

MARKETING | RESEARCH ARTICLE

Determinants of Purchasing Decisions for Kopi Janji Jiwa in Sidoarjo: The Role of Digital Marketing and e-WOM

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ABSTRACT

Advancements in digital technology have driven significant changes in marketing activities, particularly in the food and beverage sector. Digital marketing has become a strategic approach that enables companies to reach consumers more broadly and effectively, while electronic word-of-mouth (e-WOM) facilitates the exchange of information and consumer experiences that can influence purchasing decisions. This study aims to analyze the effect of digital marketing and E-WOM on the purchase decisions of Kopi Janji Jiwa in Sidoarjo, motivated by the phenomenon of declining Top Brand Index scores amid increasingly intense competition in the coffee shop industry. This study employed a quantitative approach using purposive sampling technique involving 110 respondents who had purchased Kopi Janji Jiwa more than once and were residents of Sidoarjo. Most respondents were consumers aged 17–22 years who actively used social media, making them more responsive to digital marketing activities and online information. Data were collected through questionnaires using a Likert scale and analyzed using structural equation modeling-partial least squares (SEM-PLS) with the assistance of the SmartPLS application. The results indicate that digital marketing and e-WOM have a positive and significant effect on the purchase decisions of Kopi Janji Jiwa in Sidoarjo. These findings suggest that effective digital marketing strategies and positive consumer reviews on digital platforms can enhance consumer trust and encourage purchasing decisions. This study provides an empirical contribution to enriching consumer behavior studies, particularly regarding the role of digital marketing and E-WOM in influencing purchasing decisions within the coffee shop industry in Indonesia. Furthermore, the findings can serve as input for companies to optimize digital marketing strategies and manage E-WOM effectively.

Keywords: Digital Marketing, Electronic Word of Mouth, Purchase Decision.

JEL Code: M31, D91, M37, D12.

I. Introduction

Advancements in digital technology have driven significant transformations in marketing activities, particularly in the trade and food and beverage industries. These technological developments enable companies to utilize various digital platforms to reach consumers more broadly, rapidly, and efficiently than before. Digital marketing is an increasingly adopted strategy by companies today. According to Munandar



(2022), digital marketing refers to marketing activities that utilize digital media to promote brands and enable companies to reach customers at the right time in a personalized manner with relevant content. Through digital marketing, companies can establish more interactive communication with consumers, enhance brand visibility, and expand their market reach without geographical limitations. This phenomenon is supported by the growing number of Internet users in Indonesia, which is projected to reach 229.43 million users, equivalent to 80.66% of the total population in 2025 (APJII, 2025). The high level of Internet penetration indicates that digital media have become an essential part of people's daily lives, not only as a communication tool but also as a source of information for searching, comparing, and evaluating products before making purchasing decisions. In addition to obtaining information directly from companies through digital marketing activities, consumers tend to seek information from other users with previous experience with products. Under these circumstances, communication among consumers through digital platforms, known as electronic word-of-mouth (E-WOM), has become increasingly important. According to Anggono and Ugy (2025), E-WOM is a process in which individuals share information, experiences, and opinions through digital platforms. The information shared serves as a reference for other consumers and can directly or indirectly influence purchasing decisions (Abror & Sulton, 2025). Consumers generally place greater trust in reviews and experiences shared by other users because they are perceived as more objective than the information provided directly by companies. Therefore, e-WOM has become an important consideration in the consumer decision-making process.

