

Influence of Social Media, Influencers, and Word of Mouth on Purchasing Decisions: Bakso Panjul Majalengka

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Abstract

Purpose: This study examined the effects of social media marketing, influencers, and word of mouth on the purchasing decisions of Bakso Panjul consumers in Majalengka Regency.

Research Methodology: A quantitative survey with descriptive and verification approaches was conducted. Using non-probability accidental sampling and the RAE formula, 100 consumers were selected. Data were analyzed using multiple linear regression with SPSS version 21.

Results: The model explained 73.6% of the variance in purchase decisions ($R^2 = 0.736$, $p < 0.001$). Social media marketing, influencers, and word of mouth all had positive and significant effects, with word of mouth showing the strongest influence ($\beta = 0.505$), followed by influencer marketing ($\beta = 0.245$) and social media marketing ($\beta = 0.227$).

Conclusion: Social media marketing, influencers, and word of mouth significantly and positively influence consumers' purchasing decisions.

Limitations: The study focused only on Bakso Panjul consumers in Majalengka Regency, limiting the generalizability of the findings to other businesses and regions.

Contribution: This study contributes to marketing management by confirming the importance of social media marketing, influencers, and word of mouth in shaping consumer purchasing decisions.

Keywords: *Influencer, Purchase Decision, Social Media Marketing, Word of Mouth*

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1. Introduction

The rapid advancement of digital technology has transformed how businesses communicate with consumers and create marketing value. Social media platforms have evolved beyond communication tools into strategic marketing channels that facilitate product promotion, customer engagement, and long-term relationship building (Adi, Ramadhan, Aristawati, & Pratama, 2022). This transformation has significantly changed how businesses communicate with consumers and create marketing value for them (Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson, Jain, Karjaluoto, Kefi, Krishen, Kumar, Rahman, Raman, Rauschnabel, Rowley, Salo, Tran, & Wang, 2021). Compared with conventional marketing, social media enables businesses to interact directly with consumers, deliver information in real time, and create personalized brand experiences that strengthen consumer engagement. Consequently, digital marketing has become an essential strategy for improving

business competitiveness and influencing consumer purchasing behaviors ([Joshi, Lim, Jagani, & Kumar, 2025](#)).

Understanding consumer behavior is essential because purchasing decisions are influenced by psychological, social, and communication factors that shape consumers' evaluations of products and services ([Sahbiah, Fanggidae, Dhae, & Foenay, 2024](#)). In digital environments, consumers obtain information from businesses, influencers, and other consumers through online platforms. Such information reduces uncertainty, facilitates product evaluation, and helps consumers compare available alternatives before making purchasing decisions ([Lemon & Verhoef, 2016](#)). Consequently, businesses are required not only to provide quality products but also to develop digital marketing strategies that effectively communicate product value and build consumer trust ([Kumar, Verma, & Dass, 2021](#)).

The growing importance of digital marketing is particularly evident among Micro, Small, and Medium Enterprises (MSMEs), which increasingly rely on social media to expand their market reach while maintaining relatively low promotional costs. Digital platforms enable MSMEs to improve brand visibility, establish direct communication with consumers, and compete more effectively despite limited marketing resources ([Dwivedi et al., 2021](#)). According to the 2024 MSME recapitulation data, Majalengka Regency has 74,691 MSMEs distributed across 26 sub-districts. Among these, the culinary sector dominates, with 32,743 businesses, exceeding other sectors such as trade (27,712 businesses), manufacturing and fashion (3,541 businesses), services (2,244 businesses), and other processing industries (4,795 businesses).

These figures indicate that culinary MSMEs play a significant role in the regional economy and highlight the importance of understanding the factors influencing consumers' purchasing decisions within this highly competitive sector ([Abdullah & Hernita, 2026](#)). The rapid growth of culinary MSMEs has intensified market competition, requiring businesses to adopt effective digital marketing strategies to differentiate their products and strengthen customer relationships. Therefore, understanding how digital marketing strategies influence consumers' purchase decisions has become increasingly important for improving the competitiveness and long-term sustainability of culinary MSMEs ([Fadli, 2026](#)).

From the perspective of consumer behavior, purchasing decisions are strongly influenced by the quality and credibility of the information available during the decision-making process. Information obtained from social media, recommendations from influential individuals, and experiences shared by previous consumers collectively shape consumers' perceptions, reduce uncertainty, and strengthen confidence before making a purchase ([Ramadhan & Hidayat, 2025](#)). Consumers generally perceive information originating from trusted third parties as more objective and credible than firm-generated promotional messages, making digital interactions an important determinant of purchase decisions ([Babić, de Valck, & Sotgiu, 2020](#)). Consequently, social media marketing, influencer marketing, and word-of-mouth have become essential marketing strategies for influencing consumers' purchasing decisions in digital environments ([Joshi et al., 2025](#)).

