

PROMOTION AND EXPERIENTIAL MARKETING ON PURCHASING DECISIONS MEDIATED BY E-WOM IN COFFEE SMES

Nizar Alam Hamdani

Faculty of Economics, Universitas Garut, Indonesia

Noviearti Widiasih

Faculty of Economics, Universitas Garut, Indonesia

Irfan Rizki Gumilar

Faculty of Economics, Universitas Garut, Indonesia

Anggun Oktavia Herlianti

Faculty of Entrepreneurship, Universitas Garut, Indonesia

Soni Mulyawan Setiana

Department of Japanese Literature, Universitas Komputer Indonesia, Indonesia

ABSTRACT

This study aimed to determine the effect of promotion and experiential marketing on buying decisions mediated by electronic Word-of-Mouth (e-WOM) in coffee SMEs. This research is quantitative research by distributing questionnaires. The research sample is 100 respondents with the Cochran formula. Data collection in this study used an ordinal and was measured using a Likert scale. Data analysis was carried out using SEM-PLS with the help of smart PLS. The results of the study indicate that purchasing decisions are significantly impacted by experiential marketing. It demonstrates how experiential marketing's sense, feeling, thinking, acting, and relating components are frequently used by marketers to influence consumer decisions. e-WOM marketing is significantly impacted by experiential marketing. It demonstrates that experience marketing impacts coffee SMEs' use of e-WOM marketing.

Keywords: e-WOM; experiential marketing; purchase decision; promotion

DOI: <http://dx.doi.org/10.15549/jeecar.v10i6.1512>

INTRODUCTION

The economic growth in consumers' interest in cafés has led to the development of café businesses in an area. The increasingly intense competition in this café business has motivated café owners to make strategies to attract

consumers to purchase at their café (Eravia et al., 2015). Owners commonly attract consumers by making café decorations follow trends demanded by the public, innovating on each product, and creating the café atmosphere according to what consumers want, such as

providing entertainment in the form of music and improving services to consumers (Harahap & Absah, 2020). The approach used in assessing the business performance of Small and Medium Enterprises (SMEs) in previous studies focused on aspects of the use of Information Communication Technology (ICT) in SMEs (Ashrafi & Murtaza, 2008) and intellectual capital (Astuti, 2005); several studies have also focused on absorptive capabilities (Tzokas et al., 2015), and distinctive capabilities (Rahim et al., 2009). Meanwhile, several previous research approaches emphasized accuracy in electronic marketing and marketing strategies (Nurfauziah & Hamdani, 2021) and (Hamdani & Maulani, 2018).

Coffee is a drink liked by the public, and how this coffee is processed varies from the processing time to the method of making and serving the coffee. Coffee drinks can develop and increase buyers' interest in this coffee drink

(Vanhaverbeke, 2017). There are several types of coffee originating from various regions in Indonesia, namely Luwak coffee, Gayo coffee, Arabica coffee, Wamena coffee, Lampung coffee, and Flores coffee. These types indicate that in Indonesia, many coffee types result from plantations in their own country (Harahap & Absah, 2020).

Coffee SMEs are commonly a means of relaxing with friends and family; even many of them use the coffee SMEs to socialize between business relations. Enjoying a banquet at the coffee SMEs is a new phenomenon for executives and good professionals to host business relations or unwind after work all day. Increasing public consumption of coffee is an opportunity for coffee SME entrepreneurs to encourage the establishment of coffee SMEs in big cities (Budiman & Dananjoyo, 2021) as shown in Table 1.

Table 1: National Coffee Production

Years	National Coffee Production (Tons)
2017	716,1
2018	756
2019	761,1
2020	762,2
2021	774,6

Source: BPS 2021

Based on Table 1, from 2017 to 2021, coffee production in Indonesia will increase significantly, as in 2021, it will increase from 762.2 thousand tons to 774.6 thousand tons. This number increased by around 1.62% from the previous year. Besides being supported by community activities in consuming coffee, the increase in coffee production in Indonesia itself is also supported by the processors by processing and serving various variations so that the processing and presentation can attract coffee consumers.

