

**THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND SOCIAL MEDIA
MARKETING ON CUSTOMER PURCHASE INTENTION OF FLOWER BOUQUET IN
VICIFELT FLORIST KAWANGKOAN MINAHASA**

*PENGARUH ELECTRONIC WORD OF MOUTH DAN PEMASARAN MEDIA SOSIAL TERHADAP
MINAT BELI PELANGGAN BUKET BUNGA DI VICIFELT FLORIST KAWANGKOAN MINAHASA*

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Abstract : In the era of globalization, technological advancements have transformed consumer behavior, including purchasing goods and services online. The florist industry, traditionally reliant on physical stores, has increasingly embraced ecommerce and social media marketing to reach a wider customer base. This study examines the influence of Electronic Word of Mouth (eWOM) and Social Media Marketing on customer purchase intention at ViciFelt Florist Kawangkoan. With the increasing use of social media, potential customers are exposed to advertisements, promotions, and online reviews that shape their purchasing decisions. Online florist shops provide convenience for customers, particularly for urgent orders, thereby increasing sales and market reach. A quantitative research approach is applied in this study, utilizing multiple linear regression analysis through IBM SPSS 26. The results of this study stated that Electronic Word of Mouth (X1) and Social Media Marketing (X2) have a positive and significant effect on Customer Purchase Intention (Y).

Keywords: Florist, Electronic Word of Mouth (eWOM), Social Media Marketing, Customer Purchase Intention

Abstrak: Dalam era globalisasi, kemajuan teknologi telah mengubah perilaku konsumen, termasuk dalam pembelian barang dan jasa secara online. Industri florist, yang sebelumnya bergantung pada toko fisik, kini semakin memanfaatkan e-commerce dan pemasaran media sosial untuk menjangkau lebih banyak pelanggan. Penelitian ini mengkaji pengaruh Electronic Word of Mouth (eWOM) dan Pemasaran Media Sosial terhadap Minat Beli Pelanggan di ViciFelt Florist Kawangkoan. Dengan meningkatnya penggunaan media sosial, pelanggan potensial terpapar iklan, promosi, dan ulasan online yang memengaruhi keputusan pembelian mereka. Toko florist online memberikan kemudahan bagi pelanggan, terutama untuk pemesanan mendesak, sehingga meningkatkan penjualan dan jangkauan pasar. Pendekatan penelitian kuantitatif diterapkan dalam studi ini dengan menggunakan analisis regresi linier berganda melalui IBM SPSS 26. Hasil penelitian menunjukkan bahwa Electronic Word of Mouth (X1) dan Pemasaran Media Sosial (X2) berpengaruh positif dan signifikan terhadap Minat Beli Pelanggan (Y).

Kata Kunci: Electronic Word of Mouth (eWOM), Social Media Marketing, Minat Beli Pelanggan

INTRODUCTION

Research Background

The florist industry, which has historically relied on face-to-face interactions and word-of-mouth recommendations, is increasingly adopting digital devices because many people have directly visited florist stores to buy flowers, they only order through online stores on social media or e-commerce. the phenomenon that occurs among social media users is that they are consumed by advertisements, promotions and reviews from florist shop social media accounts, customers who buy flowers for various events usually urgent orders or orders sent as gifts with the existence of online florist shops making it easier for customers to make orders and increase florist sales. the

marketing method used by florists is to place paid advertisements, discounts, reviews from customers and then share them on social media accounts as a strategy for florists to reach as many people as possible and customer purchase intention social media its some tools that use to increasing promote the product and marketing.

Vicifelt Florist Kawangkoan is one such local business that is adapting to these changes, serving both the local community and broader regions via digital platforms. ViciFelt Florist is a flower bouquet store located in Kawangkoan Minahasa Regency, North Sulawesi, Vicifelt Florist use on popular social media platform like Instagram, facebook and tiktok. Since 2021 it has been operating online store in IG and FB and 2022 have a walk-in store in talikuran kawangkoan. Strategically located in the center of Kawangkoan city which is close to meeting buildings, shops, restaurants and cafes. Become one of the flower shops that offers convenience to customers within its location.

