



IMPACT OF SOCIAL MEDIA MARKETING AND E-WOM ON PURCHASE DECISIONS THROUGH PURCHASE INTENTION: STUDY ON READY-TO-EAT FOOD

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ABSTRACT

The focus of this research is to determine the influence of social media marketing on purchase intention, the influence of e-WoM on purchase intention, the influence of purchase intention on purchase decisions, the influence of social media marketing on purchasing decisions, the influence of e-WoM on purchase decisions, and the influence of social media marketing and e-WoM on purchasing decisions through a purchase intention. A questionnaire was used as the data collection instrument in a survey approach. The research sample included 250 people who follow the ready-to-eat food brand on social media, live in Jabodetabek, are 17 and above, and have purchased ready-to-eat food products in the last six months. SPSS and LISREL's SEM (Structural Equation Model) were used for data analysis. The results of the hypothesis test show that all hypotheses are accepted.

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INTRODUCTION

One of the most popular businesses nowadays is the FnB business. The reason is that food and beverage are basic needs for humans, which causes this sector to overgrow. Quoted Suryowati (2021) in her writing on the Jawapos.com news portal, the FnB industry became the most significant contributor to the non-oil and gas processing economic sector in the second quarter of 2021, quoting statistics from the Central Statistics Agency (BPS). The FnB business has contributed to the national GDP reaching 6.7%. This number certainly needs to be appreciated because, during the impact of the pandemic, this sector was able to survive. Based on the percentage of contributions above, it can be said that the value of this contribution is in line with the increasing number of food and beverage providers. Providers must create innovations and appropriate marketing strategies to survive rampant business competition to attract consumers. With the development of technology that is increasingly more modern and complex, users of digital media and the internet have become very large. According to a survey conducted by Hootsuite (2021) in Indonesia, Internet users reached 73.7% of the total population of 274.9 million recorded in January 2021. Of this total, 61.8% of the population are active social media users. Based on the data above, online marketing can be considered promising for business actors, especially in the food and beverage sector. The use of social media is an indispensable part of marketing in today's digital era.

The food business innovation that is currently intended is ready-to-eat food. Ready-to-eat food is processed food packaged and fast-served to be reheated. Social media is an essential marketing component in this new digital era. Consumers can use social media to share text, photographs, music, and video information with one another and vice versa (Philip. Kotler & Keller, 2013). Many companies have implemented social media to market their products. They perceive social media marketing as a less expensive and more efficient method of marketing and promotion. Using social media as a promotional technique aims to attract customers to purchase a product. Consumers can more easily access information about a product nowadays, thanks to the rapid advancement of technology. The strength of social media is interaction since social media allows customers to communicate with one another.

Meanwhile, e-WoM is the views, opinions, experiences, and so on from consumers that they post on various platforms (Cuong, 2021). Moslehpour et al. (2020) prove that social media marketing has a progressive influence on purchase intention. In another research by Kim and Ko (2012), there is also a significant influence between social media marketing on purchase intention. Social media marketing and e-WoM carried out by a business actor can influence the thinking of consumers/prospective consumers, which, of course, will impact purchase intention and decision-making. Research from Putri (2016) stated that social media marketing significantly influences purchase decisions through purchase intention.

Based on the data analysis results from Arta and Yasa (2019), it was found that purchase intention has a mediating effect on the effect of e-WoM on purchasing decisions. Meanwhile, in another study, Nawaz and Kaldeen (2020) proved that social media marketing and e-WoM significantly affected purchasing decisions through purchase intention. On the other hand, research conducted by Dölek and Aydin (2020) suggests that social media marketing and e-WoM directly do not positively influence purchase intention. Setiawati and Wiwoho (2021) research also suggest that social media marketing does not affect purchase decisions. Therefore, the researcher found several theoretical gaps in previous research.

