The Influence of Digital Marketing and E-WOM on Purchasing Decisions for Janji Jiwa Coffee Surabaya City

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ABSTRACT

Digitalization and the increasing use of social media in Indonesia have driven significant changes in consumer behavior. Kopi Janji Jiwa as one of the leading coffee shop brands has implemented a digital marketing strategy and utilizes e-WOM but still faces challenges in terms of lower digital engagement compared to competitors. This study aims to analyze the effect of Digital Marketing and Electronic Word of Mouth (E-WOM) on consumer purchasing decisions at Kopi Janji Jiwa in Surabaya City. The approach used in this research is quantitative with a non-probability sampling method with purposive sampling technique. Data were obtained from 98 respondents who are consumers of Kopi Janji Jiwa, through a questionnaire and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS. The results showed that Digital Marketing and E-WOM had a significant effect on consumer purchasing decisions. These findings indicate the importance of optimizing digital marketing strategies and managing consumer reviews as a form of e-WOM to improve purchasing decisions.

INTRODUCTION

In the industrial era 5.0, the development of digital technology has increased significantly every year, encouraging shifts in people's lifestyles and business activities (APJII, 2024). In the context of business, digitalization has become a major factor influencing company trends and strategies, including the use of Digital Marketing which is able to reach a wide audience in a cost-efficient manner (Ahadiyah, 2024). According to Andirwan et al., (2023), Digital Marketing has proven effective in increasing sales in the modern era. One sector that is greatly affected by this digitalization is the coffee shop industry, which not only competes in product quality, but also in creating a digital customer experience (Azmi Fauzan, Rusilanti, 2023).

One interesting example of the utilization of digital strategies in the coffee industry is Kopi Janji Jiwa, a fast-growing coffee shop chain in Indonesia with more than 900 outlets spread across more than 100 cities, including Surabaya. Founded by Billy Kurniawan in 2018 under the management of Jiwa Group, the brand carries the concept of fresh to cup and the tagline "coffee from the heart" which managed to attract the attention of coffee lovers. Based on Top Brand Index data, Kopi Janji Jiwa shows consistent growth every year. In 2020 this brand recorded 29.80%, which increased to 39.50% in 2021, fell to 38.30% in 2022, then rose again to 44.80% in 2024. This achievement positions Janji Jiwa as the market leader despite facing competition from Kopi Kenangan and Kulo.

One of the main strategies used is the optimization of social media, especially Instagram, as a digital promotion tool. Through attractive visual content, Kopi Janji Jiwa consistently conveys information related to the latest products and exclusive promos, which aims to reach a wider audience and strengthen customer engagement. Social media is an important element in digital marketing strategies because it can build more effective two-way interactions between brands and customers (Rahman et al., 2024). Despite utilizing various digital platforms, the effectiveness of Kopi Janji Jiwa's digital marketing

strategy still faces challenges in influencing consumer purchasing decisions. Several problems were found in digital marketing practices, especially on Instagram social media, when compared to major competitors such as Kopi Kenangan.

Tabel 1. Traffic Monthly Gained Media Janji Jiwa & Kenangan 2024

| | Social Blade Monthly Gained Media count 2024 | | | | | | | | | | | | Total |
Brand	Jan	Feb	Mar	April	Mei	Juni	July	Agus	Sep	Oct	Nov	Des	Average
Kenangan	36	13	42	24	23	10	11	40	31	22	29	19	25%
Janji Jiwa	16	14	14	24	11	15	19	17	17	21	15	15	17%

Source: SocialBlade 2024

One of the main challenges is the low Instagram traffic which is reflected in the low Monthly Gained Media Count. Based on table 1, it shows that Kopi Janji Jiwa's Instagram average Monthly Gained. Media Count is lower than its competitor, Kopi Kenangan. The high Monthly Gained Media Count of competitors indicates that they are successful in attracting more visitors to their social media pages, potentially contributing to increased customer engagement and purchasing decisions. According to Adawiyah & Veri, (2024), monthly content upload frequency is positively correlated with increased traffic, exposure, and user interaction. The low intensity of uploads has an impact on the low growth of new followers.