The florist business in Kawangkoan is growing quite rapidly, some choices are Bellemun.id, DLe Florist, Rose Florist, this brand sells online without an offline shop, Vicifelt Florist is a florist that provides offline shop services and is active in social media marketing via Facebook 3k friends and Instagram 800 followers. ViciFelt Florist One of the flower shops that follows the trend of bouquet product innovation, the number of products from ViciFelt Florist reaches 30 product variations listed in the catalog source from the Instagram account at vicifelt_florist_kawangkoan or specific catalog at vicifelt_catalog. Data from ViciFelt Florist 2024, 80% of ViciFelt florist customers are from social media, namely Instagram, Facebook, Whatsapp and 20% are from offline shop visitors. From Vicifelt florist sales data, most sales come from online channels due to the use of social media marketing and the influence of positive customer reviews, which lead to an increase in sales decisions and affect customer behavior regarding purchase intention on each of Vicifelt Florist social media accounts.

Customer purchase intention is an importance aspect of the florist industry, as flowers are often purchased for sentimental and special occasions such as weddings, birthdays, and anniversaries. Due to the intangible and perishable nature of flowers. According to Maoyan, Zhujunxuan, and Sangyang (2014), customer purchase intention includes personal needs, desires, societal demands, and advertising influence, such as the use of customer testimonials and endorsements. Customer testimonials are considered a part of electronic Word of Mouth (eWOM), when customers see positive reviews from other users, they tend to develop a better perception of the product's value, ultimately increasing their purchase intention. Meanwhile, social media marketing contributes to enhancing brand awareness, engagement, and customer loyalty through creative content and direct interaction on platforms like Instagram and Facebook.

Despite a growing body of literature on electronic Word of Mouth (eWOM) and social media marketing, there exists a notable research gap regarding the combined impact of these two factors on customer purchase intention. Lumingkewas, Tumbuan, and Pandowo (2023) indicates that while positive eWOM influences purchase intention, social media marketing does not have a significant impact. In contrast, Ratu and Tulung (2022) demonstrate that both eWOM and social media marketing positively affect customer purchase intention in larger industries. However, there is a lack of research that specifically examines the interplay between eWOM and social media marketing on customer purchase intention within the florist industry, particularly in the local context of small and medium enterprises (SMEs) in developing regions. This gap highlights the need for further exploration of how these marketing strategies can be effectively utilized in the unique dynamics of the florist sector.

Research Objectives

The purpose of this research is:

1. To identify the partial influence of Electronic Word of Mouth (eWOM) on Customer Purchase Intention at Vicifelt Florist.
2. To identify the partial influence of Social Media Marketing on Customer Purchase Intention at Vicifelt Florist.
3. To identify the simultaneous of Electronic Word of Mouth (eWOM) and Social Media Marketing on Customer Purchase Intention at Vicifelt Florist.

LITERATURE REVIEW

Customer Purchase Intention

Purchase intention refers to a consumer's desire or tendency to buy a product based on their evaluation of factors such as quality, price, and benefits (Kotler and Armstrong, 2018). It reflects the willingness to purchase after considering personal preferences and brand perception (Schiffman andh Wisenblit, 2019). Kotler and Keller (2016) further define it as a behavior shaped by past experiences in selecting and consuming a product. In digital marketing,

purchase intention is crucial for assessing advertising effectiveness, building consumer trust, and increasing brand loyalty (Foster and Johansyah 2019). A strong purchase intention indicates that consumers have already made an initial buying decision, making it a key factor in marketing strategy. Companies use purchase intention insights to evaluate campaigns, target potential market segments, and optimize promotional efforts (Kotler, Armstrong and Opresnik, 2023).

Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) influences consumer purchase intentions by shaping perceptions, building trust, and guiding decision-making (Chevalier and Mayzlin, 2006). Consumers rely on reviews, comments, and recommendations from previous buyers to reduce uncertainty and perceived risk (Ilmiyah and Krishernawan, 2020). Unlike traditional advertising, eWOM is seen as more credible since it comes from real user experiences (Erkan and Evans, 2016). Factors such as the number, sentiment, and consistency of reviews impact consumer trust and buying decisions. Positive eWOM strengthens confidence and accelerates purchases, making it a vital marketing tool (Kotler and Armstrong, 2018).