Purchase decisions represent consumers' final behavioral responses that directly determine business sales performance and long-term competitiveness ([Sahbiah et al., 2024](#)). Therefore, identifying the digital marketing factors that encourage consumers to complete the purchasing process is essential for MSMEs seeking to improve customer acquisition, increase sales, and maintain sustainable business growth in the increasingly competitive digital markets. Social media marketing is one of the most influential digital marketing strategies for shaping consumer purchase decisions ([Wirren & Serina, 2023](#)). It refers to the use of social media platforms to promote products while facilitating communication and interaction between businesses and consumers ([Firman & Khudri, 2025](#)). According to [Urfa and Tarigan \(2026\)](#), social media marketing consists of four dimensions: context, communication, collaboration, and connection. By engaging with digital content, businesses can increase consumer awareness, provide relevant product information, and strengthen customer engagement.

From a consumer behavior perspective, social media marketing reduces information uncertainty and supports consumers in evaluating products before making purchase decisions ([Dwivedi et al., 2021](#)). In addition to company-generated communication, consumers are increasingly influenced by information shared by social media influencers. According to ([Putra, Wijayanto, & Sumarsono, 2022](#)), influencers are individuals who actively use social media and possess a substantial number of followers, enabling them to influence the attitudes and behaviors of their audiences through their content. Their credibility and authenticity allow consumers to perceive influencer recommendations as more trustworthy than conventional advertisements ([Lou & Yuan, 2019](#)). Consequently, influencer marketing helps reduce consumers' perceived risks and strengthens their confidence in promoted products ([Joshi et al., 2025](#)). [Fathurrahman, Triwardhani, and Argo \(2021\)](#) who found that influencer marketing has a positive and significant effect on purchasing decisions. Influencers are individuals with an active presence on social media and many followers. They can influence and affect the behavior of their followers through the content they share on social media platforms.

Another important factor influencing consumers' purchase decisions is word-of-mouth. According to [Adi et al. \(2022\)](#), word-of-mouth is a promotional strategy through which consumers voluntarily share their experiences and recommendations for products and services. Because these recommendations originate from actual consumption experiences, consumers generally perceive them as more credible than firm-generated promotional messages ([Babić et al., 2020](#)). Positive word-of-mouth reduces information uncertainty, strengthens consumer trust, and improves product evaluations before purchase.

Although previous studies have consistently demonstrated that social media marketing, influencer marketing, and word-of-mouth marketing positively influence consumers' purchase decisions, several research gaps remain. First, most previous studies have examined these marketing strategies separately, providing a limited understanding of their simultaneous influence on consumers' purchase decisions within a single research model. Second, existing empirical evidence has predominantly focused on large companies, e-commerce platforms, and metropolitan consumer markets, providing limited evidence on regional culinary MSMEs ([Rinda, 2021](#)). Third, previous studies have reported different magnitudes of influence across business contexts, suggesting that the effectiveness of digital marketing strategies may vary according to market characteristics and consumer behavior ([Dwivedi et al., 2021](#)). These limitations indicate the need for further investigation of regional culinary MSMEs to provide a more comprehensive understanding of consumers' purchase decisions.

This study addresses these research gaps by simultaneously examining the effects of social media marketing, influencer marketing, and word-of-mouth on consumers' purchase decisions within a single integrated framework in the context of a regional culinary MSME. Unlike previous studies that tend to analyze these variables separately or in limited combinations, this study integrates business-generated communication (social media marketing), influencer-generated communication (influencer marketing), and consumer-generated communication (word of mouth) to provide a more comprehensive explanation of consumer purchasing behavior. This approach allows for a better understanding of how different sources of digital communication interact and collectively shape consumers' purchase decisions in a competitive MSME environment ([Pratama & Yahya, 2025](#)).

Bakso Panjul was selected as the research object because it represents one of the leading culinary MSMEs in Majalengka Regency that actively utilizes digital marketing through Instagram, TikTok and Facebook. The business has approximately 16,900 Instagram followers, 55,900 TikTok followers, more than 645,000 accumulated TikTok likes, and approximately 88,000 Facebook followers. Despite maintaining a strong digital presence and a large number of social media followers, Bakso Panjul experienced fluctuating sales during the 2021–2025 period. This indicates that high online visibility does not automatically translate to consistent purchasing decisions. Thus, extensive exposure through social media platforms alone may not be sufficient to ensure stable consumer demand.