Data from Social Blade (2024) also shows that Kopi Janji Jiwa's follower growth in 2024 averaged only 940 followers per month, far below Kopi Kenangan which reached 3,480 followers per month. Zuhdi & Yuliani, (2024) state that consistent follower growth reflects the success of digital strategies in attracting consumer attention. Therefore, this performance shows the need to optimize Kopi Janji Jiwa's digital strategy to be more competitive.

Tabel 2. Statistik Instagram Janji Jiwa dan Kenangan 2024

Brand	Average 004Cikes	Average Comment	Engagement Rate
Kenangan	645,75	34,50	0,12%
Janji Jiwa	272,88	24,56	0,05%

Source: SocialBlade 2024

The level of content interaction on Instagram Janji Jiwa is also still low. In table 2, the average likes are only 272.88 and comments 24.56 with an engagement rate of 0.05%, compared to Kopi Kenangan which has an average like of 645.75, comments 34.50 and an engagement rate of 0.12%. Arindra Tuffahati & Nugraha, (2023) emphasized that low engagement rates indicate low content attractiveness and minimal interaction with the audience. This has an impact on the effectiveness of digital promotion and the influence on purchasing decisions. This condition shows that Kopi Janji Jiwa still has room to improve digital interaction. Strengthening the social media strategy as a means of direct communication with consumers is very important, especially in utilizing E-WOM (Zahra Febrianti, 2024).

According to Marlinah et al., (2023), E-WOM is defined as a form of electronic communication between individuals who exchange experiences, opinions, and product recommendations through digital platforms. Wahyuni et al., (2024)) added that online consumer comments have an important role in disseminating product information through E-WOM. Positive comments can encourage purchasing decisions, while negative comments have the potential to reduce consumer confidence, especially if they are not handled responsively by the brand (Fitriasari & Ahmadi, 2025).

Previous research shows mixed results. Trisnawati & Nugraha, (2024) and Iif & Imam, (2023) found that Digital Marketing has a positive effect on purchasing decisions. Putri et al., (2024) also noted

a significant effect of E-WOM on purchasing decisions. However, different results were shown by Julito & Ramadani, (2024) and (Rahmadi & Ikhlash, 2024), who stated that Digital Marketing and E-WOM had no significant effect on purchasing decisions.

Based on these phenomena and research gaps, it is known that although Kopi Janji Jiwa has implemented a comprehensive digital strategy through its website, Jiwa+ application, and social media such as Instagram, several indicators such as Monthly Gained Media Count, average likes, comments, and engagement rates are still below its competitors. This condition reflects that the level of consumer engagement is still not optimal. On the other hand, E-WOM is also a crucial factor because consumer perceptions can be influenced directly through digital reviews. Therefore, this study aims to analyze the effect of Digital Marketing and E-WOM on consumer purchasing decisions for Kopi Janji Jiwa in Surabaya City.

Literature Review

Marketing

According to Ariyanto et al., (2023) marketing is a crucial aspect in business that acts as the main driver of company sustainability. Through the right marketing strategy, companies can meet consumer needs and desires, create value, and increase awareness and demand for products in order to achieve long-term success. Furthermore, Azizah, (2022) states that marketing is a series of processes that include analysis, planning, implementation, and control of programs designed to create, build, and maintain mutually beneficial relationships with consumers or target buyers. According to Kurtz (2008) in the book Haque-fawzi et al., (2022), the elements of the marketing mix are divided into four main components, namely: 1) Product, which is the goods or services offered by the company to meet the needs and desires of consumers, 2) Price, which is the exchange rate set for a product in accordance with the perceived value of the customer, 3) Distribution (place), which is the method or path used to distribute products to reach consumers, and 4) Promotion, which are various communication efforts made by companies to introduce and attract consumer interest in products, including through advertising, direct sales, and digital strategies.

CustomerBehavior

According to Mothersbaugh et al., (2020), consumer behavior is the study of how individuals, groups, or organizations make decisions in choosing, buying, using, and disposing of products or services to meet their needs. This process is complex and includes the entire cycle of consumer interactions with products. Setiawan et al., (2024) added that consumer behavior starts from need recognition, information search, alternative evaluation, to post-purchase evaluation which affects satisfaction. Istiqomah et al., (2024) added that consumer behavior is also influenced by psychological and social processes that occur before, during, and after product purchases. Consumers not only consider rational aspects in purchasing decisions, but also emotional factors and perceived experiences. Thus, the study of consumer behavior not only focuses on the act of buying, but also includes how individual perceptions, attitudes, and preferences develop over time (Adha, 2022).

