

The Effect of Customers Engagement and Electronic Word of Mouth n Purchase Decision Through Purchase Intention as a Mediation Variable (Case Study on Tomoro Coffee)

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Abstract. This study aims to analyze the influence of customer engagement and electronic word of mouth (eWOM) on purchase decisions mediated by purchase intention among Tomoro Kopi consumers. The Structural Equation Modeling (SEM) approach with the Partial Least Square (PLS) method was used to test the relationship between variables. The sample used in this study was 80 respondents in Samarinda City. The results showed that customer engagement has a positive and significant effect on both purchase intention and purchase decision, indicating that the higher the level of customer engagement, the stronger the purchase intention and resulting purchase decision. Conversely, electronic word of mouth does not have a direct effect on purchase decisions, but has an indirect effect through purchase intention. This finding confirms that eWOM can only drive purchase decisions if it first increases consumer purchase intention. In addition, purchase intention has been proven to have a significant effect on purchase decisions, making purchase intention a key factor that bridges the consumer's psychological process before making an actual purchase.

Keywords: Customers Engagement; Electronic Word of Mouth; Purchase Decision; Purchase Intention; Tomoro Coffee

1. INTRODUCTION

The development of the coffee shop industry in Indonesia in recent years has experienced very rapid growth, marked by the rise of local brands that offer various product innovations and consumption experiences that are increasingly lifestyle-orientate (Nasa Nurul Ubay, 2023). The Indonesian coffee industry showed rapid growth in 2024. Production reached 807,580 tons, the highest in the last ten years. This increase was influenced by improving weather conditions, recovering harvests, and a surge in exports, which increased by 76.33% from January to September 2024. In recent times, there has been an increase in the number of coffee shops popping up in Indonesia due to a shift in consumer behavior towards increasingly digital-savvy consumers, making online interaction-based marketing strategies a crucial aspect in influencing interest and purchasing decisions (Novitalia & Kuswati, 2025). Consumers now consider not only product quality, but also digital experiences, emotional connection to brands, and the information they receive from the online environment (Utomo et al., 2023).

Amidst the increasing number of players in the ready-to-drink coffee beverage industry, business competition is increasingly dynamic and requires business actors to create marketing strategies that are relevant to the needs of modern consumers (Meilani & Nugroho, 2023). The

shift in consumer behavior towards increasingly digital connectivity has made the online experience aspect an important factor in shaping preferences and assessments of a brand. Consumers are not only looking for quality taste and competitive prices, but also pay attention to how a brand is present and interacts through the digital space. One brand that has experienced significant growth in recent years is Tomoro Kopi, known for its active marketing strategy, competitive pricing, and use of digital platforms to expand its consumer reach. Tomoro Kopi's presence on various digital channels brings it closer to consumers, while also creating a space for increasingly intense interactions between the brand and its customers.

As the intensity of these interactions increases, purchase decisions become an important aspect influenced by how consumers process the experiences and information they receive from brands (Bachri et al., 2023). Purchase decisions are not only driven by functional needs, but also by perceived value, digital experience, and the level of consumer engagement during interactions with the brand (Kotler & Keller, 2016). In the ready-to-drink coffee beverage industry, these decisions are influenced by various factors such as perceived product quality, price, brand image, and consumer interactions with the brand through digital channels. Previous research has shown that the more positive a consumer's digital experience, such as ease of information access, content quality, and two-way interaction with the brand, the more likely the consumer is to make a purchase decision.

The increasingly digital-oriented marketing landscape has made a brand's ability to build relationships with consumers a key aspect of maintaining competitiveness. In this context, customer engagement is a crucial component because it relates to the level of emotional, cognitive, and behavioral involvement consumers have with a brand (Margaretha et al., 2024). Active consumer interaction through comments, likes, reviews, user-generated content, and participation in digital campaigns also influences their perception of the brand and shapes their tendency to make a purchase (Utomo et al., 2023). Furthermore, these various forms of digital engagement create emotional closeness and strengthen the relationship between consumers and brands. Previous studies have shown that customer engagement plays a role in driving purchase decisions; the stronger the level of consumer engagement, the greater their likelihood of purchasing a product (Minh et al., 2022).

Furthermore, marketing effectiveness in the coffee industry is increasingly determined by the role of electronic word of mouth (e-WOM). Information shared through online reviews, recommendations on social media, and ratings on platforms like Google Reviews, TikTok, Instagram, and delivery apps like GrabFood and GoFood has been shown to significantly influence consumer perceptions (Salsabila & Lestari, 2025). E-WOM is considered more

credible because it comes from the real experiences of other users, so it can increase trust and shape purchasing intentions (Fitrianingsih et al., 2025). In the competitive coffee industry, positive reviews can contribute significantly to brand image and consumer purchasing decisions (Azizah et al., 2025).

