

The Influence of Social Media and Electronic Word of Mouth on Purchasing Decisions at Baron's House Coffee Shop Surakarta

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ABSTRACT

Keywords:

Social Media,
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Abstract: The increasing number of coffee shops in Surakarta has intensified competition in the culinary industry, requiring effective marketing strategies to increase consumer purchasing decisions. Social Media and Electronic Word of Mouth (E-WOM) have become important components of digital marketing because they provide information, promote products, and facilitate online consumer reviews. This study aims to examine the influence of Social Media and Electronic Word of Mouth (E-WOM) on Purchasing Decisions at Baron's House Coffee Shop Surakarta. A quantitative approach with a survey method was employed. Primary data were collected through questionnaires distributed to 100 respondents selected using purposive sampling. Data analysis was conducted using IBM SPSS Statistics, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination. The results indicate that Social Media and Electronic Word of Mouth have a positive and statistically significant influence on Purchasing Decisions, both partially and simultaneously. These findings suggest that optimizing social media utilization and encouraging positive online reviews can effectively increase consumer purchasing decisions.

Kata Kunci:

Media Sosial
Electronic Word of Mouth
(E-WOM)
Keputusan Pembelian

Abstrak: Meningkatnya jumlah kedai kopi di Surakarta menyebabkan persaingan dalam industri kuliner semakin ketat, sehingga diperlukan strategi pemasaran yang efektif untuk meningkatkan keputusan pembelian konsumen. Media Sosial dan Electronic Word of Mouth (E-WOM) menjadi bagian penting dalam pemasaran digital karena mampu menyampaikan informasi, mempromosikan produk, serta menyediakan ulasan konsumen secara daring. Penelitian ini bertujuan untuk mengetahui pengaruh Media Sosial dan Electronic Word of Mouth (E-WOM) terhadap Keputusan Pembelian pada Baron's House Coffee Shop Surakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data primer diperoleh melalui kuesioner yang diberikan kepada 100 responden dengan teknik purposive sampling. Analisis data dilakukan menggunakan IBM SPSS Statistics melalui uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji hipotesis, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa Media Sosial dan Electronic Word of Mouth berpengaruh positif dan signifikan terhadap Keputusan Pembelian, baik secara parsial maupun simultan. Temuan ini menunjukkan bahwa optimalisasi media sosial dan ulasan positif secara daring dapat meningkatkan keputusan pembelian konsumen.

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A. INTRODUCTION

Over the past few years, the coffee industry in Indonesia has undergone rapid and substantial expansion. Coffee shops have shifted from being places dedicated exclusively to coffee consumption into versatile spaces that support professional work, educational activities, social engagement, and

the demands of contemporary lifestyles. The growing presence of coffee shops in various regions signifies the increasing level of competition within the industry. Under these circumstances, entrepreneurs are encouraged to adopt effective marketing strategies that can attract new customers while strengthening the loyalty of existing consumers.

Indonesia is presently recognized as one of the countries with the greatest number of coffee shops in the world. This situation reflects the considerable business prospects available within the coffee shop industry, despite the increasingly competitive market conditions. Hence, business operators should understand the determinants of consumers' purchasing decisions to improve their competitive advantage and maintain the long-term viability of their business operations.

A similar trend can also be observed in Surakarta City, where the number of coffee shops has grown rapidly. Based on data on the distribution of coffee shops by district, Laweyan District has the highest number of coffee shops, followed by Banjarsari and Serengan Districts. This rapid growth reflects not only the increasing business opportunities in the coffee industry but also the intensifying competition among coffee shop businesses to attract consumers. As a result, business owners need to develop effective marketing strategies that encourage consumers to make purchasing decisions.

The optimal utilization of social media represents one of the primary marketing strategies adopted by businesses in today's digital era. As a digital communication platform, social media enables businesses to disseminate product information, conduct promotional campaigns, and establish direct interactions with consumers. Furthermore, many consumers rely on social media as an important source of information before making purchasing decisions. According to (Regina et al., n.d.) social media significantly influences purchasing decisions by affecting consumers throughout the decision-making process, beginning with information search and continuing until the final purchase decision.