This suggests that other factors, such as the effectiveness of social media marketing content, the credibility of influencers, and consumer-generated word-of-mouth, may play a crucial role in shaping actual purchase decisions. Therefore, it is important to empirically examine how these digital marketing factors influence consumer purchasing behaviors in this context. Accordingly, this study contributes to both consumer behavior and digital marketing literature by providing empirical evidence from a regional culinary MSME context, which has received relatively limited attention in previous research.

Theoretically, this study extends the understanding of consumer purchase decisions by integrating three key digital communication mechanism social media marketing, influencer marketing, and word-of-mouth—within a single analytical framework. Practically, the findings are expected to offer strategic insights for MSME owners in designing more effective and integrated digital marketing strategies to enhance consumer engagement, strengthen purchase decisions, and improve business competitiveness.

Based on the identified research gaps, this study aims to examine the effects of social media marketing, influencer marketing, and word of mouth on consumer purchase decisions at Bakso Panjul in Majalengka Regency. Specifically, the objectives of this study are as follows: (1) to examine the effect of social media marketing on consumers' purchase decisions; (2) to examine the effect of influencer marketing on consumers' purchase decisions; and (3) to examine the effect of word-of-mouth on consumers' purchase decisions.

2. Literature Review and Hypotheses Development

2.1 Consumer Behavior

Consumer behavior refers to the process through which individuals or groups select, purchase, use, and dispose of products or services to satisfy their needs ([Annisa, Putri, & Mavilinda, 2024](#)). This process involves various activities, ranging from information search and evaluation of alternatives to the final purchase decision ([Rimbahari, Widjayanti, & Thahira, 2023](#)). Consumer behavior is influenced by psychological, social, cultural, and environmental factors that shape consumers' perceptions and preferences when making purchasing decisions ([Billy & Catharina, 2023](#)).

From the perspective of consumer behavior theory, consumers do not make purchasing decisions solely based on product attributes but also on information obtained from various external sources during the decision-making process. In the digital era, social media marketing provides product-related information and facilitates interactions between businesses and consumers; influencer marketing enhances the credibility of promotional messages through trusted opinion leaders; and word-of-mouth reinforces consumer confidence through recommendations and shared experiences. These information sources jointly shape consumers' perceptions, reduce uncertainty, and influence purchasing decisions. Therefore, consumer behavior theory provides the theoretical foundation for explaining how social media marketing, influencer marketing, and word-of-mouth affect purchasing decisions in this study.

2.2 Social Media Marketing

Social media marketing refers to the use of social media platforms to promote products or services while facilitating communication and interaction between businesses and consumers ([Firman & Khudri, 2025](#)). Through engaging content in the form of text, images, audio, and videos, businesses can increase consumer awareness, interest, and engagement with their products. According to [Urfa and Tarigan \(2026\)](#), the main dimensions of social media marketing are context, communication, collaboration, and connection. From the perspective of consumer behavior, social media marketing reduces consumer information uncertainty and enhances product evaluation by providing timely and relevant information throughout the decision-making process.

Previous studies have demonstrated that social media marketing positively influences purchase decisions, [Zuniar, Thalib, Wulandjani, and Hilmiyah \(2026\)](#) reported that social media marketing significantly affects consumers' purchase decisions ($\beta = 0.285$, $p < 0.001$), suggesting that attractive content and interactive communication on social media strengthen consumers' confidence and

encourage them to select the promoted products. Consistent engagement through social media also enhances brand awareness and fosters stronger relationships between businesses and consumers, increasing the likelihood of purchase. Moreover, interactive features such as comments, reviews, and user-generated content provide social validation that reduces consumer uncertainty and reinforces purchase intentions.

2.3 Influencers

Influencer marketing is a promotional strategy that utilizes individuals with substantial social media influence to communicate product information and shape consumer perceptions ([Ramadina, Suhendar, & Verawati, 2026](#)). Consumers tend to perceive influencers as credible sources because of their attractiveness, trustworthiness, and expertise, which are widely recognized as the primary dimensions of influencer effectiveness ([Hasibuan, Suliyanto, & Novandari, 2026](#)). Previous empirical evidence also confirms the positive role of influencer marketing in shaping consumers' purchase decisions. [Rahma and Dian \(2026\)](#) found that influencer marketing has a positive and significant effect on purchase decisions ($t = 2.601$, $p = 0.011$). The findings suggest that promotional activities by credible and attractive influencers effectively encourage consumers to make purchasing decisions. As the effectiveness of influencer marketing increases, consumers become more confident in the promoted products, leading to stronger purchasing decisions.

2.4 Word of Mouth

Word-of-Mouth (WOM) refers to interpersonal communication through which consumers voluntarily share their experiences and recommendations regarding products or services. WOM enables potential consumers to obtain information from individuals they trust, making it one of the most credible sources for product evaluation. [Firman and Khudri \(2025\)](#) identified three key indicators of WOM: obtaining information about the company, being encouraged to purchase through others' recommendations, and receiving direct product recommendations.

