International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)

International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS Journal) | ISSN (e): 2808-4713
Volume 6 No. 6 (2026)

ANALYSIS OF SOCIAL MEDIA MARKETING, INFLUENCER MARKETING AND WORD OF MOUTH ON PURCHASING DECISIONS AT WAJIR SEAFOOD

Salvi Yolenta Daely [1]*, Ari Prabowo [2]
[1,2] Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia
E-mail: yolentadaely@gmail.com[1]* , ariprabowotanjung@gmail.com[2]

Received: 04//08/2026 | **Revised:** 15/08/2026 | **Accepted:** 02/09/2026 | **Published:**04/11/2026

Abstract

This study aims to determine the influence of social media marketing, influencer marketing, and word-of-mouth on purchasing decisions at Wajir Seafood. A quantitative research method was employed. Data sources included both primary and secondary data. The study population consisted of consumers visiting Wajir Seafood, and the sample size was determined using the Lemeshow formula, resulting in a total of 100 respondents. Partial test results indicate that social media marketing has a positive and significant effect on purchasing decisions, with a t-count of 15.542 exceeding the t-table value of 1.984. Similarly, influencer marketing has a positive and significant effect on purchasing decisions, with a t-count of 18.099 exceeding the t-table value of 1.984. The word-of-mouth variable also shows a positive and significant effect on purchasing decisions, with a t-count of 13.486 exceeding the t-table value of 1.984. Simultaneously, it can be concluded that the variables of social media marketing (X1), influencer marketing (X2), and word-of-mouth (X3) collectively exert a positive and significant influence on purchasing decisions at Wajir Seafood.

Keywords: Social Media Marketing, Influencer Marketing, Word-of-Mouth, and Purchasing Decisions

INTRODUCTION

In this era of globalization, business competition within the Indonesian market is intensifying rapidly. The culinary sector is one area experiencing particularly swift growth, attracting interest across diverse demographics. This trend is evidenced by the proliferation of culinary businesses featuring a wide variety of brands (Supriyadi et al., 2022). The culinary industry continues to evolve in tandem with shifting consumer needs and lifestyles. Food and beverages are no longer viewed merely as basic necessities; they have become integral to social interaction, entertainment, and the pursuit of new experiences. Consequently, competition within the industry has become increasingly fierce, compelling business operators to deliver high-quality products and services to retain their customer base (Adler et al., 2022). In recent years, Indonesia's culinary industry has experienced rapid growth, particularly in the seafood sector. This trend is driven by growing public interest in seafood, which is valued not only for its delicious taste but also for its high nutritional value. Furthermore, shifting modern lifestyles—characterized by a preference for dining out—have fueled the expansion of the culinary business. Wajir Seafood operates within this industry, contributing to the competitive market landscape.

According to Kotler and Keller (2021), marketing management involves attracting, retaining, and growing the customer base by creating and delivering high-quality offerings. Furthermore, Tjiptono (2021) defines marketing management broadly as the way a company conducts business—preparing, defining, and distributing products, services, and ideas that meet the needs of the target market. As explained by Yunikartika and Harti (2022), the development of the culinary industry in the digital era is heavily influenced by changing consumer behavior, with consumers increasingly relying on social media as a source of information before making purchasing decisions. In general, Wajir Seafood is a culinary business specializing in a variety of seafood dishes—such as crab, shrimp, squid, and fish—prepared with distinctive seasonings. The business's key strengths typically lie in the freshness of its ingredients, its unique flavors, and prices that are relatively affordable for a wide range of customers. Additionally, the service provided plays a crucial role in creating an enjoyable dining experience.

Based on food and beverage sales data from 2022 to 2025, it can be concluded that the annual volume of food and beverage portions sold remained relatively stable, with only minor fluctuations. In 2022, sales totaled 27,293 food portions (generating Rp980,303,000 in revenue) and 27,163 beverage portions (generating Rp970,582,000). Figures declined in 2023 to 26,697 food portions (Rp939,866,000) and 26,156 beverage portions (Rp923,406,000). This downward trend continued into 2024, with sales of 26,559 food portions (Rp924,576,000)

and 26,273 beverage portions (Rp910,796,000). However, sales rebounded in 2025, reaching 27,380 food portions (Rp970,608,000) and 27,252 beverage portions (Rp965,956,000). Overall, the data indicates that Wajir Seafood maintained relatively consistent sales levels, despite a dip during 2023–2024 followed by a recovery in 2025. Despite its significant potential, a culinary business like Wajir Seafood is not immune to various issues that can impact business performance. One common phenomenon is the fluctuation in customer numbers, characterized by periods of increased visits followed by times of decline. Additionally, the emergence of negative customer reviews on social media presents a distinct challenge.