Social media is crucial in influencing how consumers choose which things to buy. Online trust is a crucial mediating factor in the positive influence of social media and Electronic Word-of-Mouth (e-WOM) on purchase decision involvement (Prasad et al., 2017). According to a prior study in the Bosnian state, e-WOM has greater power than other marketing and

promotion tactics. The Impact of this type of marketing technique is increased when applied on social media platforms (Poturak & Turkyilmaz, 2018). Marketing promotion in Social media benefits products that are sold through word-of-mouth advertising. T-count data with a significant value and a positive regression coefficient serve as proof (Wursan et al., 2021). The study results show that experiential marketing significantly affects consumer satisfaction and loyalty, both directly and indirectly. This study aimed to determine the effect of promotion through social media and experiential marketing on purchasing decisions mediated by e-WOM marketing.

LITERATURE REVIEW

Social media refers to easily accessible informative content produced by publishing technology users to promote interaction,

influence, and contact with other users and the general public. It would affect the production process and also the technology adoption in home industries (Hamdani et al., 2023). Social media is a platform that puts people first and makes it easier for them to interact and work together. Customers can exchange text, images, audio, and video content with other customers and businesses through social media. Social media provides a platform for customers to share written, visual, and video content with businesses and vice versa (Kotler & Kemmer, 2012). The collection of interactive Internet apps that make it easier to create, curate, and share user-generated content is collectively called social media. Social media platforms come in a wide range of examples. They include YouTube, Instagram, Friendster, Wikipedia, dating websites, Craigslist, recipe-sharing websites (like allrecipes.com), Facebook, and Friendster. All social media platforms have the traits mentioned earlier but differ in several ways. Platform architectures, structures, norms, and user bases frequently vary (Davis, 2019). The specific combination of advertising, sales promotion, public relations, personal selling, and direct marketing tools a business uses to persuade customers to make a purchase is known as the "promotion mix." This mix of tools is used to achieve specific objectives and provide information influencing consumers to purchase (Kotler & Kemmer, 2012).

Customers can be encouraged to create experiences using several means such as their five senses (sense), emotions (feel), creative thinking (think), behavior and lifestyle, and others (act) through the use of experiential marketing. Interactions with other people lead to occasions, which grow into experiences related to social circumstances, lifestyle, and culture (relate), leading to the emergence of sensations, sentiments, cognitions, and behaviors. By appealing to their emotions and creating a positive impression of the products and services, experiential marketing seeks to create devoted consumers (Schmitt, 2011). Experiential marketing is a marketing strategy carried out by creating consumer experiences. This marketing strategy is based on the two-way nature between brands and consumers, where consumers are engaged because they actively participate in the experiences created for them. Experiential marketing allows consumers to engage with brands on a deeper level by communicating more

complex ideas and emotions and gives consumers more control over their experiences with brands. Because consumer involvement plays a role in experiential marketing success, this type of marketing is also often known as engagement marketing. The existence of this engagement can measure how meaningful the experience the audience or consumers have with a brand. Engagement or engagement here can range from views and likes on social media to comments, sharing information, and communicating directly with brands (Datta, 2020).

Experiential marketing is reflected by the two dimensions with the most significant contribution: sense and relate (Arismunandar et al., 2019). Social media is a tool or way for consumers to share information through text, images, audio, and video with others. Purchase intention is a consumer behavior that appears in response to objects that indicate the consumer's desire to purchase (Armawan, 2022). Other research on coffee SMEs shows that word communication's volume, quality, consistency, and electronic valence significantly influence consumer buying interest. Those factors are the basis for managers to consider Electronic Word-of-Mouth (e-WOM) as an essential marketing tool to promote their business (Ali & Cai, 2022).

E-WOM Marketing is a method of communicating amongst customers who have never met before to spread information about a good or service (Hassan et al., 2015). e-WOM marketing, which is accessible to a large number of people or institutions over the internet, is a type of marketing communication that includes good or negative comments made by prospective consumers, existing customers, or former customers about a product or company (Huete-Alcocer, 2017). Based on these experts, researchers can conclude that e-WOM marketing is a communication medium between consumers to share information, provide product reviews, and give recommendations to other consumers about a product that has been consumed. E-WOM marketing consists of three indicators, namely: 1) Intensity, the number of opinions written by consumers on a social networking site; 2) Valence of opinion, positive or negative consumer opinions about products, services, and brands; and 3) Content, the content of information from social networking sites relating to products and services (Goyette et al., 2010).