Previous studies have demonstrated that electronic Word of Mouth (eWOM) positively influences purchase decisions. [Rindha and Paramita \(2021\)](#) reported that eWOM has a positive and significant effect on consumers' purchase decisions ($\beta = 0.220$, $t = 7.698$, $p < 0.001$), indicating that positive online reviews and recommendations increase consumers' confidence, reduce perceived risk, and encourage them to purchase the promoted products.

2.5 Purchase Decision

According to [Kristianto, Gitama, and Suwandi \(2025\)](#), the consumer decision-making process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. In the culinary industry, purchasing decisions are often shaped not only by product attributes but also by emotional responses, social influences, and consumers' sensory experiences. According to ([Fasha, Indriyani, & Nurjanah, 2025](#)), further explain that external stimuli, including influencer recommendations and brand image, can accelerate consumers' decision-making process by strengthening product evaluations and reducing perceived risk. According to [Rinda \(2021\)](#), purchasing decisions can be measured using four indicators: product choice, habitual purchasing behavior, willingness to recommend the product to others, and repeat purchases.

From the perspective of consumer behavior theory, purchasing decisions represent the outcome of consumers' evaluation of information gathered from various sources before selecting a product. In the digital marketing environment, social media marketing enables consumers to access product information and interact directly with businesses; influencer marketing strengthens the credibility of marketing messages through trusted opinion leaders; and word of mouth reinforces consumer confidence by providing recommendations based on previous consumption experiences. Previous empirical studies have supported these theoretical relationships. [Zuniar, Thalib, Wulandjani, and Hilmiyah \(2026\)](#) found that social media marketing positively and significantly influences purchase decisions by enhancing consumer confidence through engaging digital interactions.

Similarly, [Rahma and Dian \(2026\)](#) reported that influencer marketing has a positive and significant effect on purchase decisions, indicating that credible influencers effectively encourage consumers to purchase promoted products. Furthermore, [Rindha and Paramita \(2021\)](#) demonstrated that electronic word of mouth positively and significantly affects purchase decisions by reducing information uncertainty and strengthening consumer trust through online reviews and recommendations.

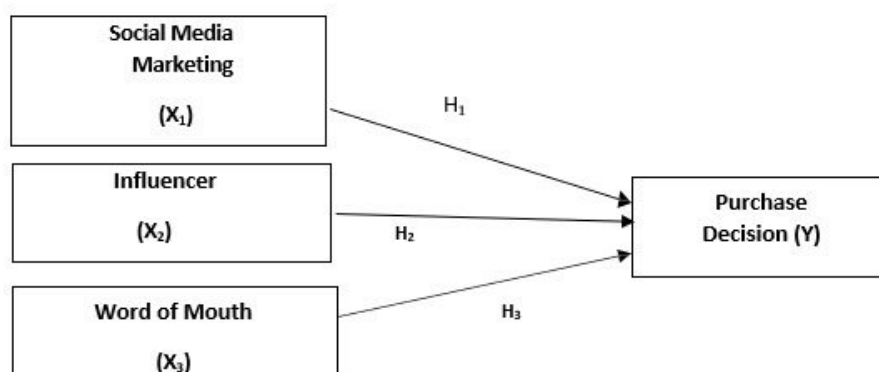


Figure 1. Research paradigm

Based on this theoretical foundation, the research paradigm proposed in this study is illustrated in Figure 1.

The arrows extending from the independent variables (X) to the dependent variable (Y) represent the direct relationships explored in this study. These relationships are formulated as follows:

H_1 : Social Media Marketing (X_1) has a positive and significant effect on consumers' purchase decision (Y)

H_2 : Influencer (X_2) has a positive and significant effect on consumers' purchase decision (Y)

H_3 : Word of Mouth (X_3) has a positive and significant effect on consumers' purchase decision (Y)

3. Research Methodology

The method used in this study was a survey with descriptive and verificative approaches. The population consisted of Bakso Panjul consumers in Majalengka Regency, whose exact number was unknown. Determining the population and sampling technique is an important stage in quantitative research to ensure that the collected data adequately represent the characteristics of the research object ([Sekaran & Bougie, 2017](#)). Because the exact population size was unavailable and no complete customer database existed, this study employed a non-probability sampling technique using accidental sampling methods. This technique was considered appropriate because respondents were selected based on their availability and willingness to participate after purchasing or consuming products at Bakso Panjul, enabling the researcher to efficiently collect data from consumers with direct experience of the products and marketing activities under investigation.