The link between e-WOM and purchasing behavior becomes even more apparent when linked to purchase intention. This variable is a psychological indicator that explains a consumer's tendency to make an actual purchase. According to consumer behavior theory, purchase intention is shaped by perceived brand benefits, level of trust, digital interaction experiences, and received e-recommendations. Thus, a strong purchase intention has the potential to transform into an actual purchase decision. This condition makes purchase intention a crucial mediator in understanding how customer engagement and e-WOM simultaneously influence purchase intention (Kotler & Keller, 2013).

Tomoro Kopi, as a research object, has strategic relevance due to its success in leveraging digital channels and consumer interactions as part of its expansion strategy. This brand is growing rapidly and has a presence in several major cities, including by utilizing viral marketing, influencer collaborations, and promotional campaigns that rely on digital content. Tomoro Kopi's rapid growth has also generated a lot of online conversations, both through consumer reviews and social media content that has the potential to influence consumer purchasing decisions. However, further in-depth study is still needed to determine the extent to which customer engagement and e-WOM actually play a role in shaping purchase intention and how intention mediates their influence on purchase decisions. By understanding the relationship between these variables, business actors can design more effective digital marketing strategies, increase loyalty, and optimize consumer purchasing decisions.

Based on this phenomenon, the researcher took the topic of research on "The Influence of Customer Engagement and Electronic Word of Mouth on Purchase Decision Through Purchase Intention as a Mediating Variable Study on Tomoro Coffee Consumers in Samarinda City". The purpose of this study is to discuss and test the influence of customer engagement and electronic word of mouth on purchase decisions both directly and indirectly through purchase intention. This study is expected to provide theoretical contributions in the development of digital marketing literature as well as provide practical benefits for Tomoro Coffee in formulating marketing strategies based on engagement and online recommendations.

2. LITERATUR REVIEW

Theory of Reasoned Action (TRA)

Theory of Reasoned Action(TRA) is a behavioral theory introduced by(Fishbein & Ajzen, 1975)which explains how individual beliefs and attitudes shape intentions and ultimately influence actual behavior. The theory of reasoned action asserts that consumer behavior does not emerge suddenly, but rather is the result of a rational reasoning process and reflects a person's evaluation of an action. Thus, a behavior tends to be carried out if an individual has a strong intention, and this intention is influenced by two main components: attitude toward behavior and subjective norms. This theory is based on the assumption that humans act as rational decision-makers and consider the consequences of each action before deciding to perform a behavior, including in the context of purchasing decisions. Therefore, the theory of reasoned action is widely applied in marketing research, consumer behavior studies, and digital communications.

Purchase Decision

Purchasing decisions are a concept that has a central position in the study of consumer behavior Kotler & Keller (2016) defines a purchasing decision as a consumer's action in making a choice, namely deciding whether or not to buy a product. Purchasing decisions are decisions made by consumers that are the impact of various factors, including economic conditions, financial capacity, technological advances, political dynamics, cultural values, and marketing components such as product, price, distribution, promotion, physical evidence, quality of labor, and service procedures. All of these factors play a role in shaping consumer perceptions and attitudes when processing information, ultimately resulting in a response or purchasing action (Lestari & Suryani, 2021). Suhaily & Darmoyo (2017) emphasizes that purchasing decisions are not instant actions, but rather the result of interactions between consumer needs, desires, and perceptions of products and services.

Customer Engagement

Customer Engagement refers to a consumer's active involvement with a brand, which can be cognitive, emotional, or behavioral. Engagement is not just about purchasing or using a product, but includes interaction, communication, participation, and attachment to the brand (Pradnyani et al., 2024). Engagement creates psychological closeness between consumers and brands, so that consumers are more likely to react positively to marketing content, be loyal, and face the brand, and have a greater likelihood of making a purchase (Ratnawati & Sanaji, 2024). In the context of digital marketing Hollebeek & Macky (2023) emphasizes that customer

engagement is a psychological process that leads to a stronger relationship between consumers and brands.

Electronic Word of Mouth

Electronic word of mouth(e-WOM) is a form of communication in the form of reviews, comments, or recommendations submitted by consumers via digital media (Huete-alcocer, 2017). Agustina & Setiyarini (2025) explains that e-WOM is informal communication between users that takes place on the internet and has the ability to influence consumer perceptions and evaluations of a product. E-WOM has a stronger influence than conventional WOM because it is more widely distributed, easily accessible, and the information can be stored. Furthermore, positive online reviews can increase consumer trust and interest in evaluating a brand (Zhao et al., 2016).

