

The Role of Electronic Word of Mouth in Mediating the Relationship of Social Media Marketing and Brand Image with Purchase Intention among Chatime Consumers in Semarang City

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Abstract

This study examines the relationships of Social Media Marketing and Brand Image with Electronic Word of Mouth (e-WOM) and Purchase Intention, as well as the role of e-WOM as a mediating variable among Chatime consumers in Semarang City. A quantitative approach utilizing a survey method was employed. Primary data were collected via an online questionnaire distributed to Chatime consumers in Semarang City. The sample size was determined using the Lemeshow formula due to the unknown total population, resulting in a total of 97 respondents. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS software to test direct and indirect relationships between variables and to assess the mediating role of e-WOM. The results indicate that Brand Image has a positive and significant effect on e-WOM and on Purchase Intention. Conversely, Purchase Intention does not have a significant effect on e-WOM, and Social Media Marketing does not have a significant effect on e-WOM. Furthermore, Social Media Marketing has a positive and significant effect on Purchase Intention, representing the strongest direct effect within the research model. Analysis of indirect effects reveals that e-WOM does not mediate the influence of either Brand Image or Social Media Marketing on Purchase Intention.

Keywords:

Social Media Marketing; Brand Image; Electronic Word of Mouth; Purchase Intention; Chatime.

1. INTRODUCTION

Recent developments and economic growth have intensified competition in the business environment. This condition is characterized by the increasing number of new companies emerging and offering a wide variety of increasingly diverse products and services. Competition also extends to companies' ability to understand consumer needs, preferences, and behavior. Producers are required to be increasingly creative and innovative in attracting consumers' attention through product offerings, services, facilities, and experiences that are able to provide greater value compared to competitors. Changes in information and communication technology over the past decade have also had a significant impact on consumer behavior dynamics, particularly in the way consumers seek information, evaluate alternatives, and make product choices (Sahabuddin et al., 2025).

One important concept in explaining consumer behavior is purchasing intention. Purchase intention describes consumers' tendency, desire, or likelihood of purchasing a product in the future. Purchase intention is an important indicator for companies because it can provide an overview of the likelihood that consumers will progress from interest to actual purchasing behavior. In highly competitive markets, companies are not only required to increase actual sales but also to understand the factors that shape consumers' purchase

intentions. Today, consumers have much broader access to information about products and brands than ever before. Such information does not only originate from companies but can also be obtained through other consumers' experiences, online reviews, social media, and various digital platforms (Sunaryanto & Nia Oktaviandri, 2024).

These changes in consumer behavior go hand in hand with the development of digital technology and social media. Marketing, which was previously conducted primarily through conventional media, has gradually shifted toward digital marketing. Social media platforms such as Instagram, TikTok, YouTube, and various other digital platforms are evolving into marketing channels that bridge the interaction between consumers and sellers. Through social media, companies can share product information, introduce promotions, build communication, gather consumer feedback, and foster closer relationships with their target market. This situation provides companies with opportunities to expand their market reach; however, it also intensifies competition. Consumer goods are one category that has benefited significantly from these developments due to their close connection to people's daily activities and needs (Kurniasih et al., 2025).

This trend is also evident in Indonesia's food and beverage industry. According to Badan Pusat Statistik (2024) the food and beverage sector in Indonesia continues to grow, indicating significant economic potential. Changes in people's lifestyles including increasing modernization, high mobility, and a growing demand for convenience are among the factors driving the consumption of ready-to-eat foods and beverages. In addition, the rise of various food delivery apps has made it even easier for consumers to obtain food and beverage products without having to visit the business location in person. This situation presents an opportunity for the organization to expand its market network, however at the same time, it also intensifies competition as consumers have an ever-increasing number of product alternatives to choose from Nyoman Krisna Putra & Luh Wayan Sayang Telagawathi (2026). The food and beverage industry must develop marketing strategies that can attract consumer attention while maintaining a positive brand image. Advances in internet technology are one of the factors driving these changes.

According to Karnadi (2022) that the number of internet users in Indonesia reached 204.7 million out of a total population of 278 million in February 2022, representing approximately 73.7% of the population. This high number of users indicates that Indonesians have integrated the internet into their daily activities. Social media has also become a primary medium for communication, information gathering, and interaction with various parties. In 2022, there were approximately 205 million active social media users in Indonesia. YouTube is one of the most widely used platforms, followed by WhatsApp, Facebook, and Instagram. This high level of internet and social media penetration has transformed marketing communication processes; consumers are no longer merely passive recipients of information but can play an active role in creating, sharing, and disseminating information about products or brands (Berliani, 2023).

Consumers can leave comments, like content, share information, post reviews, ask questions, and create content related to a product. Consequently, the success of social media marketing is determined not only by a company's ability to convey information but also by its capacity to create relevant content that encourages consumers to interact and engage in communication regarding the brand (Ellitan et al., 2022). The use of social media marketing has become increasingly important as consumers face a wide array of product and brand choices. Consumers can easily compare various alternatives based on factors such as price, quality, user experience, promotions, reviews, and even a brand's reputation as reflected on social media. Consequently, companies need to establish marketing communications that are not merely informative but also capable of fostering a positive perception of their product (Jayad & Wahyu, 2023).

When social media marketing activities are able to encourage consumer engagement and provide information that meets consumers' needs, they may contribute to increasing consumers' interest in a product (Laila & Mohamad Rifqy Roosdhani, 2025). However, when marketing communication is perceived as excessively persuasive, exaggerated, or irrelevant, social media activities may instead generate different responses from consumers (Ramadhani Idasyah et al., 2022). An aspect closely associated with these marketing activities is brand image. Brand image refers to the perceptions, impressions, and associations that consumers develop and retain regarding a particular brand. Brand image is important because consumers do not always evaluate a product solely based on functional attributes, such as price and quality. Instead, their evaluations may also be influenced by the overall perceptions and associations they have toward the brand.

Consumers also take into account a brand's reputation, their previous experiences, impressions of the product, and the extent to which the brand aligns with their needs and personal values. Amid increasingly intense market competition, brand image can serve as a distinguishing factor between competing brands. A brand with a positive image is generally more likely to be recognized and remembered by consumers and may foster a certain level of confidence in the products it offers. Social media provides companies with extensive opportunities to establish and strengthen their brand image through various forms of content, communication, promotional activities, and direct interactions with consumers (Kurniasih et al., 2025).

In addition to social media marketing and brand image, the development of digital communication has also given rise to the phenomenon of electronic word of mouth (e-WOM). Consumers today obtain information not only through communication provided by companies but also through the experiences and opinions of other consumers. Electronic word of mouth refers to consumer-to-consumer communication concerning products, services, or brands that takes place through electronic media and the internet. e-WOM can take various forms,

including online reviews, comments, recommendations, testimonials, ratings, user experiences, and discussions related to a particular product or brand (Sahabuddin et al., 2025). Unlike traditional word of mouth, which tends to be limited to specific social circles, electronic word of mouth (e-WOM) enables information to reach a much broader audience and spread rapidly across digital platforms. Consequently, e-WOM can serve as an important source of information for consumers when evaluating products or brands prior to making a purchase decision.