Consumer behavior is interdisciplinary and based on ideas and hypotheses about people established by academics, thinkers, and researchers in various fields, including sociology, psychology, anthropology, and economics. The primary goal of consumer behavior research is to arm marketers with the knowledge and abilities needed to conduct in-depth consumer assessments that might be applied to comprehending markets and creating marketing strategies (Barmola & Srivastava, 2019).

Purchasing decisions will occur if the consumer's desires to buy an item are unanimous, including what to buy, whether to believe or not, when to buy, where to buy, how to pay for it, and so on. Consumer satisfaction concerning the brands in the choice set influences the purchasing decision. Making a purchase decision involves prospective customers combining their knowledge of the options for two or more available product choices and selecting one (Kotler & Kemmer, 2012).

METHODOLOGY

This study uses a quantitative approach because research uses many numbers, starting from data collection, data analysis using statistics, and data appearance. This research includes a comparative causal study that investigates possible causal relationships, looking for facts that might be the cause through specific data (Sekaran & Roger, 2017). The research population in this study were coffee café consumers spread across Garut Regency. Because the sample is unknown, the Yamane and Cochran formula is used (Sekaran & Bougie, 2013). Based on the Yamane and Cochran formula calculation, the number of research samples is 96, then rounded to 100. The sampling technique uses simple random sampling, primarily aimed at millennials who often hang out together to enjoy coffee at cafés. The data collection techniques used in this study were questionnaires and interviews. The questionnaire is a research data collection technique consisting of a series of questions to gather information from respondents. The questionnaire used is that which contains questions to be answered by respondents. The interview used was direct interviews with the owners of several coffee SMEs in Garut Regency, asking about sales data and the problems that

arose.

Testing research measuring instruments using validity and reliability measuring tools. Validation to determine how well the measurement test measures the object that should measure. The Instruments are valid if the tools used can adequately measure the measuring object. Item reliability is tested by looking at the alpha-Cronbach value for the reliability of all items in one variable. Reliability testing refers to the PLS calculation, which considers that the Cronbach Alpha value must be greater than 0.6 and composite reliability must be greater than 0.7. The statistical method applied in this study uses Structural Equation Modeling (SEM) (Fathali & Okada, 2018). The structural equation model is a multivariate data analysis method that aims to test the measurement model, namely the relationship between indicators and latent variables, and the latent variable structural method, namely the relationship between independent and dependent constructs (Hair & Black, 2010).

DISCUSSION

Outer model evaluation

Compared to the variance brought on by measurement errors, Average Variance Extracted (AVE) measures how much variance may be explained by items. The notion is considered excellent convergent validity if the AVE value exceeds 0.5. According to Table 2, the average latent variable can account for more than half of the variation of the indicators when the AVE value for each variable is larger than 0.5 (>0.5). The convergent validity results are presented below and are explained by AVE in Table 2.

Table 2: Convergent Validity

Latent Variable	Mean Communalities (AVE)
Promotion through Social Media	0,717
Experiential Marketing	0,594
Electronic Word-of-Mouth Marketing	0,597
Purchase Decision	0,584

Source: Results of data processing, 2022

Examining the composite reliability value of

the indicator section that evaluates the construct reveals how Experiential Marketing and Social Media Promotion Impact Purchase Decisions Mediated by Electronic Word-of-Mouth marketing. If the composite dependability results are more significant than 0.60, a considerable amount will be revealed. The composite reliability value in the output is described in Table 3.

Table 3: Composite Reliability

Latent Variable	Composite Reliability
Promotion through Social Media	0,884
Experiential Marketing	0,897
Electronic Word-of-Mouth Marketing	0,856
Purchase Decision	0,875

Source: Results of data processing, 2022

Table 3 shows the composite reliability value for Promotion through Social Media, Experiential Marketing, Electronic Word-of-Mouth Marketing, and Purchase Decisions, which can be declared reliable. The reliability test can also be strengthened with the Cronbach Alpha, with the following output results explained in Table 4.