One of the industries significantly affected by these digital developments is the coffee shop industry in Indonesia. Coffee is no longer perceived merely as a beverage but has also become part of modern lifestyles, particularly among the younger generations. One of the rapidly growing brands in this industry is Kopi Janji Jiwa, which has more than 900 outlets across Indonesia and is recognized through its slogan "Kopi dari Hati." However, amid the increasingly competitive growth of the coffee industry, Kopi Janji Jiwa faces challenges related to its declining brand performance. Data from the Top Brand Index (TBI) indicate that Kopi Janji Jiwa's position has decreased from first to second in the coffee shop category. The Top Brand Index is an indicator used to measure brand strength based on top-of-mind awareness, last usage, and future intention, which reflects consumer preferences toward a brand. The decline in the TBI scores indicates changes in consumer preferences and increasing competition among coffee brands. This phenomenon is interesting to investigate because it occurs despite Kopi Janji Jiwa has implemented various digital marketing strategies through social media platforms, ordering applications, and other digital promotional activities. These efforts have helped maintain the brand's presence in the digital environment, as demonstrated by its relatively high number of social media followers and the dominance of positive reviews. However, these efforts have not been fully successful in maintaining its position in the Top Brand Index, raising questions regarding the extent to which digital marketing and e-WOM influence consumer purchasing decisions toward Kopi Janji Jiwa. Several studies have demonstrated that digital marketing and e-WOM play important roles in shaping consumer behavior. Lestari and Pradana (2024) stated that consistent digital content can strengthen brand image and increase consumer purchase intentions. Azzahra (2023) explained that E-WOM enhances the effectiveness of digital marketing because consumer reviews and experiences are able to build trust toward a product. Furthermore, Makatita and Supriyono (2024) found that digital marketing positively affects purchasing decisions through its ability to deliver relevant information to consumers. Ismagilova et al. (2020) also revealed that e-WOM significantly influences purchase intentions and decisions because it reduces consumer uncertainty before conducting transactions.

The selection of Sidoarjo Regency as the research location was based on its strategic position as the main supporting area of Surabaya within the Gerbangkertosusila metropolitan region. As one of the economic growth centers in East Java, Sidoarjo has high levels of economic activity, population mobility, and business development. Based on data from the Central Statistics Agency (BPS, 2023), Sidoarjo Regency has a population of more than 2.03 million people with a relatively high population density. This demonstrates that Sidoarjo has substantial market potential and an active level of consumer activity, including the consumption of food and beverage products, such as coffee. The large proportion of the population within the productive age

group also indicates that people in Sidoarjo have high exposure to Internet usage, social media, and various digital platforms that are widely utilized by companies as marketing channels. Furthermore, the development of modern lifestyles has contributed to the increased consumption of coffee as part of social activities and daily routines. The presence of various national and local coffee shop brands in Sidoarjo Regency demonstrates that this area represents a potential and competitive market for the coffee shop industry in Indonesia. Therefore, Sidoarjo is considered a relevant research location for examining the factors influencing consumer purchasing decisions, particularly those related to digital marketing and e-WOM. Based on the identified phenomenon and previous research findings, this study aims to analyze the effect of digital marketing and E-WOM on the purchasing decisions of Kopi Janji Jiwa in Sidoarjo Regency. This study is expected to provide an empirical contribution to the development of consumer behavior studies, particularly regarding the role of digital marketing and E-WOM in influencing purchasing decisions within the coffee shop industry. Furthermore, this study enriches the digital marketing literature by providing empirical evidence regarding consumer behavior in the coffee shop industry within a regency-level area, which remains relatively limited compared to studies conducted in urban areas. Therefore, the findings of this study are expected to serve as a reference for business practitioners in designing marketing strategies that align with consumer characteristics in the digital era and support more accurate, effective, and data-driven business decision-making.

II. Literature Review and Hypothesis Development

2.1. Digital Marketing

Digital marketing is a marketing strategy that utilizes digital technology and the Internet to promote products and services to consumers more effectively and efficiently. Through digital marketing, companies can reach broader markets, establish more interactive communication, and deliver information to consumers quickly and accurately. According to Anggono and Ugy (2024), digital marketing is a marketing process conducted through various digital platforms, such as social media, websites, applications, and Internet-based advertising, with the objective of increasing brand awareness, attracting consumer interest, and encouraging purchasing decisions. Furthermore, digital marketing enables companies to build closer relationships with consumers through the provision of relevant content and two-way communication, thereby enhancing customer engagement and brand loyalty. According to Chaffey (2022), as adapted by Makatita and Supriyono (2024), digital marketing consists of four main indicators:

a. Content Quality

Content quality refers to the ability of digital content to deliver clear, relevant, and valuable information to its audience. High-quality content can attract consumer attention, facilitate understanding, and support the development of positive brand perceptions.

b. Accessibility

Accessibility refers to the ease with which consumers can obtain marketing information via digital media. This aspect includes the availability of information, user-friendliness of digital platforms, and accessibility of content without significant barriers.

c. Frequency of Exposure

The frequency of exposure refers to the intensity with which consumers receive or view digital marketing messages. A higher frequency of exposure enables consumers to recognize, remember, and understand the information that companies convey.

d. Engagement

Consumer engagement reflects the level of consumer participation and interaction with a company's digital content. Such interactions may include responding, commenting, sharing content, or engaging in other activities that demonstrate consumer interest in a brand.