Consumers can share their opinions based on their personal experiences, making such information a source that is closely associated with actual consumer experiences. This condition makes e-WOM particularly relevant to examine in relation to the formation of brand perceptions and consumers' purchase intentions. (Laila & Mohamad Rifqy Roosdhani, 2025). The relationships among social media marketing, brand image, e-WOM, and purchase intention have been examined in various previous studies (Jasin, 2022). Found that social media marketing and e-WOM were positively associated with both brand image and purchase intention. This finding suggests that effective social media marketing activities and positive electronic word-of-mouth may contribute to strengthening consumers' perceptions of a brand and increasing their intention to purchase. (Kartika & Pandjaitan, 2023) found that e-WOM and social media marketing have a positive and significant influence on consumer behavior, as both variables can serve as important sources of information through which consumers obtain insights and knowledge about products.

As it was found that marketing on social media platforms and consumer-to-consumer communication have the potential to increase consumers' interest in a particular product. The findings of (Sunaryanto & Nia Oktaviandri, 2024) further emphasize the importance of digital information in shaping consumers' purchase intentions. Nevertheless, previous studies have not produced entirely consistent findings. The relationship between digital marketing activities and purchase intention may vary depending on consumer characteristics, product attributes, the social media platforms being used, and how consumers interpret and respond to the information they receive (Huo & Filieri, 2025). Academic English Paraphrase These findings indicate that increased social media marketing activities do not necessarily lead to higher purchase intentions. Consumers may respond negatively when marketing content is perceived as overly persuasive, excessive, inauthentic, or inconsistent with their needs. This suggests that the effectiveness of social media marketing is determined not merely by the intensity of a company's activities on social media but also by the quality, authenticity, and relevance of the communication established with consumers.

However, some previous studies have reported inconsistent findings, that Zinko et al (2022) found that electronic word of mouth (e-WOM) does not necessarily have a positive influence on purchase intention. Information shared through digital media can vary considerably in nature, as it may reflect either positive or negative consumer experiences. Consumers also have the ability to assess, compare, and filter the information they encounter before using it as a basis for making purchasing decisions. Furthermore, Tafolli et al (2025) indicate that e-WOM does not always exert a significant direct effect on purchase intention. Instead, it may influence consumers' perceptions of brand image and brand trust, which subsequently contribute to their purchase intention. These findings suggest that e-WOM may not necessarily function as a direct determinant of purchase intention but may operate through psychological mechanisms and consumers' perceptions of a particular brand.

Previous research has shown inconsistencies, necessitating further investigation. Previous studies have demonstrated that social media marketing and brand image can influence purchase intention, while e-WOM may also contribute to the formation of consumer perceptions. However, findings regarding both the direct and indirect relationships among these variables remain inconsistent. In particular, there is still debate as to whether e-WOM can effectively function as a mechanism that links the effects of social media marketing and brand image to purchase intention. This suggests that the relationships among these variables are not necessarily straightforward and may be influenced by the characteristics of the research context and consumer behavior.

Therefore, research that positions e-WOM as a mediating variable is relevant to provide a deeper understanding of the mechanisms underlying purchase intention in the digital marketing environment. The beverage industry presents an interesting context for investigation because ready-to-consume beverage products are closely associated with consumers' lifestyles, particularly among individuals who are highly active on social media. Consumers can obtain information about products through companies' promotional content, customer reviews, recommendations from friends, content creators, and various other forms of digital interaction. The findings of this study are also expected to provide valuable considerations for companies in developing marketing strategies that focus not only on delivering information but also on creating positive experiences and perceptions that are relevant to consumers' needs in the digital era.

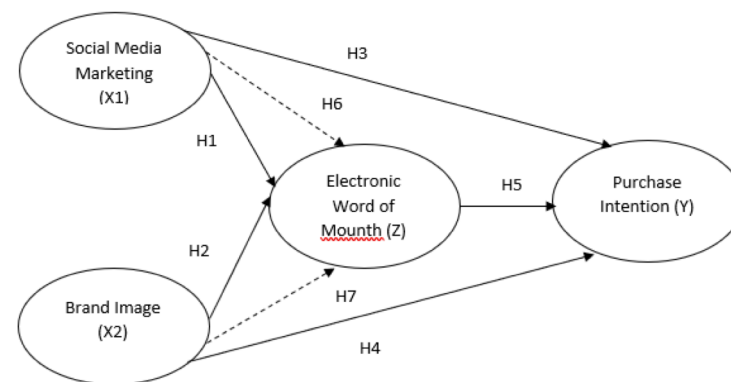


Figure 1. Design of Framework

1.1. The Influence of Social Media Marketing on Electronic Word of Mouth

Social media marketing is a marketing strategy in which companies use social media platforms to share information, interact with consumers, and strengthen their engagement with the brand. These activities can encourage consumers to provide feedback, share information, post comments, or convey their product experiences to other consumers. Consequently, marketing activities carried out through social media can serve as a catalyst for the generation of Electronic Word of Mouth (e-WOM). The more effective a company's social media marketing activities are, the greater the opportunity for consumers to acquire information and engage with the brand. Such engagement can prompt consumers to disseminate information about the product via electronic channels. Jasin (2022) found that social media marketing has a positive and significant influence on electronic word of mouth. Similar results were reported by (Sunaryanto & Oktaviandri, 2024), who found a positive association between social media marketing and electronic word of mouth (e-WOM). Drawing on the theoretical framework and previous empirical evidence, more effective social media marketing is expected to increase the likelihood of consumers generating and sharing e-WOM about a brand.

H1: Social media marketing has a positive and significant effect on electronic word-of-mouth among Chatime consumers in Semarang City.

1.2. The Influence of Brand Image on Electronic Word of Mouth

Brand image encompasses the perceptions, beliefs, and associations that consumers develop toward a particular brand. A positive and well-established brand image can influence how consumers perceive the brand's quality, attributes, and benefits. These perceptions may shape consumers' individual evaluations while also motivating them to share their experiences and opinions about the brand with others through digital platforms.

Brands with a positive image are more likely to attract consumer attention and generate discussion. When consumers hold a favorable perception of a brand, they may be motivated to share their opinions, experiences, or recommendations through electronic media. Jasin (2022) identified a positive relationship between brand image and electronic word-of-mouth (e-WOM). Kartika & Pandjaitan (2023) also demonstrated a link between e-WOM and brand image, while Tafolli et al (2025) showed that e-WOM influences brand image. Based on these arguments, a positive brand image is expected to foster the generation of electronic word-of-mouth regarding a brand.

H2: Brand image has a positive and significant effect on electronic word-of-mouth among Chatime consumers in Semarang City.

1.3. The Influence of Social Media Marketing on Purchase

Social Media Marketing serves as an important means for companies to communicate product-related information while simultaneously developing relationships with consumers. Through social media platforms, companies can provide information regarding their products, promotional programs, prices, product advantages, and various marketing activities designed to attract consumer attention. Exposure to such information may enhance consumers' knowledge and interest in a product, which may subsequently contribute to the formation of purchase intention. According to the Theory of Planned Behavior, intention is one of the key factors that precedes actual behavior (Ajzen, 1991). Therefore, marketing information and stimuli encountered by consumers through social media can become part of the process through which purchase intention is developed.