According to Kotler and Keller (2022), a purchase decision is a consumer's choice regarding their most preferred brand after evaluating various available alternatives. Furthermore, Armstrong and Kotler (2021) explain that a purchase decision is the actual action taken by a consumer after evaluating information about a product. A purchase decision results from a process of rational and emotional deliberation in which the consumer selects the product deemed capable of delivering the best value and satisfaction (Tjiptono, 2022; Prabowo et al., 2025). Based on the author's observations, several consumer complaints regarding Wajir Seafood were identified. These include parking fees that do not align with established rates and the absence of a reservation system—leading to overcrowding and causing some customers to leave. Additionally, instances of unfriendly service staff were noted, as reflected in the Instagram comments shown below. In today's digital era, social media marketing has become a crucial strategy for businesses, including Wajir Seafood. It involves marketing efforts conducted through social media platforms—such as Instagram, Facebook, and TikTok—to build customer relationships and enhance brand awareness.

According to Faiqotul (2022), social media marketing is a promotional technique that utilizes social media channels and online platforms to introduce products or services through both paid and organic means. Furthermore, Hanaysha (2022) defines social media marketing as a digital marketing approach that optimizes various social media platforms to introduce products and services, with the primary goals of increasing brand awareness, consumer interaction, and sales volume. Social media marketing represents a modern aspect of corporate marketing strategy involving the marketing of products, services, information, and ideas via online social media (Moslehpour et al., 2022). It is a marketing activity that employs social media as a medium for communication, promotion, service delivery, and the development of customer relationships (Prabowo et al., 2025). Despite its immense potential, the implementation of social media marketing does not always yield optimal results. Many business owners have yet to fully leverage social media, particularly regarding content quality and communication strategies. Common issues include a lack of consistency in posting content, low levels of customer interaction, and a lack of creativity in presenting information.

Based on the author's observations, Wajir Seafood does not effectively utilize social media to promote its products; this is evident from the infrequent posting of promotional content on Instagram, a matter that warrants evaluation by Wajir. Beyond social media marketing, influencer marketing has also emerged as an increasingly popular strategy in the marketing landscape. Influencer marketing involves leveraging individuals with social media influence to promote products or services to their followers. This strategy is considered effective because it can enhance consumer trust in the promoted products and encourage others to take action. Influencer marketing is a component of modern marketing strategy that leverages influential figures in digital media to build emotional connections with consumers (Kotler, 2021). Furthermore, Belanche et al. (2021) explain that influencer marketing involves collaboration between companies and social media influencers to convey marketing messages to relevant audiences. Its effectiveness is influenced by influencer credibility, brand fit, and content quality. Lou et al. (2019) explain that influencer marketing operates by establishing trust and informational value; the higher the influencer's credibility, the more likely followers are to accept product recommendations. Chaffey (2022) states that influencer marketing is a subset of digital marketing that integrates social media, content marketing, and community engagement to enhance brand awareness and sales conversions.

Influencers can command significant public attention by disseminating content on social media to facilitate access to information—including details regarding the buying and selling of products. Influencer marketing is a product sales strategy that involves promoting a product through an individual perceived to hold influence (Lengkawati & Saputra, 2022). Pre-survey results indicate that while Wajir Seafood's influencer marketing strategy has yielded positive effects, there is still room for optimization—particularly in enhancing influencer exposure and the appeal of promotional content—to more effectively influence consumer decisions. Competition drives producers to create products or generate word-of-mouth promotions that possess high competitiveness in an effort to win the market. Word-of-mouth is a form of informal communication among consumers who share experiences regarding a

OPEN ACCESS

product or service (Tjiptono, 2021). In the culinary industry, word of mouth exerts a tremendous influence because consumers tend to trust the experiences of others more than advertisements.