2.2. Electronic Word of Mouth (E-WOM)

Electronic word-of-mouth (E-WOM) has developed alongside the increasing use of the Internet, creating new opportunities for individuals to share their experiences through digital platforms (Febrianti, 2024). Information shared through social media can spread rapidly and can be easily accessed by a wide audience, both privately and publicly. According to Anggono and Ugy (2025), E-WOM is a process through which individuals share information, experiences, and opinions via digital platforms. According to Kotler and Keller (2021), as adapted by Makatita and Supriyono (2024), E-WOM consists of three main indicators:

a. Intensity

Intensity refers to the frequency with which consumers engage in electronic communication activities related to products or brands. The more frequently consumers search for, provide, or share information through digital platforms, the stronger the level of e-WOM generated.

b. Content

Content refers to the quality and relevance of the information communicated through e-WOM. Comprehensive, clear information aligned with consumer needs can facilitate product evaluation and enhance brand trust.

c. Opinion Valence

Opinion valence refers to the direction of consumers' evaluations of a product or service, whether positive or negative. Positive opinions can enhance brand image and encourage purchasing decisions, whereas negative opinions can adversely affect consumer perceptions of the brand.

2.3. Purchase Decision

A purchase decision refers to a stage in the consumer decision-making process that involves the selection of a product or service after a series of evaluations and considerations. This process includes various considerations, such as comparing brands, evaluating prices and quality, and gathering information from multiple sources (Amrin et al., 2024). Parasari et al. (2024) explain that purchasing decisions represent a complex process in which consumers assess various alternatives and select the product or service that best meets their needs and preferences. According to Kotler and Armstrong (2021), as adapted by Makatita and Supriyono (2024), purchase decisions comprise four main indicators:

a. Confidence after Obtaining Product Information

This indicator reflects the level of consumer confidence in purchasing after obtaining sufficient information about a product. Clear, accurate, and relevant information enables consumers to evaluate alternatives and reduce uncertainty during decision-making.

b. Purchase Decisions Based on Brand Preference

This indicator reflects consumers' tendency to select products based on their level of trust and preference for a particular brand. A positive brand image and previous consumer experiences can strengthen consumer confidence in purchasing decisions.

c. Purchases Based on Personal Needs and Preferences

This indicator reflects the extent to which a product aligns with consumer needs, desires, and expectations. The greater the perceived benefits and the higher the suitability of the product to consumer needs, the greater the likelihood that consumers will make a purchase.

d. Purchases Based on Recommendations from Others

This indicator describes the influence of recommendations or suggestions from other parties on consumer purchasing decisions. Information obtained from friends, family members, or other users can be an important consideration in the consumer decision-making process. The hypotheses proposed in this study are as follows:

H1 : Digital marketing positively affects the purchase decisions of Kopi Janji Jiwa consumers in Sidoarjo.

H2 : Electronic word-of-mouth (E-WOM) positively affects the purchase decisions of Kopi Janji Jiwa consumers in Sidoarjo.