Table 5: Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Promotion Through social media → Purchase Decision	0,148	0,147	0,088	1,674	0,047
Promotion Through social media → <i>Electronic Word-of-Mouth Marketing</i>	0,275	0,269	0,086	3,201	0,001
<i>Experiential Marketing</i> → Purchase Decision	0,280	0,273	0,138	2,030	0,021
<i>Experiential Marketing</i> → <i>Electronic Word-of-Mouth Marketing</i>	0,630	0,634	0,076	8,253	0,000
<i>Electronic Word-of-Mouth Marketing</i> → Purchase Decision	0,472	0,488	0,114	4,150	0,000

Source: Results of data processing, 2022

Model causality test

Then, test the sixth hypothesis because the third hypothesis has a mediating variable, as

Table 4: Cronbach Alpha

Latent Variable	Cronbach Alpha
Promotion through Social Media	0,804
Experiential Marketing	0,863
Electronic Word-of-Mouth Marketing	0,776
Purchase Decision	0,821

Source: Results of data processing, 2022

Cronbach's Alpha values for all constructs are more significant than 0.6, as seen in Table 4. The structures of experiential marketing, purchase decisions, electronic word-of-mouth marketing, and promotion through social media can all be deemed credible. In order to calculate the path coefficient between latent variable constructs in the structural model (Inner Model), bootstrapping is used. When performing hypothesis testing, pay close attention to the significance value between constructs, t-statistics, and p-value. The hypothesis can be accepted if the p-values are less than 0.05 and the t-statistical significance value is more than 1.96 (Ghozali, 2014). Furthermore, testing the hypothesis can also be seen in Table 5.

shown in the Specific Indirect Effect value in Table 6.

Table 6: Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Promotion Through social media → Electronic Word-of-Mouth Marketing → Purchase Decision	0,130	0,129	0,046	2,821	0,002
Experiential marketing → Electronic Word-of-Mouth Marketing → Purchase Decision	0,297	0,312	0,092	3,248	0,001

Source: Results of data processing, 2022

The effect of promotion through social media on purchasing decision

The path coefficients table shows that the promotion variable through social media significantly affects purchasing decisions at Coffee Small and Medium Enterprises (SMEs) because the T-statistic value is 1.674, which is smaller than the 1.98 points in t-table. The p-value is 0.047, which is smaller than 0.05. Thus, H₀ is accepted, meaning there is no effect of social media promotion on SMEs Coffee's purchasing decisions. This result indicates that the promotion variable through Instagram social media cannot directly influence purchasing decisions because promotion on Instagram will be more effective if it is supported by Electronic Word-of-Mouth (e-WOM) and good product quality. When companies carry out advertisements, it will be much better when there is support from external factors such as the experience of consumers who have made purchases, then make reviews or comments on social media so that consumer opinions are widely spread. Good product quality can also support purchasing decisions (Hamdani & Maulani, 2018) and (Hassan Alboqami, Wafi Al-Karaghoul, Yasser Baeshen, Ismail Erkan*, 2015). Other research shows that promotions through social media substantially affect purchasing decisions (Aji et al., 2019). Based on these findings, promotion is one of the elements determining whether a marketing campaign to spread awareness of a product's existence is successful. Consumer product information is currently frequently distributed by marketers through social media. Therefore, if clients learn about our items and find them fascinating, they will immediately inform their friends or other people in their immediate vicinity. Naturally, they are influenced to make purchases by what

is expected.

The effect of promotion through social media on electronic Word-of-Mouth

The promotion variable through social media considerably impacts (e-WOM) marketing for SME coffee, as shown by the route coefficients table, where the T statistic value is 3.201, higher than the t table's value of 1.98. However, p-value of 0.001 is smaller than 0.05. As a result, H₀ is rejected, indicating that SMEs Coffee are affected by social media promotion of their products. The findings of this study are corroborated by earlier research, which shows a direct impact of social media promotion on e-WOM at RM Radja Penyet Mas Fais in the city of Palu. At RM Radja Penyet Mas Fais in Palu City, social media promotion had a considerable and somewhat negative impact on e-WOM (Savitri et al., 2016). Online word-of-mouth is one of the fastest-growing marketing segments. Thus, there may be clear opportunities for marketers. Due to social networks' extraordinary development, influence, and popularity, e-WOM, in particular, is an intriguing research topic (Erkan et al., 2015). Proper and appropriate use of promotion through social media is the essence of forming a company's e-WOM marketing (Park et al., 2011). By doing this, the business can draw in customers, increase the recall value of its products, and increase word-of-mouth about the brand. Furthermore, it is well acknowledged that internet marketing significantly influences online word-of-mouth. These findings imply that effective online marketing will boost electronic consumer Word-of-Mouth.

