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THE INFLUENCE OF SOCIAL MEDIA MARKETING AND WORD OF MOUTH TOWARDS PURCHASE DECISION OF CRYPTOCURRENCY

PENGARUH PEMASARAN MEDIA SOSIAL DAN KOMUNIKASI DARI MULUT KE MULUT TERHADAP KEPUTUSAN PEMBELIAN MATA UANG KRIPTO

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Abstract: The purpose of this research is to analyze the influence of social media marketing and word of mouth towards purchase decision of cryptocurrency. This study employs a quantitative method with a sample of 100 respondents who have purchased cryptocurrency and reside in Manado. The data were collected through a questionnaire, using five indicators for each variable. The findings reveal that all attributes of social media marketing and word of mouth simultaneously influence the purchase decision of cryptocurrency. Both social media marketing and word of mouth have a positive effect on purchase decisions. These indicators serve as benchmarks for buyers in making their decisions. However, the social media marketing and word of mouth show a positive effect, buyers are advised to have a foundation about cryptocurrency before entering the cryptocurrency market in order to avoid fraud or following trends driven by social media or word of mouth out of fear of missing out (FOMO).

Keywords: Social Media marketing, Word of Mouth, Purchase Decision.

Abstrak : *Tujuan dari penelitian ini adalah untuk menganalisis pengaruh social media marketing dan word of mouth terhadap keputusan pembelian cryptocurrency. Penelitian ini menggunakan metode kuantitatif dengan sampel sebanyak 100 responden yang telah melakukan pembelian cryptocurrency dan berdomisili di Manado. Data dikumpulkan melalui kuesioner dengan lima indikator pada setiap variabel. Hasil penelitian menunjukkan bahwa seluruh atribut social media marketing dan word of mouth secara simultan berpengaruh terhadap keputusan pembelian cryptocurrency. Social media marketing dan word of mouth memiliki pengaruh positif terhadap keputusan pembelian. Indikator-indikator tersebut menjadi patokan bagi pembeli dalam mengambil keputusan. Namun demikian, meskipun social media marketing dan word of mouth memiliki pengaruh positif, pembeli disarankan untuk memiliki dasar yang kuat sebelum memasuki pasar cryptocurrency agar terhindar dari penipuan atau sekadar mengikuti tren akibat pengaruh media sosial maupun word of mouth karena faktor fear of missing out (FOMO).*

Kata Kunci: *Pemasaran Media Sosial, Mulut ke Mulut, Keputusan Pembelian*

INTRODUCTION

Research Background

The increasing development of technology in the revolution of 4.0 as a result of the globalization era that moves forward and brings the world in a new direction in many aspects of human life, including economic activities. This development also changes people's wants to become fast and instant, also directly affects the company and business, especially the sales sector. As a result of changes in consumer wants, company and businesses are competing to create new strategies in order to find out what consumers want and how to distribute their products. In this era of globalization, social media has the most influence in marketing for companies or businesses to promote and the information that is faster than print promotion media such as newspapers, magazines, and other brochures.

After the COVID-19 impact almost all the business sector, especially the business sector in media

marketing that specialized in produced newspaper, magazines and brochures are finding it difficult to adapt to the rapid shift to digital alternatives such as online newspapers, digital magazines and e-brochures. Revenue has drastically decreased as a result of the shift to online newspapers, digital magazines, and e-brochures. This is a serious dilemma for big businesses in this industry. As a result, company executives and their boards of directors are currently confronted with the pressing challenge of coming up with fresh plans to keep survive in the post-pandemic environment.

Kotler & Keller (2016)'s The Consumer Decision-Making Process, which describes the behavioral and psychological phases a customer goes through prior to making a purchase, offers a pertinent theoretical framework for this investigation. Social Media Marketing (SMM) and Word-of-mouth (WOM) have the potential to impact customers at different phases of the decision-making process when it comes. "The buying process consists of the following five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior."(Kotler & Keller, 2016).