Digital Marketing

Chaffey & Smith, (2022) states that digital marketing is the process of recognizing and meeting customer needs using various digital technologies. Juftia & Fadli, (2024) emphasize that this strategy allows businesses to reach consumers in a targeted and efficient manner. Meanwhile, according to Julito & Ramadani, (2024), digital marketing is a form of internet-based promotion to attract consumer interest. Ma'ruf et al., (2024) also explained that digital marketing includes promotional activities through social media and websites. In general, digital marketing can be understood as a modern marketing approach that utilizes digital technology to reach a wide audience and influence consumer behavior through various content formats. Mushaddaq & Rahmi, (2025) identified four main indicators of digital marketing,

namely: 1) traffic, which is the number of visits obtained from digital content and advertising, 2) conversion, or the success rate of actions such as purchases, 3) leads, which refer to potential customers based on their interactions; and engagement, which is customer involvement through loyalty programs, experiences, or other digital interactions.

Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) leads to the process of sharing information, experiences, and opinions by individuals through digital platforms, such as social media, forums, or online reviews. Communication between individuals that occurs through digital platforms, where experiences and opinions about products or services are conveyed and can influence other consumers (Zahra Febrianti, 2024). Information shared through social media and online reviews can spread quickly, both positively and negatively, and has a strong influence on perceptions and purchasing decisions (Fitriasari & Ahmadi, 2025). Lin (2013) defines e-wom as statements or opinions made by potential customers, active customers, or former customers about a product or business, which can be positive or negative (M. Zuhdi et al., 2025). This opinion is then conveyed to many people through internet media platforms, such as social media, discussion forums, or online reviews. E-WOM not only includes recommendations or complaints related to products or services but can also influence the perceptions and decisions of other consumers who read or hear it.

Purchase Decision

The purchase decision is the final stage of the consumer decision-making process, which involves choosing a product or service after considering various factors. This process involves rational considerations such as brand comparison, quality, price, as well as external influences such as promotions, recommendations, and online reviews (Parasari et al., 2024). Kapirossi & Prabowo, (2023) identified four main indicators in purchasing decisions, namely: (1) Determination to buy after knowing product information; (2) Buying because of the most preferred brand; (3) Buying because it suits your wants and needs; and (4) Buying because of recommendations from others. These four indicators show that purchasing decisions are not only influenced by personal rationality, but also by perceptions of brands and social influences around consumers.

Hypothesis Development

This study will analyze the effect of Digital Marketing variables, E-WOM and Purchasing Decisions. Figure 1. shows the framework in this study.:
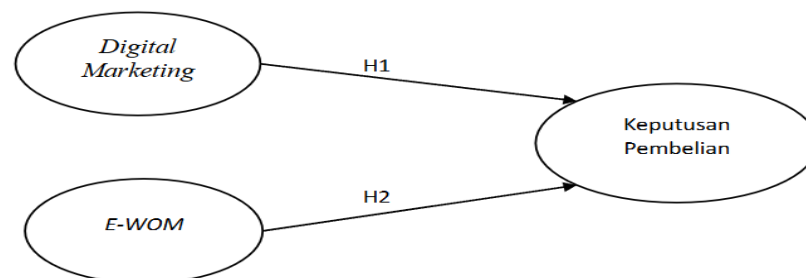

Figure 1. Conceptual Framework
Source: Data Processed, 2025

Relationship between Digital Marketing and Purchasing Decision

Digital Marketing plays an important role in influencing consumer purchasing decisions. Research by Cindy & Rahayu, (2025) shows that Digital Marketing has a positive effect on purchasing decisions, because it can attract consumer interest through relevant promotions. Meanwhile, Syarwani et

al., (2024) found that the use of digital media such as websites and social media has a significant impact on increasing purchasing decisions for consumers of The Executive in Manado. The effectiveness of Digital Marketing lies in its wide reach, easy access to information, and interesting and personalized content. With the right digital marketing strategy, companies can attract audience attention, increase buying interest, and encourage consumer decisions to make purchases. Based on the discussion above, the following hypothesis is proposed:

H_1: It is suspected that digital marketing has a positive effect on purchasing decisions at Janji Jiwa coffee in Surabaya City.