Previous studies have reported varying findings regarding the relationship between Social Media Marketing and Purchase Intention. Ellitan et al. (2022) found that Social Media Marketing Influences Purchase Intention. Similarly, Jasin (2022) reported a positive and significant effect of Social Media Marketing on Purchase Intention, while Kartika and Pandjaitan (2023) also demonstrated a positive relationship between the two variables. In contrast, Jayad and Wahyu (2023) found that Social Media Marketing did not have a significant direct effect on Purchase Intention. These differences in empirical findings provide a basis for

further examining the relationship between Social Media Marketing and Purchase Intention among Chatime consumers in Semarang City.

H3: Social Media Marketing has a positive and significant effect on Purchase Intention among Chatime consumers in Semarang City.

1.4. The Influence of Brand Image on Purchase Intention

Brand Image is one of the factors that can influence consumers' perceptions and evaluations of a brand and its products. A positive brand image can generate favorable perceptions and beliefs among consumers, thereby increasing their tendency to consider a particular brand when making purchasing decisions. A favorable brand image may also provide consumers with greater confidence and assurance regarding the products offered by the brand. Ellitan et al (2022) found that Social Media Marketing activities can contribute to the formation of Brand Image, which is subsequently associated with Purchase Intention. Furthermore, Kartika and Pandjaitan (2023) directly demonstrated that Brand Image has a positive and significant effect on Purchase Intention. Similar findings were reported by Jayad, Wahyu, and Sumardi (2023), who found that Brand Image has a positive and significant effect on Purchase Intention. These findings indicate that a favorable brand image can serve as one of the considerations influencing consumers in developing purchase intentions. Therefore, the more positive the Brand Image of Chatime, the higher the consumers' Purchase Intention toward Chatime products.

H4: Brand Image has a positive and significant effect on Purchase Intention among Chatime consumers in Semarang City.

1.5. The Influence of Electronic Word of Mouth on Purchase Intention

Electronic Word of Mouth (e-WOM) is a form of consumer communication facilitated through digital media, where individuals share their opinions, experiences, reviews, and recommendations about a specific product or brand. The development of social media has made it increasingly convenient for consumers to access information based on the experiences of other consumers before making a purchase. Such information can assist consumers in evaluating products and reducing uncertainty when considering their purchasing choices. Positive reviews and recommendations from other consumers may increase consumers' confidence, trust, and interest in a particular product. Jasin (2022) found that Electronic Word of Mouth has a positive and significant effect on Purchase Intention. Similarly, Zinko et al. (2022) reported that e-WOM has a positive and significant effect on Purchase Intention. However, Tafolli et al. (2025) reported different findings, indicating that e-WOM does not have a direct and significant effect on Purchase Intention. These differences in empirical findings suggest that the relationship between e-WOM and Purchase Intention remains relevant for further investigation, particularly among Chatime consumers in Semarang City.

H5: Electronic Word of Mouth has a positive and significant effect on Purchase Intention among Chatime consumers in Semarang City.

1.6. The Role of Electronic Word of Mouth in Mediating the Effect of Social Media Marketing on Purchase Intention

Social Media Marketing not only has the potential to influence Purchase Intention directly but can also encourage consumer interaction and engagement, which may generate Electronic Word of Mouth. Informative, engaging, and interactive marketing content can encourage consumers to comment on, share, review, and recommend products to others. The information generated through these interactions can subsequently serve as a source of reference for other consumers when evaluating a product before making a purchase. Within this relationship, Social Media Marketing can be viewed as a stimulus that encourages consumer interaction and engagement, while Electronic Word of Mouth serves as a means of disseminating information from one consumer to another. Information in the form of consumer experiences, reviews, and recommendations can subsequently strengthen consumers' trust, confidence, and interest in a product. Sunaryanto and Nia Oktaviandri (2024) specifically found that Electronic Word of Mouth can function as a mediating variable in the relationship between Social Media Marketing and Purchase Intention. Similarly, Sahabuddin et al. (2025) examined Electronic Word of Mouth as a mediating variable between Social Media Marketing and purchase intention. Based on these arguments, Electronic Word of Mouth is expected to serve as a mechanism explaining how Social Media Marketing contributes to the formation of Purchase Intention.

H6: Electronic Word of Mouth mediates the effect of Social Media Marketing on Purchase Intention among Chatime consumers in Semarang City.

1.7. The Role of Electronic Word of Mouth in Mediating the Effect of Brand Image on Purchase Intention

Brand Image is an important aspect that can shape consumers' perceptions and beliefs toward a particular brand. A positive brand image can generate favorable evaluations of a product and increase consumers' tendency to consider the brand when making purchasing decisions. In addition to directly influencing consumer perceptions, a positive brand image may also encourage consumers to share their experiences, discuss the brand, and provide recommendations through various digital media platforms. In this context, Electronic Word

of Mouth can function as a link between consumers' perceptions of a brand and the formation of Purchase Intention. Positive information in the form of reviews, experiences, and recommendations received through electronic media may strengthen consumers' confidence in a brand before making a purchase. Jasin (2022) found a relationship between Brand Image and Electronic Word of Mouth. Meanwhile, Kartika and Pandjaitan (2023) demonstrated an association between e-WOM, Brand Image, and Purchase Intention. Tafolli et al. (2025) also found an effect of e-WOM on Brand Image and examined its relationship with Purchase Intention. Based on these arguments, Electronic Word of Mouth is expected to serve as a mechanism explaining the relationship between Brand Image and Purchase Intention among Chatime consumers in Semarang City.

H7: Electronic Word of Mouth mediates the effect of Brand Image on Purchase Intention among Chatime consumers in Semarang City.

2. RESEARCH METHOD

This study employs a quantitative approach to analyze the effects of Social Media Marketing and Brand Image on Purchase Intention and to examine the role of Electronic Word of Mouth as a mediating variable among Chatime consumers in Semarang City. A quantitative approach was selected because the study uses numerical data obtained by measuring respondents' perceptions, which are subsequently processed and analyzed using statistical techniques. The object of this study consists of Chatime consumers in Semarang City who use social media or have previously obtained information about Chatime through social media platforms. The population of this study comprises Chatime consumers in Semarang City. Based on the source used in this study, Chatime had nine outlets in Semarang City. Since the total number of Chatime consumers in Semarang City cannot be determined with certainty, the sample size in this study is determined using the Lemeshow formula. The Lemeshow method is used to determine the appropriate sample size when the population size is not known with certainty by considering the confidence level and precision level established for the study. This study applies a 95% confidence level, a population proportion of 0.50, and a margin of error of 10%. Based on these parameters, the sample size is calculated as follows:

$$n = Z^2 \times P(1-P)/d^2$$

$$n = (1,96)^2 \times 0,50 \times (1-0,50)/(0,10)^2$$

$$n = 96,04$$

Sources: (Lemeshow et al., 1990) in (Fadhilah et al., 2025)

Based on the calculation results, the minimum required sample size was 96.04 respondents. This number was subsequently rounded up to 97 respondents to meet the minimum sample requirement of the study. Respondents were selected based on predetermined criteria in accordance with the research objectives, namely Chatime consumers in Semarang City who are aware of or have previously encountered information about Chatime through social media. This study uses two types of data sources, namely primary and secondary data. Primary data were collected directly from respondents through questionnaires distributed to Chatime consumers in Semarang City. The questionnaire was developed based on the indicators of each research variable, consisting of Social Media Marketing, Brand Image, Electronic Word of Mouth, and Purchase Intention. Meanwhile, secondary data were obtained from various relevant sources, including books, scientific articles, and previous studies, which were used as theoretical foundations and supporting references for the research. Data collection was conducted by distributing the questionnaire online to respondents who met the predetermined research criteria.