Social Media Marketing

Social media marketing uses platforms like Facebook, Instagram, and Twitter to promote products and engage customers (Chaffey and Simms, 2012). It helps businesses build brand awareness, foster relationships, and drive financial benefits through digital interactions (Gunelius, 2011). Digital marketing, including social media strategies, enhances customer acquisition and engagement more effectively and affordably than traditional methods (Kotler and Keller, 2016). It allows direct consumer interaction, strengthening brand loyalty and generating valuable feedback. Social media marketing significantly influences purchase intention by shaping consumer perceptions and decision-making. It provides information, builds trust, and enhances brand equity, ultimately encouraging purchases (Godey et al., 2016).

Previous Research

Indrawati et al. (2022) analyzed the influence of hedonic, utilitarian, and self-esteem motivations on online shopping behavior. Likewise, the mediating role of impulsive shopping and shopping intentions is also analyzed. The study was carried out with the results of a survey in which 450 respondents participated. All the hypothesized links were significant and positive except for the relationship of self-esteem motive with impulsive shopping tendency, which was negative as hypothesized. Moreover, hedonic motive had a strong positive impact on impulsive shopping tendency, whereas, in contrast, utilitarian motive had a strong positive impact on shopping intentions.

Al Hakim and Zuliestiana (2022) determined whether the influence of social media marketing activity carried out by Le Bliss Bouquet has an influence on brand equity, distribution of e-WOM on social media, and purchase intention. Some of the theories used include the theory of social media marketing activity, brand equity, E-WOM, and consumer behavior that can form interest in making purchases. The sample used in this study were Instagram social media users who had accessed the Le Bliss Bouquet Cirebon Instagram social media account. The results show that the structural equation modeling supports the hypothesis contained in the study and shows a positive influence between social media marketing activity on purchase intention. In addition, brand equity is also considered to have a positive impact on e-WOM and e-WOM maintains a positive influence on purchase intention.

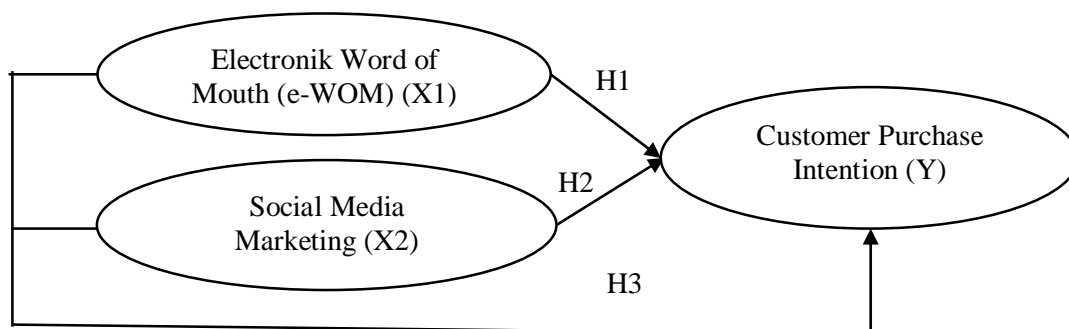
Zhao et al. (2020) added the social psychological distance of consumers to research the effects of WOM on trust, and its further influence on purchase intentions. This research adopts a questionnaire survey method to collect data from users of Xiaohongshu. Through path analysis, the following conclusions are obtained: (1) information quality is positively associated with social psychological distance and trust; (2) social psychological distance is positively associated with trust; (3) social psychological distance mediates the relationship between information quality and trust; and (4) trust is positively associated with purchase intention.

Research Hypotheses

H1: Electronic word of mouth partially positive influence customer purchase intention.

H2: Social media marketing partially positive influence customer purchase intention.

H3: Electronic word of mouth and Social media marketing simultaneously positive influence customer purchase intention.

Conceptual Framework**Figure 1. Conceptual Framework***Source: Literature Review***RESEARCH METHOD****Research Approach**

This research is using a quantitative approach. Sugiyono (2017) stated that the statistical method is a research method based on the philosophy of positivism, used to conduct research on the universe or specific samples, to collect data using research tools, statistical analysis, or statistics, and to test established values. Research designs that use a quantitative approach must be structured, standardized, formal, and designed as thoroughly as possible beforehand. The approach used in this study is a quantitative approach that focuses on Electronic Word of Mouth, Social Media Marketing on Customer Purchase Intention of Flower Bouquet in Vicifelt Florist Kawangkoan Minahasa.