The term of "Social Media" is constructed from communication science and sociology which explained in the communication context as a means for storing or delivering information while social networks are social structures made up of a set of social actors with a complex set of dyadic ties among them (Peters et al., 2013). According to datareportal.com, social media statistics for Indonesian, there were 212 million social media users in Indonesia in the first of 2025. The number of social media users in Indonesia at the start of 2022 was equivalent to 74.7 percent of the total population, but it's important to note that social media users may not represent unique individuals.

Social media marketing is part of digital marketing that develops using social media as the main of delivering information and selling products from a company or business. In addition to social media marketing strategy, business people also use a strategy called word of mouth. Word of mouth is a vital component to be analyzed with the aid of advertising researchers and managers, if one remember all of the unique characteristics of the internet, which include the ability to be available to most people for indefinite time (Hennig-Thurau et al., 2004).

Word of mouth is part of a marketing strategy by using verbal or face-to-face media to create trust in something that is being discussed. This is the right strategy to do product marketing quickly and this pattern can be used by business people to find out what people want in a product. According to Erkan & Evans (2016), consumers are receiving high numbers of information regarding the brands, products, and services daily. The huge amount of information is through many advertisements advertised on different marketing channels. With many information at hands, it creates a difficult situation for consumers to decide on.

One of the economic developments is that people make transactions using conventional or fiat currencies which have now shifted towards financial technology / digitalization. This is due to the emergence and development of a new business era, namely a more modern start-up business. To answer these development challenges, several startups in the financial technology sector have emerged, one of which is the emergence of cryptocurrency as a new payment without using real money. According to Kumar and Smith (2017), Cryptocurrency is a cryptographic mechanism in which there are transaction data and balance sheet data. Cryptocurrency is in the form of electronic data so it does not have a physical form like money in general.

In this study, the researcher is interested in researching the citizens in Manado, Sulawesi Utara, who use social media. Citizens also follow people or groups and celebrities who have power in social media to influence people. Not only influenced by social media but can make the word of mouth of the people in order to buy crypto. Therefore, the researcher wanted to know the influence of social media marketing and word of mouth toward purchasing decisions in cryptocurrency in Manado, North Sulawesi.

Research Objectives
1. To find out the influence of Social Media Marketing towards purchase decision in trading cryptocurrency.
2. To find out the influence of Word of Mouth (WOM) towards purchase decision in trading cryptocurrency.
3. To find out the influence of Social Media Marketing and Word of Mouth (WOM) towards purchase decision in trading cryptocurrency simultaneously.

LITERATURE REVIEW

Marketing
Marketing is a key component of a company's strategy, functioning as a mechanism that connects demand

and supply. Kotler and Armstrong (2023) define it as engaging customers and managing profitable relationships to create long-term value. Similarly, Kotler and Keller (2016) describe marketing as identifying and meeting human and social needs, summarized as "meeting needs profitably." Therefore, marketing is not limited to selling products or services but also involves engaging people and maintaining profitable relationships.

Purchase Decision

According to Kotler and Keller (2016), a purchase decision occurs when consumers form preferences among brands and intend to buy the most preferred option, often viewed as a cost–benefit analysis. Kotler and Armstrong (202) add that the final decision can be influenced by two factors: the attitudes of others and unexpected situational factors, such as income, prices, or product benefits. Engel et al. (1994) further explain that purchase decisions involve five roles: initiator, influencer, decider, buyer, and user. In individual consumption, one person may carry out all these roles, though external influences still play a part.