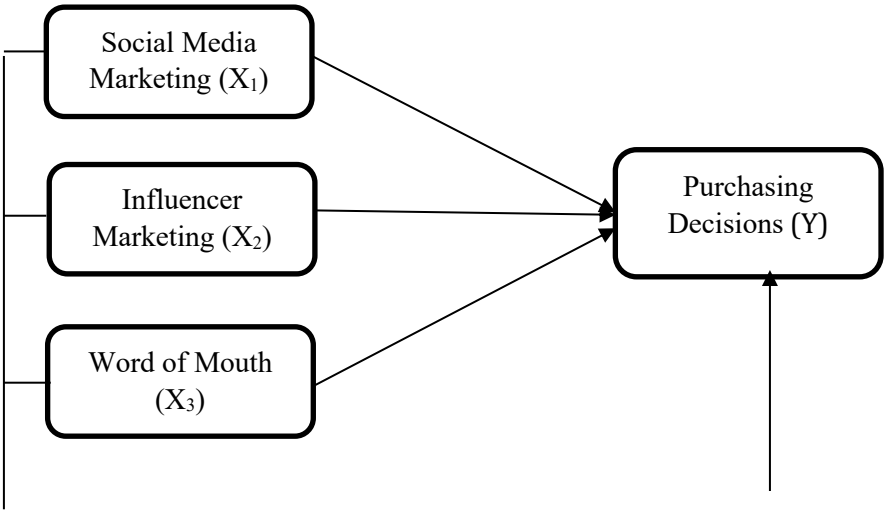
Putra (2025) states that word-of-mouth plays a crucial role in shaping consumer perceptions and influencing purchasing decisions. Word-of-mouth is a vital aspect of brand building, as consumers share their likes, dislikes, and experiences regarding a brand with one another (Swaminathan, 2022). It involves oral communication—specifically, consumers sharing stories and impressions with friends regarding services or the enjoyable promotional aspects of a product or service (Prabowo & Risal, 2023). Furthermore, Kotler (2022) defines word-of-mouth as oral, written, or electronic communication among people concerning their experiences with products or services. Word-of-mouth is a marketing communication strategy that occurs through the exchange of information, experiences, or recommendations among consumers regarding a product or service. This form of communication is considered more trustworthy because it stems from actual consumer experiences, thereby influencing perceptions and purchasing decisions. Word-of-mouth is a form of informal communication among consumers—encompassing recommendations, evaluations, or product usage experiences—that can influence the attitudes and behaviors of potential consumers (Tjiptono, 2022).

Observations indicate that some consumers recommend Wajir Seafood products to others via social media, resulting in an increase in new visitors to the establishment. However, pre-survey findings reveal that consumers are not yet actively sharing positive experiences regarding Wajir Seafood online; therefore, the company needs to enhance the quality of the customer experience and encourage consumer engagement to foster more optimal e-WOM. Based on the identification of issues in this study:

1. It was found that consumers visiting Wajir Seafood offer varying assessments—ranging from positive to negative—which subsequently influence their purchasing decisions.
2. It was observed that Wajir Seafood does not actively utilize social media marketing; furthermore, their activity on Instagram lacks consistency regarding content uploads, indicating a need for evaluation by the management.
3. Wajir Seafood has not established a formal policy regarding the use of influencer marketing to promote its menu; nevertheless, influencers and celebrities from Medan have occasionally reviewed the food offered by the establishment.
4. Observations revealed that some consumers consistently recommend Wajir Seafood products, resulting in a steady influx of new customers; however, continuous evaluation by Wajir Seafood management remains necessary.

Based on the identification of the problem, it is necessary to delimit the scope of this study to ensure it remains focused on the specific issue under investigation. Therefore, the researcher limits the study to an analysis of the impact of social media marketing, influencer marketing, and word-of-mouth on purchasing decisions at Wajir Seafood. Based on the problem formulation above, the research objectives are as follows:

1. To determine and analyze the influence of social media marketing on purchasing decisions at Wajir Seafood.
2. To determine and analyze the influence of influencer marketing on purchasing decisions at Wajir Seafood.
3. To determine and analyze the influence of word-of-mouth on purchasing decisions at Wajir Seafood.
4. To determine and analyze the simultaneous influence of social media marketing, influencer marketing, and word-of-mouth on purchasing decisions at Wajir Seafood.



OPEN ACCESS

Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Social media marketing has a significant partial effect on purchasing decisions at Wajir Seafood.
2. H2: Influencer marketing has a significant partial effect on purchasing decisions at Wajir Seafood.
3. H3: Word-of-mouth has a significant partial effect on purchasing decisions at Wajir Seafood.
4. H4: Social media marketing, influencer marketing, and word-of-mouth have a significant simultaneous effect on purchasing decisions at Wajir Seafood.

METHOD

The research approach used an associative approach, with a quantitative method. This study was conducted at Wajir Seafood, located at Jl. Kol. Sugiono No. 3i, A U R, Medan Maimun District, Medan City, North Sumatra 20151, Indonesia. The research took place from March 2026 to August 2026. The study population consisted of all consumers visiting Wajir Seafood Medan. Given the dynamic nature of consumer visits and the lack of specific records, the exact population size is unknown (infinite population). This study employed a non-probability sampling technique, with the number of respondents determined using accidental sampling. Accidental sampling is a technique based on convenience or chance encounters; specifically, any consumer visiting Wajir Seafood who was willing to provide information via the provided questionnaire was included. The Lemeshow formula was used to calculate the required sample size.

