of 3.391, which exceeds the critical value of 1.96 from the t-table, and a p-value of 0.001, which is lower than the significance level of 0.05. Therefore, we may conclude that H5 is accepted. The path coefficient for the brand trust variable on purchase decision is 0.315. This indicates that a one-unit increase in brand trust is associated with a 0.315 increase in purchase decision, assuming all other variables remain constant.

The Sobel test is designed to ascertain the impact of intervening variables or factors. The brand trust variable serves as the mediating variable in this investigation.

Sobel test

This is achieved by assessing the potency of the indirect impact of the independent variables (X) on the dependent variable (Y) via the intermediary variable (M).

If the Sobel test yields a value greater than or equal to 1.96, with a significance level of 5%, it can be concluded that the variable mediates the relationship between the independent variable and the dependent variable.

Based on the results of the direct influence test in table 7, a value is obtained

$$Z = \frac{ab}{\sqrt{(b^2SE_a^2) + (a^2SE_b^2)}} = 2,773$$

The Sobel test results obtained a result of 2, 773 > 1.96. This means that the brand trust variable is sure to mediate the influence of social media marketing on buyer decisions.

The influence of EWOM on purchase decision is mediated by brand trust:

$$Z = \frac{ab}{\sqrt{(b^2SE_a^2) + (a^2SE_b^2)}} = 2,985$$

The Sobel test results obtained a result of 2, 985 > 1.96. This means that the brand trust variable is sure to mediate the influence of electronic word of mouth on buyer decisions.

DISCUSSION OF RESULTS

The statistical research reveals that social media marketing exerts a favorable and substantial impact on purchase decision. Consequently, the presence of captivating material on Social media will enhance customers' inclination to make purchase decision. The social media marketing efforts undertaken by @Foodbali, including the creation and distribution of engaging content as well as the establishment of relationships, may enhance customers' purchase decision, impact their behavior, and stimulate their inclination to make purchases. This suggests that a higher quality of social media marketing will result in improved purchase decision. The findings of this study provide additional support to the research conducted by Mileva and Fauzi (2018), Irfan et al. (2017), Simbolo et al. (2022), Sagita (2021), Linianti



(2018), Ardiansyah and Sarwoko (2020), Pratiwi and Yasa (2019), Ansari et al. (2019), Haudi et al. (2022), and Gabriella et al. (2022). These studies collectively demonstrate that social media marketing exerts a significant impact on consumer purchase decision.

This validates the SR Theory, which elucidates the influence on the recipient resulting from communication. If the stimulus is deemed unsatisfactory, it signifies that the stimulus lacks efficacy in affecting the individual. Social media communications that provide information and have the power to motivate people to make purchases. According to the data on the respondents' characteristics, the majority of participants in this study were between the ages of 22 and 30. These individuals showed a high level of adaptability to technology, particularly in their use of social media. As a result, they were able to easily access and absorb information. Additionally, some of the respondents were already employed and earning an income ranging from Rp. 3,000,001 to Rp. 6,000,000. This higher income level increased their likelihood of making purchases related to culinary experiences.

According to the research conducted by Hardey (2011), Mileva and Fauzi (2018), Zanjabila and Hidayat (2017), Kambali and Masitoh (2021), and Nurfitriani (2016), there is a positive correlation between the effectiveness of social media marketing and the quality of purchase decision. Consumer Behavior Theory refers to the actions and decisions made by individuals as they seek, purchase, utilize, evaluate, and decide on items, services, and ideas. The consumer behavior model is evident in the process by which consumers make purchase decision, facilitated by @Foodbali's social media marketing strategies, which involve generating captivating content, disseminating it, and establishing connections that aid consumers in enhancing their purchase decision, influencing their behavior, and stimulating purchases.

The influence of EWOM on purchase decision

The statistical study results indicate that electronic word-of-mouth (EWOM) has a favorable and substantial impact on consumers' purchase choices. Consequently, customers take into account Electronic Word-of-Mouth (EWOM) while making decisions about their culinary purchases. shoppers can access information by consulting evaluations from fellow shoppers who have already made purchases. Consumers mostly rely on the EWOM variable, namely by seeking out recommendations from other followers in the comments section of the @Foodbali Social media account, in order to make purchase decision. This validates that SR Theory accurately explains the effect on the receiver resulting from communication. If the stimulus is deemed unsatisfactory, it indicates that the stimulus lacks efficacy in exerting influence on the subject. The act of reviewing information on culinary items by followers of @foodbali who have made purchases can encourage other followers to make purchase decision.