Social Media Marketing

Social media marketing refers to online activities aimed at engaging customers, raising awareness, improving brand image, and driving sales (Kotler & Keller, 2016). Unlike traditional marketing, social media has become increasingly influential as consumers shift toward online platforms, becoming active creators and influencers rather than passive recipients (Hutter et al., 2013). This shift empowers consumers, reduces reliance on traditional media, and allows brands to reach wider audiences through collective interactions and shared content. Despite certain risks, studies emphasize that social media strongly shapes consumer perceptions and purchase intentions, making it an essential strategy for modern businesses (Hutter et al., 2013).
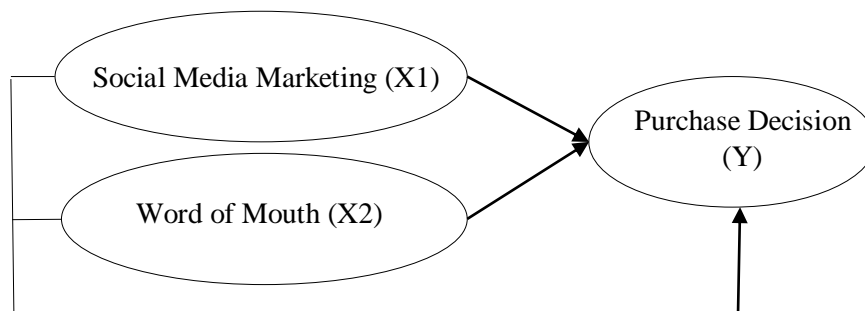
Word of Mouth

Word of Mouth (WOM) is a communication process in the form of giving recommendation both individually public relations, social networking, promotions, and sponsorships. Evernote has several dozen "power users" who spread the word about the brand. (Kotler and Keller, 2016). Word of Mouth can monitor the satisfaction with, the link between customer satisfaction and customer loyalty is not proportional, however.

Previous Research

Zaheer et al. (2021) examined whether two types of word of mouth (face to face word of mouth and electronic word of mouth) have the same effect or different on purchase decision of the consumer. Another purpose of this study is to examine how word of mouth changes as the closeness strength (strong, weak and zero closeness) changed between sender and receiver of the message. Students of two universities were taken as participants for data collection. The analysis shows that both types of word of mouth, electronic word of mouth, and face-to-face word of mouth almost have the same effect on the consumer's purchase decision. On the other hand, as closeness strength of sender and receiver's relationship changes from "strong closeness" to "zero closeness" influence of word of mouth decreases.

Hilman, Ariyanti, & Ghina (2021) determined the effect of social media marketing with the independent variables of Interactivity, Informativeness, Word-of-mouth, Personalization, and Trendiness towards the purchase decision at the Embroidery in Tasikmalaya, specifically at Ar Riaz Collection store. Data collection for this present research was done by using a questionnaire with purposive sampling method to 100 respondents who were the consumers of Ar Riaz collection (one of the embroidery MSMEs in Tasikmalaya). The research findings indicated that Word-of-mouth, Trendiness partially established more positive and significant effect towards purchase decision rather than Interactivity and Personalization did. On the other hand, social media marketing, which consists of interactivity, informativeness, word-of-mouth, personalization, and trendiness, had been shown to simultaneously have a significant effect on purchase decisions at the Embroidery MSMEs in Tasikmalaya city.

Yasin & Achmad (2021) analyzed the influence of word of mouth and product quality on purchasing decisions and repurchase intentions. The population in this study are consumers who have visited more than 1 time at Ichiban Sushi BigMall Samarinda. The sampling technique used was non-probability sampling with the purposive sampling method with a total sample of 90 people. The results showed that: Word of Mouth had a positive and significant effect on Purchase Decisions, Word of Mouth had a positive and insignificant effect on Repurchase Interest,

Conceptual Framework

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis
H1: There is positive influence of the Social Media Marketing towards Purchase Decision in Trading Cryptocurrency.
H2: There is positive influence of the Word of Mouth (WOM) towards Purchase Decision in Trading Cryptocurrency.
H3: There is positive influence of the Social Media Marketing and Word of Mouth (WOM) Towards Purchase Decision in Trading Cryptocurrency Simultaneously.

RESEARCH METHOD

Research Approach
        This research is using a quantitative approach. As stated by Aliaga and Gunderson (2002), quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistic). It will explain the relationship of variables through Causal Analysis in scale method between two continuous independent variables and one dependent variables.