Based on the formula above, the calculated sample size is as follows:

$n = 1.922 \times 0.5 (1-0.5) / 0.09^2$

$n = 3.8416 \times 0.25 / 0.0081$

$n = 0.9604 / 0.0081$

$n = 96.08 \approx 100$ respondents

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Social Media Marketing, Influencer Marketing, Word of Mouth, Purchasing Decisions

Statement Items	r-count	r-table	Description
SMM1	0,806	0,361	Valid
SMM2	0,845	0,361	Valid
SMM3	0,879	0,361	Valid
SMM4	0,839	0,361	Valid
SMM5	0,882	0,361	Valid
SMM6	0,813	0,361	Valid
SMM7	0,932	0,361	Valid
SMM8	0,830	0,361	Valid
SMM9	0,844	0,361	Valid
SMM10	0,842	0,361	Valid
IM1	0,883	0,361	Valid
IM2	0,860	0,361	Valid
IM3	0,854	0,361	Valid
IM4	0,896	0,361	Valid
IM5	0,799	0,361	Valid
IM6	0,865	0,361	Valid

OPEN ACCESS

Statement Items	r-count	r-table	Description
IM7	0,898	0,361	Valid
IM8	0,876	0,361	Valid
IM9	0,878	0,361	Valid
IM10	0,804	0,361	Valid
WOM1	0,892	0,361	Valid
WOM2	0,883	0,361	Valid
WOM3	0,862	0,361	Valid
WOM4	0,864	0,361	Valid
WOM5	0,896	0,361	Valid
WOM6	0,932	0,361	Valid
PD1	0,723	0,361	Valid
PD2	0,736	0,361	Valid
PD3	0,728	0,361	Valid
PD4	0,737	0,361	Valid
PD5	0,730	0,361	Valid
PD6	0,684	0,361	Valid
PD7	0,742	0,361	Valid
PD8	0,875	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Social Media Marketing, Influencer Marketing, Word of Mouth, Purchasing Decisions

Variabel	Cronbach Alpha	Provision	Description
Social Media Marketing	0,957	0,60	Reliable
Influencer Marketing	0,961	0,60	Reliable
Word of Mouth	0,946	0,60	Reliable
Purchasing Decisions	0,884	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of social media marketing, influencer marketing, word of mouth and purchasing decisions is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	100
Mean	0.0000000
Std. Deviation	1.55825640
Absolute	0.069
Positive	0.069
Negative	-0.053
Test Statistic	0.069
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.200 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	.825	.872				.825	.872
Social Media Marketing	.264	.017	.519	.975	1.025	.264	.017
Influencer Marketing	.306	.017	.600	.990	1.010	.306	.017
Word of Mouth	.351	.026	.451	.973	1.028	.351	.026

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the social media marketing, influencer marketing, word of mouth variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

Table 5. Gletsjer Test Results

Variable	**B**	Std. Error	Beta	t	Sig.
(Constant)	1.032	.514		2.008	.047
Social Media Marketing	.016	.010	.157	1.605	.112
Influencer Marketing	.014	.010	.135	1.391	.168
Word of Mouth	-.042	.015	-.265	-2.714	.228

Sources: SPSS versi 25 (2026)

The significance value for the social media marketing variable was found to be 0.112, indicating the absence of heteroscedasticity (based on the criterion of sig. > 0.05). Similarly, the test for the influencer variable yielded a value of 0.168, also indicating no heteroscedasticity (sig. > 0.05), and the test for the word-of-mouth variable resulted in a value of 0.228, likewise indicating no heteroscedasticity (sig. > 0.05). In conclusion, the statement items for each variable showed no heteroscedasticity; since the Glejser test results met the criterion of being greater than 0.05, it is determined that heteroscedasticity is not present.