The questionnaire was employed to obtain information regarding respondents' perceptions and evaluations in a structured and systematic manner. Each statement item was measured using a five-point Likert scale, consisting of 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The collected data were subsequently analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. PLS-SEM was selected because it enables the simultaneous analysis of relationships among latent variables and the evaluation of both the measurement model and structural model (Hair et al., 2022). The data analysis process consisted of two main stages: outer model evaluation and inner model evaluation.

3. RESULTS AND DISCUSSION

3.1. Results

This study aims to examine the role of Electronic Word of Mouth in mediating the effects of Social Media Marketing and Brand Image on Purchase Intention among Chatime consumers in Semarang City. The respondents involved in this study were consumers who had previously purchased or consumed Chatime products and either resided in or engaged in activities within Semarang City. Based on the collected data and the screening process conducted according to the research criteria, a total of 97 respondents were considered

eligible and included in the research sample, in accordance with the predetermined sample size. All respondents met the established criteria, namely having previously purchased or consumed Chatime products and being aware of or having obtained information about Chatime through social media or other digital information sources. To provide a more comprehensive overview of the characteristics of the research sample, the respondents' profiles are subsequently presented in tables based on the predetermined demographic and respondent characteristic categories.

3.1.1. Respondent Characteristics Based on Gender

Based on the data collected from 97 respondents, the characteristics of the respondents based on gender can be presented to provide an overview of the composition of the research sample. The distribution of respondents according to gender is presented as follows table 1.

Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage (%)
Laki-laki	23	24%
Perempuan	74	76%
Total	97	100%

Based on the table of respondent characteristics by gender, out of a total of 97 respondents, 74 respondents, or 76%, were female, while 23 respondents, or 24%, were male. These findings indicate that the composition of respondents in this study was predominantly female. Therefore, Chatime consumers participating as respondents in this study consisted of a larger proportion of females than males.

3.1.2. Respondent Characteristics Based on Age

Based on the data collected from 97 respondents, the characteristics of the respondents based on age groups can be identified to provide an overview of the age distribution within the research sample. The distribution of respondents according to age is presented as follows table 2.

Table 2. Respondent Characteristics Based on Age

Age	Frequency	Percentage (%)
15-21 Tahun	23	39%
≥ 21 Tahun	59	61%
Total	97	100%

Based on the table of respondent characteristics by age, it can be seen that out of a total of 97 respondents, 23 respondents (39%) were aged 15–21 years, while 59 respondents (61%) were aged ≥21 years. These findings indicate that the majority of respondents who consumed Chatime products in this study belonged to the age group of ≥21 years.

3.1.3. Descriptive Analysis

Descriptive statistical analysis is used to provide an overview of the characteristics and distribution patterns of the data for each variable examined in the study. This analysis includes the minimum value, maximum value, mean, and standard deviation of each research variable. Through descriptive statistics, the researcher can identify the general tendency of respondents' responses as well as the level of dispersion or variation within the collected data. The results of this analysis provide an initial overview of the condition of each variable before proceeding to hypothesis testing.

Table 3. Descriptive Analysis Result

	Original sample (O)	Sample mean (M)	Standard Deviation (STDEV)
Brand Image -> Electronic Word of Mounth	0.293	0.301	0.094
Brand Image -> Purchase Intention	0.25	0.251	0.082
Purchase Intention -> Electronic Word of Mounth	0.124	0.124	0.098
Social Media Marketing -> Electronic Word of Mounth	0.156	0.161	0.092
Social Media Marketing -> Purchase Intention	0.496	0.505	0.072

Based on the results of the descriptive statistical analysis, the Original Sample (O) value represents the direction and magnitude of the relationships between variables in the research model. The results indicate that the relationship between Social Media Marketing → Purchase Intention has the highest coefficient value, at 0.496. This is followed by Brand Image → Electronic Word of Mouth, with a coefficient of 0.293, Brand Image → Purchase Intention at 0.250, Social Media Marketing → Electronic Word of Mouth at 0.156, and Purchase Intention → Electronic Word of Mouth at 0.124.

3.1.4. Outer Model Analysis

The outer model analysis is conducted to evaluate the extent to which the indicators used in the study are able to represent the underlying constructs or latent variables. The evaluation includes convergent validity, discriminant validity, and construct reliability to ensure that each indicator meets the established measurement criteria. Convergent validity is assessed based on the outer loading and Average Variance Extracted (AVE) values, while construct reliability is evaluated using Cronbach's Alpha and Composite Reliability. The results of the outer model evaluation are used to ensure that the indicators measuring Social Media Marketing, Brand Image, Electronic Word of Mouth, and Purchase Intention adequately and consistently represent their respective constructs. Once all measurement criteria have been satisfied, the analysis can proceed to the evaluation of the inner model and the testing of the proposed research hypotheses.

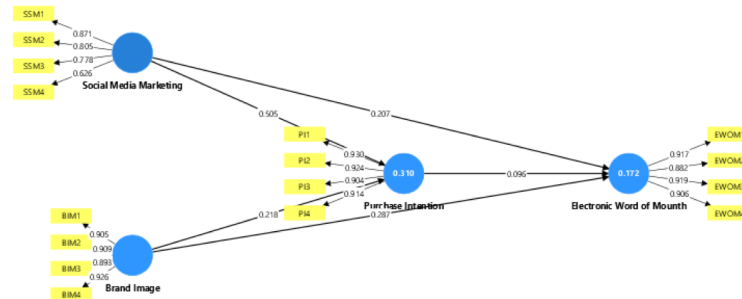


Figure 2. Outer Model Evaluation

Based on the results of the outer model evaluation presented in the figure, all indicators of Social Media Marketing, Brand Image, Purchase Intention, and Electronic Word of Mouth have outer loading values above 0.70. Therefore, all indicators meet the established criteria for convergent validity. For the Social Media Marketing construct, the outer loading values range from 0.847 to 0.868, while the Brand Image construct has loading values ranging from 0.893 to 0.926. Furthermore, the loading values for the Purchase Intention indicators range from 0.905 to 0.931, whereas the Electronic Word of Mouth indicators have loading values ranging from 0.883 to 0.917. These results indicate that each indicator has an adequate ability to represent the respective construct being measured.