Population, Sample Size and Sampling Technique
        The population of this research is the citizens of Manado, North Sulawesi, as defined by Sekaran and Bougie (2009), where population refers to the entire group of interest for the study. The sample represents the population and is determined based on Hair et al. (2010), requiring n x 5 observed variables; with 12 question items used, the study determined 100 respondents who have bought or owned cryptocurrency. To select the sample, this research employs probability sampling with a simple random sampling technique, giving each member of the population an equal chance to be chosen, ensuring representativeness despite limitations in resources such as time, funds, and manpower (Sugiyono, 2011).

Data Type and Data Sources
        The primary data in this research were collected directly by the researcher through questionnaires, both offline and online, consisting of two parts: respondent identities and variable-related questions. The data collection used the scale method (Azwar, 2000), where respondents answered statements on a six-point scale ranging from Completely Agree (6) to Completely Disagree (1).

Operational Definition and Indicators of Research Variable
Table 1. Operational Definition and Indicators of Research Variable

Variable	Definition	Indicators
Social Media Marketing (X1)	Social Media Marketing refers to the use of digital platforms to connect and engage with consumers through various online efforts.	1. Online Communities 2. Interaction 3. Sharing of Content 4. Accessibility 5. Trust/ Credibility (Kaplan & Haenlein, 2010)

| Word of Mouth (X2) | Word of Mouth in this research represents personal or informal communication between individuals that influences consumer purchasing behavior. | 1. Source
2. Trust
3. Testimony
4. Encourage
5. Experience
(Hennig-Thurau et al., 2004) |
| Purchase Decision (Y) | Purchase Decision in this context is the consumer's process of selecting and deciding to purchase a product based on preferences. | 1. Problem/ Need Recognition
2. Information Search
3. Alternative Evaluation
4. Decision to Choose
5. Post-purchase decision
(Kotler and Keller, 2016) |

Testing of Research Instrument
Validity and Reliability Tests

Validity means the extent of accuracy and accuracy of the measuring instrument in carrying out its measuring function. A measuring instrument can be said to have high validity if the tool is able to carry out the measuring function or provide a measuring result according to the purpose of the study.

Reliability (degree of consistency) is a measure that shows high an instrument can be trusted or reliable, meaning reliability involves accuracy (in a consistent sense) of measuring instruments (Mustafa, 2009).

Data Analysis Method
Testing of Classical Assumptions
Normality Test

The normality test is used to see if the residual value is normally distributed or not. The residual value which is normally distributed will produce a good regression model. Testing the normality of a residual value can be done by using the Kolmogorov-Smirnov test, the results of which are seen from the significance value. In addition, it can be done with other tests such as normal p plot test, histogram test. The data is said to be normally distributed if the significance value is greater than 0.05 and if the significance value is less than 0.05 then the data is not normally distributed.

Heteroscedasticity Test

This test is carried out to test whether in the regression model there is an inequality of variance from the residual of one observation to another observation. The way to detect the presence of heteroscedasticity is to look at the scatterplot graph. The basis of the analysis of the scatterplot graph is that if there is a certain pattern, such as dots that form a certain regular pattern (wavy, widen and then narrow), it indicates that heteroscedasticity has occurred. If there is no clear pattern and the points spread above and below zero on the Y axis, then there is no heteroscedasticity. Heteroscedasticity can also be detected using the Park test (Ghozali, 2005).

Multicollinearity Test

This test was conducted to test whether the regression model found a correlation between the independent variables. The way to detect multicollinearity is by looking at the tolerance value and the Variance Inflation Factor (VIF) value. The cut off value commonly used to indicate the presence of multicollinearity is the tolerance value < 0.10 or the same as the VIF value > 10. Multicollinearity can also be detected by analyzing the correlation matrix of the independent variables. If there is a fairly high correlation between independent variables (generally above 0.90), then this is an indication of multicollinearity (Ghozali, 2005).