Besides social media, the rapid development of digital technology has accelerated the In addition to social media, the advancement of digital technology has significantly contributed to the expansion of electronic word of mouth (E-WOM), which refers to consumer-generated communication on digital platforms in the form of reviews, recommendations, and shared experiences regarding products or services. Unlike promotional content produced by companies, information conveyed through E-WOM is widely perceived as more impartial and trustworthy, enabling it to influence consumer perceptions and reinforce the confidence of prospective buyers. Supporting this perspective, (Putro, 2026) found that E-WOM exerts a positive and statistically significant effect on purchasing decisions, as customer reviews and testimonials increase consumers' confidence when choosing products or services.

Purchasing decisions refer to the decision-making process through which consumers choose a particular product or service after considering various available alternatives. Within the context of the coffee shop industry, purchasing decisions are determined not only by product quality but also by information obtained from social media and electronic word of mouth (E-WOM). These two communication channels contribute substantially to the development of consumer perceptions, the establishment of trust, and the encouragement of purchasing decisions Siregar., (2024).

Earlier research has consistently confirmed that Social Media and Electronic Word of Mouth (E-WOM) have a positive effect on purchasing decisions. Nevertheless, variations in research findings regarding the extent of each variable's effect indicate the presence of an empirical research gap. In addition, most existing studies investigating consumer behavior in coffee shop settings have been limited to particular geographic locations, thereby restricting the broader applicability of their findings. Consequently, further investigations conducted in different local contexts are necessary to obtain a deeper and more comprehensive understanding of the determinants that affect consumers' purchasing decisions.

Baron's House Coffee Shop Surakarta was chosen as the focus of this study because it actively implements social media as a digital promotional medium and has accumulated numerous customer reviews across various online platforms. These characteristics make Baron's House Coffee Shop Surakarta an appropriate research setting for examining the impact of Social Media and Electronic Word of Mouth (E-WOM) on consumers' purchasing decisions.

Considering the background described above, this research is conducted to investigate the impact of Social Media and Electronic Word of Mouth (E-WOM) on Purchasing Decisions at Baron's House Coffee Shop Surakarta. It is anticipated that the results of this study will expand the existing knowledge in the field of marketing and offer practical guidance for coffee shop businesses in developing more effective digital marketing strategies to strengthen consumers' purchasing decisions.

B. METHOD

1. Research Design

A quantitative research design with a survey approach was implemented to analyze the effects of Social Media and Electronic Word of Mouth (E-WOM) on Purchase Decisions at Baron's House Coffee Shop Surakarta. Primary data were gathered using structured questionnaires administered to respondents who satisfied the established research criteria.

2. Population and Sample

According to Sugiyono (2023), stated that the population of this research included consumers who had experience purchasing products from Baron's House Coffee Shop Surakarta and were acquainted with its social media. Since the total population size was unknown, the sample size was determined using the Lemeshow formula. The calculation results indicated that the study required a sample of 100 respondents. Respondents were selected through a purposive sampling technique, in which participants were chosen according to specific criteria established by the researcher. To be eligible for participation, respondents had to be at least 17 years old, have previously purchased products at Baron's House Coffee Shop Surakarta, and possess familiarity with the coffee shop's social media platforms.

3. Data Collection

Both primary and secondary data were utilized in this study. Primary data were gathered through structured questionnaires administered to customers of Baron's House Coffee Shop Surakarta. The instrument comprised closed-ended statements evaluated using a five-point Likert scale, where 1 represented "strongly disagree" and 5 represented "strongly agree."

Secondary data were acquired by conducting an extensive literature review of various academic sources, such as books, scholarly journals, previous research, and other scientific publications concerning Social Media, Electronic Word of Mouth (E-WOM), and Purchase Decisions.

4. Research Variables

This study involved two independent variables and one dependent variable.

The first independent variable, Social Media (X_1), is defined as a digital communication platform utilized by businesses to disseminate information, establish interactions with consumers, and influence their purchasing behavior. Referring to (Regina et al.,(2024), this variable was assessed using five indicators, namely interaction, information, personalization, trend, and user communication.

The second independent variable, Electronic Word of Mouth (E-WOM) (X_2), is defined as the exchange of information, opinions, recommendations, and consumer experiences through digital communication platforms. Referring to (Siregar.,(2024)), this construct was measured using three indicators: information quality, communication intensity, and consumer evaluation.

The dependent variable, Purchase Decision (Y), represents the consumer decision-making process in choosing and purchasing a product after comparing several available alternatives. Measurement of this variable was based on six indicators, namely product choice, brand choice, purchase consideration, purchase timing, purchase quantity, and payment method.