Table 4. Outer Loadings

	Brand Image	Electronic Word of Mounth	Purchase Intention	Social Media Marketing
BIM1	0.905			
BIM2	0.909			
BIM3	0.893			
BIM4	0.926			
EWOM1		0.917		
EWOM2		0.882		
EWOM3		0.919		
EWOM4		0.906		
PI1			0.93	
PI2			0.924	
PI3			0.904	
PI4			0.914	
SSM1				0.871
SSM2				0.805
SSM3				0.778
SSM4				0.626

Based on the results of the outer loading evaluation, most indicators of the Brand Image, Electronic Word of Mouth, Purchase Intention, and Social Media Marketing constructs have outer loading values above 0.70. These results indicate that the majority of the indicators meet the criteria for convergent validity. For the Brand Image construct, the outer loading values range from 0.893 to 0.926, while Electronic Word of Mouth has loading values ranging from 0.882 to 0.919. Furthermore, the outer loading values for the Purchase Intention construct range from 0.904 to 0.930. For Social Media Marketing, the SSM1, SSM2, and SSM3 indicators have outer loading values of 0.871, 0.805, and 0.778, respectively. However, the SSM4 indicator has an outer loading value of 0.626, which is below the commonly accepted threshold of 0.70. This result indicates that SSM4 has a relatively lower ability to reflect the Social Media Marketing construct compared with the other indicators. Therefore, the SSM4 indicator should be further evaluated and may be considered for removal if its deletion improves the overall measurement quality of the construct.

3.1.5. Outer Model 2

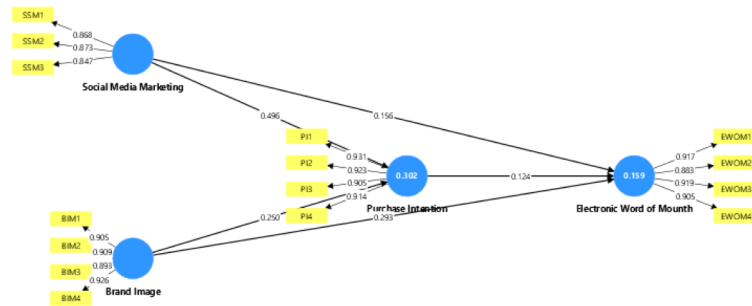


Figure 3. Outer Model 2

Based on the results of the outer model evaluation presented in the figure, all indicators used to measure social media marketing, brand image, purchase intention, and electronic word of mouth have outer loading values greater than 0.70. Therefore, all indicators meet the established criteria for convergent validity. For the social media marketing variable, the outer loading values range from 0.847 to 0.868, while the indicators of brand image have loading values ranging from 0.893 to 0.926. Furthermore, the indicators of purchase intention show loading values between 0.905 and 0.931, whereas the electronic word of mouth indicators have loading values ranging from 0.833 to 0.917. These results indicate that each indicator has an adequate ability to represent the construct being measured. Therefore, the indicators can be retained and used for further analysis.

Table 5. Outer Loadings 2

	Brand Image	Electronic Word of Mouth	Purchase Intention	Social Media Marketing
BIM1	0.905			
BIM2	0.909			
BIM3	0.893			
BIM4	0.926			
EWOM1		0.917		
EWOM2		0.883		
EWOM3		0.919		
EWOM4		0.905		
PI1			0.931	
PI2			0.923	
PI3			0.905	
PI4			0.914	
SSM1				0.868
SSM2				0.873
SSM3				0.847

Based on the outer loading results presented in the table, all indicators for the variables Brand Image, Electronic Word of Mouth, Purchase Intention, and Social Media Marketing exhibit outer loading values exceeding 0.70; consequently, all indicators satisfy the criteria for convergent validity. The loading values range from 0.893 to 0.926 for Brand Image, 0.883 to 0.919 for Electronic Word of Mouth, 0.905 to 0.931 for Purchase Intention, and 0.847 to 0.873 for Social Media Marketing. The highest loading value is observed for indicator PI1 (0.931), while the lowest is found for SSM3 (0.847). These results indicate that each indicator effectively reflects its respective construct, as a higher outer loading value signifies a stronger capacity for the indicator to explain its latent variable.

3.1.6. Reliability Analysis

Reliability testing is used to analyze data for reliability. A research instrument is considered reliable if the Cronbach's Alpha and Composite Reliability values are each greater than 0.70. These values indicate that the indicators within each variable demonstrate good internal consistency in measuring the research construct.

Table 6. Reliability Test

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Brand Image	0.929	0.934	0.825
Electronic Word of Mouth	0.928	0.936	0.821
Purchase Intention	0.938	0.941	0.843
Social Media Marketing	0.835	0.883	0.744

Based on the results of the reliability and construct validity tests, all research variables met the criteria. The Cronbach's Alpha values for the Brand Image variable were 0.929, for Electronic Word of Mouth 0.928, for Purchase Intention 0.938, and for Social Media Marketing 0.835; all of which were greater than 0.70, indicating good internal consistency. Furthermore, the Composite Reliability (ρ_a) values for each variable were 0.934, 0.936, 0.941, and 0.883, respectively all of which exceeded the 0.70 threshold thereby confirming that all constructs are reliable. Meanwhile, the Average Variance Extracted (AVE) values were 0.825 for Brand Image, 0.821 for Electronic Word of Mouth, 0.843 for Purchase Intention, and 0.744 for Social Media Marketing—all of which were above the minimum threshold of 0.50.

3.1.7. Discriminant Validity Analysis

Discriminant validity is assessed using the Heterotrait-Monotrait Ratio (HTMT) method in SmartPLS; a construct is considered to have good discriminant validity if its HTMT value is below 0.90. This test aims to ensure that each construct in the study has distinct characteristics and is capable of measuring distinct concepts. Thus, if the HTMT values for Brand Image, Electronic Word of Mouth, Purchase Intention, and Social Media Marketing are all below 0.90, it can be concluded that each construct meets the criteria for discriminant validity.

Table 7. Discriminant Validity

	Brand Image	Electronic Word of Mouth	Purchase Intention	Social Media Marketing
Brand Image				
Electronic Word of Mouth	0.335			
Purchase Intention	0.249	0.283		
Social Media Marketing	0.058	0.23	0.521	

Refers on the results of discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT) in SmartPLS, all HTMT values between constructs were below the 0.90 threshold: the relationship between Brand Image and Electronic Word of Mouth was 0.335, between Brand Image and Purchase Intention was 0.249, between Brand Image and Social Media Marketing was 0.058, the relationship between Electronic Word of Mouth and Purchase Intention was 0.283, between Electronic Word of Mouth and Social Media Marketing was 0.230, and between Purchase Intention and Social Media Marketing was 0.521. The highest HTMT value was found in the relationship between Purchase Intention and Social Media Marketing at 0.521; however, this value is still well below the 0.90 threshold. Thus, all research constructs meet the criteria for discriminant validity.