Although several studies discuss the relationship between social media marketing and e-WoM on purchase decisions and purchase intentions, such as in the research of Arta and Yasa (2019); Cuong (2021); Diventy et al. (2020); Jamil et al. (2022); Mileva and Fauzi (2018), this research is different from previous research. In Arta and Yasa (2019) research, the number of samples was 115 participants, but this study has an enormous scope, with a sample of 240 participants. Diventy et al. (2020) and Mileva (2018) have the same object in the FnB industry and the form of beverage products, but this study has an object, namely ready-to-eat food products. Jamil et al. (2022) used Smart-PLS to process data, but this study used LISREL. Judging from the researcher's data obtained from Analisa.io, the engagement rate of one of the ready-to-eat food brand social media accounts from October 2021-January 2022 also has a

declining graph. The average engagement per post is 1,502, with an average of 1,435 likes per post. This number indicates that followers' engagement (consumers/potential consumers) has decreased, which means the brand has less involved the audience in their social media content in the last few months. However, this is not comparable to the decline in the engagement rate of this ready-to-eat food brand's social media accounts. Many resellers experience an increase in turnover during the current pandemic. Reporting from the Journal Post.com news portal, one of their resellers made a profit of approximately 10 million rupiahs in one month with a major capital of only around 5 million rupiahs in 2021 (Diocly, 2021). This fact raises a question in the minds of researchers about whether social media marketing and e-WoM that are disseminated through the internet affect a consumer's buying decision and interest.

LITERATURE REVIEW

Consumer Behaviour

Consumer behavior is a study of individuals, groups, or organizations and the processes used by consumers to choose, ensure, and spend a product or service to meet their needs and their impact on the processes carried out by consumers who have become targets of a company (Hawkins & Mothersbaugh, 2020). A marketer must understand the characteristics of his company's consumers to market their products well. If marketers understand consumers' behavioral characteristics, they can determine and develop appropriate strategies

for marketing the products/services of their company so that the company can market its products/services to target.

Purchase Decision

Kodrat (2021) states that the purchase decision is the stage where the buyer has made his choice, purchased the product, and then consumed it. According to Mileva and Fauzi (2018), purchasing decisions have six components: decisions about product types, product forms, brands, product quantities, when to buy, and when to buy decisions about how consumers pay.

Social Media Marketing

Diventy et al. (2020) Social media marketing is a form of direct or indirect marketing that utilizes social web technologies to increase brand awareness, recognition, recall, and action. According to Jamil et al. (2022), social media marketing may be measured using five indicators: entertainment, interaction, trendiness, customization, and word of mouth.

e-WoM

According to Sulthana and Vasantha (2019), e-WoM is a new technique for individuals who connect in cyberspace/the internet to provide details information about a product or service. Along with the growth of technology and the rapid advancement of the internet, e-WoM may spread more quickly and widely, having a more significant influence. Kamil and Albert (2020) stated that to measure the effectiveness of e-WoM can be determined from several indicators, namely, intensity, content, positive opinion, and negative opinion.

Purchase Intention

Ceyhan (2019) revealed that purchase intention shows the possibility of a consumer planning or having a desire to buy certain products/services. Purchase intention shows that consumers will plan or want to buy a specific product or service in the future. Kodrat (2021), in his journal, states that there are several indicators used to assess purchase intention, namely transactional intentions, referential intentions, preferential intentions, and exploratory intentions.

Social Media Marketing and Purchase Intention

Social media may have a strong influence on the reputation of a brand. This is because social media marketing is viewed as a new part of the company's marketing strategy about the company's products, services, information, and ideas through social media (Moslehpour et al., 2020). Consumers will see, understand, and respond, leading to an intention to purchase a product from the company. Purchase intention results from an evaluation form within the consumer about the quality, ability, and benefits obtained if a product is consumed (Utami & Saputra, 2017). This relationship can be proven through previous literature stating that social media marketing strongly influences purchase intention (Ceyhan, 2019; Cuong, 2021; Moslehpour et al., 2020). Based on this research, the hypotheses formed are:

H1: Social media marketing has a positive effect on purchase intention.

e-WoM and Purchase Intention

e-WoM may be defined as a positive or negative expression submitted by

customers about a product or company that is visible to many because the statement is transmitted over the internet (Kamil & Albert, 2020). A good or bad statement about a consumer's product can influence other consumers' purchase intentions. Pandey et al. (2018) have researched e-WoM and confirmed that e-WoM influences consumer choice and stimulates consumer purchase intention through online reviews/recommendations.

