THE INFLUENCE OF E-WOM ON CUSTOMER PURCHASE DECISION OF THE COFFEE SHOPS AT JLN. FLAMBOYAN BY USING BRAND IMAGE AS MEDIATING VARIABLE

PENGARUH E-WOM TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN PADA KEDAI KOPI DI JLN. FLAMBOYAN DENGAN MENGGUNAKAN CITRA MEREK SEBAGAI VARIABEL MEDIASI

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Abstract: This study examines the influence of Electronic Word of Mouth (E-WOM) on customer purchase decisions for coffee shops located on Jln. Flamboyan, using brand image as a mediating variable. This research explores the extent to which E-WOM impacts brand image and how this, in turn, affects purchase decisions. A quantitative approach was employed, with data collected from 120 respondents through structured questionnaires. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that E-WOM has a significant positive impact on both brand image and purchase decisions. Moreover, brand image mediates the relationship between E-WOM and purchase decisions, demonstrating its crucial role in shaping consumer behavior. The findings underscore the importance of managing E-WOM and cultivating a strong brand image for coffee shops to influence customer purchase decisions effectively. The study provides practical insights for coffee shop owners on leveraging online reviews and enhancing brand perception to drive customer loyalty and business growth.

Keywords: E-WOM, Brand Image, Purchase Decision

Abstrak: Penelitian ini menguji pengaruh Electronic Word of Mouth (E-WOM) terhadap keputusan pembelian pelanggan pada kedai kopi yang berlokasi di Jln. Flamboyan, dengan menggunakan citra merek sebagai variabel mediasi. Penelitian ini mengeksplorasi sejauh mana E-WOM berdampak pada citra merek dan bagaimana hal ini, pada gilirannya, mempengaruhi keputusan pembelian. Pendekatan kuantitatif digunakan, dengan data yang dikumpulkan dari 120 responden melalui kuesioner terstruktur. Analisis dilakukan dengan menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa E-WOM memiliki dampak positif yang signifikan terhadap citra merek dan keputusan pembelian. Selain itu, citra merek memediasi hubungan antara E-WOM dan keputusan pembelian, yang menunjukkan peran pentingnya dalam membentuk perilaku konsumen. Temuan ini menggaris bawahi pentingnya mengelola E-WOM dan menumbuhkan citra merek yang kuat bagi kedai kopi untuk mempengaruhi keputusan pembelian pelanggan secara efektif. Studi ini memberikan wawasan praktis bagi pemilik kedai kopi dalam memanfaatkan ulasan online dan meningkatkan persepsi merek untuk mendorong loyalitas pelanggan dan pertumbuhan bisnis.

Kata Kunci: E-WOM, Citra Merek, Keputusan Pembelian

INTRODUCTION

Research Background

In contemporary society, technological advancements progress swiftly, influencing both groups and individuals in information exchange and communication. In general, the Internet has many benefits, namely making it easier to get information for groups, individuals, education, and starting a business. From accessing information, the internet creates applications such as Instagram, Facebook. Twitter, Whatsapp, Path, and other social media networks. Based on data from DataReportal, the total population in Indonesia in 2023 is 276 million people, who use internet access in Indonesia there are 213 million people, and Indonesia has a social media user

base totaling 167 million people. On average, each person has 1 mobile device, 60% of the population in Indonesia are social media users.

Social media plays a big role that cannot be separated in people's daily lives, this tool is useful for doing business and transactions. The function of social media is also a communication platform and to support business activities is very effective. Social media affects consumer purchasing decisions, through social media consumers can exchange information with other people, namely recommendations from those who have tried or know the product. In modern times, this phenomenon is known as electronic word of mouth (E-WOM). What can influence purchasing decisions is electronic word of mouth. One way to make marketing more effective is with E-WOM (Suryadi, 2020). E-WOM is customers provide information about products or services that have been used through social networks (Suryadi, 2020). In E-WOM, quality and reliable sources of information play an important role, against the background of incompetent sources of information, consumers doubt the quality and trustworthiness of the information (Suryadi, 2020).

A process where the buyer makes the final decision to buy a product or service with this behavior is called a purchase decision (Azany and Mudiantono, 2014). Purchasing decisions are Individuals solve problems by choosing alternative behaviors and consider the most appropriate action on purchases with this the first step of the decision-making process (Kotler and Armstrong, 2012). In consumer buying habits such as when purchases are made, where these purchases are made, and when purchases are made with these habits can affect consumer purchasing decisions (Assauri, 2015). Most consumers make decisions to buy because they are influenced by the judgments and comments of others on the internet (Suryadi, 2020).