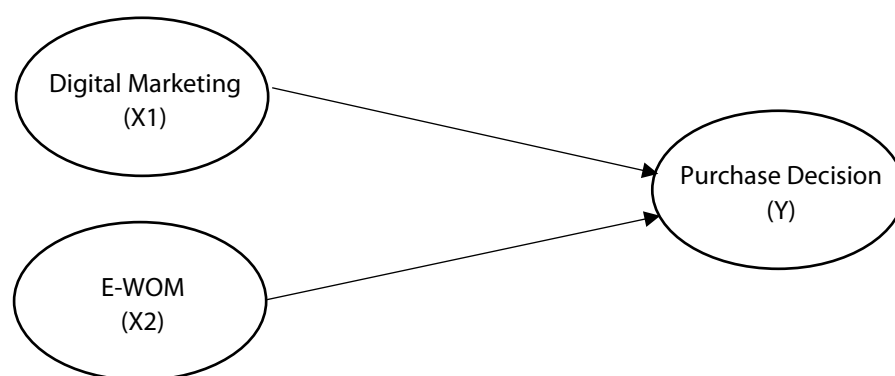


Figure 1. Conceptual Framework

III. Research Method

3.1. Research Design and Data Collection

This study employed a quantitative approach, using questionnaires as the primary data collection method. The research instrument was developed in the form of a Google Form to facilitate accessibility and online distribution to the respondents. The questionnaire was distributed to 110 respondents who met the research criteria, namely, individuals who had purchased or consumed Kopi Janji Jiwa products more than once and were residents of Sidoarjo Regency. The sampling technique used in this study was purposive sampling, as respondents were selected based on specific characteristics that aligned with the research objectives. The data utilized in this study consisted of primary data obtained directly through questionnaire distribution and secondary data collected from various sources, including books, scientific journals, and websites relevant to the research topic. The variables in this study were measured using a five-point Likert scale to assess the level of respondents' agreement with each statement. The scale ranged from 1 to 5, enabling researchers to systematically measure respondents' perceptions, attitudes, and evaluations of the variables under investigation. The collected data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of the SmartPLS application. This analytical method was applied to examine the relationships among variables and to test the hypotheses formulated in this study.

3.2. Respondent Characteristics

To provide a comprehensive overview of the research sample, the characteristics of the respondents are described based on gender, age, and occupation. This information is important for interpreting the research findings and understanding the profiles of the consumers involved in the study. The data were obtained from 110 respondents who met the research criteria, namely, consumers who had purchased Kopi Janji Jiwa products more than once and were residents of Sidoarjo Regency.

Table 1. Characteristics of Respondents Based on Gender

Gender	Quantity	Percentage
Male	36	32.7%
Female	74	67.3%
Total	110	100%

Source: Primary Data (processed), 2026

The distribution of respondents based on gender shows that female respondents dominated the sample size. This indicates that women represent one of the consumer segments that actively visit coffee shops, including Kopi Janji Jiwa, in Indonesia. This may be associated with women's tendency to pay greater attention to consumption experiences, store atmosphere, and information obtained through social media before making purchasing decisions. In addition, women are generally more active in seeking information, providing reviews, and interacting with digital content, making them more exposed to digital marketing activities and electronic word-of-mouth (E-WOM). Meanwhile, male consumers tend to emphasize the functional aspects of products and efficiency in the purchasing decision-making process. Therefore, the higher proportion of female respondents indicates that this group represents a potential market segment for Kopi Janji Jiwa to optimize digital marketing strategies and E-WOM management.

Table 2. Characteristics of Respondents Based on Age

Age	Quantity	Percentage
17–22	73	66.4%
23–29	29	26.4%
≥ 30	8	7.3%
Total	110	100%

The distribution of respondents based on age indicates that most respondents were within the 17–22 age group. This finding shows that Kopi Janji Jiwa has a strong appeal among younger consumers, particularly Generation Z. This age group is characterized by high levels of social media usage and greater responsiveness to digital marketing activities implemented by companies. Furthermore, coffee consumption among younger consumers is no longer limited to fulfilling basic needs but has become part of modern lifestyle trends, including studying, socializing, and working.

Table 3. Characteristics of Respondents Based on Occupation

Occupation	Quantity	Percentage
Students	69	62.7%
Private Employees	31	28.2%
Others	10	9.1%
Total	110	100%

The distribution of respondents based on occupation indicates that students represented the largest proportion of the sample size. This finding suggests that Kopi Janji Jiwa has a strong appeal among younger

consumer segments. Students tend to consider coffee shops as part of their daily activities, such as studying, discussing, socializing, or spending leisure time there. Meanwhile, the involvement of private employees as respondents indicates that Kopi Janji Jiwa products are also preferred by consumers with high mobility and work-related activities.