Population, Sample, and Sampling Technique

Harinaldi (2005) defines that the population can be a collection of all measuring instruments, objects or people to be studied. The population of this research is respondent who have experience or the customer already follow Vicifelt Florist in social media. The sample size was determined using Rao Purba's formula in 1996, resulting in a minimum of 97 respondents, rounded up to 100. The study employs a non-probability sampling method, specifically purposive sampling, which selects respondents based on predefined criteria (Sekaran and Bougie, 2016). The selected respondents are male and female residents of Kawangkoan Minahasa who follow ViciFelt Florist on Instagram or Facebook.

Type and Data Source

Research data is categorized into two types, namely primary data and secondary data. This research uses primary data. Sekaran and Bougie (2016) say data obtained directly by researchers for specific research purposes is called primary data. Primary data collection methods involve collecting information from original sources to fulfill the specific purpose of the study.

Data Collection Method

In this research, data collection will use primary data through questionnaires. A questionnaire, according to Bahri (2018), is a data collection method that is carried out by asking a number of questions or written statements to the person being surveyed to get answers. Data collection required in this study was carried out through the use of an online questionnaire with the Google questionnaire form.

Operational Definition and Indicator of Research Variable**Table 1. Operational Definition and Indicator of Research Variable**

No.	Variable	Operational Variables	Indicator
1.	Electronic Word of Mouth	Electronic word of mouth is a statement made by actual consumers, potential or previous consumers regarding which product or company.	1. Information Sharing 2. Advocacy 3. Recommendation 4. Impression Management

			5. Information Gathering 6. Regular Use of e-WOM for Comparing (Petrović et al., 2020; Lee et al., 2021; Abubakar, 2016)
2.	Social Media Marketing	Social media marketing is a way to get your message out to a large audience by using different platforms, like blogs, Facebook, Twitter, Instagram, and other social media sites. It can be used to promote products, services, brands, or causes.	1. Online Communities 2. Interaction 3. Sharing of Content 4. Accessibility 5. Credibility (As'ad and Alhadid, 2014)
3.	Customer Purchase Intention	Purchase intention is a measurement of how strongly a person intends to engage in a particular behavior or decide whether to purchase a good or service.	1. Exploratory Interests 2. Referential Interests 3. Transactional Interests 4. Preferential Interests (Hanjani and Widodo, 2019)

Testing of Research Instruments Validity and Reliability Test

Validity test is a fitness test. A research instrument that has been declared valid means that the instrument can measure the variable to be measured (Sugiyono, 2017). A question item is considered valid if the calculated r value exceeds the table's r value, while a statement item is considered invalid if the calculated r value is below the table's r value. Reliability test shows the index as a measuring tool that can be trusted or relied upon (Payadnya and Jayantika, 2018). The research result is considered reliable if there is consistency in the data, even when measured at different times (Sugiyono, 2017). The purpose of reliability test is to assess the consistency of the measurement from the research.

Classical Assumptions Tests Normality Test

Normality test that good information and can be used in research is information that is usually scattered, to test whether it is usually spread or not, can be seen through a typical probability plot by comparing the cumulative distribution and the normal distribution (Ghozali, 2016).

Heteroscedasticity Test

In the heteroscedasticity test aims to test whether in the regression model there is a residual variance inequality one observation to another observation. A good research model is one that does not have heteroscedasticity (Ghozali, 2016).

Multicollinearity Test

Multicollinearity test aims to determine whether the regression model found a correlation between independent variables r dependent variables. Multicollinearity test is done by observing the value of tolerance and Variance Inflation Factor. If the value is higher than the tolerance value of 0.1 or VIF smaller than 10, then it can be concluded that there is no multicollinearity (Ghozali, 2016).

Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is the study of how a dependent variable Y is related to two or more independent variables. The equation that describes how the dependent variable Y is related to the independent variables X_1, X_2, \dots, X_p and the error term is called a multiple regression model. The following is a Multiple Linear Regression model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Formula description:

- Y : The dependent variable (also known as the response variable) that you are trying to predict or explain.

- β_0 : The intercept of the regression line. It represents the value of Y when all the independent variables (X_1, X_2, \dots, X_k) are equal to zero.
- $\beta_1, \beta_2, \dots, \beta_k$: The coefficients of the independent variables. Each β coefficient represents the change in the dependent variable Y for a one-unit change in the corresponding independent variable X, holding all other independent variables constant.
- X_1, X_2, \dots, X_k : The independent variables (or predictor variables) that are used to predict Y
- ϵ : The error term (also known as the residual), which accounts for the variability in Y that cannot be explained by the linear relationship with the independent variables. It represents the difference between the observed and predicted values of Y.