Relationship between E-WOM and Purchasing Decision

Electronic Word of Mouth (E-WOM) is a form of digital communication from consumers that has a strong influence on purchasing decisions. Anggraeni & Aminah, (2023), show that E-WOM has a significant effect on purchasing decisions for Revlon products in Jombang, mainly due to positive reviews that build consumer trust. Another study by Abadi & Hawa, (2024) also supports these findings, showing that E-WOM via Instagram has a positive impact on purchasing decisions for Scarlett Whitening products. The stronger and more positive the opinions shared online, the more likely consumers are to make a purchase. Conversely, negative experiences shared can reduce trust and negatively influence purchasing decisions.Based on the discussion above, the following hypothesis is proposed:

H_2: It is suspected that digital marketing has a positive effect on purchasing decisions at Janji Jiwa coffee in Surabaya City.

RESEARCH METHOD

The author uses a quantitative design to conduct this research. The population of this study are consumers who know the Janji Jiwa coffee brand and have ever or want to make a purchase of Janji Jiwa coffee. This study uses purposive sampling technique. Purposive sampling is a sampling technique with certain considerations. The criteria for sampling in this study are: 1) More than 17 years old. 2) Residing or currently residing in Surabaya. 3) Know or have received information about Digital Marketing from Janji Jiwa, such as advertisements on social media. 4) Have ever bought or consumed Janji Jiwa coffee products. 5) Have read, heard, or provided reviews related to Janji Jiwa on social media or other digital platforms. The sample used in this study was 98 respondents.

The data sources in this study used: a) Primary data, derived from distributing questionnaires to people who have bought, known, or consumed Janji Jiwa coffee products, b) Secondary data, secondary data obtained from various relevant references, including books, scientific journals, websites, and other sources that support and are in accordance with research needs. The collection in this study used a questionnaire as the main instrument. The questionnaire was prepared in the form of a Google Form and distributed to prospective respondents via WhatsApp and social media such as Instagram by sharing links that can be accessed online. This questionnaire contains several statements related to the research variables, in which respondents are asked to provide responses by selecting scores on an interval scale according to the statements provided.

In this study, the analysis method used is Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). SEM-PLS is a variant-based structural equation method used to analyze the relationship between latent variables that cannot be measured directly. Evaluation of the measurement model (outer model) in SEM-PLS is carried out using a two-stage approach. This approach is taken because the variables in this study are measured through dimensions that have their own indicators or statement items. embedded two-stage approach, which consists of two main stages: 1) Stage One: Determining the value of latent variables based on initial data processing, 2) Stage Two: The values obtained from the first stage are used as indicators for higher-order constructs. Several steps carried out

through the SmartPLS program are SEM assumption tests (outer loadings, cross loading, reliability and validity tests, inner models. and hypothesis testing).

RESULTS AND DISCUSSION

Validity Test and *Reliability Stage 1*

In the embedded two-stage approach, the first stage method is to include data on each indicator and variable as repeated indicators that have a reflective relationship as in the following figure:
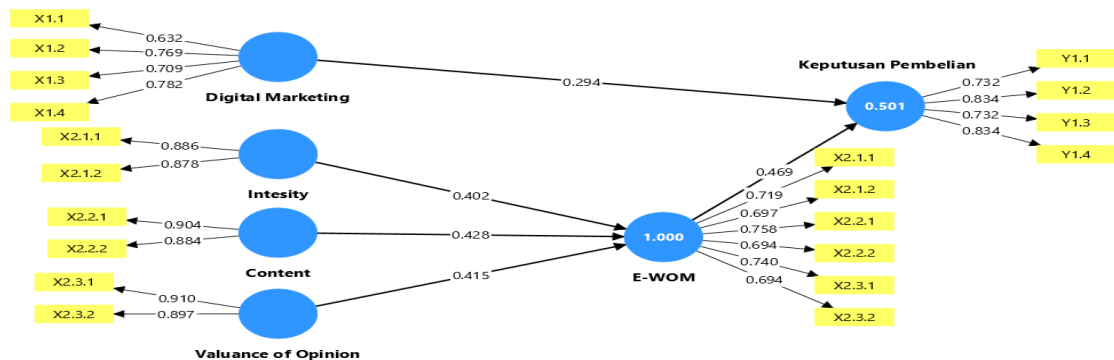