The sample size was determined using the RAE formula, resulting in 100 respondents representing the Bakso Panjul consumers. To reduce potential sampling bias, only respondents who had previously purchased or consumed Bakso Panjul were included in the study. Nevertheless, because accidental sampling is a non-probability sampling technique, not all members of the target population had an equal opportunity to be selected for the study. Therefore, the findings should be interpreted with caution, as they may not fully represent the entire population of Bakso Panjul consumers in Malang. Data were analyzed using multiple linear regression preceded by instrument validity and reliability testing, classical assumption testing, model feasibility testing, coefficient of determination analysis, and hypothesis testing.

4. Results and Discussions

4.1 Results

4.1.1 Instrumental Testing (Validity and Reliability)

The validity test in this study was conducted on the statement items in the questionnaire, which consisted of eight statements for X_1 (Social Media Marketing), five statements for variable X_2 (Influencer), six statements for variable X_3 (Word of Mouth), and four statements for variable Y (Purchase Decision). The validity test calculations in this study used SPSS 21, and the validity test results for each variable are described in Table 1 as follows:

Table 1. Validity test results

Variables	r	r Table	Description
Social Media Marketing (X_1)			
Item 1	0.669	0.196	Valid
Item 2	0.630	0.196	Valid
Item 3	0.605	0.196	Valid
Item 4	0.650	0.196	Valid
Item 5	0.650	0.196	Valid
Item 6	0.601	0.196	Valid
Item 7	0.692	0.196	Valid
Item 8	0.664	0.196	Valid
Influencer (X_2)			
Item 1	0.750	0.196	Valid
Item 2	0.756	0.196	Valid
Item 3	0.759	0.196	Valid
Item 4	0.784	0.196	Valid
Item 5	0.725	0.196	Valid
Word of Mouth (X_3)			
Item 1	0.698	0.196	Valid
Item 2	0.664	0.196	Valid
Item 3	0.605	0.196	Valid
Item 4	0.712	0.196	Valid
Item 5	0.682	0.196	Valid
Item 6	0.598	0.196	Valid
Purchase Decision (Y)			
Item 1	0.694	0.196	Valid
Item 2	0.773	0.196	Valid
Item 3	0.830	0.196	Valid
Item 4	0.777	0.196	Valid

As shown in Table 1, all questionnaire items met the validity criterion, with corrected item-total correlation coefficients exceeding the critical value of 0.196. Therefore, all the measurement items were considered valid and suitable for subsequent statistical analysis. According to (Ikhsan, Hartoyo, & Tinaprilia, 2026), states that the reliability test in this study uses Cronbach's alpha, with the criterion that if the Cronbach's alpha coefficient is > 0.60 , then the question is considered reliable

The results of the reliability test in this study are presented in Table 2.

Table 2. Reliability test results

No	Variables	Total Statements	Cronbach Alpha	Critical Value	Description
1	Social media marketing	8	0.873	0.60	reliable
2	Influencer	5	0.901	0.60	reliable
3	Word of mouth	6	0.856	0.60	reliable
4	Purchase decision	4	0.895	0.60	reliable

As presented in Table 2, all constructs achieved Cronbach's alpha values above the recommended threshold of 0.60., ranging from 0.856 to 0.901. These results indicate satisfactory internal consistency, confirming that the research instrument is reliable for measuring all the study variables.

4.1.2 Classical Assumption Test

4.1.2.1 Normality Test

The data normality test results are shown in Table 3.

Table 3. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters a, b	Mean	.000000
	Std. Deviation	.98866110
Most Extreme Differences	Absolute	.116
	Positive	.098
	Negative	-.116
Kolmogorov-Smirnov Z	Kolmogorov-Smirnov Z	1.158
Asymp. Sig. (2-tailed)	Asymp. Sig. (2-tailed)	.137
a. The test distribution was normal.		
b. Calculated from data.		

The residuals based on Table 3 were normally distributed (Kolmogorov-Smirnov = 1.158, $p = 0.137$), indicating that the normality assumption was satisfied and the regression analysis could be performed.

4.1.2.2 Multicollinearity Test Results

Table 4. Multicollinearity test results

Coefficients a			
Model		Collinearity Statistics	Collinearity Statistics
		Tolerance	VIF
1	Social Media Marketing	.313	3,196
	Influencer	.533	1,875
	Word of Mouth	.442	2,262
a. Dependent Variable: Purchase Decision			

Table 4 shows that all tolerance values exceeded 0.10 and all VIF values were below 10, indicating that multicollinearity was not present among the independent variables. Therefore, each predictor contributes unique explanatory information to the regression model. The results of the heteroscedasticity test are shown in Figure 2.