3.1.8. Inner Model

Inner model or structural model analysis in SmartPLS is used to identify the relationships between latent constructs in a study and to measure the ability of independent variables to explain the dependent variable. Inner model testing is generally conducted using several criteria, namely R-Square (R^2) to assess the extent to which exogenous variables explain endogenous variables, f-Square (f^2) to determine the magnitude of each variable's influence, as well as path coefficients, t-statistics, and p-values to test the significance of relationships between variables.

3.1.9. R-Square Analysis

R-Square (R^2) is one of the measures used in inner model analysis in SmartPLS to determine the extent to which exogenous variables can explain the variation in endogenous variables. The R-Square value indicates the proportion of variation in the endogenous variable that can be explained by the variables included in the research model. The higher the R-Square value, the greater the ability of the independent variables to explain the dependent variable.

Table 8. R Square

	R-square	R-square adjusted
Electronic Word of Mouth	0.159	0.131
Purchase Intention	0.302	0.287

Based on the R-Square (R^2) test results from the inner model analysis, the Electronic Word of Mouth variable had an R-Square value of 0.159 and an adjusted R-Square of 0.131. This indicates that Brand Image and Social Media Marketing account for 15.9% of the variation in Electronic Word of Mouth, while 84.1% is explained by other variables outside the research model. Furthermore, the Purchase Intention variable had an R-Square value of 0.302 and an adjusted R-Square of 0.287, meaning that Brand Image, Social Media Marketing, and Electronic Word of Mouth account for 30.2% of the variation in Purchase Intention, while the remaining 69.8% is influenced by other factors outside the research model.

3.1.10. F Square Analysis

F-Square (f^2) is one of the measures used in inner model analysis in SmartPLS to determine the magnitude of the effect or contribution of an exogenous variable on an endogenous variable in a research model. The f^2 value indicates the extent to which the R-Square value of the endogenous variable changes when a specific exogenous variable is removed from the model.

Table 9. F-Square

	Brand Image	Electronic Word of Mounth	Purchase Intention
Brand Image		0.093	0.089
Electronic Word of Mounth			0.013
Purchase Intention		0.021	0.353
Social Media Marketing			

Based on the results of the F-Square (f^2) test in the inner model analysis, it was found that the effect of Brand Image on Electronic Word of Mouth had an f^2 value of 0.093, while the effect of Brand Image on Purchase Intention was 0.089. Both values fall between 0.02 and 0.15, indicating a small effect. Furthermore, the effect of Electronic Word of Mouth on Purchase Intention has an f^2 value of 0.013, which is below 0.02, indicating a very small or insignificant effect. Meanwhile, the effect of Social Media Marketing on Electronic Word of Mouth has an f^2 value of 0.021, indicating a small effect, while the effect of Social Media Marketing on Purchase Intention has an f^2 value of 0.353, which is above 0.35, indicating a large effect.

3.1.11. Hypothesis Analysis

Hypothesis testing in this study was conducted using the bootstrapping method via the SmartPLS application. The purpose of this test was to assess the significance of the effects of the independent variables on the dependent variable. A relationship between variables is considered significant if the T-statistic value exceeds 1.96 and the P-value is less than 0.05. The original sample (O) value is used to determine the direction of the relationship between variables, while the T-statistic value is used to assess the level of significance or strength of that relationship.

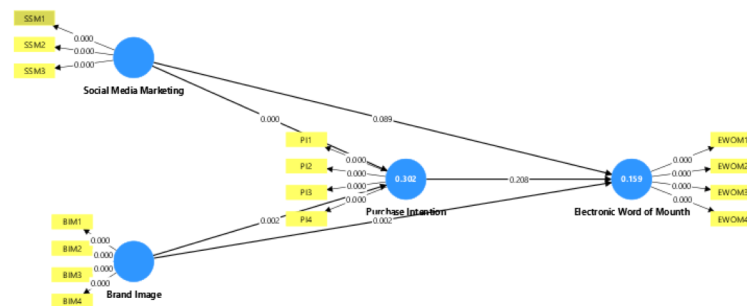


Figure 4. Bootstrapping

Based on the path coefficients in the SmartPLS structural model, it appears that Social Media Marketing has a positive effect on Purchase Intention with a path coefficient of 0.353, while the effect of Social Media Marketing on Electronic Word of Mouth is 0.089. Furthermore, Brand Image has an effect on Purchase Intention with a coefficient of 0.089, while the effect of Brand Image on Electronic Word of Mouth is 0.093. Meanwhile, Electronic Word of Mouth has a positive effect on Purchase Intention with a coefficient of 0.208. All path coefficients are positive, indicating that an increase in each exogenous variable tends to be followed by an increase in the endogenous variable it influences.

3.1.12. Direct Effect Hypothesis

Table 10. Direct Effect Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Electronic Word of Mounth	0.293	0.301	0.094	3.113	0.002
Brand Image -> Purchase Intention	0.25	0.251	0.082	3.056	0.002
Purchase Intention -> Electronic Word of Mounth	0.124	0.124	0.098	1.26	0.208

Social Media Marketing -> Electronic Word of Mounth	0.156	0.161	0.092	1.702	0.089
Social Media Marketing -> Purchase Intention	0.496	0.505	0.072	6.905	0

Based on the results of the direct hypothesis test, it shows that:

- The test results show that Brand Image has a positive and significant effect on Electronic Word of Mouth. This is indicated by an Original Sample value of 0.293, a T-statistic of $3.113 > 1.96$, and a P-value of $0.002 < 0.05$.
- The test results show that Brand Image has a positive and significant effect on Purchase Intention. The Original Sample value of 0.250 indicates a positive direction of influence, while the T-statistic value of $3.056 > 1.96$ and the P-value of $0.002 < 0.05$ indicate that this effect is significant.
- The test results show that Purchase Intention has a non-significant positive effect on Electronic Word of Mouth. This is evident from the Original Sample value of 0.124, the T-statistic of $1.260 < 1.96$, and the P-value of $0.208 > 0.05$.
- The test results show that social media marketing has a positive but insignificant effect on electronic word-of-mouth. The original sample value of 0.156 indicates a positive relationship, but the T-statistic value of 1.702 is less than 1.96, and the P-value of 0.089 is greater than 0.05.

The test results show that social media marketing has a positive and significant effect on purchase intention. This is indicated by an original sample value of 0.496, a T-statistic of $6.905 > 1.96$, and a P-value of $0.000 < 0.05$.

3.1.13. Indirect Effect Hypothesis

Indirect hypothesis analysis was used to determine whether Electronic Word of Mouth mediates the relationship between the independent variables Social Media Marketing and Brand Image and Purchase Intention. The test was conducted by examining the indirect effect, T-statistics, and P-values obtained from the bootstrapping results.

Table 11. Indirect Effect Result

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P valu es
Brand Image -> Electronic Word of Mounth	0.031	0.03	0.028	1.114	0.26 5
Social Media Marketing -> Electronic Word of Mounth	0.061	0.063	0.052	1.178	0.23 9

Based on the results of the indirect hypothesis test, it was found that

- Based on the test results, the indirect effect of Brand Image on Electronic Word of Mouth has an Original Sample value of 0.031, indicating a positive relationship. However, the T-statistic value of $1.114 < 1.96$ and the P-value of $0.265 > 0.05$ indicate that this effect is not significant.
- The test results show that the indirect effect of Social Media Marketing on Electronic Word of Mouth has an Original Sample value of 0.061, indicating a positive direction of influence. However, the T-statistic value of $1.178 < 1.96$ and the P-value of $0.239 > 0.05$ indicate that this effect is not significant.