Hypothesis Testing

T-Test (Partial)

The t-test is used to test the hypothesis regarding the effect of the independent variable on the dependent variable. The t test is Carried out by comparing the t statistical value with the t table value. The value Obtained from the calculation is called count, which is then compared with table at the 0.05 or 5% significance level (Bahri, 2018).

F-Test (Simultaneous)

The purpose of the F statistical test is to assess whether the independent and dependent variables in the model together have an influence on each other (Ghozali, 2016). To make a determination based on the F test, the alternative hypothesis (H_a) is considered to have a simultaneous effect if the significance level (sig) is less than 0.05 which means that there is a simultaneous influence between the independent variable and the dependent variable. On the other hand, the hypothesis (H_0) is considered to have no effect if the significance level (sig) is greater than 0.05 which indicates that there is no simultaneous influence between the independent and dependent variables.

RESULTS AND DISCUSSION

Research Result

Validity and Reliability Tests

Table 2. Validity Test Result

Variable	Indicator	Pearson Correlation	Sig.	r-table	Description
Electronic Word Of Mouth Variable (X1)	X1.1	0.814	<0.001	0.195	Valid
	X1.2	0.823	<0.001	0.195	Valid
	X1.3	0.804	<0.001	0.195	Valid
	X1.4	0.798	<0.001	0.195	Valid
	X1.5	0.828	<0.001	0.195	Valid
	X1.6	0.721	<0.001	0.195	Valid
Social Media Marketing (X2)	X2.1	0.673	<0.001	0.195	Valid
	X2.2	0.749	<0.001	0.195	Valid
	X2.3	0.740	<0.001	0.195	Valid
	X2.4	0.791	<0.001	0.195	Valid
	X2.5	0.706	<0.001	0.195	Valid
Customer Purchase Intention (Y)	Y.1	0.618	<0.001	0.195	Valid
	Y.2	0.751	<0.001	0.195	Valid
	Y.3	0.693	<0.001	0.195	Valid
	Y.4	0.839	<0.001	0.195	Valid
	Y.5	0.676	<0.001	0.195	Valid

Source: Data Processed (2024)

Based on table 2, it shows that all indicator statement items from the Electronic Word of Mouth (X1), Social Media Marketing (X2), and Customer Purchase Intention (Y) have a pearson correlation value greater than the r table 61 (0.195). Thus, all statement items for all variables are declared valid.

Table 3. Reliability Test Result

Variables	Cronbach's Alpha	Description
Electronic Word of Mouth (X1)	0.885	Reliable
Social Media Marketing (X2)	0.783	Reliable
Customer Purchase Intention (Y)	0.766	Reliable

Source: Data Processed (2024)

Based on table 3, it shows that all statements from all electronic word of mouth (X1), social media marketing (X2), customer purchase intention (Y) have a Cronbach's alpha greater than 0.60 so that the statements of all variables in this study can be said to be reliable.

Classical Assumption Tests

Normality Test

Table 4. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.80182444
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed (2024)

Based on table 4, the sig (2-tailed) value is $0.200 > 0.05$, so the data is declared normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Result

Model	Coefficients ^a		Collinearity Statistics	
	Tolerance		IF	
1 (Constant)				
Electronic Word of Mouth (X1)	.386		.593	
Social Media Marketing (X2)	.386		.593	

a. Dependent Variable: CPI

Source: Data Processed (2024)

Based on table 5, it can be seen that the electronic word of mouth variable (X1) tolerance value is 0.386 and VIF is 2.593. Variable social media marketing (X2) tolerance value 0.386 and VIF 2.593. The tolerance value of the two variables is more than 0.1 and the VIF value is less than 10, so there is no multicollinearity in this linear.