5. Data Analysis

To comprehensively analyze the research data, this study employed IBM SPSS. The data analysis techniques comprised descriptive statistics, validity and reliability testing to assess the research instrument, classical assumption tests involving normality, multicollinearity, and heteroscedasticity assessments, multiple linear regression analysis, hypothesis testing through the t-test and F-test, and coefficient of determination (R^2) analysis.

C. RESULTS AND DISCUSSION

1. Respondent Characteristics

A total of 100 respondents participated in this study.

Table 1. Respondent Characteristics

No	Characteristic	Category	Frequency	Percentage (%)
1.	Gender	Male	37	37%
		Female	63	63%
2.	Age	17–22 years	95	95%
		23–30 years	3	3%
		>30 years	2	2%
		Surakarta	87	87%
3.	Place of Residence	Other Surakarta	13	13%

Table 1 summarizes the demographic profile of the respondents participating in this study. The findings reveal that female respondents accounted for the majority of the sample (63%), whereas male respondents represented 37%. Regarding age distribution, most participants were between 17 and 22 years old (95%), followed by respondents aged 23–30 years (3%) and those over 30 years old (2%). In terms of residence, 87% of the respondents lived in Surakarta, while the remaining 13% were residents of areas outside Surakarta. These results suggest that the sample was predominantly composed of young consumers residing in Surakarta, which corresponds to the primary target market of Baron's House Coffee Shop Surakarta.

2. Quantitative Analysis

This section presents the results of the quantitative analyses performed in this study.

a. Validity Test

Table 2. Validity Test Results

Variable	Item	r-value	r-table	Result
Social Media (X1)	X1	0,496	0,1966	Valid
	X2	0,628	0,1966	Valid
	X3	0,591	0,1966	Valid
	X4	0,646	0,1966	Valid
	X5	0,682	0,1966	Valid
	X6	0,574	0,1966	Valid
Electronic World Of Mouth (X2)	X1	0,587	0,1966	Valid
	X2	0,459	0,1966	Valid
	X3	0,641	0,1966	Valid
	X4	0,665	0,1966	Valid
	X5	0,543	0,1966	Valid
	X6	0,666	0,1966	Valid
Purchase Decision (Y)	Y1	0,515	0,1966	Valid
	Y2	0,583	0,1966	Valid
	Y3	0,602	0,1966	Valid
	Y4	0,598	0,1966	Valid
	Y5	0,551	0,1966	Valid
	Y6	0,501	0,1966	Valid
	Y7	0,559	0,1966	Valid

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

As presented in Table 2, the r-count values for all questionnaire items measuring the Social Media (X_1), Electronic Word of Mouth (X_2), and Purchase Decision (Y) variables exceed the r-table value of 0.1966 at a significance level of 5% ($\alpha = 0.05$; $df = 98$). Since all items fulfill the required validity criterion, they are considered valid instruments for measuring the research variables. Accordingly, each indicator is capable of representing its corresponding construct effectively and is suitable for inclusion in further statistical analyses.

b. Reliability Test

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Reliability Standard	Result
Social Media (X_1)	0,653	> 0,60	Reliabel
Electronic Word of Mouth (X_2)	0,636	> 0,60	Reliabel
Purchase Decision (Y)	0,634	> 0,60	Reliabel

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

Table 3 shows that the Cronbach's Alpha values for the Social Media (X_1), Electronic Word of Mouth (X_2), and Purchase Decision (Y) variables are 0.653, 0.636, and 0.634, respectively. As all of these values exceed the minimum reliability threshold of 0.60, each variable can be classified as reliable. These results indicate that the research questionnaire possesses adequate internal consistency, making it suitable for subsequent statistical analysis.

c. Normality Test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	Nilai
N	100
Mean	0,000
Std. Deviation	1,617
Most Extreme Differences – Absolute	0,092
Most Extreme Differences – Positive	0,055
Most Extreme Differences – Negative	-0,092
Test Statistic	0,092
Asymp. Sig. (2-tailed)	0,035
Monte Carlo Sig. (2-tailed)	0,340
99% Confidence Interval – Lower Bound	0,328
99% Confidence Interval – Upper Bound	0,353

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

As shown in Figure 1 the normality of the data was evaluated using the One-Sample Kolmogorov–Smirnov test applying the Monte Carlo significance method. The obtained Monte Carlo Sig. (2-tailed) value was 0.340, exceeding the required significance criterion of 0.05. Since this requirement is fulfilled, the residuals can be regarded as normally distributed. Therefore, the normality assumption is met, allowing the data to be analyzed further through multiple linear regression.