The rise of coffee shop business opening in Manado can lead to more and more coffee enthusiasts and has become one of the needs and lifestyles of Manado city people, especially teenagers and students. Along with the times, coffee shops continue to transform, a lot of creative business people make coffee shops have unique characteristics and concepts, ranging from traditional to modern coffee shops can be found on various roads, in every district in the city of Manado. Manado's Coffee shops are not to be underestimated, they have brands that are known as local brands. Of course, each Coffee shops has its own brand image. The definition of Brand Image is that consumers who have experienced the products of the brand will cause the brand name to be remembered by consumers and prioritized to be chosen by consumers (Angga, 2019). A business or business needs a brand or brand because the brand image facilitates the identification process of goods or services (Kotler and Keller, 2012). One of them is in Sario Village, Jalan Flamboyan, SMA N 1 Manado, on Jalan Flamboyan there are many Coffee shops and places to relax for easy children. With so many Coffee shops, there is competition between Coffee shops and therefore a Coffee shops must try to make something different from other Coffee shops so that it can attract consumer attention. With the help of E-WOM, people can find information about Coffee shops on Flamboyan Street.

Based on the background of the problems mentioned above, regarding previous knowledge and research results, there is still a lack of research on how E-WOM influences purchase decision in certain market segments, such as the millennial generation or Gen Z, in the context of Coffee shops on Jln. Flamboyan. With this research, we want to find out whether Electronic word of mouth (E-WOM), and Brand Image can have a real significant effect on Customer Purchase Decision Coffee shops, especially the case study "Jln. Flamboyan".

Research Objectives

The objectives of this research are:
1. To find out the influence of E-WOM on coffee shops Brand Image at Jln. Flamboyan.
2. To find out the influence of coffee shops Brand Image on customer Purchase Decision at Jln. Flamboyan.
3. To find out the influence of E-WOM on customer Purchase Decision at Jln. Flamboyan.
4. To find out the influence of E-WOM on customer Purchase Decision mediated by coffee shops Brand Image at Jln. Flamboyan.

THEORETICAL REVIEW

E-WOM (Electronic Word Of Mouth)

Electronic word of mouth is the most successful way to encourage potential customers to buy a product, namely by exploiting the concept of WOM; this strategy has long been known. "WOM refers to interpersonal communication between a sender and receiver, typically involving discussions about a product, service, or brand" (Firdaus and Abdullah, 2017). The development of technology and information, making word of mouth activities

enter a new level. This activity has begun to be widely used in cyberspace. Firdaus and Abdullah (2017) revealed " It can also be viewed as the evolution of traditional face-to-face communication into the digital realm of the modern age.". Following the development of time and technology, which usually uses the traditional way of word of mouth directly to become more modern word of mouth in cyberspace, in other words called Electronic word of mouth (E-WOM). E-WOM is defined by Firdaus and Abdullah (2017) as any expression stemming from positive, neutral, or negative encounters shared by prospective, current, or past consumers regarding a product, service, brand, or company. This sharing occurs across a wide array of online platforms such as websites, social networks, instant messages, and news feeds, reaching numerous individuals and organizations.

Purchase Decision

Consumer behavior is the study of how groups, individuals, and organizations select, use, buy, and dispose of goods, services, ideas, or experiences to satisfy their wants and needs (Kotler and Keller, 2012). Consumer action in forming references among brands in the choice group and making a decision to buy the most preferred product, this is a purchase decision (Kotler and Keller, 2012). Consumers make considerations in selecting a product before making a purchase, this includes purchasing decisions (Oscar and Keni, 2019).

Brand Image

It is widely understood that products are associated with brands, and every company that possesses a brand endeavors to cultivate and uphold its brand reputation. The definition of a brand is to take the hearts of consumers and leave a mark in the minds of consumers, it can also create certain meanings and feelings in consumers. A brand is more than its visual elements like logos or symbols; it embodies the reputation, credibility, and experiences associated with it. Central to brand development is the concept of brand image, which serves as a foundation for consumer experiences and perceptions. It influences consumer loyalty, determining whether they remain loyal to a brand or easily switch to alternatives (Malik, Naeem, and Munawar, 2012).

Previous Research

Pratiwi and Yasa (2019) explained how electronic word of mouth affect brand attitude through mediating role of brand image on Shopee fashion e-commerce in Denpasar. A survey-based questionnaire was conducted with 100 respondents using purposive sampling method. Path analysis and Sobel test was applied to analyzed the data collected. The result established that electronic word of mouth influence brand image positive and significantly, each electronic word of mouth and brand image have positive and significant effect on brand attitude and there significant role of brand image in strengthen the influence of electronic word of mouth on brand attitude.