According to the data on respondent characteristics, the majority of participants in this study were between the ages of 22 and 30. These individuals exhibited a high level of adaptability to technology, particularly in their use of social media. As a result, they were able to easily access information. Additionally, some respondents were employed and had a steady income, which increased their likelihood of making culinary purchases. Electronic Word of Mouth (EWOM) provides responders with information that effectively fulfills consumer expectations.

Discoveries This aligns with the findings of Noviandini and Yasa's (2021) investigation. The variable E WOM exerts a favorable and statistically significant impact on consumer buying behavior. Traveloka operates in Denpasar. Consumer purchase decision will increase in proportion to the quality of the electronic word-of-mouth (EWOM) information disseminated. Studies conducted by Komalasari and Marjito (2019), Prasad et al. (2017), Turkyilmaz (2018), Wahyudi (2018), Desceria (2020), Gultom (2021), Tjhin, Aini (2019), Diantari and Jokhu (2021), Syahrivar and Ichlas (2018) have found that electronic word-of-mouth (e-WOM) has a favorable impact on consumers' purchase decision.

The influence of social media marketing on brand trust

The statistical research findings indicate that brand trust is positively and significantly



influenced by social media marketing. By employing social media marketing strategies, such as generating captivating content, distributing material, and establishing relationships, @Foodbali may enhance trust in its service brand. This validates the SR Theory, which explains how the reception of stimulus communication through social media, in the form of information messages with captivating content, interactive design, regular updates, quick accessibility, and the discovery of new networks, can have an impact on brand trust. Consumer Behavior Theory is influenced by two primary sources of information: the company's marketing efforts, including product offerings, pricing, promotions, and distribution channels, and external influences from the environment, such as family, friends, neighbors, classmates, and both official and unofficial sources. In the culinary sector, entrepreneurs collaborate with @Foodbali services through social media marketing strategies, such as creating engaging content, sharing information, and building connections, all of which contribute to enhancing brand trust. According to the data on respondent characteristics, the majority of participants in this study were between the ages of 22 and 30. These participants shown a high level of adaptability to technology, particularly in their use of social media. As a result, they were able to effectively absorb knowledge and were actively engaged in social media usage.

The findings of this study align with the research carried out by Sohail et al. (2020), Hanaysha (2022), Tong (2020), Saadah (2021), Zafar et al. (2021), Hafez (2021), Wottrich et al. (2017), Gultom (2021), Sanjaya and Budiono (2021), and Rachmadhaniyati and Sanaji (2021), which also provide evidence that social media marketing positively influences brand trust.

The influence of EWOM on brand trust

The statistical study results indicate that electronic word-of-mouth (EWOM) has a favorable and substantial impact on brand trust. Electronic Word-of-Mouth (EWOM) is a factor that customers take into account while making decisions about culinary products. buyers can get information by perusing reviews from fellow buyers who have already made purchases. This validates that the SR Theory elucidates the influence on the receiver resulting from communication. If the stimulus is deemed unacceptable, it signifies that the stimulus lacks efficacy in affecting the individual. The stimulus takes the form of information messages that evaluate @Foodbali followers through social media, which has an impact on the faith in the business. Potential buyers will peruse the remarks left by existing followers before making a purchase decision. Conversely, engaging in discussions with other followers might impact the credibility of the @Foodbali brand.

Consumer Behavior Theory refers to the study of how customers make decisions while purchasing items. One aspect of this theory is the influence of Electronic Word of Mouth (EWOM), which involves consumers expressing favorable opinions about products through social media. This kind of communication has the potential to impact consumer trust. High-quality information obtained from social media platforms can enhance customer trust and mitigate perceived risks associated with unfamiliar direct shopping experiences, hence benefiting consumers. When making a purchase, several factors influence consumer behavior and motivate customers to make a purchase.

The results of this study corroborate the research conducted by Lestari and Gunawan (2021), which includes both favorable and unfavorable remarks made by current consumers to provide fresh information about items to potential consumers over the internet. Yunikartika and Harti (2022) conducted more study on the quality of electronic word-of-mouth (E WOM). They found that E WOM that is relevant, accurate, comprehensive, and collected from the Social media account @carubanmangan can enhance customer confidence.