The effect of experiential marketing on purchasing decisions

Because the T statistic value of 2.030 is higher than the t-table value of 1.98 and the p-value of 0.021 is lower than 0.05, it can be inferred from the path coefficient table that the experiential marketing variable significantly impacts purchasing decisions. H₀ is thus rejected, indicating that experiential marketing impacts consumer decisions in small and medium-sized coffee enterprises.

The results of this study are supported by the previous research, which states that simultaneously sensing, feeling, thinking, acting, and relating significantly affect purchasing decisions (Lie et al., 2013). The opinion above shows that experiential marketing aspects, which include sense, feeling, thinking, acting, and relating, are often used by marketers to encourage purchasing decisions. That means that experiential marketing has a positive relationship with purchasing decisions. The greater the consumer's assessment of the experiential marketing aspect, the greater the consumer will buy the product or service offered by the company (Hamdani & Herlianti, 2020). The findings suggested that experiential marketing and community reference had a favorable and substantial impact on purchasing decisions and that these two factors positively and significantly impacted those decisions in tandem (Mranani & Lastianti, 2019).

Based on these results, aspects of experiential marketing which include: sense, feel, thinking, acting, and relating, are often used by marketers to encourage purchasing decisions. This result means that experiential marketing has a positive relationship with purchasing decisions. The greater the consumer's assessment of the experiential marketing aspect, the greater the consumer will buy the product or service offered by the company.

Influence of experiential marketing on electronic word-of-mouth marketing

The path coefficients table shows that the experiential marketing variable significantly affects electronic Word-of-Mouth because the T statistic value of 8.253 is greater than the t-table of 1.98, and the p-value of 0.000 is less than 0.05. Thus, H₀ is rejected, meaning experiential marketing influences e-WOM marketing in coffee SMEs. These results are supported by

research conducted by research that states that experiential marketing affects electronic word-of-mouth marketing (Artanti, 2016). Based on these results, experiential marketing can also influence electronic word-of-mouth marketing because the experience gained or felt by consumers in consuming a product or service will be a source of e-WOM marketing. E-WOM marketing is positive and negative depending on consumers' impression of the product or service (Aristiawan et al., 2019).

The effect of electronic word-of-mouth marketing on purchasing decisions

The path coefficients table shows that the e-WOM marketing variable significantly affects purchasing decisions because the T-statistic value of 4.150 is greater than the t-table of 1.98, and the p-value of 0.000 is smaller than 0.05. Thus, H₀ is rejected, meaning e-WOM marketing variables influence purchasing decisions in small and medium coffee businesses. The results of this study are supported by previous research where the results indicate that the variables (intensity, valence of opinion, and content) of e-WOM significantly influence purchasing decisions. Other support from research shows that Electronic Word-of-Mouth affects purchasing decisions (Aljaafreh & Al-Adaileh, 2020).

Based on these results, communication via the internet from e-WOM reviews or e-WOM communication is a medium between consumers to share information, provide product reviews, and provide recommendations to other consumers regarding a product that has been consumed (Hamdani & Herlianti, 2019). E-WOM communication remains a marketing practice that dominates consumer purchasing decisions for any product. e-WOM is a means of communication that produces a good conversation. Someone will ask others about an item or service's quality before buying or consuming it.

Promotion through social media to electronic word-of-mouth marketing mediated purchase decisions

Experiential marketing on purchasing decisions is mediated by e-WOM marketing with a t-statistic value of 2.821 greater than 1.98 and p-values of 0.001 less than 0.05, indicating an influence of experiential on decision purchases mediated by e-WOM marketing. To see how

significant the role of the mediating variable is in this research model by looking at and comparing the direct relationship with the indirect relationship. The indirect relationship, including promotion through social media on purchasing decisions, has no effect because the t-statistic value of 1.674 is less than 1.98, and the p-value of 0.047 is more significant than 0.05. Namely, the results of a specific indirect effect or indirect relationship show that promotion through social media affects purchasing decisions with electronic word-of-mouth marketing as a mediating variable.