Multiple Linear Regression Analysis

Sekaran (2006) said Multiple Linear Regression is a statistical method used to form a model of the relationship between the dependent variable (the dependent; responses, Y) with one or more independent variables (independent predictor, X). Cooper and Schindler (2001) stated that multiple linear regression analysis is a technique to observed value more than one X to estimate or predict corresponding Y value. Multiple regressions are used to express the effect of independent variables and the dependent variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y	: Purchase Decision
X1	: Social Media Marketing (SMM)
X2	: Word of Mouth (WOM)
α	: Constant
β1 &β2	: The regression coefficient of each variable
ε	: Error

The Coefficient Of Determination

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The value of the coefficient of determination for independent variables is determined from the value of r square.

Test of Hypothesis
F-Test (Simultaneously)

The f statistic test basically shows whether all independent variables or independent variables included in the model have a joint effect on the dependent variable or the dependent variable. The F-test is a statistical test that conducted to determine whether necessary relationship between the dependent variable and the set of all independent variables.

T-Test (Partially)

The t-test was conducted to determine the effect of the independent variable on the dependent variable in the multiple regression equation partially. The test was carried out with a 95% confidence level or a significance (α) of 0.05. If the t-test shows an overall significance, the t-test is used to determine whether each of individual independent variable is necessary.

RESULT AND DISCUSSION

Result
Validity and Reliability Results
Tabel 2. Validity Test

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	RTable (5%)	Status
Social Media Marketing (X_1)	$X_{1.1}$	0.860	0.000	100	0.195	Valid
	$X_{1.2}$	0.832	0.000	100	0.195	Valid
	$X_{1.3}$	0.619	0.000	100	0.195	Valid
	$X_{1.4}$	0.574	0.001	100	0.195	Valid
	$X_{1.5}$	0.845	0.001	100	0.195	Valid
Word of Mouth (X_2)	$X_{2.1}$	0.882	0.000	100	0.195	Valid
	$X_{2.2}$	0.740	0.000	10	0.195	Valid
	$X_{2.3}$	0.833	0.000	100	0.195	Valid
	$X_{2.4}$	0.845	0.000	100	0.195	Valid
	$X_{2.5}$	0.930	0.000	100	0.195	Valid
Purchase Decision (Y)	$Y_{1.1}$	0.886	0.000	100	0.195	Valid
	$Y_{1.2}$	0.867	0.000	100	0.195	Valid
	$Y_{1.3}$	0.703	0.000	100	0.195	Valid
	$Y_{1.4}$	0.819	0.000	100	0.195	Valid
	$Y_{1.5}$	0.868	0.000	100	0.195	Valid

Source: Data Processed 2025

From the result in the table 2, the value of r table with n = 100 and df = 98 at a significance level of 0.05 is 0.195. The Pearson Correlation value (r count) of every indicator of Social Media Marketing, Word of Mouth, and Purchase Decision is higher than 0.195, with a significance level of 0.000 (< 0.05). This means that every indicator in the questionnaire is valid and can be used for further analysis.

Reliability Test
Table 3. Reliability Test

Reliability Statistics		
Cronbach's Alpha	**N of Items**	**Status**
0,806	5	Reliable

Source: SPSS Output (2019)

The output of SPSS shows that the value of Cronbach's Alpha of 15 indicators of three variables of Social Media Marketing (X1), Word of Mouth (X2) and Purchase Decision on Trading Cryptocurrency (Y) have been tested for reliability. 5 items used in this research is 0.806. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.7. This means that the data is reliable and can be used for further analysis.
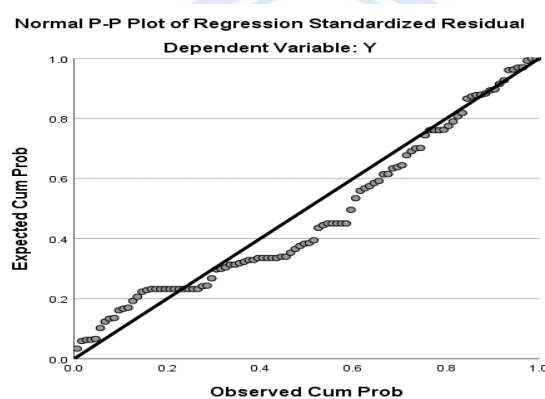
Test of Classical Assumption
Normality