3.2. Discussion

3.2.1. The Effect of Brand Image on Electronic Word of Mouth

Based on the results of the hypothesis testing, brand image has a positive and significant effect on electronic word of mouth. These results are indicated by an Original Sample value of 0.293, a T-statistic of 3.113, and a P-value of 0.002. A T-statistic greater than 1.96 and a P-value less than 0.05 indicate that the effect of Brand Image on Electronic Word of Mouth is statistically significant. The positive path coefficient indicates that the better Chatime's brand image, the higher the tendency for consumers to engage in electronic word-of-mouth. Thus, H1 is accepted. These findings indicate that brand image can play an important role in encouraging consumers to communicate about a brand through digital platforms. Brand image extends beyond consumers' ability to identify or recognize a brand; it also encompasses the impressions, beliefs, and associations developed through consumers' interactions with the brand. In the context of Chatime, consumers who hold favorable perceptions of the brand may be more inclined to share their experiences, express opinions, make recommendations, or provide ratings to other consumers through social media.

These findings are consistent with result Kartika & Pandjaitan (2023) and Tafolli et al (2025) those indicating that brand image has a positive and significant effect on e-WOM, whereby information obtained by consumers through various digital sources can influence their perceptions of a brand and their purchasing behavior. The study also identifies e-WOM and social media marketing as crucial components in shaping

consumer perceptions of a brand and purchase intent. Other research findings also indicate that electronic word-of-mouth is linked to brand image, suggesting that consumer communication via digital media can serve as a key source in shaping perceptions of a brand.

3.2.2. The Effect of Brand Image on Purchase Intention

Based on the test results, Brand Image has a positive and significant effect on Purchase Intention. This is indicated by an Original Sample value of 0.250, a T-statistic of 3.056, and a P-value of 0.002. The T-statistic value of 3.056 is greater than 1.96, and the P-value of 0.002 is less than 0.05. Thus, Brand Image is proven to have a significant effect on Purchase Intention. The path coefficient of 0.250 indicates that the relationship is positive. Therefore, H2 is accepted. These results indicate that the more positive the image of Chatime formed in consumers' perceptions, the greater the tendency for consumers to have the intention to make a purchase. A brand with a positive image can instill trust and reduce consumer hesitation when considering a product. In an increasingly competitive beverage market, brand image can serve as a differentiator that helps consumers make their choices.

This result has consistent on Jasin (2022) and Zinko et al (2022) that indicates brand image has a positive and significant effect on purchase intention. The study also showed that brand image plays a key role in explaining how consumers' perceptions of a brand relate to their purchase intention. Similar findings were observed in a study on beauty products, which demonstrated the influence of brand image on purchase intention.

3.2.3. The Effect of Electronic Word of Mounth on Purchase Intention

The test results show that E-wom has a positive but insignificant effect on Purchase Intention. This is indicated by an Original Sample value of 0.124, a T-statistic of 1.260, and a P-value of 0.208. The T-statistic is below the critical value of 1.96, and the P-value is greater than 0.05. Thus, although the direction of the relationship between Purchase Intention and Electronic Word of Mouth is positive, the effect is not statistically significant. Therefore, H3 is rejected. This finding suggests that the existence of a consumer's intention to purchase a product does not necessarily mean that the consumer will automatically share information about that product with others via electronic media. These two concepts have distinct characteristics. Consumers may have a strong desire to purchase a product but may not necessarily have the motivation to provide comments, write reviews, share experiences, or recommend the product to others.

Consumers may consider e-WOM only as supplementary information rather than as the primary basis for their purchase decisions. Consumers are exposed to a large amount of information on social media, including reviews, comments, ratings, recommendations, and promotional content. Because the credibility and relevance of such information can vary, consumers may not automatically translate positive e-WOM into purchase intention. They may instead rely more strongly on other factors, such as their existing perception of the brand, previous experience, product preferences, price, promotions, or the attractiveness of the brand's social media content.

This result has different on research Tafolli et al (2025) which indicates a significant relationship, but is consistent with the research Jayad & Wahyu (2023) yang menunjukkan bahwa hubungan e-WOM, Brand Image, dan Purchase Intention dapat berbeda showing that the relationship between e-WOM, brand image, and purchase intention may vary depending on the context of the research subject. For example, a study on Emina products found that e-WOM did not have a significant effect on purchase intention, suggesting that consumer behavior in a digital environment does not always yield consistent relationships across all research subjects.

3.2.4. The Effect of Social Media Marketing on Electronic Word of Mouth

Based on the results of the hypothesis testing, social media marketing has a positive but insignificant effect on electronic word-of-mouth. The original sample value of 0.156 indicates that the direction of the relationship between social media marketing and electronic word-of-mouth is positive. However, the T-statistic value of $1.702 < 1.96$ and the P-value of $0.089 > 0.05$ indicate that this effect is not statistically significant. Thus, it cannot yet be statistically proven that increased Social Media Marketing activity directly boosts Electronic Word of Mouth. Therefore, H4 is rejected. These results suggest that the presence of social media marketing activities does not necessarily automatically lead consumers to engage in electronic communication about a brand. Social Media Marketing can provide product information, build brand presence, and increase interaction with consumers, but these effects do not necessarily translate into consumer behavior to create or spread e-WOM.

Consumers may interact with social media content primarily as passive audiences. They may view promotional posts, product information, visual content, or special offers without feeling the need to comment, share, recommend, or create content about the brand. In other words, exposure to social media marketing does not automatically translate into active electronic word-of-mouth behavior. Generating e-WOM generally requires a stronger motivation, such as a memorable consumption experience, high satisfaction, emotional attachment, perceived uniqueness, or a personal desire to recommend the product to others. Such content can attract attention and influence consumers' perceptions, but it may not provide sufficient motivation for them to initiate online discussions or share their opinions with others. Moreover, beverages are relatively low-

involvement products, so consumers may not perceive sharing their purchasing experiences online as necessary unless they experience something particularly positive, negative, or unique.

Social media activities can serve as a means of conveying information about new products, promotions, menu changes, loyalty programs, and other content. This indicates that corporate marketing communications and consumer communications are two distinct forms of activity. This study contradicts Kartika & Pandjaitan (2023) identifies social media marketing and e-WOM as sources of information that can influence consumer perceptions and purchase intentions. Another study is Sahabuddin et al (2025) also found that social media marketing has a significant effect on purchase intention and e-WOM, indicating that research results may vary depending on the context of the subject, respondent characteristics, and the type of social media activity used.