Furthermore, the second indirect relationship, experiential marketing on purchasing decisions, has no effect because the t-statistic value of 2.030 is higher than 1.98, and the p-value of 0.021 is more significant than 0.05. then, after the mediation variable is included, it can be seen from the results of the specific indirect effect or indirect relationship indicating that experiential marketing affects purchasing decisions with electronic word-of-mouth marketing as a mediating variable. Therefore, it can be stated that e-WOM marketing as a mediating variable plays a full mediation role. Complete mediation means that the variables of experiential marketing and promotion through social media can only significantly influence purchasing decisions if going through e-WOM marketing.

CONCLUSION AND RECOMMENDATION

Promotion through social media has no significant effect on purchasing decisions, while promotion through social media substantially affects Electronic Word-of-Mouth (e-WOM) marketing. Its shows that there is an influence of promotion through social media on e-WOM marketing. Proper and appropriate use of promotion through social media is the essence of forming a company's e-WOM marketing. With proper usage of e-WOM, the company can capture the attention of consumers and make the company's products more memorable and spread widely from one person to another. Experiential marketing has a significant effect on purchasing decisions. It shows that aspects of experiential marketing, which include sense, feeling, thinking, acting, and relating, are often used by marketers to encourage purchasing decisions. Experiential marketing has a significant effect on electronic word-of-mouth

marketing. Its shows that there is an effect of experiential marketing on electronic word-of-mouth marketing for coffee SMEs. E-WOM marketing is influenced by experiential marketing. The experience gained or felt by consumers in consuming a product or service will be a source of e-WOM marketing, both positive and negative electronic word-of-mouth marketing, depending on the impression felt by customers of SME Coffee products. E-WOM marketing significantly affects purchasing decisions. Communication via the Internet from electronic reviews by Word-of-Mouth or e-WOM Communication is a medium of communication between consumers to share information, provide product reviews, and give recommendations to other consumers regarding a product that has been consumed. E-WOM Communication remains a marketing practice that dominates consumer purchasing decisions for any product because customer satisfaction is an important concept that must be considered. It is also hoped that future researchers will examine feedback comments and, web blogs and other electronic word-of-mouth sources, such as writing on social networks or social media such as Facebook, Twitter, and others.

REFERENCES

- Aji, N. S., Djawahir, A. H., & Rofiq, A. (2019). The influence of products and promotions on purchasing decisions mediated in purchase motivation. *Jurnal Aplikasi Manajemen*, 17(1), 152-161. <http://dx.doi.org/10.21776/ub.jam.2019.017.01.17>
- Ali, Z. S., & Cai, H. L. (2022). Who Decides Where To Go For A Coffee ? E-Wom And Consumers ' Purchase Intention. *Journal of Marketing Strategies*, 4(1), 24-58. <https://doi.org/10.52633/jms.v4i1.141>
- Aljaafreh, A., & Al-Adaileh, R. M. (2020). The Impact Of Electronic Word-of-Mouth On Consumers Purchasing Intention. *Journal of Theoretical and Applied Information Technology*, 98(02).
- Arismunandar, T. M., Hartoyo, & Krisnatuti, D. (2019). The Influence Of Experiential Marketing On Customer Satisfaction And Loyalty Of Corner Coffee Shop In Langsa. *Jurnal Manajemen & Agribisnis*, 16(1), 77-85. <https://doi.org/10.17358/jma.16.1.77>