Figure 2. Normality Test
Source: Data Processed, 2025

Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.
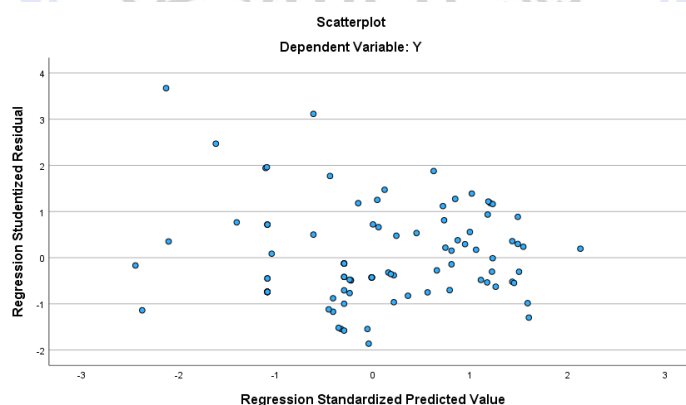
Heteroscedasticity

Figure 3. Heteroscedasticity Test
Source: Data Processed, 2025

Figure 3 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Multicollinearity Test
Table 4. Multicollinearity Result

Model	Collinearity Statistics		Status
	Tolerance	**VIF**	
Social Media Marketing (X1)	0.822	1.216	No Multicollinearity
Influencer Marketing (X2)	0.822	1.216	No Multicollinearity

Source: Data Processed 2025

Table 4 shows that the Social Media Marketing and Word of Mouth has the same tolerance value which is 0.822, meaning that the tolerance value of each variable is more than 0.1. The VIF value of rational buying motives and emotional buying motives is 1.216, meaning that the VIF value of each variable is less than 10. This means that there are no symptoms of multicollinearity between independent variables in the regression model.

Multiple Linear Regression
Table 5. Multiple Linear Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
1 (Constant)	5.735	1.545		3.712	,000
Social Media Marketing (X1)	,579	,075	,590	7.712	,000
Influencer Marketing (X2)	,208	,064	,248	3.240	,002

Source: Data Processed 2025

From the result in the table 5 can be shown through the regression equation as follows:
$$Y = 5.735 + 0.579X1 + 0.208 X2 + e$$

The regression equations can be interpreted as follows:
1. The constant value of 5.735 states that if there is no value of Social Media Marketing (X1) and Word of Mouth (X2) or equal to zero, then the amount of Purchase Decision (Y) as dependent variable is 573.5%
2. Social Media Marketing (X1)' s coefficient value is 0.579 means that if there is one unit increase in Social Media Marketing (X1), then the purchase decision (Y) is increasing by 57.9% assuming the other variables are constant (ceteris paribus).
3. and Word of Mouth (X2)'s coefficient value is 0.208 means that if there is one unit increase in Word of Mouth then the purchase decision (Y) is increasing by 20.8% assuming the other variables are constant (ceteris paribus).

Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination (R2)
Table 6. Result of R and R2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,730[a]	,533	,523	3,469

a. Predictors: (Constant), Social Media Marketing, Word of Mouth
Source: Data Processed, 2025

The results in Table 6 indicate that the correlation coefficient (R) is 0.730, which shows a strong positive relationship between Social Media Marketing (X1) and Word of Mouth (X2) with Purchase Decision (Y). Based on the correlation scale, this value falls within the strong category (0.5–0.75). Furthermore, the Adjusted R Square value is 0.533, meaning that 53.3% of the variation in purchase decisions can be explained by the two independent variables, while the remaining 47.7% is influenced by other factors not included in this research.