Purchase intention shows the possibility of a consumer planning or wanting to buy certain products/services (Ceyhan, 2019). This relationship is supported by Mahmud et al. (2020) and Sulthana and Vasantha (2019) research, which states that e-WoM significantly influences purchase intention. Based on this research, the hypotheses formed are:

H2: e-WoM has a positive effect on purchase intention.

Purchase Intention and Purchase Decision

A consumer's purchase intention is obtained from a thought process that forms a perception. Ceyhan (2019) revealed that purchase intention shows the possibility of a consumer planning or having a desire to buy certain products/services. Purchase intention raises a motivation that is recorded in the minds of consumers, and in the end, the consumer will actualize what is in his mind. In line with research conducted by Sari (2020) and Utamaningsih (2021), purchase intention has a positive and significant relationship to purchase decisions. This means that the higher the purchase intention, the higher the consumer's purchase decision for a product. Based on this

research, the hypotheses formed are:

H3: Purchase intention has a positive effect on purchasing decisions.

Social Media Marketing and Purchase Decision

Social media marketing is a new form of a dialogue between "consumer-to-consumer" and "business-to-consumer," which has considerable implications for marketers (Megandaru et al., 2019). Many companies consider that social media marketing adds value, effectiveness, and efficiency in introducing a product or a brand to consumers so that consumers can consider the product or brand before making purchasing decisions. Purchase decisions are made when customers find an item that fits the criteria formed at the start and are impacted by several factors that might support the purchase (Mileva & Fauzi, 2018). This relationship can be proven through previous literature, which states that social media marketing positively influences purchasing decisions (Goodrich & de Mooij, 2017; Kodrat, 2021; Mileva & Fauzi, 2018). Based on this research, the hypotheses formed are:

H4: Social media marketing has a positive effect on purchasing decisions.

e-WoM and Purchase Decision

Kamil and Albert (2020) define e-WoM as a positive or negative statement made by a former customer, actual customer, or potential customer about a product or company that is made accessible to many people or institutions over the internet. The phenomenon of e-WoM is seen as a way of communication that can be done in

the virtual world through conversation applications between consumers so that consumers can exchange information about a product or service. e-WoM harnesses the power of persuasion from consumers digitally about a product. In making a purchase decision, consumers will assess and evaluate several options before making a purchase decision. One of the characteristics of e-WoM is that it can positively influence consumers in their decision-making process (Arsyalan & Ariyanti, 2019). Pandey et al. (2018) revealed that e-WoM could reduce risk and uncertainty when buying decisions. This relationship can be proven through previous literature, which states that e-WoM positively influences purchasing decisions (Maulana et al., 2021; Poturak & Turkyilmaz, 2018; Prastuti & Karyanti, 2020). Based on this research, the hypotheses formed are:

H5: e-WoM has a positive effect on purchasing decisions.

Relationship between Social Media Marketing and Purchase Decision through Purchase Intention

Social media marketing builds awareness, recognition, and consumer memory of a product or brand. According to Kurniasari and Budiatmo (2018), the company's social media marketing campaign's success may be implemented as promotional media and an interactive marketing tool to build relationships with consumers and potential customers. Research conducted by Diventy et al. (2020) and Nawaz and Kaldeen (2020) state that social media marketing influences purchase decisions through

purchase intention. Based on this research, the hypotheses formed are:

H6: Social media marketing has a positive effect on purchasing decisions through purchase intention.