Table 6. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.
(Constant)	.825	.872		.947	.346
Social Media Marketing	.264	.017	.519	15.542	.000
Influencer Marketing	.306	.017	.600	18.099	.000
Word of Mouth	.351	.026	.451	13.486	.000

Sources: SPSS versi 25 (2026)

The regression equation based on the values above is:

Y = 0.825 + 0.264X1 + 0.306X2 + 0.351X3 + e

Explanation:

1. The regression equation shows a constant (a) of 0.825, meaning that when the variables of social media marketing, influencer marketing, and word-of-mouth are held constant, the value is 0.825.
2. The regression equation shows a regression coefficient (b1) of 0.264, indicating that a one-unit increase in social media marketing results in a 0.264 increase in the purchasing decision.
3. The regression equation shows a regression coefficient (b2) of 0.306, indicating that a one-unit increase in influencer marketing results in a 0.306 increase in the purchasing decision.
4. The regression equation shows a regression coefficient (b3) of 0.351, indicating that a one-unit increase in word-of-mouth results in a 0.351 increase in the purchasing decision.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	**t**	**Sig.**
(Constant)	.825	.872		.947	.346
Social Media Marketing	.264	.017	.519	15.542	.000
Influencer Marketing	.306	.017	.600	18.099	.000

OPEN ACCESS

Word of Mouth	.351	.026	.451	13.486	.000

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Influence of Social Media Marketing on Purchase Decisions
   Based on the t-test results shown in the table above, the criterion for hypothesis acceptance is t-calculated > t-table. For the t-test conducted at a significance level of 0.05, the degrees of freedom are determined by (n-k), where n is the number of respondents and k is the number of variables (100 - 4 = 96). The t-table value for n = 96 is 1.984. Regarding the influence of social media marketing on purchase decisions, the t-calculated value obtained was 15.542, which is greater than the t-table value of 1.984; therefore, based on the partial test criteria, it is concluded that H1 is accepted, meaning that social media marketing has a significant positive influence on purchase decisions.
2. The Influence of Influencer Marketing on Purchase Decisions
   Based on the t-test results shown in the table above, the criterion for hypothesis acceptance is t-calculated > t-table. For the t-test conducted at a significance level of 0.05, the degrees of freedom are determined by (n-k), where n is the number of respondents and k is the number of variables (100 - 4 = 96). The t-table value for n = 96 is 1.984. Regarding the influence of influencer marketing on purchase decisions, the t-calculated value obtained was 18.099, which is greater than the t-table value of 1.984; therefore, based on the partial test criteria, it is concluded that H2 is accepted, meaning that influencer marketing has a significant positive influence on purchase decisions. 3.
3. The Influence of Word-of-Mouth on Purchase Decisions
   Based on the t-test results shown in the table above, the criterion for hypothesis acceptance is t-calculated > t-table. For the t-test conducted at a significance level of 0.05, the degrees of freedom are determined by (n - k)—where n is the number of respondents and k is the number of variables—resulting in 100 - 4 = 96. The t-table value for n = 96 is 1.984. Regarding the influence of word-of-mouth on purchase decisions, the t-calculated value of 13.486 exceeds the t-table value of 1.984; therefore, based on the partial test criteria, it is concluded that H3 is accepted, meaning that word-of-mouth has a significant positive influence on purchase decisions.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	**F**	**Sig.**
Regression	2058.362	3	686.121	274.005	.000[b]
Residual	240.388	96	2.504		
Total	2298.750	99			

Sources: SPSS versi 25 (2026)

Based on the above, the calculated F-value is 274.005, while the F-table value at α = 0.05 with n = 96 is 2.70; these results show that the calculated F-value exceeds the F-table value (274.005 > 2.70). Therefore, it can be concluded that the variables of social media marketing (X1), influencer marketing (X2), and word-of-mouth (X3) collectively have a significant influence on purchasing decisions at Wajir Seafood.

Table 9. Results of the Coefficient of Determination test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946[a]	.895	.892	1.582

a. Predictors: (Constant), Word Of Mouth, Influencer Marketing, Sosial Media Marketing

Sources: SPSS versi 25 (2026)

Based on the results of the coefficient of determination test shown in Table 9, an Adjusted R-Square value of 0.892 was obtained, indicating that social media marketing (X1), influencer marketing (X2), and word-of-mouth account for 89.2% of the influence on Wajir Seafood. The remaining 10.8% is influenced by other variables not examined in this study.

Discussion

The Analysis of Social Media Marketing on Purchasing Decisions

Based on the results obtained regarding the social media marketing variable, it is evident that social media marketing influences purchasing decisions at Wajir Seafood. The analysis revealed a calculated t-value of 15.542, which

OPEN ACCESS

exceeds the critical t-value of 1.984; consequently, based on the partial test criteria, it is concluded that H1 is accepted, indicating that social media marketing has a significant positive effect on purchasing decisions. The study's findings also demonstrate that social media has the capacity to influence consumers' psychological aspects. Creative promotional content, appealing product visuals, videos showcasing food preparation, and information regarding promotions can all stimulate consumer interest and the desire to try the offered products. When consumers are intrigued and confident in the product's quality, the decision-making process accelerates, thereby increasing the likelihood of a purchase. These results align with research conducted by Chandra and Prasetyo (2023), who concluded that social media marketing has a significant positive impact on purchasing decisions because social media fosters consumer interest, trust, and purchase intent through the delivery of informative and interactive content. Furthermore, research by Ananda and Nurhayati (2024) indicates that effective social media marketing strategies can boost consumer purchasing decisions, particularly through content quality, interaction intensity, and the provision of information tailored to customer needs.