Hypothesis Testing
F-Test
        Table 7 shows that the calculated F value (Fcount) is 55.350, which is greater than the critical F value (Ftable) of 3.09 at a 5% significance Degree of freedom (df) of 2;98. This result indicates that Social Media Marketing (X1) and Word of Mouth (X2) simultaneously have a significant influence on Purchase Decision (Y).

Table 7. Simultaneous Test (F-test Output)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1331,866	2	665,933	55,350	,000[b]
	Residual	1167,0447	97	12,031		
	Total	2498,210	99			

a. Dependent Variable: Purchase decision
b. Predictors: (Constant), Social Media Marketing, Word of Mouth
Source: Data Processed, 2025

T-Test
Table 8. Partial Test (T-Test Output)

Variable	tcount	ttable	Sig	Description
Social Media Marketing (X1)	7.712	1.984	0.000	Accepted
Word of Mouth (X2)	3.240	1.984	0.002	Accepted

Source: Data Processed, 2025

The output in table 8shows result as follows:
1. The value of t-count of X_1 is 7.712 and the t-table is 1.984 which means $t_{count} > t_{table}$ with the significant level is 0.000, below than 0.05. The hypothesis that states Social Media Marketing (X1) has significant influence on Purchase Decision of (Y) partially, then the H1 is accepted.
2. The value of t-count of X_2 is 3.240 and the t-table is 1.984 which means $t_{count} > t_{table}$ with the significant level is 0.002, below than 0.05. The hypothesis that states Word of Mouth (X2) has significant influence on Purchase Decision of (Y) partially, then the H2 is accepted.

Discussion
The Influence of Social Media Marketing On Purchase Decision
    The hypothesis about the effect of Social Media Marketing does have positive and has significantly influences on purchasing decision of Trading Cryptocurrency, then hypothesis 2 is accepted. This means that the Social Media Marketing in which there are 5 indicators that important and has influenced consumers in Manado of their decision for Purchasing or Trading on any Cryptocurrency platforms. Here are the indicators on social media marketing along with the results: The first indicator is online communities. The results showed that 26% of respondents "strongly agree" and the highest is 29% of respondents "slightly disagree" with the statement "I follow and learn about Crypto Trading through online trading communities on social media platforms.". The second indicator is interaction. The results showed that 23% of respondents "strongly agree" and the highest is 31% of respondents "slightly agree" with the statement "I establish a relationship by communicating or interacting with one or more people to get the latest information about Crypto Trading on social media.". The third indicator is sharing content. The results showed that 11% of respondents "strongly agree" and the highest is 32% of respondents "slightly disagree" with the statement "I use social media as a platform to exchange information, distribute/share content, and obtain content related to cryptocurrency trading.". The fourth indicator is accessibility. The results showed that 43% of respondents "strongly agree" and the strongly agree is the highest percentage with the statement "I can easily access information and news on social media regarding cryptocurrency trading." The fifth indicator is trust or credibility. The results showed that 23% of respondents "strongly agree" and the highest is 32% of respondents "slightly disagree" with the statement "I trust the credibility of the information about Cryptocurrency products that I get on my social media platforms." Social Media Marketing has a positive influence on respondents' purchase decisions regarding cryptocurrency. Based on the overall responses to the questions given, the majority of respondents chose "slightly agree," "agree," and "strongly agree," indicating a generally favorable perception. This research in line with the finding of Hilman et al. (2021) social media marketing has positive and significant effect towards purchase decision