Relationship between e-WoM and Purchase Decision through Purchase Intention

Electronic word of mouth allows two parties to communicate without meeting in person. Purchase intention can arise if someone gets influenced by other people, in this case, other consumer reviews on a product. Mahmud et al. (2020) stated that e-WoM significantly influences purchase intention. A study by Sari (2020) stated that purchase intention significantly influences purchasing decisions.

This relationship can be proven through previous literature stating that e-WoM influences purchasing decisions through purchase intention (Arta & Yasa, 2019; Diventy et al., 2020). Based on this research, the hypotheses formed are:

H7: e-WoM has a positive effect on purchasing decisions through purchase intention.

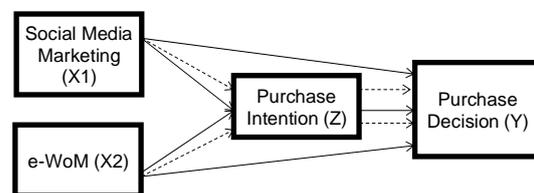


Figure 1. Framework of Thought

Source: Data Processed by Author (2022)

RESEARCH METHODS

Research Approach

This research used a quantitative approach. The goal of quantitative research is to provide findings that can be quantified or measured using statistical processes or other approaches. (Sujarweni, 2018). Researchers carried out this research in Jakarta, Bogor, Depok, Tangerang, and Bekasi, and the research was conducted from May - June 2022..

Data and Sample

The population used in this study is a finite population of 638,000 people. The population is followers of the ready-to-eat food brand Instagram account who are consumers/prospective consumers of the brand. Purposive sampling will be used in this study. Purposive sampling is a data collection technique with specific considerations. The characteristics of the sample that can be categorized in this study are domiciled in Jakarta, Bogor, Depok, Tangerang, and Bekasi, aged 17 years and over, are followers of the ready-to-eat food brand on social media accounts and have purchased the ready-to-eat food products in the last six months. In determining the number of samples, the researcher refers to the Hair guideline, which states that the minimum SEM for LISREL is 200. Therefore, this study uses a minimum sample of 200.

Data Collection Techniques

The data used in this study is primary data. According to Kriyantono (2020), primary data is data obtained from first-hand or first-hand data sources in the field, such as the results of filling out questionnaires,

observations, and interviews. The data collection technique that the researcher chose in this study was to use a questionnaire. The questionnaire will be made in the form of a Google Form which will later be distributed online or through various platforms such as Instagram, Twitter, and WhatsApp.

Survey Instruments

The studies have applied a questionnaire as a research instrument. Researchers do this to achieve precise and efficient respondent replies by adopting the offered rating scale.

The researcher used a six-point Likert scale (1 = totally disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, 6 = totally agree) meaning that there was no mean value (zero point) in this study. According to Taherdoost (2019), the six-point scale is more likely to reflect the respondents' subjective evaluations and is rated as the most accurate and easy to use.

Data Analysis Techniques

In this study, researchers used SPSS and SEM (Structural Equation Modeling) software contained in the LISREL software to process and analyze research data. Researchers chose to use SEM because it is considered more accurate. SEM can not only find out the causal relationship between variables but also the components that make up these variables and their magnitudes. (Waluyo & Rachman, 2020).

RESULTS AND DISCUSSION

As many as 250 respondents meet the criteria and can be accepted as a

sample of this study. The age range of respondents who filled out the most questionnaires was 17-21 years, 53.6% or 134 people. Meanwhile, for the age range of 22-26 years, 90 people, 27-31 years as many as 20, 32-36 years as many as two people, and >37 years as many as four people. Respondents of the female gender dominate in filling out the questionnaire, which is 199 people or about 79.6% of the total respondents. Meanwhile, the male respondents who filled out the questionnaire were 51 people, or about 20.4% of the total respondents. Most of the respondents who participated in the questionnaire research were domiciled in DKI Jakarta, which amounted to 96 people or 38.4% of the total number of respondents. Respondents filled the second largest from Bekasi, who counted 56 persons, or 22.4 % of all respondents. The remaining positions were filled by 39 individuals from Bogor, representing 15.6 % of respondents, 32 people from Depok, accounting for 12.8%, and 27 people from Tangerang, representing 10.8 percent of the total respondents. Respondents with a final education of SMA completed most of the surveys, accounting for 165 persons, or 66% of the total respondents. The rest filled respondents with a diploma or final education as many as 40 people or 16%, and bachelor's degrees as many as 45 people or 18% of the total respondents. Most respondents are students, as many as 180 people or 72% of the total number of respondents. Then in the second position are respondents who work as private employees, 38 people or 15% of the total number of respondents. While the rest were filled by respondents with jobs as