d. Multicollinearity Test

Table 5. Multicollinearity Test Results

Variabel	Tolerance	VIF	Conclusion
Social Media (X_1)	0,766	1,305	No multicollinearity
Electronic Word of Mouth (X_2)	0,766	1,305	No multicollinearity

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

Table 2 illustrates the results of the multicollinearity assessment. The Social Media (X1) and Electronic Word of Mouth (X2) variables obtained Tolerance values of 0.766 and VIF values of 1.305. As the tolerance values exceed 0.10 and the VIF values are below 10, the independent variables are free from multicollinearity. Thus, the regression model meets the multicollinearity assumption and is suitable for further multiple linear regression analysis.

e. Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Variabel	Sig	Conclusion
Social Media (X1)	0,393	No heteroscedasticity
Electronic Word of Mouth (X2)	0,196	No heteroscedasticity

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

Figure 3 illustrates the results of the heteroscedasticity test performed using the Glejser method. The significance values for the Social Media (X1) and Electronic Word of Mouth (X2) variables are 0.393 and 0.196, respectively. As both values exceed the 0.05 significance threshold, the regression model is deemed free from heteroscedasticity. This indicates that the residuals have constant variance, confirming that the homoscedasticity assumption has been met. Consequently, the model is suitable for subsequent multiple linear regression analysis.

f. Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis Results

Variabel	B	Std.Error	Beta	t	Sig
(Constant)	9.550	2.498	-	3.836	0.000
Social Media (X1)	0.431	0.093	0.408	4.638	0.000
Electronic Word of Mouth (X2)	0,377	0.095	0.349	3.968	0.000

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

Figure 4 illustrates the results of the multiple linear regression analysis. The estimated regression equation is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \quad (1)$$

$$Y = 9.550 + 0.431X_1 + 0.377X_2 + e$$

The regression equation shows that the constant value is 9.550, indicating the estimated Purchase Decision score when Social Media and Electronic Word of Mouth are held constant. In addition, the regression coefficient for Social Media ($\beta = 0.431$) suggests that a one-unit increase in Social Media leads to an increase of 0.431 units in Purchase Decision, assuming the other independent variable remains unchanged. Similarly, the regression coefficient for Electronic Word of Mouth ($\beta = 0.377$) indicates that a one-unit increase in Electronic Word of Mouth results in a 0.377-unit increase in Purchase Decision under the same assumption. The positive coefficients confirm that both independent variables positively influence Purchase Decision.

g. Partial Hypothesis Test (t-Test)

Table 8. Partial Hypothesis Test Results (t-Test)

Variabel	t	Sig.	Conclusion
Social Media (X1)	4.638	0.000	H ₁ Accepted
Electronic Word of Mouth (X2)	3.968	0.000	H ₂ Accepted

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

Figure 5 illustrates the results of the partial hypothesis test assessing the influence of the independent variables on Purchase Decision. The findings show that Social Media (X_1) produced a t-value of 4.638 with a significance value of 0.000, which is below the 0.05 significance threshold. This indicates that Social Media has a positive and statistically significant effect on Purchase Decision. Accordingly, H_1 is accepted.

Furthermore, Electronic Word of Mouth (X_2) generated a t-value of 3.968 and a significance value of 0.000, which is likewise lower than 0.05. These results confirm that Electronic Word of Mouth exerts a positive and statistically significant influence on Purchase Decision. Therefore, H_2 is accepted.

h. Simultaneous Hypothesis Test (F-Test)

Table 9. Simultaneous Hypothesis Test Results (F-Test)

F	Sig.	Conclusion
35.907	0.000	H3 Accepted

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

Figure 6 illustrates the results of the simultaneous hypothesis testing using the F-test. The analysis yielded an F-value of 35.907 with a significance level of 0.000, which is below the 0.05 threshold. This result demonstrates that Social Media (X_1) and Electronic Word of Mouth (X_2) jointly exert a positive and significant influence on Purchase Decision (Y). Accordingly, H_3 is accepted, confirming that the regression model is appropriate for explaining variations in Purchase Decision.

i. Coefficient of Determination (R^2)

Table 10. Coefficient of Determination (R^2) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.652	0.425	0.414	1.634

Source: Primary Data Processed Using IBM SPSS Statistics, 2026.