The findings of this study align with the research conducted by Annisa (2016), Serra-Cantalops et al. (2018), Anaya-Sánchez et al. (2020), Yusuf et al. (2018), Nuseir (2019), Ismagilova et al. (2021), Wiraandryana et al. (2021), Triani Wahyuni Dewi & Nurcaya (2020), Putri & Rahyuda (2021), Dewi & Giantari (2020), Krisnawan & Jatra (2021), Wiraandryana & Sri (2021), and Saputra & Wardana (2020). Electronic Word of Mouth (EWOM) exerts a favorable impact on brand trust, demonstrating its significance.



The influence of brand trust on purchase decision

The statistical analysis findings indicate that brand trust exerts a favorable and substantial impact on purchase decision. Consumers take into account brand trust when making purchase decision, since they rely on the @Foodbali service brand to mitigate any hazards. The higher the level of confidence in the @Foodbali brand, the more likely consumers are to believe the information presented and make buying decisions. This validates the notion that the Consumer Behavior Theory pertains to the actions exhibited by customers when making buying choices, specifically in relation to their trust in the brand @Foodbali. The information disseminated by @Foodbali instills a feeling of assurance and confidence in consumers when making their purchasing selections. When customers have never made direct purchases, placing trust in a brand can diminish their sense of risk. This, in turn, aids consumers in making purchase decision, influences their behavior, and ultimately encourages them to buy.

This discovery aligns with the investigation carried out by Noviandini & Yasa (2021) which demonstrates that brand trust exerts a favorable and noteworthy impact on the purchasing choices of Traveloka consumers in Denpasar. This demonstrates a positive correlation between the amount of customer confidence in a service brand and the consumer's purchase decision. In other words, as consumer trust in a service brand increases, so does their likelihood of making a purchase. The findings of this study are consistent with the studies carried out by Adrian & Zeplin (2017), Dwivedi (2022), Pop et al. (2022), Farida (2019), and Dewi and Sudiksa (2019). Tjhin (2019), Ramadhani et al. (2022), Nofianti (2014), and Calefato et al. (2015) have found that brand trust has a favorable and substantial impact on purchase decision.

The influence of social media marketing on purchase decision through the brand trust

The statistical analysis findings indicate that social media marketing exerts a favorable and substantial influence on purchase decision by fostering brand trust. This validates the notion that Consumer Behavior Theory pertains to the actions exhibited by an individual when seeking, purchasing, utilizing, evaluating, and deciding upon items, services, and concepts. The consumer behavior model is evident in the process by which customers make purchase decision, facilitated by the social media marketing efforts conducted by @Foodbali. Examples of these activities include generating compelling content, disseminating material, and establishing relationships that can enhance customers' purchasing choices, shape consumer actions, and stimulate consumer purchases through brand intervention. Reliance.

The study found that the majority of respondents, aged 22-30, exhibited a high level of adaptability to technology, particularly in their use of social media. This enabled them to effectively absorb information. Additionally, some respondents were already employed and earning between Rp. 3,000,001 – Rp. 6,000,000, which increased their likelihood of making culinary purchases. The results of this study align with the research done by Hanaysha (2022), which suggests that brand trust plays a mediating role in the connection between social media marketing and customer purchase choices. The presence of brand trust effectively moderates the impact of social media marketing on consumers' purchase choices. The greater the efficacy of social media marketing, the quicker customers would make purchase decision, provided they have prior confidence in the company. Noviarita's study findings from 2020 indicate that Social Media Marketing has a notable and favorable impact on Brand Trust. Investigation Additional studies Anwar and Aprillia (2018), Padmawati (2020), and Hasan (2020) have found that social media marketing has a favorable and substantial impact on purchase decision by fostering brand trust.

The influence of EWOM t on purchase decision through brand trust

The statistical study results indicate that Electronic Word of Mouth (EWOM) has a favorable and substantial impact on purchase decision by fostering brand confidence. Positive electronic word-of-mouth (EWOM) is a strategy aimed at enhancing brand trust. Preserving brand credibility is crucial in shaping purchase choices. Positive electronic word-of-mouth (EWOM) stimulates customers to promptly make buying selections. By using



@Foodbali, shoppers can get reviews and comments from fellow consumers, enabling them to make informed purchase decision.

This validates that SR Theory accurately explains the influence on the receiver as a result of communication. If the stimulus is deemed unsatisfactory, it signifies that the stimulus lacks efficacy in exerting influence on the subject. The review of information about @foodbali followers who have bought culinary items serves as a stimulus that influences other followers in their purchase decision. Potential buyers often rely on reading comments from other followers and engaging in discussions with fellow followers to assess the credibility of the @Foodbali brand.