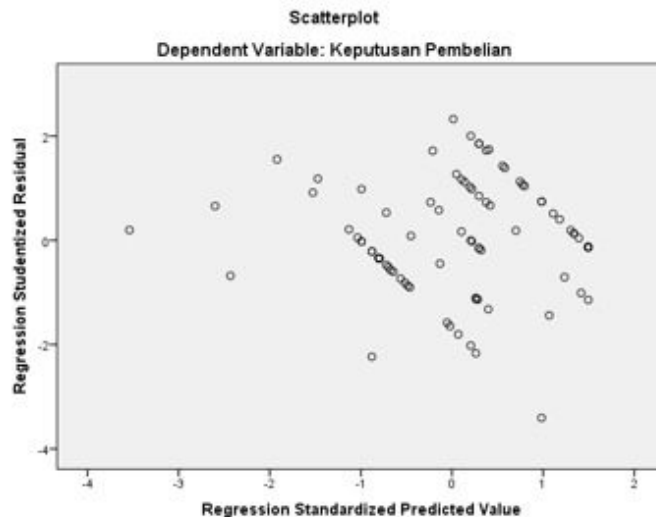


Figure 2. Heteroscedasticity test results

Based on Figure 2, the scatterplot shows a random distribution of residuals without a discernible pattern, indicating the absence of heteroscedasticity. Thus, the homoscedasticity assumption was satisfied.

4.1.2.3 Autocorrelation

This test was conducted to examine whether the regression model showed that the confounding variables in each independent variable influenced each other. The results of the autocorrelation test are shown in Table 5.

Table 5. Autocorrelation test results

Model Summary ^b					
Model	R	R-Squared	Adjusted R-Square	Standard Error of the Estimate	Durbin-Watson
1	.858a	.736	.728	1.00399	2.147
a. Predictors: (Constant), Word of Mouth, Influencer, Social Media Marketing					
b. Dependent Variable: Purchase Decision					

Based on the analysis results using the SPSS 21 program in Table 5, the d (Durbin Watson) was 2.147, indicating that the regression model was free of positive and negative autocorrelation.

4.1.3 Model Feasibility Test

To predict whether the independent variables (*social media marketing*, *influencers*, and *word of mouth*) are appropriate or fit the dependent variable (purchase decision), an F-test was performed by comparing $F_{\text{calculated}}$ with F_{table} .

The Data Model Suitability Test Results are shown in Table 6.

Table 6. Model suitability test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.672	3	89,891	89,178	.000b
	Residual	96,768	96	1,008		
	Total	366,440	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Word of Mouth, Influencer, Social Media Marketing						

Based on Table 6, the regression model was statistically significant ($F = 89.178$, $p < 0.001$), indicating that social media marketing, influencers, and word-of-mouth jointly explained variations in consumers' purchasing decisions. Therefore, the proposed regression model is appropriate for hypothesis testing

4.1.4 Multiple Linear Regression Analysis

This regression analysis was intended to determine whether there was an effect of independent variables (*social media marketing, influencers, and word of mouth*) on the dependent variable (purchase decision). The results of the multiple regression test are presented in Table 7.

Table 7. Multiple linear regression analysis results

Coefficients a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.184	1.072		1.105	.272		
	Social Media Marketing	.130	.054	.227	2,418	.017	.313	3,196
	Influencer	.169	.049	.245	3,418	.001	.533	1,875
	Word of Mouth	.317	.050	.505	6,396	.000	.442	2,262
a. Dependent Variable: Purchase Decision								

$$Y = 1.184 + 0.130(X1) + 0.169(X2) + 0.317(X3) + \epsilon \quad (1)$$

Table 7, the multiple linear regression equation obtained from the analysis results is in Formula 1.

From this equation, the following can be interpreted. The regression analysis indicates a constant value (α) of 1.184 with a positive sign, suggesting that purchasing decisions remain at a baseline level even in the absence of social media marketing, influencer marketing, and word of mouth. The regression coefficients for all independent variables are positive, indicating that each variable contributes positively to purchasing decisions. Specifically, social media marketing has a coefficient of 0.130, implying that improvements in social media marketing are associated with higher purchasing decisions. Similarly, influencer marketing has a coefficient of 0.169, indicating that more effective influencers increase consumers' purchasing decisions. Word of mouth has the largest coefficient, 0.317, demonstrating that it exerts the strongest positive influence on purchasing decisions among the three variables. The residual term (ϵ) represents the unexplained variation in purchasing decisions, reflecting factors outside the model and random prediction error.

4.1.5 Hypotheses Testing (t-test)

Table 8. t-test results

Coefficients a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.184	1.072		1.105	.272		
	Social Media Marketing	.130	.054	.227	2,418	.017	.313	3,196
	Influencer	.169	.049	.245	3,418	.001	.533	1,875
	Word of Mouth	.317	.050	.505	6,396	.000	.442	2,262
a. Dependent Variable: Purchase Decision								

This partial test was used to test the hypotheses of *social media marketing*, *influencers*, and *word-of-mouth* on purchasing decisions. The results of the partial hypothesis testing using SPSS 21 are as follows a data shown in Table 8.