The Analysis of Influencer Marketing on Purchasing Decisions

Based on the results obtained regarding the influencer marketing variable, it is evident that this variable influences purchasing decisions at Wajir Seafood. The analysis of the influence of influencer marketing on purchasing decisions yielded a calculated t-value (t-count) of 18.099, which exceeds the critical t-value (t-table) of 1.984; consequently, based on the partial test criteria, it is concluded that H2 is accepted, meaning influencer marketing has a significant positive effect on purchasing decisions. These findings indicate that the more effectively Wajir Seafood implements its influencer marketing strategy, the higher the level of consumer purchasing decisions. This demonstrates that influencers play a crucial role in shaping perceptions, building trust, and stimulating consumer interest in purchasing promoted products. In the digital era, consumers obtain information not only from corporate advertisements but also from influencers perceived to possess the experience, knowledge, and credibility to review products or services. These results align with research conducted by Taqeem Ali, Hafiz Muhammad Danish Habib, and Hafiz Muhammad Salman Aslam (2023), who found that influencer marketing has a significant positive impact on purchasing decisions, as the credibility, trustworthiness, and appeal of influencers enhance consumer interest and confidence in purchasing products. Furthermore, research by Sanny, Arina Anindita, Nida Nurprihatin, and Erika Sitorus (2024) also concluded that influencer marketing exerts a significant positive influence on purchasing decisions, particularly when influencers convey information that is authentic, relevant, and aligned with the needs of the target consumers.

The Analysis of Word of Mouth on Purchasing Decisions

Based on the results obtained regarding the word-of-mouth variable, it is evident that word-of-mouth influences purchasing decisions at Wajir Seafood. The analysis reveals a calculated t-value of 13.486, which exceeds the critical t-value of 1.984; consequently, based on the partial test criteria, hypothesis H3 is accepted, indicating that word-of-mouth exerts a significant positive influence on purchasing decisions.

These findings demonstrate that the more favorable the word-of-mouth received by consumers regarding Wajir Seafood, the higher the likelihood of a purchasing decision. This indicates that recommendations, experiences, and information shared among consumers play a crucial role in shaping purchasing behavior. Before deciding to purchase a product or visit a restaurant, most consumers tend to seek information and solicit opinions from family, friends, colleagues, and individuals with prior experience. Such information serves as a key factor when evaluating the quality of the products and services offered. These results align with the views of Kotler and Keller (2022), who define word-of-mouth as interpersonal communication regarding a product or service that possesses a high level of credibility, as it stems from direct consumer experience. This perspective is supported by Tjiptono (2022), who describes word-of-mouth as informal consumer-to-consumer communication—encompassing experiences, recommendations, and product evaluations—that can influence the attitudes and purchasing behavior of prospective customers. Furthermore, Schiffman and Wisenblit (2023) state that information obtained through word-of-mouth helps reduce consumer uncertainty, thereby facilitating the purchasing decision-making process.

The Analysis of Social Media Marketing, Influencer Marketing and Word of Mouth on Purchasing Decisions

Based on the research results obtained regarding the influence of social media marketing, influencer marketing and word of mouth on purchasing decisions for Wajir Seafood. From the ANOVA (Analysis of Variance) test, it was found that there was an influence of social media marketing, influencer marketing and word of mouth on the decision to purchase Wajir Seafood simultaneously. The ftable value obtained is 2.70. From these results it is known that fcount > ftable, namely 274.005 > 2.70. So, it can be concluded that the variables social media marketing (X1),