The Influence of Word of Mouth On Purchase Decision
    The hypothesis about the effect of Word of Mouth does have positive and has significantly influences on purchasing decision of Trading Cryptocurrency, both same as the social media marketing, then hypothesis 2 is accepted. This means that the Word of Mouth in which there are 5 indicators that important and has influenced

consumers in Manado of their decision for Purchasing or Trading on any Cryptocurrency platforms. Here are the indicators on social media marketing along with the results: First indicator is source. The results showed that 17% of respondents "strongly agree" and the highest is 40% of respondents "slightly disagree" with the statement, "I do word of mouth (WOM) communication to get information about cryptocurrency." Second indicator is trust. The results showed that 12% of respondents "strongly agree" and the highest is 39% of respondents "slightly disagree" with the statement, "I trust crypto products through information I get from friends and/or other people.". Third indicator is testimony. The results showed that 27% of respondents "strongly agree" and the highest is 34% of respondents "slightly disagree" with the statement, "I often get positive testimonials from friends and/or other people who have purchased cryptocurrency products.".Fourth indicator is encouraging. The results showed that 18% of respondents "strongly agree" and the highest is 41% of respondents "slightly disagree" with the statement, "I often get encouragement from friends to buy trending cryptocurrencies." Fifth indicator is experience. The results showed that 24% of respondents "strongly agree" and the highest is 38% of respondents "slightly disagree" with the statement, "I often get recommendations from friends to buy crypto." Although the data shows that most respondents selected "slightly agree," Word of Mouth still has a positive influence on the purchase decision of cryptocurrency. This is evident when observing the overall trend across all questions—most responses fall within the categories of "slightly agree," "agree," and "strongly agree." Collectively, this indicates a generally positive perception. Hence, in the volatile and complex nature of cryptocurrency, WOM plays a secondary role compared to more formal or trusted information channels. This finding is in line with Zaheer et al. (2021) that both types of word of mouth, electronic word of mouth, and face-to-face word of mouth almost have the same effect on the consumer's purchase decision, and Yasin & Achmad (2021) that Word of Mouth had a positive and significant effect on Purchase Decisions.

CONCLUSION AND RECOMMENDATIONS

Conclusion

After examining the findings and discussing the result, based on this research it can be concluded that:

1. Social Media Marketing (X1) partially has a positive influence on the Purchase Decision (Y) of Cryptocurrency.
2. Word of Mouth (X2) partially has a positive influence on the Purchase Decision (Y) of Cryptocurrency.
3. Social Media Marketing (X1) and Word of Mouth (X2) simultaneously influence the Purchase Decision (Y) of Cryptocurrency.

Recommendations

The following recommendations can be given by researchers for related individuals or customers who currently use, purchase, and still engage in trading as a source of income, profit or investments, as well as those who are new to the world of cryptocurrency market.

1. Stay actively engaged with reputable social media sources by following credible crypto influencers, news outlets, and official project channels (e.g., X/Twitter, Instagram, Facebook, YouTube, Telegram, Discord) verifying information before acting on social media content, as hype or misinformation can lead to impulsive or risky investment decisions; and using social media analytics tools or sentiment trackers to understand market trends driven by public interest.
2. Leverage and Contribute To Positive Word Of Mouth By engaging in crypto communities—related, discussion groups, and peer chats where trustworthy and experience-based recommendations circulate; asking for insights and experiences from other traders before investing in new coins or projects; and sharing honest feedback on exchanges, wallets, and investment outcomes to help others make informed decisions
3. Combine Social Media Insights With Peer Recommendations By cross-referencing hype-driven trends with real community feedback before making trading decisions; avoiding relying on a single source of influence—combine technical analysis, market news such as forex factory or Trading View for the market insight, and community sentiment to form a balanced strategy; and using social media as a fast-moving information channel and word of mouth for reliability and confirmation.
4. Be Cautious of Manipulative Marketing and Fake Testimonials by watching out for paid promotions disguised as organic content; validating testimonials by checking their source, context, and track record. Especially influencers who has records in binary trading, and prefering platforms and influencers who maintain transparency.

5. Educate one self continuously by attending webinars, read whitepapers, and follow educational content shared via both social media and community channels; and oin trusted crypto education platforms to improve your ability to distinguish between real opportunities and marketing noise.

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