3.2.5. The Effect of Social Media Marketing on Purchase Intention

The test results show that social media marketing has a positive and significant effect on purchase intention. The original sample value of 0.496, the T-statistic of 6.905, and the P-value of 0.000 indicate that this effect is highly significant. A T-statistic value far greater than 1.96 and a P-value less than 0.05 indicate that Social Media Marketing has a strong influence on Purchase Intention. Thus, H5 is accepted. The path coefficient of 0.496 indicates that Social Media Marketing has a relatively strong positive influence on Purchase Intention compared to other direct relationships in the research model. This suggests that the more effective Chatime's social media marketing activities are, the higher consumers' tendency to have purchase intentions. Social media allows companies to convey information quickly, visually, interactively, and in a way that is easily accessible to consumers. When the content received is perceived as interesting, informative, relevant, and convincing, consumers are more likely to include Chatime in their purchasing choices.

The result has consistent of Ramadhani Irdasyah et al (2022) and Berliani (2023) which found that social media marketing has a positive and significant effect on purchase intention. The same findings were also obtained in a study by Ramadhan and Millanyani, which showed that social media marketing has a significant effect on purchase intention among coffee shop customers. A study by Jasin (2022) also showed that social media marketing has a positive and significant effect on purchase intention.

3.2.6. The Effect of Brand Image on Purchase Intention through Electronic Word of Mouth

Based on the results of the indirect effect test you provided, the Original Sample value is 0.031, the T-statistic is 1.114, and the P-value is 0.265. Since the T-statistic is less than 1.96 and the P-value is greater than 0.05, the indirect effect is not significant. Therefore, H6 is rejected. These results indicate that Brand Image has not been proven to significantly increase Purchase Intention through Electronic Word of Mouth. This finding suggests that Chatime consumers tend to form Purchase Intention based on their direct perceptions of the brand image, rather than solely through electronic information or recommendations from other consumers.

Have a positive perception of a brand doesn't automatically encourage consumers to engage in e-WOM activities. Consumers may recognize and trust a brand but remain passive on digital platforms, meaning that they do not necessarily write reviews, share recommendations, or discuss their experiences with others. Similarly, potential consumers who already have sufficient knowledge and familiarity with the brand may not depend heavily on online reviews when considering a purchase. As a result, the influence of Brand Image on Purchase Intention may occur independently of e-WOM.

Therefore, the insignificant indirect effect indicates that e-WOM does not serve as a significant mediator between Brand Image and Purchase Intention. Instead, consumers' purchase intentions may be formed more directly through their existing perceptions and evaluations of the brand. These results differ from those of several previous studies Sunaryanto & Nia Oktaviandri (2024) and Sahabuddin et al (2025) which found that digital marketing and e-WOM variables can play a role in the relationship leading to purchase intention through certain variables. For example, a study by Ellitan et al (2022) found that brand image can act as a mediating variable in the relationship between social media marketing and e-WOM and purchase intention. These differing results indicate that the mediation mechanism is highly dependent on the research subject, respondent characteristics, and the position of variables within the model.

3.2.7. The Effect of Social Media Marketing on Purchase Intention via Electronic Word of Mouth

Based on the results of the indirect effect test, social media marketing does not have a significant effect on purchase intention via electronic word of mouth. The original sample value of 0.061, the T-statistic of 1.178, and the P-value of 0.239 indicate that this indirect effect is not significant. The T-statistic is below 1.96, and the P-value is greater than 0.05. Therefore, H7 is rejected. These results indicate that Electronic Word of Mouth has not yet been able to serve as a significant mediator in the relationship between Social Media Marketing and Purchase Intention. This suggests that the role of social media in this study is more dominant as a source of information and a marketing stimulus. When this information aligns with consumers' needs and preferences, consumers can directly develop Purchase Intention. This process does not necessarily involve the steps of leaving comments, reading recommendations, or sharing information with others.

Furthermore, consumers who engage with a brand's social media content don't necessarily participate in or pay close attention to electronic word-of-mouth activities. They may simply view promotional content, become interested in the product, and develop an intention to purchase based on their own perceptions of the

information presented by the brand. This is particularly relevant for familiar and relatively low-involvement products, such as beverages, where purchase decisions can be made quickly and may not require extensive information searching or evaluation of other consumers' opinions. Consequently, even when social media Marketing successfully attracts consumer interest, it may not be strong enough to stimulate e-WOM that subsequently leads to Purchase Intention.

The results of this study contradict those of previous studies Kurniasih et al (2025) which indicates that social media marketing and e-WOM can influence purchase intention, but the relationship mechanisms and mediating effects may vary across different research contexts. Research on Sahabuddin et al (2025) found that Social Media Marketing and e-WOM influence Purchase Intention through Brand Image. Meanwhile, other studies have shown that Social Media Marketing can directly influence Purchase Intention. These differences indicate that the presence of social media does not always make e-WOM the primary mediating mechanism.

4. CONCLUSION

Based on the research findings, it can be concluded that Brand Image has a positive and significant effect on Electronic Word of Mouth and Purchase Intention. This indicates that the more positive the image of Chatime formed in consumers' perceptions, the higher the tendency for consumers to share information, experiences, reviews, and recommendations about Chatime, while also increasing their interest in making a purchase. Meanwhile, social media marketing was found to have a positive and significant effect on purchase intention, indicating that product information, promotions, visual content, and interactive activities on social media can increase consumer interest in Chatime products. However, purchase intention does not have a significant effect on electronic word-of-mouth, nor does social media marketing have a significant effect on electronic word-of-mouth. The results of the mediation test indicate that Electronic Word of Mouth does not mediate the effects of Brand Image or Social Media Marketing on Purchase Intention.

The findings of this study provide practical implications for Chatime in developing its marketing strategies. The significant effects of Brand Image on Electronic Word of Mouth and Purchase Intention indicate the importance of maintaining a positive brand image through consistent product quality, service, brand identity, and product innovation, while the significant effect of Social Media Marketing on Purchase Intention suggests that informative, engaging, and relevant social media content should be continuously developed to stimulate consumer interest. However, the insignificant effects involving e-WOM indicate that social media exposure and a positive brand image do not automatically encourage consumers to actively share their experiences, and e-WOM itself may not be strong enough to directly increase Purchase Intention. Chatime should not rely solely on e-WOM as the main mechanism for generating purchase intention but should create memorable and shareable consumer experiences that can naturally stimulate online conversations while continuing to strengthen Brand Image and Social Media Marketing as more direct drivers of Purchase Intention.

Brand image is built through consistent product quality and service, strengthening brand identity, and menu innovations that align with consumer needs and preferences. Social media marketing strategies also need to be continuously developed through the presentation of informative, engaging, interactive, and relevant content to directly sustain consumer purchasing interest. For consumers, information obtained through social media, reviews, or recommendations from other consumers should be used as a basis for consideration while still taking into account personal needs, preferences, and financial capacity before making a purchase. Furthermore, future researchers are advised to develop research models by incorporating additional variables that could potentially explain Purchase Intention and Electronic Word of Mouth, such as Customer Satisfaction, Brand Trust, Brand Experience, Customer Engagement, Perceived Value, Online Customer Reviews, and Perceived Quality, thereby providing a more comprehensive understanding of the factors influencing Chatime consumers' behavior.

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