As shown in Figure 7, the coefficient of determination (R^2) analysis resulted in an R Square value of 0.425. This finding demonstrates that the combined contribution of Social Media (X_1) and Electronic Word of Mouth (X_2) explains 42.5% of the variance in Purchase Decision (Y). The other 57.5% of the variance is attributable to additional factors beyond the scope of the present study.

3. Effect of Social Media on Purchase Decision

The findings of the partial hypothesis testing indicate that Social Media (X_1) exerts a positive and statistically significant influence on Purchase Decision. The analysis resulted in a t-value of 4.638, a significance level of 0.000 (< 0.05), and a regression coefficient of 0.431. Consequently, H_1 is accepted, confirming that the effective implementation of Social Media by Baron's House Coffee Shop Surakarta positively contributes to enhancing consumers' Purchase Decisions.

The results of this study are in agreement with those reported by Dewi et al., (2021) who concluded that social media promotion positively and significantly affects Purchase Decisions at Habbit Eatery Coffee Malang. Likewise, Wahidah et al., (2022) found a significant positive relationship between social media and Purchase Decisions at Cold 'N Brew Coffee Shop in Surakarta. Similar conclusions were reached by Nadeak & Sukarno., (2024), Astuti., (2024), Hidayanto et al., (2024), and Putri et al., (2025) who consistently demonstrated the important contribution of social media in shaping consumers' Purchase Decisions. Consequently, the findings of the current study provide additional empirical support that social media is a strategic marketing tool capable of improving consumers' Purchase Decisions within the coffee shop industry.

4. Effect of Electronic Word of Mouth on Purchase Decision

The findings of the partial hypothesis testing reveal that Electronic Word of Mouth (X_2) exerts a positive and statistically significant effect on Purchase Decision. The statistical analysis resulted in a t-value of 3.968,

a significance level of 0.000 (< 0.05), and a regression coefficient of 0.377. Consequently, H_2 is accepted, confirming that an improvement in Electronic Word of Mouth positively contributes to enhancing consumers' Purchase Decisions.

The present findings are consistent with those of Mariana Puspa Dewi, (2021) who found that Word of Mouth has a positive and statistically significant influence on Purchase Decisions. Likewise, Wahidah et al., (2022) reported that Electronic Word of Mouth exerts a significant influence on consumers' Purchase Decisions.. Comparable conclusions were also reached by Nadeak & Sukarno.,(2024), Anggraini et al.,(2025), who found that Electronic Word of Mouth positively and significantly influences consumers' Purchase Decisions.

The results demonstrate that favorable customer reviews, recommendations, and shared consumption experiences disseminated through digital platforms contribute to increasing consumer trust while minimizing uncertainty before making a purchase. Consequently, Electronic Word of Mouth (E-WOM) plays a crucial role in encouraging consumers' Purchase Decisions at Baron's House Coffee Shop Surakarta.

D. CONCLUSION AND SUGGESTION

The findings of this research indicate that Social Media and Electronic Word of Mouth (E-WOM) have a positive and statistically significant impact on Purchase Decision at Baron's House Coffee Shop Surakarta. Effective utilization of social media allows consumers to obtain product-related information more efficiently, access promotional materials, and participate in interactive communication, all of which contribute to stronger purchasing decisions. In addition, Electronic Word of Mouth (E-WOM) plays an important role in building consumer confidence through favorable online reviews, recommendations, and customer experiences shared on digital platforms, thereby decreasing consumers' uncertainty before purchasing. The simultaneous hypothesis testing also confirms that Social Media and Electronic Word of Mouth (E-WOM) jointly produce a significant effect on consumers' Purchase Decisions.

The findings provide practical implications for the management of Baron's House Coffee Shop Surakarta by emphasizing the importance of optimizing social media utilization and encouraging positive Electronic Word of Mouth. Management is advised to consistently produce creative and informative social media content, maintain active engagement with consumers, and encourage satisfied customers to share favorable reviews and experiences through digital platforms. Further studies are suggested to extend the existing research framework by including additional variables, including Store Atmosphere, Service Quality, Price Perception, Brand Image, and Customer Satisfaction. Moreover, future researchers are advised to conduct investigations across broader research settings with a larger number of respondents to gain a deeper and more comprehensive understanding of the determinants of consumers' Purchase Decisions in the coffee shop industry.

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