IV. Results and Discussion

4.1. Outer Model

An indicator is considered valid if its loading factor value meets the predetermined criteria and demonstrates a strong relationship between the indicator and the latent variable it represents. A high loading factor value indicates that the indicator is capable of accurately representing the constructs of Digital Marketing, Electronic Word of Mouth (E-WOM), and Purchase Decision.

Table 4. Outer Loading (Mean, STDEV, T-Value, and P-Value)

Indicator	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Value
X1.1←X1	0,839	0,829	0,055	15,364	0,000
X1.2←X1	0,786	0,776	0,058	13,550	
X1.3←X1	0,782	0,774	0,059	13,169	
X1.4←X1	0,738	0,731	0,062	11,842	
X2.1←X2	0,814	0,804	0,064	12,818	
X2.2←X2	0,850	0,849	0,034	24,713	
X2.3←X2	0,767	0,753	0,078	9,824	
Y.1←Y	0,830	0,823	0,052	15,955	
Y.2←Y	0,850	0,836	0,058	14,608	
Y.3←Y	0,777	0,764	0,073	10,641	
Y.4←Y	0,790	0,785	0,050	15,930	

Based on the results of the outer loading test presented in Table 4, all reflective indicators of the Digital Marketing (X1), electronic word-of-mouth (X2), and Purchase Decision (Y) variables have loading factor values in the Original Sample (O) column above 0.70. These findings indicate that each indicator strongly contributes to representing the measured constructs. Furthermore, all indicators have T-statistic values greater than 1.96 and P-values of 0.000, indicating that the relationship between each indicator and its respective construct is significant. Loading factor values exceeding the minimum threshold of 0.70 indicate that all indicators meet the criteria for convergent validity. This demonstrates that the indicators are capable of explaining the latent constructs appropriately and are strongly relevant to the variables being measured. Therefore, all indicators are considered capable of consistently measuring digital marketing, e-WOM, and purchase decisions according to the research objectives. In addition to convergent validity, discriminant validity was evaluated using cross-loading values by comparing the loading value of an indicator on its respective construct with its loading value on other constructs. An indicator is considered to fulfill discriminant validity criteria if it has a higher loading value on the intended construct than on other constructs.

Table 5. Cross Loading

Indicator	Digital Marketing (X1)	E-WOM (X2)	Purchase Decision (Y)
X1.1	0.839	0.542	0.692
X1.2	0.786	0.551	0.674

Indicator	Digital Marketing (X1)	E-WOM (X2)	Purchase Decision (Y)
X1.3	0.782	0.519	0.537
X1.4	0.738	0.364	0.471
X2.1	0.462	0.814	0.517
X2.2	0.663	0.850	0.613
X2.3	0.401	0.767	0.512
Y.1	0.635	0.557	0.830
Y.2	0.627	0.521	0.850
Y.3	0.656	0.466	0.777
Y.4	0.577	0.654	0.790

Based on the cross-loading analysis presented in Table 5, each indicator demonstrated the highest loading value on its corresponding construct compared to other constructs. This pattern was consistently observed across all indicators, indicating that each indicator represented its respective construct more strongly than the other constructs. Therefore, all indicators in this study met the criteria for discriminant validity. The measurement model was considered valid because each indicator appropriately represented the construct it measured.

Table 6. Average Variance Extracted (AVE)

Construct	Average Variance Extracted (AVE)
Digital Marketing (X1)	0.620
E-WOM (X2)	0.658
Purchase Decision (Y)	0.659

Based on the results presented in Table 6, all the AVE values exceeded the minimum threshold of 0.50. This indicates that each construct explains more than 50% of the variance in its respective indicator. Therefore, all variables met the criteria for convergent validity and were suitable for further structural model analysis.

Table 7. Composite Reliability

Construct	Composite Reliability
Digital Marketing (X1)	0.867
E-WOM (X2)	0.852
Purchase Decision (Y)	0.886

As shown in Table 7, all constructs in this study demonstrated good reliability because their composite reliability values exceeded the minimum threshold of 0.70. This indicates that the indicators used in this study have a high level of internal consistency.