- Aristiawan, M., Buana, P. D., & Sudiarta, H. (2019). Effect of Experiential Marketing on Word-of-Mouth with Satisfaction as Intervening Variable (Study at GO-JEK Customer in Mataram). *Global Journal of Management and Business Research: E-Marketing*, 19(7).
- Armawan, I. (2022). Analysis of Effect on the Social Media Marketing and EWom on Purchase Intention of Black Sweet Coffee Shop. *Business Management*, 12(02), 166–177. <https://doi.org/10.22219/mb.v12i02.22499>
- Artanti, Y. M. (2016). The Impact Of Experiential Marketing On Word-of-Mouth (Wom) With Customer Satisfaction As The Intervening Variable Pengaruh Experiential Marketing Terhadap Word-of-Mouth (Wom) Dengan Kepuasan Pelanggan Sebagai Variabel Intervening. *Jurnal Dinamika Manajemen*, 7(36), 182–190. <https://dx.doi.org/10.15294/jdm.v7i2.8201>
- Ashrafi, R., & Murtaza, M. (2008). Use and Impact of ICT on SMEs in Oman. *Electronic Journal of Information Systems Evaluation*, 11(3), 125–138. <https://doi.org/ISSN 1566-6379>
- Astuti, P. D. (2005). Hubungan Intellectual Capital dan Business Performance. *Jurnal Maksi*, 5, 34–37. <https://dx.doi.org/10.31942/akses.v17i1.6513>
- Barmola, K. ., & Srivastava, S. . (2019). The Role Of Consumer Behaviour In Present Marketing Management Scenario. *Productivity*, 51(3), 268–275.
- Budiman, S., & Dananjoyo, R. (2021). The Effect of Cafe Atmosphere on Purchase Decision : Empirical Evidence from Generation Z in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 483–490. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0483>
- Datta, V. (2020). A Conceptual Study On Experiential Marketing : Importance , A Conceptual Study On Experiential Marketing : Importance , Strategic Issues And Its Impact. *International Journal of Research Granthaaalayah*, 5(7). <https://doi.org/10.5281/zenodo.826667>
- Davis, J. L. (2019). Social Media. In *The International Encyclopedia of Political Communication* (First Edit, Issue January 2016). John Wiley & Sons, Ltd. <https://doi.org/10.1002/9781118541555.wbiepc004>
- Eravia, D., Handayani, T., & Julina. (2015). The Opportunities and Threats of Small and Medium Enterprises in Pekanbaru: Comparison between SMEs in Food and Restaurant Industries. *Procedia - Social and Behavioral Sciences*, 169(August 2014), 88–97. <https://doi.org/10.1016/j.sbspro.2015.01.289>
- Erkan, I., Katip, I., & Universitesi, C. (2015). The Impacts of Electronic Word-of-Mouth in Social Media on Consumers ' Purchase Intentions. *International Conference on Digital Marketing, November*. <https://dx.doi.org/10.1504/ijima.2015.072886>
- Fathali, S., & Okada, T. (2018). Technology acceptance model in technology-enhanced OCLL contexts: A self-determination theory approach. In *Australasian Journal of Educational Technology* (Vol. 34, Issue 4). Australasian Society for Computers in Learning in Tertiary Education. <https://doi.org/10.14742/ajet.3629>
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* (4th edition). Badan Penerbit Universitas Diponegoro.
- Goyette, I., Richard, L., Bergeron, J., & Marticotte, F. (2010). Word-of-mouth measurement scale for service context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Hair, J. F., & Black, W. C. (2010). *Multivariate Data Analysis* (7th Editio). Pearson Education Inc.
- Hamdani, N. A., & Herlianti, A. O. (2019). Digital Innovation Strategy : Performance of Coffee SMEs in Industrial Era 4.0. *Strategic*, 19(2), 69–74. <https://doi.org/10.17509/strategic.v19i2.20429>
- Hamdani, N. A., & Herlianti, A. O. (2020). Entrepreneurial orientation of small and medium coffee enterprises in the era of Society 5.0. *Advances in Business, Management and Entrepreneurship*. <https://doi.org/10.1201/9781003131465>