Saraswati and Giantari (2022) aimed to analyze brand image mediation of product quality and electronic word of mouth on purchase decision. Based on the results of statistical analysis, that product quality and eWOM directly or indirectly through brand image affect consumer purchase decisions.

Pasharibu and Nurhidayah (2021) examined whether brand image, celebrity endorser and eWOM have an influence towards purchase decision. The data from 245 respondents collected using a purposive sampling technique through both online and offline questionnaires. Thus, collected data were analyzed using multiple regression analysis techniques. The results of this study conclude that all variables, including brand image, celebrity endorser, and eWOM positively influence towards purchase decision of Indonesian halal products both partially and simultaneously. Furthermore, the degree of the significant result might allegedly be supported by some predominate indicators, including the research object that recognizes as a halal product or responsible and trustee.
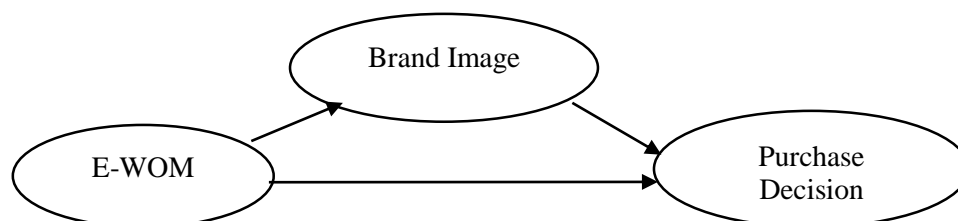
Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

H_1: E-WOM Influence to coffee shops Brand Image at Jln. Flamboyan.

H_2: Suspected Brand Image Influence to Purchase decision on customer in coffee shops at Jln. Flamboyan.

H_3: Suspected E-WOM Influence to Purchase decision on customer in coffee shops at Jln. Flamboyan.

H_4: Suspected E-WOM indirectly influence to customer purchase decision through coffee shops brand image at Jln. Flamboyan.

RESEARCH METHOD

Research Approach

In this study using causal associative research. Causal associative research is able to determine the cause and effect of the relationship between variables (Sugiyono, 2017). In this study, to clarify the relationship with E-WOM as an exogenous variable (X), Brand Image as a mediating variable (Y) and Purchase Decision as an endogenous variable (Z). Furthermore, the research method uses quantitative for this research and survey research.

Population, Sample Size, and Sampling Technique

The population used in this study are people who have gone to buy or visit the coffee shops on Jln. Flamboyan. In this study, it will be obtained through the use of a questionnaire which will be distributed online using google form. The rule of thumb for PLS-SEM is ten times the largest number of indicators which will be used at the minimum sample size in this study (Hair et al., 2022). By following the existing rules, to determine the number of samples by means of the number of indicators x 10. The number of indicators in this study has 12 indicators, so the result of the minimum sample size is: 12 x 10 = 120 samples. Accidental sampling, and non-probability sampling will be used in conducting this research. The definition of Convenience sampling or accidental sampling is to get respondents for samples by chance, and anyone who happens to meet by chance is interesting as a sample, of course the main factor is visitors or buyers at the coffee shop located on Jln. Flamboyan which amounted to 120 respondents.

Type of Data and Data Source

The questionnaire will be distributed to respondents and answered by respondents, this can help researchers to find out validly the variables measured in their research. In this study using a scale, the scale used is a Likert measurement scale.

Data Collection Method

Online Questionnaires to collect data with written questions for respondents. Interviews to collect more in-depth data on these respondents. The data obtained from literature reviews through jourals, books, and relevant literature.

Operational Definition and Measurements of Research Variables

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Electronic Word Of Mouth (E-WOM) (X)	With this E-WOM it really helps coffee shops on Jln. Flamboyan to market their products and brands with positive or negative statements through potential customers and customers who have already bought these products via the internet, this can support consumers to make purchasing decisions there	1. Intensity 2. Valence of opinion 3. Content (Solihah, 2024)
Brand Image (Y)	Coffee shops on Jln. Flamboyan have their own brands and have their own extrinsic properties. With a brand image they can help customers or consumers have a perception that is in their memory and can make it easier for customers to remember the brand	1. Brand identity 2. Brand personality 3. Brand association 4. Brand attitude and Behavior (Wardhana, 2022)

Purchase Decision (Z)	Coffee shops on Jln. Flamboyant are not just one but many, each coffee shop has a unique place including its products too, so consumers decide to make purchases on Jln. Flamboyant because they can choose which coffee shops they will visit and make purchases	1. Product choice 2. Brand choice 3. Purchase Amount 4. Purchase Timing 5. Payment Method (Kotler and Keller, 2012)

Source: Data Processed, 2024

Data Analysis
Descriptive Analysis
       To describe and summarize data, descriptive statistics are needed (Leavy, 2017). In this study, frequency-based descriptive statistics were used, namely counting the number of occurrences of the category in question, and each category was reported as a percentage. With this, it can facilitate analysis and get a satisfactory explanation.