entrepreneurs as many as 16 people, civil servants totaling 13 people, and other jobs totaling three people.

Based on the descriptive analysis of social media marketing variables (X1), the Agree (S) option is the option that the respondents most choose compared to other options. The total frequency of the Agree (S) option is 1054 times or 46.8% of the total accumulated ten social media marketing indicators (X1). The Agree option (S) was the most chosen for the statement "I agree that the content of the ready-to-eat food brand social media accounts looks interesting" by 50.4% of respondents. Meanwhile, on the e-WoM variable (X2), it can be seen that each respondent chooses a different option. However, the Agree (S) option is most chosen by the respondents. Of the five e-WoM indicators, the Agree (S) option has a frequency of 706 or 56.5%, with the statement "I tend to see positive opinions and comments on the ready-to-eat food products" being the most chosen by 58% of respondents.

Based on the purchase decision variables, the Agree (S) option is the most chosen option compared to other options. The total frequency of the agreed options (S) is 664 or 53.1%, with the statement "The ready-to-eat food products being my choice because of its size and quality" being the most chosen by 56% of respondents. Meanwhile, based on the results of the descriptive analysis of the purchase intention (Z) variable, it can be seen that the Agree (S) option is the most chosen option by respondents compared to other options. Of the five purchase intention indicators, the agree option (S) has a total

frequency of 680 or 54.4%, with the statement "I am considering buying one of the ready-to-eat food products" is the most chosen by 56% of respondents.

In this study, the validity test was conducted using the Pearson test. The instrument is valid if the r count exceeds the r table. This study has an r table with a 5% significance level of 0.124. As a result, each instrument must have a value greater than 0.124.

Product Moment Pearson Correlation was used in this study on SPSS software version 26. The researcher used Cronbach's Alpha for each variable to measure the reliability. In analyzing if an instrument is reliable, if the Cronbach's Alpha value is less than 0.6, it is considered poor, 0.7 is considered acceptable, and 0.8 is considered excellent. The findings of this study's validity and reliability tests are as follows:

Table 1. Validity and Reliability Test Result

Variable	Indicator	Factor Loadings	Cronbach's Alpha
Social Media Marketing (X1)	SMM5	0,879	0,956
	SMM8	0,868	
	SMM2	0,868	
	SMM3	0,859	
	SMM4	0,858	
	SMM7	0,855	
	SMM6	0,852	
	SMM9	0,827	
	SMM10	0,81	
	SMM1	0,798	
e-WoM (X2)	EWOM3	0,953	0,968
	EWOM1	0,941	
	EWOM5	0,941	
	EWOM4	0,936	
	EWOM2	0,935	
Purchase Decision (Y)	PD3	0,911	0,949
	PD6	0,903	
	PD4	0,895	
	PD5	0,894	
	PD1	0,889	
	PD2	0,868	
Purchase Intention (Z)	PI5	0,933	0,943
	PI4	0,917	
	PI3	0,892	
	PI1	0,891	
	PI2	0,877	

Source: Data processed by author (2022)

Bastos (2021) revealed that Confirmatory Factor Analysis (CFA) is a multivariate statistic that estimates the instrument's structure, verifying how well the variables are measured to represent the number of constructs. This research will use

first-order confirmatory factor analysis. The tables and model pictures that show the first-order construct of each variable are as follows:

Table 2. First Order Construct Social Media Marketing

Goodness of Fit Indices	Value	Model Explanation
Chi Square	0,00	Good Fit
GFI	0,94	Good Fit
RMSR	0,016	Good Fit
RMSEA	0,0	Good Fit
AGFI	0,90	Good Fit
TLI	1	Good Fit
CFI	1	Good Fit

Source: Data processed by author (2022)

After processing the first order construct model on the social media marketing variable, there are no wasted indicators because all ten indicators have an SLF (standardized loading factor) value, and all indicators are above 0.7. The Goodness of Fit Indices (GFI) test can be said to be an excellent and good fit because all assessments have values that meet the cut-off value requirements.

Table 3. First Order Construct e-WoM

Goodness of Fit Indices	Value	Model Explanation
Chi Square	0,0	Good Fit
GFI	0,93	Good Fit
RMSR	0,0036	Good Fit
RMSEA	0,06	Good Fit
AGFI	0,81	Marginal Fit
TLI	1	Good Fit
CFI	1	Good Fit

Source: Data processed by author (2022)

The e-WoM variable (X2) has five indicators, which is valid because all SLF values are > 0.7. The Goodness of Fit Indices (GFI) test is good because all assessments have values that meet the cut-off value requirements, namely marginal fit to good fit. After processing the model in the first-order construct, all indicators are valid because all indicators' SLF (standardized loading factor) value is above 0.7. However, it can be seen in the image above

that the RMSR value does not meet the fit criteria (<0.05), so in the results of this analysis, the LISREL software provides suggestions for modification (The Modification Indices Suggest to Add an Error Covariance). So after the modification, the results of the second analysis can be seen as follows:

Table 4. First Order Construct Purchase Decision

Goodness of Fit Indices	Value	Model Explanation
Chi Square	0,29	Good Fit
GFI	0,99	Good Fit
RMSR	0,047	Good Fit
RMSEA	0,00	Good Fit
AGFI	0,97	Good Fit
TLI	1,01	Good Fit
CFI	1	Good Fit

Source: Data processed by author (2022)

After modification, the Purchase Decision (X2) variable has six indicators, which is valid because all SLF values are > 0.7. The Goodness of Fit Indices (GFI) test is a good fit because all assessments have values that meet the cut-off value requirements.

Table 5. First Order Construct Purchase Intention

Goodness of Fit Indices	Value	Model Explanation
Chi Square	0,00	Good Fit
GFI	0,96	Good Fit
RMSR	0,048	Good Fit
RMSEA	0,038	Good Fit
AGFI	0,89	Marginal Fit
TLI	1	Good Fit
CFI	1	Good Fit

Source: Data processed by author (2022)

The Purchase Intention (Z) variable has five indicators, which is valid because all SLF values are >0.7. The Goodness of Fit Indices (GFI) test can be said to be good because all assessments of marginal fit to good

fit have values that meet the cut-off value requirements.

Hypothesis Test. The terms of a variable can be assessed as significant, namely by looking at the t-value in the results of the structural equation. If the t-value > 1.96, then

there is a significant effect between variables and vice versa. Based on the results of the structural equation model that has been done, seven hypotheses have been tested. The test results of each hypothesis are as follows:

Table 6. The Result of Structural Equation Model

Hypothesis	Dependent Variable		Independent Variable	Standardized Total Effects	t-values	Relationship
H1	Purchase Intention	←	Social Media Marketing	0,33	3,29	Positive Significant
H2	Purchase Intention	←	e-WoM	0,25	2,91	Positive Significant
H3	Purchase Decision	←	Purchase Intention	0,20	3,84	Positive Significant
H4	Purchase Decision	←	Social Media Marketing	0,46	5,72	Positive Significant
H5	Purchase Decision	←	e-WoM	0,40	5,23	Positive Significant
H6	Purchase Decision	Purchase Intention	Social Media Marketing	0,06	2,55	Positive Significant
H7	Purchase Decision	Purchase Intention	e-WoM	0,05	2,13	Positive Significant

Source: Data processed by author (2022)

From the hypothesis testing, the results are discussed as follows:

The social media marketing variable (X1) has a standardized total effect value of 0.33 and a t-value of 3.29 > 1.96 on purchase intention (Z). The relationship between the two variables has a significant and positive effect. As a result, the first hypothesis can be accepted. This demonstrates that the better the ready-to-eat food brand social media marketing, the higher the purchase intention, and vice versa. These results follow the research of Manzoor et al. (2020) and Pandey et al. (2018), which state that social

media marketing has a positive and significant effect on purchase intention.