Table 8. Latent Variable Correlation

Construct	Digital Marketing (X1)	E-WOM (X2)	Purchase Decision (Y)
Digital Marketing (X1)	1.000	0.637	0.769
E-WOM (X2)	0.637	1.000	0.678
Purchase Decision (Y)	0.769	0.678	1.000

Based on Table 8, the Digital Marketing variable (X1) has the strongest correlation with Purchase Decision (Y), with a correlation coefficient of 0.769. This value indicates a strong positive relationship between digital marketing and purchase decisions. This finding suggests that more effective digital marketing

strategies may increase consumers' tendency to purchase Kopi Janji Jiwa products. Overall, the measurement model demonstrated good validity and reliability in assessing the research constructs. Therefore, the indicators used are considered capable of accurately representing digital marketing, e-WOM, and purchase decisions, allowing the research model to proceed to the structural model analysis stage (inner model).



Figure 2. Outer Model

Based on Figure 2, the PLS analysis illustrates the contribution of each indicator to its respective latent variable, represented by the factor loading values displayed above the arrows connecting the indicators and constructs. Furthermore, the model shows the extent to which the R^2 value of endogenous variables can be explained, as well as the path coefficients representing the influence of exogenous variables on purchase decisions.

4.2. Inner Model

After the measurement model (outer model) was confirmed to meet the criteria of validity and reliability, the next stage was the evaluation of the structural model (inner model). The inner model is used to examine the relationships among latent constructs in the research model and evaluate the extent to which independent variables can explain dependent variables. Through inner model analysis, researchers can determine the strength of the relationships among the studied variables and test the hypotheses that have been formulated. The inner model was evaluated by examining several criteria, including the R-Square (R^2) value, path coefficients, T-statistics, and P-values, which indicate the significance level of the relationships among variables. Furthermore, the goodness-of-fit evaluation of the structural model was performed by analyzing the R-squared (R^2) value, which represents the explanatory power of independent variables in explaining variations in dependent variables. A higher R-squared value indicates a stronger ability of the independent variables to explain the dependent variable. Therefore, the R-squared value can be used as an indicator to assess the predictive ability and quality of the structural model developed in this study.

Table 9. R-Square

Construct	R-Square
Purchase Decision (Y)	0.651

Based on the results presented in Table 9, the coefficient of determination (R^2) for the Purchase Decision variable (Y) is 0.651. This value indicates that 65.1% of the variation in consumer purchasing decisions can be explained by Digital Marketing (X1) and electronic word-of-mouth (E-WOM) (X2). The remaining 34.9% is explained by other factors outside the research model, such as brand image, product quality, and price perception.

4.3. Hypothesis Testing

Table 10. T-Test

Indicator	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Value
(X1) → (Y)	0,567	0,556	0,069	8,227	0,000
(X2) → (Y)	0,317	0,318	0,078	4,081	0,000

Based on the results presented in Table 10, the hypothesis testing results are as follows:

- a. Digital Marketing (X1) has a positive and significant effect on purchase decisions (Y). This is indicated by the T-statistic value of 8.227, which exceeds the threshold value of 1.96, and the p-value of 0.000, which is lower than 0.05. Therefore, Hypothesis 1 was accepted.
- b. Electronic word-of-mouth (E-WOM) (X2) has a positive and significant effect on purchase decisions (Y). This is supported by the t-statistic value of 4.081, which is greater than 1.96, and the p-value of 0.000, which is below 0.05. Therefore, Hypothesis 2 is accepted.

The significant t-statistic values obtained from the SmartPLS bootstrapping output are presented in the following figure.