Figure 2. Model Stage 1
Source: Data Processed, 2025

In the first stage (Stage 1) which focuses on the dimensions of the E-WOM variable, analysis is carried out to see the strength of the relationship between latent constructs and the indicators that represent them. Based on SmartPLS data processing results, the outer loading value of all indicators in each dimension, namely Intensity, Content, and Valuance of Opinion, has a value above 0.5. Proving that all of these indicators have met the criteria for convergent validity, because they have a significant correlation with the latent constructs they represent.

In addition, each indicator also shows the highest loading value in its origin dimension compared to other dimensions, which indicates that good discriminant validity has been achieved. For example, indicators X2.1.1 and X2.1.2 measure the Intensity dimension more strongly than Content or Valuance of Opinion, as well as indicators on the Content dimension (X2.2.1 and X2.2.2) and Valuance of Opinion (X2.3.1 and X2.3.2) which consistently show the highest values on their original constructs. Thus, it can be stated at this stage, all indicators in the dimensions of the E-WOM variable have met the necessary validity criteria.

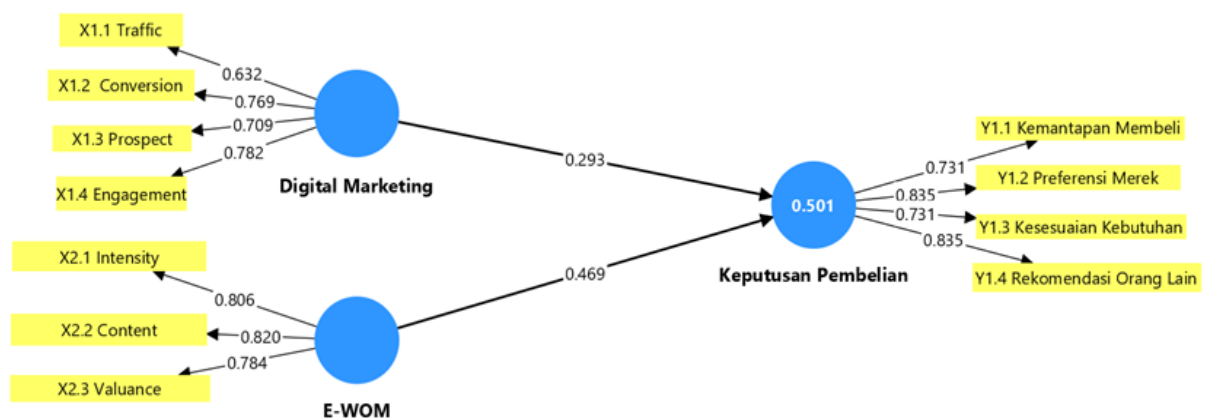*Validity Test* and *Reliability Stage 2*

Figure 3. Model Stage 2
Source: Data Processed, 2025

It shows that the two independent variables (Digital Marketing and E-WOM) have a contribution to the decision to purchase Janji Jiwa Coffee products. These two variables have a positive direct influence on Purchasing Decisions. Next, look at the AVE (Average Variance Extracted) value,

Table 3. Composite dan Average Variance Extracted (AVE)

Variabel	Composite reliability (rho_c)	Average variance extracted (AVE)
Digital Marketing **(X1)**	0.815	0.526
E-WOM **(X2)**	0.845	0.645
Keputusan Pembelian (Y)	0.865	0.616

Source: SmartPLS data processing results (2025)

Table 3, all constructs in this study show an AVE value of more than 0.5, namely, Digital Marketing (0.526), E-WOM (0.645), and Purchasing Decisions (0.616). This shows that each construct has met the requirements for good convergent validity. Furthermore, the composite reliability value is used to assess the internal reliability of the construct. The value that is considered to meet the reliability requirements is above 0.7. The Digital Marketing variable (X1) has a composite reliability value of 0.815, E-WOM (X2) of 0.845, and Purchase Decision (Y) of 0.865. Thus, the three constructs in this study have met the criteria for good reliability because they have a value above 0.7.