The e-WoM variable (X2) on purchase intention (Z) has a standardized total effect value of 0.25 and a t-value of 2.91 > 1.96. The relationship between the two variables is positive and significant. Therefore, the second hypothesis, e-WoM on purchase intention, can be accepted. This shows that if e-WoM increases, then purchase intention will increase. On the other hand, if e-WoM is terrible, purchase intention will also worsen. These results follow the research of Mahmud et al. (2020) and Sulthana and Vasantha (2019),

which state that e-WoM affects purchase intention.

The purchase intention variable (Z) on the purchase decision (Y) has a standardized total effect value of 0.20 and a t-value of $3.84 > 1.96$. The relationship between the two variables is positive and significant. Therefore, the third hypothesis can be accepted: purchase intention towards the purchase decision. This shows that the effect of purchase intention is directly proportional to the purchase decision. If the purchase intention increases, the purchase decision will also increase. Conversely, if the purchase intention decreases, the purchase decision will also decrease. These results follow the research of Sari (2020) and Utamaningsih (2021), which state that purchase intention affects purchase decisions.

The social media marketing variable (X1) on purchase decision (Y) has a standardized total effect value of 0.46 and a t-value of $5.72 > 1.96$. The relationship between the two variables is positively significant. Therefore, the fourth hypothesis, social media marketing on purchase decisions, can be accepted. This value indicates that the consumer's purchase decision will increase if a company's social media marketing is. Vice versa, the consumer's purchase decision is bad if a company's social media marketing is terrible. These results follow the research of Kodrat (2021) and Mileva & Fauzi (2018), which state that social media marketing positively and significantly affects purchase intention.

The e-WoM variable (X2) on the purchase decision (Y) has a standardized total effect value of 0.40 and a t-value of $5.23 > 1.96$. The

relationship between the two variables is positively significant. Therefore, the fifth hypothesis, e-WoM on purchase decisions, can be accepted. This value indicates that e-WoM has a significant positive effect where if the value of e-WoM increases, then purchase intention also increases, and vice versa. These results are following the research of Prasad et al. (2019) and Poturak and Turkyilmaz (2018), which state that e-WoM affects purchase decisions.

The social media marketing variable (X1) on purchase decision (Y) through purchase intention (Z) has a standardized total effect value of 0.06 and a t-value of $2.55 > 1.96$. The relationship between the two variables is positively significant. Therefore, the sixth hypothesis, namely social media marketing on purchase decisions through purchase intention, is accepted. The social media marketing variable influences the purchase decision indirectly by 0.06, where this value is the influence of the intervening/mediation variable, namely purchase intention. These results contradict the research of Diventy et al. (2020) and Nawaz and Kaldeen (2020), which state that social media marketing affects purchase decisions through purchase intention.

The e-WoM variable (X1) on purchase decision (Y) through purchase intention (Z) has a standardized total effect value of 0.05 and a t-value of $2.13 > 1.96$. So that the seventh hypothesis, namely e-WoM on purchase decisions through purchase intention, can be accepted. The relationship between the two variables is positive and

significant. The e-WoM variable affects the purchase decision indirectly by 0.05, where this value is the influence of the intervening/mediation variable, namely purchase intention. The results are following Diventy et al. (2020) and Arta and Yasa (2019), which state that social media marketing affects purchase decisions through purchase intention.