Heteroskedasticity Test

Table 6. Heteroscedasticity Test Result

Table 6: Heteroscedasticity Test Result						
		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	6.073	1.145		5.306	.000
	Electronic Word of Mouth (X1)	-.041	.048	-.131	-.852	.397

Social Media Marketing (X2)	-.092	.064	-.221	-1.437	.154
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a. Dependent Variable: Abs_Res

Source: Data Processed (2024)

Based on table 6, it can be seen that the results of the Glejser test, the significance value of each variable is more than 0.05, so this study is free from heteroscedasticity.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	8.312	1.958		.245	.000
Electronic Word of Mouth (X1)	.198	.081	.270	.432	.017
Social Media Marketing (X2)	.497	.109	.504	.547	.000

a. Dependent Variable: CPI

Source: Data Processed (2024)

Based on table 7, it can be seen that the form of the regression equation is:

$$Y = 8.312 + 0.198(X1) + 0.497(X2) + e$$

From the Regression Equation above, it can be concluded that:

1. The constant value of 8.312 indicates that if the electronic word of mouth and social media marketing variables are equal to 0, then the value of customer purchase intention is 8.312.
2. The electronic word of mouth value is 0.198, which means that each addition of one scale to the electronic word of mouth will increase 0.198 in customer purchase intention.
3. The value of the social media marketing variable is 0.497, which means that each addition of one scale on social media marketing will increase 0.497 on customer purchase intention.

Coefficient of Determination Analysis (R²)

Table 8. Determination Coefficient Test Results

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.540	.531	2.831

Predictors: (Constant), SMM, EWOM

Source: Data Processed (2024)

Based on the table 8, for the adjusted R square value is 0.531, this value shows that customer purchase intention is influenced by electronic word of mouth and social media marketing by around 53.1% while around 46.9% is influenced by other variables that are not in this research model.

Hypothesis Test

F-Test Result (Simultaneously)

Table 9. F-Test Result

Model	ANOVA ^a				
	Sum of Squares	f	Mean Square	F	Sig.
Regression	912.588		456.294	56.951	.000 ^b
Residual	777.172	7	8.012		
Total	1689.760	9			

a. Dependent Variable: CPI

b. Predictors: (Constant), SMM, EWOM

Source: Data Processed (2024)

Based on table 9, the electronic word of mouth and social media marketing variables on customer purchase intention using the F test get an Fcount value of $56.951 > F_{table} (\alpha = 0.05) 3.090$ with a significance of $0.000 < 0.05$, it can be stated that this hypothesis (H_a) is accepted. From this explanation, it shows that the independent variables word of mouth and social media marketing variables, simultaneously have a significant influence on the dependent variable, namely customer purchase intention.

Hypothesis Tests

T-Test Result (Partially)

Based on table 7, the outcomes are as follows:

1. The electronic word of mouth variable has a tcount value of $2.432 > t\text{-table} (\alpha = 0.05) 1.984$ with a significant rate of $0.017 < 0.05$. This means that H_0 is rejected and H_1 is accepted, this shows that the electronic word of mouth variable has a significant influence on customer purchase intention.
2. The social media marketing variable has a t-count value of $4.547 > t\text{-table} (\alpha = 0.05) 1.984$ with a significant rate of $0.000 < 0.001$ or less than 0.05. This means that H_0 is rejected and H_2 is accepted, this shows that the social media marketing variable has a significant influence on customer purchase intention.

Discussion

The Influence of Electronic Word of Mouth on Customer Purchase Intention

The results of this study indicate that e-WOM partially influences customer purchase intention at Vicifelt Florist Kawangkoan. In this study, the e-WOM variable is measured using six indicators: information sharing, advocacy, recommendation, impression management, information gathering, and regular use of e-WOM for comparison. Today, social media has become an essential tool for sharing information. With its easy accessibility, customers tend to seek information about the Vicifelt Florist account to understand the overall assessment of the florist online. The information they gather influences their perspective and decisions regarding buying flower bouquets. Online information shared by previous customers is generally more trusted by new customers because it stems from the real experiences of those who have already used the services of Vicifelt Florist. This trust is primarily determined by the satisfaction level of the previous customers. Satisfied customers are more likely to share positive reviews, which can significantly boost the intention to purchase from Vicifelt Florist. eWOM refers to the process of consumers sharing their opinions, experiences, or recommendations about a product or service through digital platforms (Hennig-Thurau et al., 2004). This concept is vital for businesses like Vicifelt Florist, where customer decisions often depend on trust and social influence. The Theory of Planned Behavior from Ajzen in 1991 serves as a foundational theory in understanding how eWOM affects purchase intention. According to this theory, a person's intention to perform a behavior, such as purchasing a bouquet, is influenced by their attitude toward the behavior, subjective norms, and perceived behavioral control. Positive eWOM, which includes favorable reviews and recommendations, can shape consumer attitudes, establish positive social norms, and enhance their confidence in making a purchase decision. The findings of this study are consistent with previous research that demonstrates the significant impact of eWOM on customer purchase intention. Supported research by Tien, Rivas, and Liao (2019) found that positive and credible eWOM substantially enhances consumer trust and purchase intention for products recommended on social media platforms. This highlights the importance of credibility in shaping consumer decisions, which is particularly relevant for a small-scale florist like Vicifelt Florist.