The t-test results indicate that all independent variables significantly influenced purchase decisions. Social Media Marketing has a positive and significant effect ($\beta = 0.227$, $t = 2.418$, $p = 0.017$), followed by Influencer ($\beta = 0.245$, $t = 3.418$, $p = 0.001$), and Word of Mouth ($\beta = 0.505$, $t = 6.396$, $p < 0.001$). Therefore, H_1 , H_2 , and H_3 are supported in this study.

4.2 Discussion

4.2.1 The Influence of Social Media Marketing on the Purchase Decision of Bakso Panjul in Majalengka Regency

Based on the verification analysis, social media marketing has a positive and significant effect on the purchase decisions of Bakso Panjul consumers in Majalengka Regency, Indonesia. Therefore, the first research hypothesis (H_1) was supported. This finding indicates that more effective social media marketing activities lead to stronger consumer purchasing decisions. By providing timely product information, interactive communication, and engaging digital content, social media enables consumers to evaluate products more confidently, reducing information uncertainty throughout the decision-making process.

These findings are consistent with the concept of social media marketing, which emphasizes the use of social media platforms to promote products while facilitating interactions and communication between businesses and consumers. Through informative and engaging content, social media enhances consumer awareness, interest, and engagement, thereby encouraging purchase decisions. These results corroborate the findings of [Zuniar, Thalib, Wulandjani, and Hilmiyah \(2026\)](#), who reported that social media marketing has a positive and significant effect on purchase decisions ($\beta = 0.285$, $p < 0.001$). Their study demonstrated that engaging with social media content and actively interacting with consumers strengthens consumer confidence and increases the likelihood of purchasing promoted products. The consistency between the present study and previous empirical evidence suggests that effective social media marketing plays an important role in shaping consumer purchase decisions, particularly in the context of MSME products digitally promoted.

4.2.2 The Influence of Influencers on the Purchase Decision of Bakso Panjul in Majalengka Regency

Based on the verification analysis, influencer marketing has a positive and significant effect on the purchase decisions of Bakso Panjul consumers in Majalengka. Therefore, the second research hypothesis (H_2) is supported by this study. This finding indicates that the more effective influencer marketing activities are, the stronger consumers' purchase decisions become. Influencers act as credible sources of information whose recommendations, product reviews, and personal experiences help consumers evaluate products, reduce perceived risk, and increase confidence before making a purchase decision.

These findings are consistent with the concept of influencer marketing proposed by [Putra, Wijayanto, and Sumarsono \(2022\)](#), which explains that influencers are individuals with substantial social media followings can shape consumers' attitudes and behaviors through the information, experiences, and opinions they share. Their credibility and ability to engage audiences make influencer marketing an effective strategy for influencing consumer purchasing decisions.

The findings of this study also support the empirical evidence reported by [Rahma and Dian \(2026\)](#), who found that influencer marketing has a positive and significant effect on purchase decisions ($t = 2.601$, $p = 0.011$). Their study demonstrated that credible and engaging influencers effectively encourage consumers to purchase promoted products by strengthening their trust and confidence. The consistency between the present study and previous findings confirms that influencer marketing plays an important role in influencing consumer purchase decisions, particularly for products promoted on digital platforms.

The results of this study are in line with the theory proposed by [Putra et al. \(2022\)](#), *influencers* are individuals or figures who are active on social media and have a large number of followers, so that their opinions, experiences, and information can influence the behavior of their followers. The results of this study are consistent with the research conducted by [Muhammad and Abid \(2025\)](#) entitled The Influence of Lifestyle, Price, and *Influencers* on Purchasing Decisions at Se'i Sapiku Restaurant in Surabaya. The results show that *influencers* have a positive and significant effect on purchasing decisions.

4.2.3 The Influence of Word of Mouth on the Decision to Purchase Bakso Panjul in Majalengka Regency

Based on the verification analysis, word-of-mouth has a positive and significant effect on the purchase decisions of Bakso Panjul consumers in Majalengka Regency. Therefore, the third research hypothesis (H_3) is supported by the data. This finding indicates that more positive word-of-mouth communications lead to stronger consumer purchase decisions. Recommendations, reviews, and experiences shared by other consumers serve as credible sources of information that reduce perceived risk, strengthen trust, and increase consumer confidence before making purchasing decisions.

These findings are consistent with the concept of word of mouth proposed by Lupiyoadi, as cited in [Nina and Nina \(2025\)](#), which defines word of mouth as a form of interpersonal communication through which consumers share recommendations and positive experiences regarding products or services. Because such information originates from actual consumption experiences rather than firm-generated promotional messages, it is generally perceived as more credible and persuasive in influencing consumer behavior.