Purchase Intention

Purchase Intention defined as the tendency and desire of consumers to decide to buy a product based on previously formed evaluations and perceptions (Wang et al., 2023). In the context of digital marketing Mukherjee et al., (2020) Research shows that consumer interaction through social media can increase purchase intention because it provides a more personalized and relevant experience for customers. Purchase intention functions as a mediating variable linking the influence of marketing communications with purchasing decisions. Therefore, purchase intention can be viewed as a key psychological stage before an actual purchase, formed through a combination of internal consumer factors and external stimuli they receive (Colie et al., 2017).

3. RESEARCH METHODS

In this study, the approach model used is a quantitative approach with descriptive and explanatory research types. Quantitative research is a numerical study based on data obtained about current events or phenomena. This research is called explanatory research, which explains the answers to the research questions and uses them as material for the study with the aim of determining hypotheses. The information obtained is the result of direct data collection (Sugiyono, 2018).

This study aims to find the influence between the independent variable and the dependent variable through a mediating variable. The independent variable (X_1) namely customer engagement, (X_2) namely electronic word of mouth, dependent variable (Y) namely purchase decision and mediating variable (Z) namely purchase intention. The conceptual framework in this study can be described in a chart presented in the following figure.

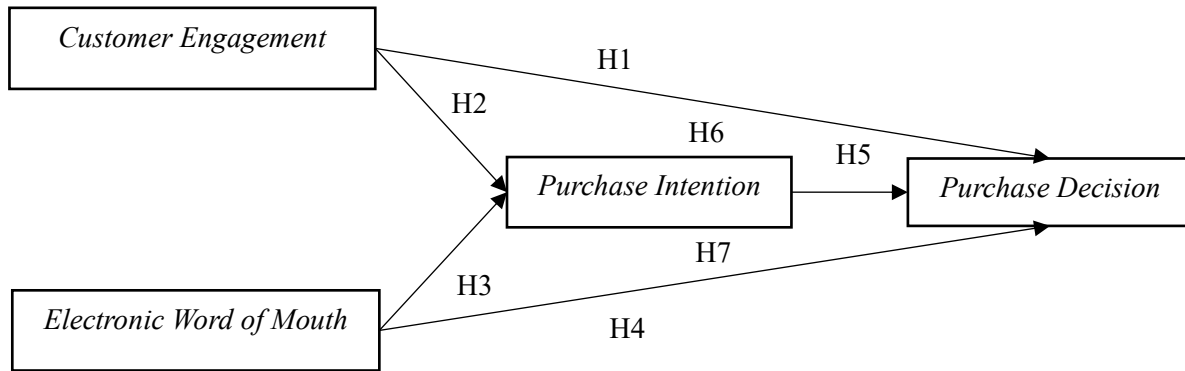


Figure 1. Conceptual Framework.

The figure is used to explain the relationship between the independent variables, namely customer engagement (X1) and electronic word of mouth (X2), the dependent variable (Y) namely purchase decision and the mediating variable (Z) namely purchase intention. In direct relationships are depicted by a straight line and indirect relationships are connected by a broken line.

Research Hypothesis

H1: Customer engagement has a direct influence on purchase decisions of Tomoro coffee consumers.

H2: Customer engagement has a direct influence on purchase intention among Tomoro coffee consumers.

H3: Electronic word of mouth has a direct influence on purchase decisions of Tomoro coffee consumers.

H4: Electronic word of mouth has a direct influence on purchase intention among Tomoro coffee consumers.

H5: Purchase intention has a direct influence on purchase decisions of Tomoro coffee consumers.

H6: Customer engagement has an indirect effect on purchase decisions through purchase intention among Tomoro coffee consumers.

H7: Electronic word of mouth has an indirect effect on purchase decisions through purchase intention among Tomoro coffee consumers.

Population and Sample

Population

Population is data collection carried out to determine the characteristics and research population, population is all the results calculated (Sugiyono, 2017) A population is the entire

research object used as a data source, possessing specific characteristics in a study. The population in this study is Tomoro coffee consumers in Samarinda City.

Sample

A sample is a portion of the number and characteristics of a population with the aim of producing a source of information that is relatively reliable and can be said to be valid according to certain characteristics (Sugiyono, 2017). The sampling technique in this study is non-probability sampling. The non-probability sampling used was purposive sampling, with a sampling method that met certain criteria (Sugiyono, 2018). In this study, the sample selected met the following respondent criteria:

- a. Domiciled or previously domiciled in Samarinda City
- b. Aged ≥ 17 years
- c. Have you ever purchased products from Tomoro coffee?