The Influence of Social Media Marketing on Customer Purchase Intention

Social media marketing is a form of digital marketing that utilizes social media platforms to reach consumers. According to communication theory, the two-way communication that occurs on social media helps create a stronger connection between brands and consumers. This impacts customer satisfaction because social media provides a space for customers to interact directly, give feedback, and share positive experiences about the products they purchase. This study is supported by previous research conducted by Xia et al. (2024) which show that social media marketing has a positive influence on customer purchase intention, particularly among millennials. This demographic's familiarity and comfort with digital platforms make them more receptive to promotional content and customer reviews shared on social media, directly affecting their intention to purchase. Furthermore, research by Manzoor et al. (2020) adds another layer of insight by revealing that trust and social media influence significantly affect consumers' purchase intentions. Their findings suggest that consumers are more likely to make purchase decisions when they trust the brand or the information shared on social media platforms. Trust-building elements such as transparent communication, authentic reviews, and consistent engagement with customers on social media are key factors that enhance the effectiveness of marketing efforts, ultimately driving customer purchase intention.

Together, these studies provide compelling evidence that social media marketing, combined with the trust generated through eWOM and direct interactions, plays a pivotal role in influencing consumer behavior and boosting purchase intentions.

The Influence of Electronic Word of Mouth and Social Media Marketing on Customer Purchase Intention

This study show Electronic Word of Mouth and Social Media Marketing have a significant influence on customer purchase intention supported by previous research conducted several previous research that show that eWOM and social media marketing have a significant influence on customer purchase intention. Winarno and Indrawati (2022) showed that social media marketing has a positive and significant relationship on purchase intention through E-WOM. Specifically in the flower industry, these studies suggest that positive reviews and social media engagement play a key role in influencing potential customers' purchase intentions. Overall, these studies reinforce the idea that both eWOM and social media marketing have a significant and positive impact on customer purchase intention, particularly when used effectively in marketing strategies.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research and discussion that has been stated previously, conclusions can be drawn from the research on The Influence of Electronic Word of Mouth and Social Media Marketing on Customer Purchase Intention of Flower Bouquet in Vicifelt Florist Kawangkoan Minahasa:

1. Electronic word of mouth has a significant positive influence on customer purchase intention variable on flower bouquet in Vicifelt Florist Kawangkoan Minahasa. This finding indicates that positive online reviews, recommendations, and discussions shared by customers across digital platforms play a crucial role in shaping the intention of potential buyers to purchase flower bouquets from ViciFelt Florist Kawangkoan Minahasa.
2. Social media marketing has a significant influence on customer purchase intention variable on flower bouquet in Vicifelt Florist Kawangkoan Minahasa.
3. There is has a positive significant influence of electronic word of mouth and social media marketing on customer purchase intention. This finding suggests that both eWOM and social media marketing play complementary and impactful roles in influencing customers' decisions to purchase products, specifically flower bouquets at Vicifelt Florist in Kawangkoan, Minahasa. Positive eWOM, such as customer reviews testimonials, and online recommendations, combined with effective social media marketing strategies such as engaging content, promotions, and visual displays enhance the visibility, credibility, and attractiveness of the florists' offerings. As a result, these two factors work together to strengthen customer interest, build trust, and ultimately drive purchase intention.

Recommendation

1. ViciFelt Florist to enhance eWOM Strategies, leverage Social Media Marketing, integrate eWOM with Social Media Campaigns, and monitor Customer Feedback.
2. Future studies are encouraged to explore additional variables beyond electronic word of mouth and social media marketing, conduct similar studies on other types of businesses or industries to compare results and determine whether the influence of eWOM and social media marketing varies across different markets or customer demographics, utilize qualitative methods, such as in depth interviews or focus groups, and expand the sample size or including broader geographic areas can enhance the generalizability of the findings.

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