Partial Least Square SEM (PLS-SEM) Analysis
       Strong in social and behavioral sciences in the analytical instrument is Structural equation modeling (SEM). There are two estimators in SEM that will be recognized, namely covariance and variance based (Benitez et al., 2020). Partial least squares (PLS-SEM) widely adopts variance-based estimators. Based on the research design and hypotheses, this study analyzed using partial least squares structural equation modeling on the data that has been collected. For research purposes, the prediction model uses PLS as the most suitable way (Garson, 2016).
       Several methodological advances and many more are being developed using PLS-SEM. The reasons for choosing PLS-SEM in this study are as follows (Hair et al., 2017a):
1. In this study, the model formed in the conceptual framework shows a cascading causal relationship between endogenous, exogenous, mediating constructs.
2. Construct variables measured through indicators are used in this study. To confirm the complex measurement and structural models, according to this study.
3. In terms of sample size, small samples (n < 100) and larger samples (n > 100) using this particular method is very good in this regard.
4. It is a multivariate analysis technique that allows a series of analyses of multiple constructs to be conducted simultaneously, and provides statistical efficiency.

Testing in this study using SmartPLS version 4.1.0.6. To estimate the results of the PLS-based research empirical model by going through these three procedures, namely PLS Algorithm, Bootstrapping and Blindfolding.

Mediation Analysis
       In PLS-SEM, the mediation analysis process uses the model suggested by Cepeda-Carrion, Cegarra, and and Cillo (2018) and Hair et al. (2017b). The character that involves the third variable as an intermediary is the mediation effect or indirect effect. What will mediate the relationship between the two, namely the exogenous variable (X) and the endogenous variable (Z) is the mediating variable (Y). Figure 2 is an example of a simple mediator model, the direct effect is (0), and the indirect effect is (a.b). The accumulation of direct effects and indirect effects results in a total effect. For further analysis of whether there is mediation or not use the results of each effect.
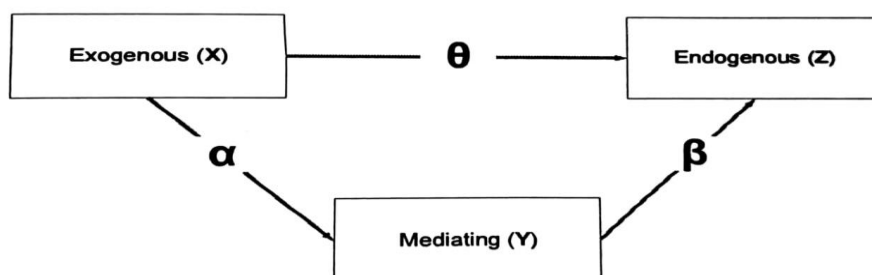

Figure 2. Simple Mediation Model
Source: Cepeda-Carrion, Cegarra, and and Cillo (2018) and Hair et al. (2017b)

Hypothesis Testing
   The following is an assessment of the direct effect (more referring to the path coefficient analysis):
1. Negative and significant if the result is like this, then the hypothesis is rejected
2. Positive and significant if the results are like this, then the hypothesis is supported
3. Positive/negative and insignificant if the result is like this, then the hypothesis is rejected

   Here is an indirect assessment (more of a mediation analysis):
1. If the result is mediation, then the hypothesis is supported
2. If the result is no mediation, then the hypothesis is rejected.