Based on the sample size calculation formula, the calculation results are as follows:

$$n = \frac{z^2 pq}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,95 \cdot (1 - 0,95)}{0,05^2}$$

$$n = \frac{3,8416 \cdot 0,95 \cdot 0,05}{0,0025}$$

$$n = 73$$

Based on the sample calculation results, the sample size for this study was 73 respondents. The sample size was increased by 7 respondents, resulting in a total of 80 respondents.

Types, Sources and Techniques of Data Collection

Data Types

The type of research data is quantitative data., This is data expressed in numerical form and can be measured objectively. This quantitative data is obtained from respondents' scores on distributed questionnaires. The questionnaire used in this study was closed-ended, with each question accompanied by predetermined answer choices.

Data source

The data source in this study is primary data, namely through the results of observations carried out by the author. Which questionnaire was distributed to Tomoro coffee consumers in Samarinda City.

Data collection technique

To obtain the required data, research was conducted using data collection techniques, Researchers use the e-survey method or electronic questionnaire using internet media (Sugiyono, 2018) This research questionnaire was developed using Google Forms, a digital platform from Google that allows respondents to complete questionnaires online. The researcher conducted the research by distributing the questionnaire link to Tomoro coffee consumers who had previously purchased from Tomoro. In addition, the researcher also distributed the questionnaire link to several existing WhatsApp groups. The results obtained from the questionnaire can be accessed and analyzed directly by the researcher in the form of structured data.

4. RESULTS AND DISCUSSION

This research was conducted using the SmartPLS 3 program combined with Partial Least Square (PLS). The outer model and inner model are components of PLS analysis. The outer model is usually called the outer model, while the inner model is the inner model.

PLS analysis

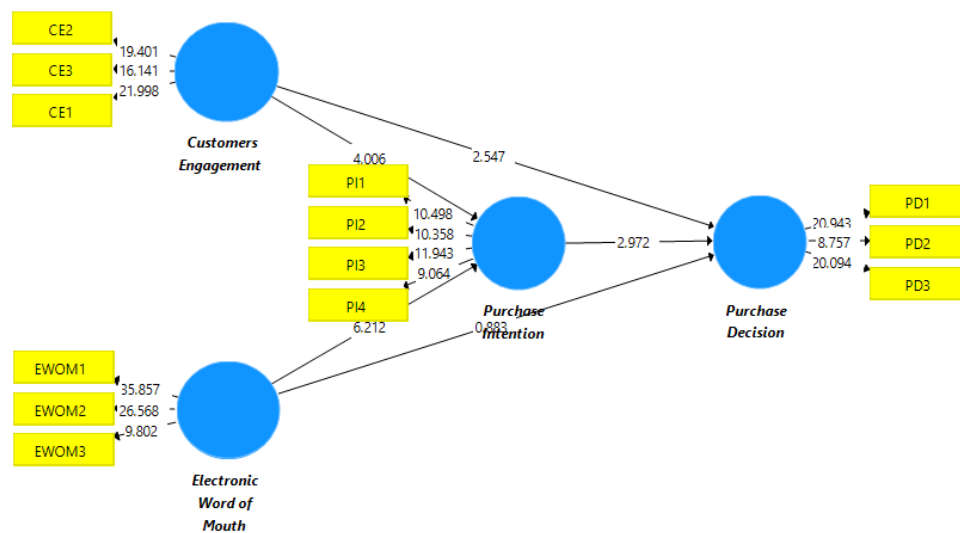


Figure 2. PLS Path Diagram.

Source: Data processed by researchers, 2025.

Outer Model (Measurement Model Evaluation)

Convergent Validity

This can be seen from the loading factor value for each construct indicator. To assess convergent validity, the loading factor value must be greater than 0,7. Furthermore, it can be determined through the Average Variance Extracted (AVE). An instrument is considered valid

if the AVE value is above 0,5. The results of the convergent validity test using loading factors can be seen in the following table:

Table 1. Loading Factor.

Variabel	Item	Loading Factor	SE	Keterangan
<i>Customers Engagement</i>	CE1	0,852	0,7	Valid
	CE2	0,864	0,7	Valid
	CE3	0,799	0,7	Valid
<i>Electronic Word of Mouth</i>	EWOM1	0,918	0,7	Valid
	EWOM2	0,912	0,7	Valid
	EWOM3	0,728	0,7	Valid
<i>Purchase Intention</i>	PI1	0,754	0,7	Valid
	PI2	0,784	0,7	Valid
	PI3	0,706	0,7	Valid
	PI4	0,730	0,7	Valid
<i>Purchase Decision</i>	PD1	0,838	0,7	Valid
	PD2	0,727	0,7	Valid
	PD3	0,849	0,7	Valid

Source: Data processed by researchers, 2025.