Inner Model Test

The inner model is used to analyze the relationship between latent constructs in a research model. Testing on the inner model is done by looking at the R-square value on the latent construct. The R² value shows how much the exogenous (independent) variable contributes to explaining the endogenous (dependent) variable. The following are the results of the R² value:

Table 4. R-Square

Variabel	R-square
Keputusan Pembelian	0.501

Source: SmartPLS data processing results (2025)

The R² value = 0.501 indicates that the model can explain 50.1% of the variation in Purchasing Decisions influenced by the independent variables, namely Digital Marketing and e-WOM. Meanwhile, the remaining 49.9% is influenced by other variables that are not included in the model (outside the study).

Hypothesis Test

In this test, path analysis is used by looking at the T-statistics and P-values. The hypothesis can be accepted if the P-Values value <0.05. The following are the results of the hypothesis testing in this research model:

Table 5. Hypothesis Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Digital Marketing (X1) -> Keputusan Pembelian (Y)	0.293	0.313	0.092	3.179	0.001
E-WOM (X2) -> Keputusan Pembelian (Y)	0.469	0.455	0.107	4.388	0.000

Source: SmartPLS data processing results (2025)

The results of the path coefficients hypothesis test show that, Digital Marketing (X1) and E-WOM (X2) are proven to have a positive influence on Purchasing Decisions (Y). Digital Marketing with a path

coefficient value of 0.293 and a T-Statistic value of 3.179, which is greater than the T table value (1.66) at α = 0.05 (5%), and has a P-value of 0.001 (smaller than 0.05) and E-WOM path coefficient value of 0.469 with a T-Statistic value of 4.388, which is greater than the T table (1.66) at α = 0.05, and a P-value of 0.000 (smaller than 0.05).

H₁: It is suspected that digital marketing has a positive effect on purchasing decisions at Janji Jiwa coffee in Surabaya City.

The results of the analysis show that digital marketing has a positive and significant effect on consumer purchasing decisions at Kopi Janji Jiwa, which means that the more intensive and appropriate digital marketing strategies are carried out, such as the use of social media, online promotions, and attractive visual content, the more likely consumers are to make purchasing decisions. Kopi Janji Jiwa, which is consistent on digital media platforms such as Instagram, is a special attraction for its consumers, especially young people, who are very responsive to digital promotions that are communicative and relevant to their lifestyles who are often active on social media. This finding is in line with research (Ma'ruf et al., 2024) and research (Syarwani et al., 2024), which states that digital marketing has a significant positive effect on purchasing decisions.

H₂: It is suspected that digital marketing has a positive effect on purchasing decisions at Janji Jiwa coffee in Surabaya City.

The results of the analysis show that electronic word of mouth (e-WOM) has a positive and significant influence on purchasing decisions for Kopi Janji Jiwa products, which means that the more positive reviews or recommendations spread through digital media, both in the form of comments, testimonials, and reviews, the stronger the impact on consumer confidence to buy. The results of the analysis also show that the "Valuance of Opinion Positive" dimension is the most dominant, reflecting that positive reviews from other customers greatly influence consumer decisions on purchasing Kopi Janji Jiwa. This finding is in line with research (Abadi & Hawa, 2024) and Research Anggraeni & Aminah, (2023) which states that E-Wom has a positive and significant effect on purchasing decisions.

CONCLUSION

Overall, the variables have significant direct and indirect effects on work engagement. Job satisfaction provides a stronger influence as a mediating variable between work-life balance and quality of life, compared to the mediating variable of job stress on quality of work life. organization. Job satisfaction variables provide a very strong direct influence on work engagement. Thus, job satisfaction which includes intrinsic and extrinsic dimensions must be an organizational concern in increasing the work involvement of organizational members.

The recommendation that the author can convey is that companies need to recognize the importance of work-life balance and personal life and adopt strategies and policies that support employees in achieving a better balance. For this reason, companies need to provide flexibility in work time and place, develop employee support programs such as welfare assistance, and create an organizational culture that values work-life balance.

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