RESULT AND DISCUSSION

Result
PLS-SEM Analysis
   The measurement model (outer model) and structural model (inner model) of these two models include PLS-SEM analysis. Reflective measurement with 3 constructs and 12 indicators is used for evaluation. In this study, the outer model and inner model can be seen in Figure 3.
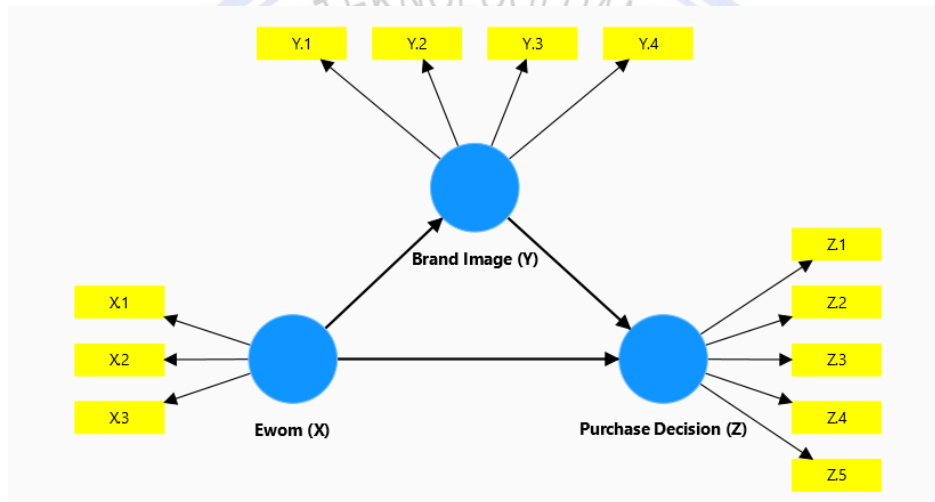

Figure 3. Outer Model and Inner Model
Source: Data Processed, 2024

Measurement Model (Outer Model) Analysis
Indicator Loading Size
   The absolute value of the raw *Outer Loadings* is described by the *Loading Factor*. Each indicator has a value with a standard > 0.70 indicator loading (Hair et al., 2017a) With standardized indicator loadings > 0.70, the absolute correlation between the construct and its indicators must be greater or equal. If the outer loadings value is below the standard, the reflective indicator must be removed from the measurement model.

Table 2. Result of Outer Loading

Item	E-WOM (X)	Brand Image (Y)	Purchase Decision (Z)	Status
X.1	0.896			Valid
X.2	0.824			Valid
X.3	0.726			Valid
Y.1		0.834		Valid
Y.2		0.718		Valid
Y.3		0.867		Valid
Y.4		0.839		Valid
Z.1			0.937	Valid

Z.2	0.864	Valid
Z.3	0.881	Valid
Z.4	0.875	Valid
Z.5	0.885	Valid

Source: Data Processed, 2024

Using the PLS-Algorithm method shows the final results of the calculated indicator loading size can be seen in table 2 for better results before doing the next test, this is necessary. With all 12 indicators the loading size is qualified and considered valid.

Convergent Validity

A set of indicators representing one construct and underlying a particular construct is called convergent validity. Average Variance Extracted (AVE) can be used as such a representative. The measured construct or the value that each variable has is the definition of Ave. At least greater than or equal to 0.50 the AVE value (Hair et al., 2017a).

Table 3. Result of Average Variance Extracted

Variable	Average Variance Extracted (AVE)	Status
E-WOM (X)	0.670	Valid
Brand Image (Y)	0.667	Valid
Purchase Decision (Z)	0.790	Valid

Source: Data Processed, 2024

By using the PLS-Algorithm method, the results of the final AVE calculation can be seen in table 3 the results of all construct variables are convergent validity and represent the underlying construct.

Discriminant Validity

The definition of discriminant validity is two concepts that show sufficient differences. The criteria presented in Fornell-Larcker and Cross Loadings are used for measuring discriminant validity. The correlation value of a construct has more variance with the variable itself than with other constructs, this is called the Fornell-Larcker criterion. The indicators of a construct have more variance with the underlying construct than with other constructs, this is called the Cross Loadings value (Hair et al., 2017a).

Table 4. Result of Fornell-Larcker Criterion

	X	Y	Z
X	0.818		
Y	0.800	0.816	
Z	0.771	0.866	0.889

Source: Data Processed, 2024

By using the PLS-Algorithm method, the final results calculated from the Fornell-Larcker Criteria can be seen in Table 4. The results show that it has good discriminant validity, namely all construct variables that show a greater correlation with themselves than others.

Table 5. Result of Cross Loadings

	E-WOM (X)	Brand Image (Y)	Purchase Decision (Z)
X.1	0.896	0.683	0.696
X.2	0.824	0.674	0.656
X.3	0.726	0.603	0.531
Y.1	0.707	0.834	0.669
Y.2	0.605	0.718	0.565
Y.3	0.653	0.867	0.780
Y.4	0.647	0.839	0.793
Z.1	0.756	0.808	0.937

Z.2	0.603	0.768	0.864
Z.3	0.677	0.777	0.881
Z.4	0.692	0.760	0.875
Z.5	0.695	0.731	0.885

Source: Data Processed, 2024

By using the PLS-Algorithm method, the final results calculated from cross loading can be seen in table 5 the results show that it has good discriminant validity, namely with all the cross loading values on the variable in question is the largest cross loading compared to other constructs.