OPEN ACCESS

influencer marketing (X2) and word of mouth (X3) together have a positive and significant influence on purchasing decisions at Wajir Seafood. The results of this study are in line with research conducted by Moslehpour et al. (2023), who concluded that social media marketing, influencer marketing, and electronic word of mouth together have a positive and significant influence on purchasing decisions because they are able to increase consumer trust, perceived value, and buying interest. Apart from that, research by Putri, Hidayat, and Prasetyo (2024) also shows that the integration of marketing strategies via social media, the use of credible influencers, and positive recommendations from customers are factors that simultaneously have a significant influence on increasing consumer purchasing decisions.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Based on the partial test results regarding the influence of social media marketing on purchasing decisions, a t-calculated value of 15.542 was obtained, which exceeds the t-table value of 1.984; therefore, based on the partial test criteria, it is concluded that H1 is accepted.
2. Based on the partial test results regarding the influence of influencer marketing on purchasing decisions, a t-calculated value of 18.099 was obtained, which exceeds the t-table value of 1.984; therefore, based on the partial test criteria, it is concluded that H2 is accepted.
3. Based on the partial test results regarding the influence of word-of-mouth on purchasing decisions, a t-calculated value of 13.486 was obtained, which exceeds the t-table value of 1.984; therefore, based on the partial test criteria, it is concluded that H3 is accepted.
4. Based on the simultaneous test results, it was found that the F-calculated value (274.005) exceeds the F-table value (2.70). Thus, it is concluded that the variables of social media marketing (X1), influencer marketing (X2), and word-of-mouth (X3) collectively have a positive and significant influence on purchasing decisions at Wajir Seafood; therefore, H4 is accepted.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Regarding the Social Media Marketing Variable (X1)
   The company can utilize various platforms—such as Instagram, TikTok, Facebook, and WhatsApp Business—to showcase high-quality photos and videos featuring its menu items, promotions, food preparation processes, customer testimonials, and the restaurant's ambiance.
2. Regarding the Influencer Marketing Variable (X2)
   Selecting local culinary influencers or food content creators with high engagement rates will be more effective in introducing products to the public. Furthermore, the company is advised to establish long-term partnerships; this ensures consistent promotion, boosts consumer trust, expands market reach, and drives purchasing decisions.
3. Regarding the Word-of-Mouth Variable (X3)
   Wajir Seafood needs to maintain—or even enhance—its food quality, taste, service, cleanliness, and restaurant comfort to ensure a satisfying customer experience. Such positive experiences will encourage customers to recommend the restaurant to family and friends, as well as share their experiences on social media.
4. Regarding the Purchasing Decision Variable (Y)
   Wajir Seafood is advised to continuously improve its consumer-oriented marketing strategies by maintaining product quality, providing fast and friendly service, offering attractive promotions, and innovating with menu variety. The company also needs to periodically evaluate customer satisfaction to better understand consumer needs and expectations.

REFERENCES

Anggraini, P., & Adam, A. A. (2025). Analisis Harga, Kualitas Produk, dan Customer Relationship Marketing terhadap Keputusan Pembelian Garam pada PT. Cahaya Samudera Agung. RIGGS: Journal of Artificial Intelligence and Digital Business, 4(3), 5652-5661.

Anggraini, Pramudita, and Aisyah Azhar Adam. "Analisis Harga, Kualitas Produk, dan Customer Relationship Marketing terhadap Keputusan Pembelian Garam pada PT. Cahaya Samudera Agung." RIGGS: Journal of Artificial Intelligence and Digital Business 4.3 (2025): 5652-5661.

OPEN ACCESS

Anwar, Iful. 2019. "Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian". Jurnal Ilmu dan Riset Manajemen 4 (12).

Apriwati, Sholihat. 2019. "Pengaruh Promosi Penjualan dan Kualitas Pelayanan terhadap Keputusan Pembelian di Krema Koffie." Jurnal Ilmu Komunikasi Konsentrasi Hubungan Masyarakat 5 (1).

Arianto, Nurmin. 2019. "Pengaruh Kualitas Pelayanan terhadap Kepuasan dan Loyalitas pengunjung dalam menggunakan jasa Hotel Rizen Kedaton Bogor." Jurnal Pemasaran Kompetitif 1(2). p-ISSN 2598-0823, e-ISSN 2598-2893.

Aris, Budiono. 2020. "Pengaruh Kualitas Pelayanan, Harga, Promosi dan Citra Merek terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian." Jurnal Penelitian Pendidikan dan Ekonomi 17(2). p-ISSN 0216-5287, e-ISSN 2614-5839.

Asrizal, Efendy Nasution dan Muhammad Taufik Lesmana. 2018. "Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen (studi kasus pada Alfamart di kota Medan)." Jurnal Seminar Nasional Vokasi Indonesia 1(1):83-84. e-ISSN 2654-6493.

Erinawati, F., & Syafarudin, A. (2021). Pengaruh Kualitas Pelayanan, Harga, Promosi terhadap Keputusan 1*. 1. https://doi.org/10.46306/vls.v1i1.

Halim, F., Zukhruf Kurniullah, A., Butarbutar Efendi, M., Sudarso, A., Purba, B., Lie Sisca, D., Mangiring Parulian Simarmata Lalu Adi Permadi, H., Novela Editor, V., Watrianthos Desain Sampul, R., Kreatif Kita Menulis, T., & Yayasan Kita Menulis, P. (n.d.). Manajemen Pemasaran Jasa.