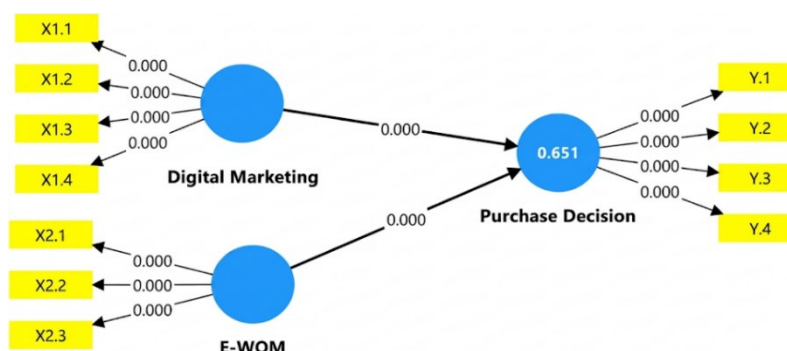


Figure 3. PLS Inner Model

4.4. Discussion

The results of the hypothesis testing indicate that digital marketing and electronic word-of-mouth (E-WOM) have a positive and significant effect on the purchasing decisions of Kopi Janji Jiwa consumers in Sidoarjo Regency. These findings suggest that consumers tend to consider digital information, as well as experiences and reviews from other consumers, before making a purchase decision. In the context of the coffee shop industry, effective digital marketing activities and positive consumer interactions through digital platforms can enhance consumer interest, build trust, and encourage purchase decisions. The results of the outer model evaluation indicated that all indicators for each variable met the validity and reliability criteria. This finding demonstrates that the research instrument used is capable of accurately and consistently measuring the research constructs. Furthermore, the R-squared value of 0.651 indicates that Digital Marketing and E-WOM explain 65.1% of the variation in purchasing decisions. This suggests that the research model has a strong explanatory ability in describing the relationship between the variables. Meanwhile, the remaining 34.9% was influenced by other factors outside the scope of this study, such as price perception, product quality, brand image, and other variables that were not examined. Digital marketing was found to have a

significant effect on purchasing decisions. This finding supports the research conducted by Makatita and Supriyono (2024), who revealed that the delivery of product information through social media and digital platforms can increase consumer interest and trust, thereby influencing purchasing decisions. This result is also consistent with the findings of Sholikhah et al. (2025), who showed that greater utilization of digital marketing strategies can increase consumers' intention to make purchases.

When viewed from the characteristics of respondents in this study, where the majority were female consumers aged 17–22 years, these findings become more relevant. For some female consumers, visiting coffee shops is not merely a consumption activity but has also become part of their lifestyle and social interaction. Therefore, they tend to be more responsive to digital content that is attractive, visually appealing, and aligned with current social media trends. Furthermore, consumers aged 17–22 years represent a group with high levels of social media usage and digital platform engagement for searching product information and evaluating brands. Consequently, effective digital marketing strategies play a significant role in influencing purchasing decisions within this consumer segment. E-WOM also had a positive and significant effect on purchasing decisions. This finding supports Cahyani's (2022) research, which demonstrated that the quality of information, including the clarity of consumer experiences and product evaluations, is an important consideration in consumer decision-making. This result is further supported by Makatita and Supriyono (2024), who found that reviews and recommendations shared through digital platforms enhance consumer trust and strengthen purchase intentions. Consumers, particularly female consumers, tend to pay greater attention to reviews, experiences, and recommendations from other users before making purchasing decisions, especially for food and beverage products associated with lifestyle trends and social media. Among consumers aged 17–22 years who actively use digital platforms to search for product information, e-WOM plays an important role in shaping perceptions and influencing purchasing decisions.

V. Conclusion

Based on the results of the research and data analysis, it can be concluded that digital marketing and electronic word-of-mouth (E-WOM) have a positive and significant effect on the purchasing decisions of Kopi Janji Jiwa consumers in Sidoarjo Regency. The findings indicate that more effective digital marketing activities implemented by the company can increase consumers' purchase tendency. In addition, positive e-WOM contributes to increasing consumer trust through information, reviews, and experiences shared by other users on various digital platforms. These findings are consistent with Makatita and Supriyono (2024), who found that digital marketing positively influences purchasing decisions, and Cahyani (2022), who stated that E-WOM is an important factor affecting consumer purchasing decisions. Based on these findings, Kopi Janji Jiwa should continuously improve its digital marketing strategies by developing creative, informative, and trend-oriented content that aligns with the preferences of young consumers. Furthermore, companies should strengthen positive e-WOM by improving product and service quality, actively responding to consumer feedback, and utilizing user-generated content, customer testimonials, and collaborations with relevant content creators to expand their digital marketing reach. Future research should develop a broader research model by incorporating additional variables that may influence purchasing decisions, such as brand image, influencer marketing, consumer trust, and service quality. Furthermore, future studies should expand the research scope by involving a larger number of respondents and different geographical areas to obtain more comprehensive findings and improve the generalizability of the results.

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