Reliability
        Cronbach's Alpha and Composite Reliability can be used for reliability. 0-1 varies from both measurements, it can be called a perfect reliability estimate is 1. (Hair, Hollingsworth , *et al.,* 2017) Minimum 0.70 value of Cronbach's Alpha which reflects the reliability of all indicators in the model.

Table 6. Result of Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (Rho_A)	Status
E-WOM (X)	0.750	0.763	Reliable
Brand Image (Y)	0.832	0.840	Reliable
Purchase Decision (Z)	0.933	0.935	Reliable

Source: Data Processed, 2024

Another measure of internal consistency is composite reliability, which is interpreted in the same way as Cronbach's Alpha. Table 6 displays the reliability results calculated using the PLS-Algorithm method. All construct variables proved to be reliable, indicating that the measurement model is complete and ready for further analysis in the structural model.

Structural Model (Inner Model) Analysis
Coefficient of Determination
        The Coefficient of Determination or R-square (R^2) test is used to see the significance of the influence of exogenous variables on endogenous variables. The R-square value is divided into three categories, namely 0.67 is considered substantial, 0.33 is considered moderate, and 0.19 is considered weak (Hair et al., 2017a).

Table 7. Results of Coefficient of Determinant

Variable	R-Square	R-Square Adjusted
Brand Image (Y)	0.639	0.636
Purchase Decision (Z)	0.767	0.763

Source: Data Processed, SPSS 26 (2024)

        Based on the model criteria in table 7, the R-square (R2) value in the table indicates that each structural model (inner model) in this study is included in the strong category.

Hypothesis Test
        Based on the data processing that has been carried out by researchers, the results of the coefficient values obtained are used to answer the hypothesis in this study. A coefficient value between 0 and +1 indicates a positive relationship. Otherwise, the relationship is negative. Hypothesis testing in this study was carried out by looking at t-statistics and P-values. This research hypothesis is declared significant if the P-Values value <0.05 and t-table> 1.96 (Hair et al., 2017a).

Table 8. Result Path Coefficient

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Interpretation	
				Relation	Significance
Direct Effect					
X -> Y	0.800	14.018	0.000	Positive	Significant
X -> Z	0.219	2.039	0.041	Positive	Significant
Y -> Z	0.690	6.907	0.000	Positive	Significant

Source: Data Processed, 2024

1. The table 8 shows that there is a positive influence between E-WOM (X) on Brand Image (Y) with a *Probability-Values value* of 0.000 which means < 0.05 and *T Statistics* of 14,018 which means > 1.96. Based on the results above, Hypothesis 1 (H1) which states that it is suspected that E-WOM has a significant positive effect on Brand Image is accepted or supported.
2. The table 8 shows that there is a positive influence between Brand Image (Y) on Customer Purchase Decision (Z) with a *Probability-Values value* of 0.000 which means < 0.05 and and *T Statistics* of 6.907 which means > 1.96. Based on the results above, Hypothesis 2 (H2) which states that it is suspected that Customer Purchase Decision has a significant positive effect on Brand Image is accepted or supported.
3. The table 8 shows that there is a positive influence between E-WOM (X) on Customer Purchase Decision (Z) with a *Probability-Values value* of 0.041 which means < 0.05 and *T Statistics* of 2.039 which means > 1.96. Based on the results above, Hypothesis 3 (H3) which states that E-WOM has a significant positive effect on Customer Purchase Decision is accepted or supported.

Table 9. Result Indirect Effect Test

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Relation	Significance
X -> Y -> Z	0.552	5.660	0.000	Positive	Significant

Source: Data Processed, 2024

The table 9 shows that there is an indirect influence between E-WOM (X) on Customer Purchase Decision (Z) which is mediated by Brand Image (Y) with a positive correlation, where it is known that the *Probability-Values* value is 0.000 which means < 0.05 and *T statistics* 5.660 which means > 1.95. Based on the results above, Hypothesis 4 (H4) which states that it is suspected that E-WOM has a significant positive effect on Purchase Decision through Brand Image is accepted or supported and Interpretation is stated as Complementary (Partial Mediation).