Ineke, Chintya Novalia dan Abid Muhtarom. 2020. "Pengaruh Citra Merek, Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen pada CV. Boga Lestari." Jurnal Ekonomi Mahasiswa (JEKMA) 1(1). ISSN 2715-9094.

Naufal, Arif Rahman dan Rizal Hari Magnadi. 2017. "Pengaruh Promosi, Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian (studi pada Rahma Rahmi collection.) Diponegoro Journal of Management 6(4):1-9. ISSN 2337-3792.

Nur Hikmatul Auliya, Ms., Helmina Andriani, G., Roushandy Asri Fardani, Ms., Jumari Ustiawaty, Mp., Evi Fatmi Utami, Ms., Dhika Juliana Sukmana, A., Rahmatul Istiqomah, R., Oleh, D., Pustaka Ilmu Editor, C., & Abadi, H. (n.d.). Metode Penelitian Kualitatif & Kuantitatif.

Petrus loo dan Kristina. (2022). "Pengaruh kualitas produk, harga dan kualitas pelayanan terhadap kepuasan pelanggan pada PT. Pasar swalayan maju bersama glugur." Jurnal ilmiah kohesi 6(1):69-70.

Prabowo, A., & Risal, T. (2023). Peran Enterpreneurial Orientation Dan Social Media Marketing Terhadap Peningkatan Strategi Bersaing (Umkm) Coffe Shop Pada Era Modern Customer Di Kota Medan. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi, 9(1).*

Prabowo, A., Adam, A. A., Subhan, Z. N., Tanjung, Y., Parhusip, A. A., & Deviana, A. Irwansyah. (2025). Sustainable Business Practices in Coffee Shops: The Role of Marketing Innovation, Digital Marketing, and Branding Innovation Through Market Development. *International Journal of Accounting and Economics Studies, 12 (6), 43, 50.*

Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. *Jurnal Dunia Pendidikan, 6(3), 727-747.*

Prabowo, A., Wahyuni, E. S., Tanjung, Y., Wijaya, M. R., & Adam, A. A. (2025). *Manajemen Pemasaran (Strategi Pemasaran Era Digital: Menguasai Tren dan Teknologi Sebagai Konsep Baru Meningkatkan Penjualan).* Serasi Media Teknologi.

Prabowo, A., Adam, A. A., Tanjung, Y., & Parhusip, A. A. (2026). Analisis customer experience dan content attractiveness terhadap repurchase intention pada konsumen digital beauty brand SKINTIFIC. *Accumulated Journal, 8(1), 13–25.*

Prabowo, A., Siburian, P., & Bangun, R. (2025). Repurchase intention among millennial coffee shop customers: Exploring key determinants. *Journal of Marketing and Consumer Research.*

Rafi, M.,& Budiatmo, A. (2019). Pengaruh Kualitas Produk, Kualitas Pelayanan dan Harga Terhadap Keputusan Pembelian pada Konsumen Kafe Mom MilkSemarang. In Diponegoro Journal Of Social and Politic Tahun. http://ejournal-s1.undip.ac.id/index.php.

Rahayu, Hanifah Dwi, dan Sri Yanthy Yosepha. 2021. "Pengaruh Diferensiasi Produk dan Persepsi Harga Terhadap Keputusan Pembelian Produk Hevit-C 500 MG Pada Masa Pandemi Covid-19 di PT. Hexpharm Jaya" Jurnal Inovatif Mahasiswa Manajemen 2(1):5

OPEN ACCESS

Sarini Kudo. 2019. "harga, kualitas produk dan kualitas pelayanan pengaruhnya terhadap keputusan pembelian mobil toyota avanza." Jurnal EMBA 1(3):1253, ISSN:2303-1174.

Sri, Hartini. 2019. "Pengaruh Kualitas Pelayanan, Fasilitas, Harga, dan Lokasi terhadap Keputusan Konsumen untuk menginap dihotel Sakura Palangka Raya." Jurnal Al-ulum Ilmu Sosial dan Humaniora 3 (1, ISSN:2476-9576.

Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Bandung: Alfabeta.

Yuliana, Junaidi, dan Safwan Kamal. 2020. "Pengaruh Harga, Kelengkapan Produk dan Kualitas Pelayanan dalam Peningkatan Transaksi" Jurnal Fakultas Ekonomi dan Bisnis Islam IAIN Langsa 2(2): 58.

OPEN ACCESS