The majority of respondents in this study were between the ages of 22 and 30, and they exhibited a high level of adaptability to technology, particularly in their use of social media. As a result, they were able to effectively absorb information. Additionally, a portion of the respondents were already employed and earning between Rp. 3,000,001 and Rp. 6,000,000, which increased their likelihood of making culinary purchases.

The results of this study align with the research done by Noviadini & Yasa (2021), which demonstrates that brand trust plays a major role in mediating the impact of electronic word-of-mouth (EWOM) on the purchase choices of Traveloka consumers in Denpasar. In a study conducted by Sudiksa (2019), it was found that electronic word-of-mouth (EWOM) has a positive and significant impact on brand trust. Additionally, EWOM also has a positive and significant effect on purchase decision. The study further revealed that brand trust has a positive and significant influence on purchase decision. Moreover, brand trust was identified as a significant mediator between EWOM and purchase decision for products in Denpasar City. The findings of this study align with the research conducted by Adnyaswari (2022), Purnamasari & Yulianto (2018), Indratno et al. (2022), Padmawati (2020), Ridwan (2021), and Permatasari et al. (2022). These studies have shown that brand trust plays a key role in mediating electronic word-of-mouth (EWOM) effects on consumers' purchase decision.

RESEARCH IMPLICATIONS

The findings of this study indicate that both social media marketing and electronic word-of-mouth (EWOM) exert a favorable and substantial influence on consumer purchase decision, with brand trust serving as a mediating factor. These findings are expected to support future study and enhance the advancement of marketing management expertise in areas such as consumer behavior, social media marketing, electronic word-of-mouth (EWOM), purchase choices, and brand trust. This research is expected to serve as a benchmark for future studies.

The research findings suggest that culinary entrepreneurs might use practical implications when collaborating with food bloggers to aid in culinary decision making. These implications include: Consumers prioritize engaging content and interactive design while making culinary purchase decision. Therefore, @Foodbali, a culinary information medium, enhances its approach by generating captivating material with unique features to avoid monotony. Overseeing the @Foodbali Social media account to enhance followers' convenience and familiarity. Engaging with followers by responding to their evaluations of things that have been tested and consumed may enhance the appeal of these assessments to other readers of the message, particularly prospective customers, so encouraging them to purchase and experience products that have garnered positive evaluations. Business entities operating in the culinary industry should possess the ability to cultivate strong connections with culinary media, such as food bloggers, in order to leverage them as a platform for advertising their food and beverage goods. Fostering a strong rapport between food bloggers and entrepreneurs will provide advantageous outcomes, benefiting both parties involved.

RESEARCH LIMITATIONS

This research has been conducted with maximum efficiency, although it nevertheless possesses the following constraints:



- This research is constrained in its scope to just examining gastronomic pleasures in Denpasar City, thereby precluding generalization to other locales;
- This data collection is conducted using cross-sectional or longitudinal methods, allowing for the examination of environmental changes over time. Therefore, this research is crucial for future investigations.

CONCLUSION

Based on the results of statistical analysis and discussion of research results, it can be concluded as follows:

- Social media marketing has a positive and significant effect on purchase decision. This shows that the more effective social media marketing is, the better consumer purchase decision regarding culinary choices in Bali;
- EWOM has a positive and significant effect on purchase decision. This shows that the better the review comments, the better the culinary purchase decision made by consumers who see the reviews;
- Brand trust has a positive and significant effect on purchase decision. This shows that the better the brand trust, the better consumer purchase decision regarding culinary delights;
- Brand trust which has a positive and significant influence mediates the influence of social media marketing on purchase decision. This shows that brand trust formed through social media marketing will influence better culinary purchase decision;
- Brand trust which has a positive and significant effect mediates the influence of EWOM on purchase decision. This shows that brand trust is formed through EWOM then it will influence better purchase decision.

Based on the conclusions of the research results, it can be described as follows:

- The lowest score is in the connecting indication, indicating that some followers of @Foodbali on Social media are still unable to establish connections with others who share their interest in the culinary industry. It is expected that @Foodbali would increase their level of engagement in order to foster connections among their Social media followers;
- Furthermore, the admin of the @Foodbali Social media account prioritizes the material in order to attract prospective new consumers who are inclined to purchase and sample items that have garnered favorable ratings;
- According to the research findings, it is recommended that businesses in the culinary sector create positive ties with culinary media, such as food bloggers, in order to utilize them as a means of advertising their food and beverage goods. Cultivating a strong rapport between food bloggers and business professionals can provide favorable outcomes, resulting in mutual advantages for both parties involved.

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