Discussion
The Effect of E-WOM on Brand Image
        Based on the results of research using PLS 4 software, the analysis of the path coefficient shows that there is a positive and significant influence of E-WOM on Brand Image, so it can be concluded that H1 is accepted. The previous research from Pratiwi and yasa (2019) found E-WOM has a positive and significant effect on the brand image of Shopee fashion e-commerce and Saraswati and Giantari (2021) found E-WOM has a positive and significant effect on brand image. It means that the better E-WOM received by Samsung smartphone consumers, the better the consumer's view of the brand image on Samsung smartphones. E-WOM is a very powerful tool in shaping and influencing brand image. The brand image formed through E-WOM is often longer lasting and more influential than the image formed through traditional advertising, as E-WOM comes from the experiences and opinions of real consumers. E-WOM often provides information about the quality of the products or services offered by the brand. If many consumers speak positively about the quality of the product, this will build the perception that the brand offers high-quality products, which is an important element of brand image. Positive reviews and endorsements through E-WOM can increase consumer loyalty to the brand. Loyal consumers tend to have a more positive image of the brand and are more likely to recommend it to others, strengthening the brand's image in the market. The way brands respond to E-WOM, especially negative feedback, also greatly influences brand image. A prompt, professional and solutive response to criticism can improve brand image even in negative situations. Reviews, comments and discussions about the brand spread through E-WOM can shape the brand image directly. If the E-WOM spread is mostly positive, then the brand image tends to be more positive in the

eyes of consumers. Conversely, negative E-WOM can damage the brand image quickly. Reviews and recommendations provided by other consumers are considered more authentic and trustworthy than direct advertising from the company. This can strengthen the brand image as a reliable and trustworthy brand. E-WOM that involves active discussions about the brand on various online platforms can increase brand visibility and make more people aware of its existence. This can help build a stronger and more recognizable brand image among consumers.

The Effect of Brand Image on Customer Purchase Decision

Based on the results of research using PLS 4 software, the analysis of the path coefficient shows that there is a positive and significant influence of Brand Image on Purchase Decision, so it can be concluded that H2 is accepted. The previous research from Saraswati and Giantari (2021) found Brand image positive and significant effect on purchase decisions, it means that the better the brand image of Samsung smartphones, the higher the purchase decisions on Samsung smartphones, Saputra and Wardana (2020) found brand image has a positive and significant effect on purchasing decisions in other words the brand image increases the purchasing decisions on Tokopedia Products in Denpasar will increase. Brand image plays an important role in influencing consumer purchasing decisions. Brands with a positive and strong image tend to more easily attract attention and gain consumer trust, which in turn increases purchase opportunities. Brands with a positive image tend to be more trusted by consumers. This trust makes it easier for consumers to make decisions to buy products or services from the brand because they feel confident in the quality and reliability of the products offered. A strong brand image is often associated with high quality. Consumers tend to associate brands that have a positive image with quality products or services, which increases their likelihood of choosing those products over products from other brands. Brands with a clear and distinct image can stand out in a competitive market. Consumers are more likely to choose products from brands that have a unique image and differentiate them from competitors, because they feel the brand meets their personal needs or aspirations. Some brands have an image associated with a certain social status or lifestyle. Consumers may buy products from these brands to show their status or to be considered part of a certain social group. A brand image associated with prestige or a premium lifestyle may encourage consumers to choose the brand despite its higher price. Brands with a strong image can create an emotional connection with consumers. This connection makes consumers feel more attached to the brand, which in turn affects their purchasing decisions. Consumers tend to choose brands that they feel have values or missions that align with them.

The Effect of E-WOM on Customer Purchase Decision

Based on the results of research using PLS 4 software, the analysis of the path coefficient shows that there is a positive and significant influence of E-WOM on Purchase Decision, so it can be concluded that H3 is accepted. Overall, E-WOM can play an important role in consumers' decision-making process by influencing their perceptions, attitudes and purchase intentions. Positive or negative reviews spread through E-WOM can influence consumers' perception of a particular product or service. If many people leave positive reviews, potential buyers may be more encouraged to buy the product. It can be seen from the characteristics of respondents who have visited or bought 100% and are dominated by customers aged 18-20 at 32.2%, it can be concluded that the results of the questionnaires distributed 100% have visited / bought and are dominated by Gen Z who make purchasing decisions at coffee shops Jln. Flamboyan. Consumers tend to trust reviews or recommendations from other users more than traditional advertising. E-WOM, such as reviews on social media, forums, or product review platforms, is considered more honest and unbiased. E-WOM provides information about the experiences of others who have used a particular product or service. These experiences help potential buyers to assess whether the product meets their needs and expectations. E-WOM helps increase consumer awareness about new products or services. Consumers who see many reviews or discussions about a product will be more likely to consider the product in their purchasing decisions. Judging from the results of hypothesis 3, E-WOM has a persial effect on Purchase Decision. Customers of coffee shops on Jln. Flamboyan are proven to be in accordance with the theory of hypothesis 3, namely E-WOM has a positive effect on Purchase Decision. Previous research from Saraswati and Giantari (2021) found E-WOM has a positive and significant effect on purchase decisions, it means the better E-WOM received by Samsung smartphone consumers, the higher the purchase decision on Samsung smartphones will be. Sulaksono and Hidayah (2022) found E-WOM partially has a significant and positive effect on Purchasing Decisions on Oriflame Products at SPO Amalia Kartika Putri Situbondo. The results of this study indicate that coffee shops located on Jln. Flamboyan need to focus on increasing promotions on social media to convince other customers' purchasing decisions. This means making advertisements more attractive on social media, improving