- Hamdani, N. A., & Maulani, G. (2018). The influence of E-WOM on purchase intentions in the local culinary business sector. *International Journal of Engineering & Technology*, 7, 246–250. <https://doi.org/10.14419/ijet.v7i2.29.13325>
- Harahap, R. H., & Absah, Y. (2020). Coffee Shop Business Analysis in Supporting Economic Development in Medan City. *Talent Development & Excellence*, 12(1), 2147–2154.
- Hassan Alboqami, Wafi Al-Karaghoul, Yasser Baeshen, Ismail Erkan*, C. E. and A. G. (2015). *Electronic Word-of-Mouth in social media : The common characteristics of retweeted and favorited marketer-generated content posted ... May 2016*. <https://doi.org/10.1504/IJIMA.2015.072886>
- Huete-alcocer, N. (2017). A Literature Review of Word-of-Mouth and Electronic Word-of-Mouth : Implications for Consumer Behavior. *Frontiers i Psychology*, 8(3), 1–4. <https://doi.org/10.3389/fpsyg.2017.01256>
- Kotler, P., & Kemmer, K. L. (2012). *Marketing management 14th ed.* Pearson.
- Lie, T. D., Purnomo, D., & Sari, D. K. (2013). Pengaruh persepsi kualitas terhadap keputusan pembelian konsumen pada keripik pedas maich. *Jurnal Cakrawala*, 6(2).
- Mranani, N. A., & Lastianti, D. S. (2019). Analysis of The Effect of Experiential Marketing And Community Reference on Purchase Decisions (Study In Surabaya Brain Coffee). *International Journal of Advances in Social and Economics*, 1(1), 36–44. <https://doi.org/10.33122/ijase.v1i1.38>.
- Nurfauziah, S. F., & Hamdani, N. A. (2021). The Influence of Social Media Against Interest in Buying Kopilogi Products. *Business Innovation and Entrepreneurship Journal*, 3(1), 75–83. <https://doi.org/10.35899/biej.v3i1.107>
- Park, C., Wang, Y., Yao, Y., & Kang, Y. R. (2011). Factors Influencing eWOM Effects: Using Experience, Credibility, and Susceptibility. *International Journal of Social Science and Humanity*, 1(1), 74–79. <https://doi.org/10.7763/IJSSH.2011.V1.13>
- Poturak, M., & Turkyilmaz, M. (2018). The Impact of eWOM in Social Media on Consumer Purchase Decisions: A Comparative Study between Romanian and Bosnian Consumers. *Management and Economics Review*, 3(2), 138–160.
- Prasad, S., Gupta, I., & Totala, N. K. (2017). Article information : *Asia-Pacific Journal of Business Administration*, 9(2). <https://doi.org/10.1108/APJBA-06-2016-0063>
- Rahim, A., Bakar, A., Hashim, F., & Ahmad, H. (2009). Distinctive Capabilities and Strategic Thrusts of Malaysia's Institutions of Higher Learning. *International Journal Marketing Studies*, 1(2), 158–164. <https://doi.org/10.5539/ijms.v1n2p158>
- Savitri, E. A., Zahara, Z., Manajemen, J., Ekonomi, F., & Tadulako, U. (2016). Pengaruh Promosi Melalui Media Sosial Terhadap Repurchase Intention Melalui Electronic Word Of. *Jurnal Ilmu Manajemen Universitas Tadulako*, 2(3), 241–250. <https://doi.org/10.22487/jimut.v2i3.61>
- Schmitt, B. (2011). Experience Marketing : Concepts , Frameworks, and Consumer Insights. *Foundations and TrendsR? In Marketing*, 5(2), 55–112. <https://doi.org/10.1561/17000000027>
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach 6th Edition* (6th Editio). ISBN: 978-1-118-52786-3.
- Sekaran, U., & Roger, B. (2017). *Metode Penelitian untuk Bisnis* (Alih Bahasa Kwan Men Yon (ed.); 6e ed.). Salemba Empat.
- Tzokas, N., Kim, Y. A., Akbar, H., & Al-Dajani, H. (2015). Absorptive capacity and performance: The role of customer relationship and technological capabilities in high-tech SMEs. *Industrial Marketing Management*, 47, 134–142. <https://doi.org/10.1016/j.indmarman.2015.02.033>
- Vanhaverbeke, W. (2017). Business Model Innovation in SMEs. In *Managing Open Innovation in SMEs* (pp. 16–51). Cambridge University Press. <https://doi.org/10.1017/9781139680981.003>
- Wursan, Rinandiyana, L. R., & Badriatin, T. (2021). Social Media Promotion Effect on Product Purchase Decisions through Word-of-Mouth Marketing. *Linguistics and Culture Review*, 5(August), 821–831.

<https://doi.org/10.21744/lingcure.v5nS1.14>
66

ABOUT THE AUTHORS

Nizar Alam Hamdani, email:

nizar_hamdani@uniga.ac.id

Nizar Alam Hamdani is a Lecturer of Management Program at Universitas Garut in Indonesia. His research interest includes investigating how Strategy Management related to subjects' innovation development. His expertise in this area makes him well-suited to contribute to this study on innovation development in small business enterprises.

Noviearti Widiasih is a student from the Faculty of Economics, Universitas Garut, Indonesia student.

Irfan Rizki Gumilar is a Lecturer of Management Program at Universitas Garut in Indonesia. His research interests are in Finance Management, Statistics, Actuarial Science, and Data Science.

Anggun Oktavia Herlianti is a Lecturer of Entrepreneurship Program at Universitas Garut in Indonesia. Her research interest is in innovative management, marketing, and entrepreneurship.