The findings of this study also support the empirical evidence reported by [Rindha and Paramita \(2021\)](#), who found that electronic word-of-mouth (eWOM) has a positive and significant effect on purchase decisions ($\beta = 0.220$, $t = 7.698$, $p < 0.001$). Their study demonstrated that consumers actively rely on online reviews and recommendations to evaluate products, reduce information uncertainty, and strengthen their confidence before making a purchasing decision. The consistency between the present study and previous empirical findings confirms that positive word-of-mouth communication plays an important role in shaping consumer purchase decisions, particularly in digital marketing environments.

The results of this study are in line with the theory proposed by Lupiyoadi in [Nina and Nina \(2025\)](#), that word of mouth is a form of promotion that occurs through the passing on of recommendations from person to person regarding the positive aspects of a product or service. Recommendations given by consumers to others based on good experiences encourage the formation of trust in the product. The results of this study are consistent with those of [Walean, Rantung, & Mandagi, 2025](#), who found that thecial mediand Word on purchasing decisions purchasing Cantik Mojokerto. The results show that word-of-mouth has a positive and significant effect on purchasing decisions.

5. Conclusions

5.1 Conclusion

This study examined the effects of social media marketing, influencer marketing, and word of mouth on the purchasing decisions of Bakso Panjul consumers in Majalengka Regency. The findings indicate that all three variables positively influence purchasing decisions, demonstrating that both digital marketing activities and interpersonal communication play important roles in shaping consumer behavior in the local culinary MSME context. Among the three variables, word-of-mouth emerged as the strongest factor influencing consumers' purchasing decisions, highlighting the importance of customer experiences and recommendations in encouraging purchase behavior.

This study contributes to the marketing and consumer behavior literature by extending the application of Consumer Behavior Theory in the context of local culinary MSMEs. The findings demonstrate that consumers' purchasing decisions are shaped by multiple external information sources, including social media marketing, influencer marketing, and word of mouth. Unlike previous studies that mainly

focused on large companies, e-commerce platforms, or metropolitan consumers, this study provides empirical evidence from a regional culinary MSME perspective. Therefore, the findings enrich the existing literature by demonstrating that digital marketing strategies are effective in influencing purchasing decisions within traditional culinary businesses operating in local markets.

From a practical perspective, the findings suggest that culinary MSMEs should integrate social media marketing, influencer collaboration, and customer relationship strategies to strengthen their purchasing decisions. Business owners should consistently create engaging digital content, collaborate with credible influencers who match their target market, and maintain product quality and customer satisfaction to encourage positive word of mouth. By integrating these marketing activities, local culinary MSMEs can enhance consumer trust, strengthen customer engagement, and improve their competitiveness in an increasingly digital marketplace.

5.2 Limitations of the Study

This study was conducted on only one research object, namely Bakso Panjul in Majalengka Regency; therefore, the results cannot be generalized to other culinary businesses or different regions with different consumer characteristics and business environments. Furthermore, data collection was conducted using a closed questionnaire; therefore, the information obtained was highly dependent on the respondents' perceptions and honesty in answering each statement. This has the potential to cause social bias, where respondents tend to provide answers that are considered good and appropriate. Finally, the limitation of direct interaction between the researcher and the respondents meant that the researcher was unable to explore the reasons and experiences of consumers behind the answers given. The data collection process, which was conducted within a limited timeframe, also had the potential to influence variations in respondents' answers.

5.3 Suggestions and Directions for Future Research

Based on the research results and conclusions obtained, the author provides the following recommendations: Bakso Panjul is advised to continue optimizing its social media marketing strategy by improving content quality, posting consistently, and interacting more actively with consumers to build long-term relationships with them. Second, when utilizing influencers, it is recommended to choose influencers who have credibility, honesty, and relevance to the culinary field so that the promotional messages conveyed are more convincing and have an impact on increasing purchasing decisions. Third, the word-of-mouth strategy needs to be strengthened by increasing customer satisfaction and experience so that customers are encouraged to recommend Bakso Panjul to others. For further research, it is recommended to include other variables that may influence purchasing decisions, such as service quality, price, location, menu variety, and taste, so that the research model becomes more comprehensive in explaining consumer behavior.

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Author Contributions

EAM conceived and designed the study, conducted the literature review, collected the data, performed the statistical analysis, interpreted the findings, and prepared the original manuscript. EK contributed to the research design, supervised the study, critically reviewed the methodology and results, and revised the manuscript for important intellectual content. NR contributed to data interpretation, manuscript editing, language refinement, and the final review prior to submission. All authors read and approved the final version of the manuscript.

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