the quality of the product or place so that it gets good reviews from customers so that it can convince other customers that high quality will make customers satisfied and loyal.

The Effect of E-WOM on Customer Purchase Decision mediated by Brand Image

Based on the results of research using PLS 4 software, the analysis of the path coefficient shows that there is a positive and significant influence of E-WOM on Purchase Decision mediated by Brand Image, so it can be concluded that H4 is accepted. The previous research from Saraswati and Giantari (2021) found that brand image is able to positively and significantly mediate electronic word of mouth on purchasing decisions in real terms. Brand image can mediate the influence of E-WOM on purchasing decisions. This shows that the better the E-WOM and the better the brand image, the higher the purchasing decision on the Samsung smartphone, Saputra and Wardana (2020) found that E-WOM has a positive and significant effect on purchasing decisions on Tokopedia products in Denpasar with brand image mediation, so that brand image is a variable mediating the influence between E-WOM on purchasing decisions. E-WOM can influence consumer purchase decisions indirectly by shaping perceptions, reducing risk, increasing engagement and strengthening brand image. These effects collectively drive consumers towards purchasing decisions, although the influence is not always directly visible. The influence of E-WOM on consumer purchasing decisions can occur indirectly through several mechanisms. E-WOM affects brand image, which in turn affects purchasing decisions. Positive reviews or recommendations from other consumers can form a strong and positive brand image. This favorable brand image, in turn, makes consumers more likely to choose products from that brand when they are ready to buy. E-WOM can increase consumers' awareness of products or services that they may not have previously known about. When many people talk about a product on social media or online forums, this can generate initial interest in the product. This interest can develop into consideration and, eventually, a purchase decision. Consumer engagement with brands often begins with interaction with E-WOM. Discussions or reviews that interest consumers can increase their engagement with the brand, such as following the brand on social media or participating in online communities. This increased engagement can strengthen the relationship with the brand and influence future purchase decisions. E-WOM often creates social proof, where consumers feel compelled to buy products that have been widely recommended or talked about by others. While this may not directly influence their decision, this social proof can be a strong supporting factor in the purchase decision.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions can be formulated as follows:

1. The results of the first hypothesis judgement indicate a significant influence between E-WOM on Brand Image coffee shops at Jln. Flamboyan. This gives the meaning that a person's E-WOM will directly influence Brand Image coffee shops at Jln.Flamboyan.
2. The results of the second hypothesis judgement indicate a significant influence between Brand Image coffee shops at Jln. Flamboyan on customer Purchase Decision. This gives the meaning that a person's Brand Image coffee shops at Jln. Flamboyan will directly influence customer Purchase Decision.
3. The results of the third hypothesis judgement indicate a significant influence between E-WOM on customer Purchase Decision. This gives the meaning that a person's E-WOM will directly influence customer Purchase Decision.
4. The results of the fourth hypothesis judgement indicate a significant influence between E-WOM on customer Purchase Decision mediated by Brand Image coffee shops at Jln. Flamboyan. This gives the meaning that a person's E-WOM will influence customer Purchase Decision mediated by Brand Image coffee shops at Jln. Flamboyan.

Recommendation

Based on the results in this study, to the parties concerned with this research the authors provide the following suggestions:

1. Coffee shops on Jln. Flamboyan should invest in creating a strong, recognizable brand image. This can be achieved through consistent branding across all platforms, delivering quality customer experiences, and ensuring that the values and personality of the brand resonate with the target market.

2. Shops should actively encourage satisfied customers to share their positive experiences online. Implementing feedback systems, providing incentives for reviews, and engaging with customer feedback are effective strategies to generate positive E-WOM.
3. Coffee shops should use social media as a platform to engage with customers and generate buzz. Posting user-generated content, responding to reviews, and creating interactive content can enhance both E-WOM and brand image.
4. To ensure that positive E-WOM is generated, businesses need to focus on delivering an outstanding customer experience. This includes high-quality products, efficient service, and a welcoming atmosphere in the shops.

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