CONCLUSION

All the hypotheses are acceptable based on the standardized total effects and t-values data results. Thus, this research has several managerial implications. So that the purchase intention and purchase decision of consumers on ready-to-eat food products can continue to increase and be maintained, several aspects need to be considered.

Respondents tend to respond positively to the social media marketing variable (X1). The highest positive response was obtained by the indicator "I agree that the content of the ready-to-eat food brand social media accounts looks interesting," which was responded positively by 50.4% of respondents. Based on these results, as stated by Kim and Ko (2012), social media marketing needs to be packaged attractively and according to the times so that consumers are more interested in the product. Therefore, the ready-to-eat food brand needs to maintain the quality of its social media marketing by providing the best and most exciting content for consumers and potential customers.

The e-WoM variable (X2) also, on average, gets a positive response from the respondents. The highest

positive response was obtained by the indicator "I have seen positive opinions and comments on the ready-to-eat food products," which was responded positively by 58% of respondents. Based on these results, as stated by Constantinides and Holleschovsky (2016), consumer reviews play a big part in the process of other customer decision-making. Therefore, the ready-to-eat food brand needs to maintain the quality of its products so that consumers continue to provide positive comments on the ready-to-eat food products, which will increase the buying interest of other consumers.

The purchase decision variable (Y) also, on average, gets a positive response from respondents. The highest positive response was obtained by the indicator "This ready-to-eat food brand is my choice because of its good size and quality.", which was responded positively by 56% of respondents. Kotler (2016) states that product quality is the best guarantee for brands to face competition and also something that consumers pay attention to before making a purchase. Therefore, the ready-to-eat food brand needs to maintain the quality and quantity of its products. For consumer purchasing decisions to increase and get better, the quality of the product needs to be considered and maintained.

The purchase intention variable (Z) also, on average, gets a positive response from respondents. The highest positive response was obtained by the indicator "I am considering buying one of this ready-to-eat food products.", which was responded positively by 56% of respondents. Therefore, this ready-

to-eat food brand needs to maintain and improve its social media marketing and e-WoM performance to attract more customers.

In the social media marketing variable, some indicators get the highest negative response, namely the "I have a desire to upload the ready-to-eat food brand social media content on my personal social media page," which was chosen by 4% of consumers. Therefore, this ready-to-eat food brand needs to present more exciting content or by inviting consumers to interact in order to foster consumer desire to upload the ready-to-eat food brand content on consumers' personal social media pages.

In the e-WoM variable, some indicators get negative responses, namely the "I often see opinions or comments about this ready-to-eat food brand products on social media," which is chosen by 1.6% of consumers. This means there are still consumers who do not often or have never seen opinions or comments about these ready-to-eat food brand products on social media. Even though the number looks small, this ready-to-eat food brand needs to pay attention and improve e-WoM by providing stimulus through their products.

In the purchase decision variable, some indicators get a negative response, namely the "This ready-to-eat food brand is my choice because of its good size and quality," which 2% of consumers chose. This means that there are still consumers who think that the quality of the product is not too good. Hence, the ready-to-eat food brand needs to improve and maintain the quality of its products so that consumers are satisfied and

have high purchase intentions or decisions.

In the purchase intention variable, some indicators get a negative response, namely the indicator "I am interested in finding more information about this ready-to-eat food brand products." selected Slightly Disagree (ATS) by 2% of consumers and Disagree (TS) by 0.4%. Therefore, the ready-to-eat food brand needs to pay attention to it by providing complete.

There are several theoretical suggestions to improve further research. The researcher realizes that the sources and references directly related to the research used in this study are still lacking. Therefore, further researchers should increase the number of accurate sources and references related to the issues raised. For further research, researchers hope that it can be developed with a different research model and with a broader range of objects and subjects. So that research can reach broader results with a wider scope. Further research is expected to be carried out with more accurate and up-to-date data and reference sources. Moreover, can add other variables that can influence purchase decisions, such as brand awareness, according to Ansari et al. (2019), brand loyalty, according to Naeem and Abdul Sami (2020), and so on., brand loyalty, according to others

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