Based on table 1, it can be seen that statement items CE1-CE3 produced loading factor greater than 0,7. Thus, items CE1-CE3 are declared valid in measuring the customer engagement variable. Of the three items measuring the customer engagement variable, CE2 is the most representative item in measuring the customer engagement variable.

The EWOM1-EWOM3 statement items produced a loading factor greater than 0,7. Thus, the EWOM1-EWOM3 items were declared valid in measuring the electronic word of mouth variable. Of the four items measuring the electronic word of mouth variable, it was found that EWOM1 was the most representative item in measuring the electronic word of mouth variable.

Items PI1-PI4 produced a loading factor greater than 0,7. Therefore, items PI1-PI4 were declared valid in measuring the purchase intention variable. Of the three items measuring the purchase intention variable, PI2 was found to be the most representative item in measuring the purchase intention variable.

Statement items PD1-PD3 produced a loading factor greater than 0,7. Thus, items PD1-PD3 were declared valid in measuring the purchase decision variable. Of the four items measuring the purchase decision variable, PD3 was found to be the most representative item in measuring the purchase decision variable. Furthermore, the following shows the results of the convergent validity test using AVE.

Table 2. Average Variance Extracted (AVE).

Variables	AVE	Information
Customer Engagement	0,703	Valid
Electronic Word of Mouth	0,734	Valid
Purchase Decision	0,651	Valid
Purchase Intention	0,554	Valid

Source: Data processed by researchers, 2025.

Based on table 3, it can be seen that all variables produce average variance extracted (AVE) which is greater than 0,5. Thus, all items measuring the variable are declared valid.

Discriminant Validity

Discriminant validity The aim is to test items or indicators from two constructs that should not be highly correlated. Discriminant validity is tested by observing the cross-loading value, which must be greater than the other variables. The results of the discriminant validity test using cross-loading are presented in the following table.

Table 3. Cross Loading.

Item	<i>Customers Engagement</i>	<i>Electronic Word of Mouth</i>	<i>Purchase Intention</i>	<i>Purchase Decision</i>
CE1	0,8	0,169	0,413	0,397
CE2	0,864	0,171	0,328	0,350
CE3	0,799	0,185	0,368	0,383
EWOM1	0,183	0,918	0,564	0,425
EWOM2	0,082	0,912	0,642	0,423
EWOM3	0,327	0,728	0,378	0,342
PI1	0,197	0,651	0,754	0,350
PI2	0,286	0,536	0,784	0,499
PI3	0,506	0,370	0,706	0,596
PI4	0,304	0,288	0,730	0,399
PD1	0,294	0,479	0,610	0,838
PD2	0,369	0,203	0,362	0,727
PD3	0,442	0,171	0,328	0,849

Source: Data processed by researchers, 2025.

Based on Table 3, it is known that the cross-loading value of the latent variable indicator has a greater cross-loading value than other variables. Therefore, it can be concluded that the latent variable has good discriminant validity. Another method that can be used to test discriminant validity is by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation value between constructs in the model. The square root value of AVE in a variable that is greater than the correlation value between latent constructs indicates that the discriminant validity of a construct is good. The following are the results of the discriminant validity test using the square root of AVE.

Table 4. Square Root of AVE.

Variabel	<i>Customers Engagement</i>	<i>Electronic Word of Mouth</i>	<i>Purchase Decision</i>	<i>Purchase Intention</i>
<i>Customers Engagement</i>	0,839			
<i>Electronic Word of Mouth</i>	0,209	0,857		
<i>Purchase Decision</i>	0,451	0,465	0,807	
<i>Purchase Intention</i>	0,444	0,630	0,632	0,744

Source: Data processed by researchers, 2025.

From the table4 shows that the variables customer engagement, electronic word of mouth, purchase intention, and purchase decision have a larger square root of AVE compared to the square root of AVE in other variables. Thus, the variables customer engagement, electronic word of mouth, purchase intention, and purchase decision are declared valid.

Composite Validity

Reliability tests are conducted to prove the accuracy, consistency and precision of the instrument in measuring the construct. Composite Reliability is a closer approximation assuming accurate parameter estimates. To assess construct reliability, the composite reliability value must be greater than 0,7. Another way to test the reliability of a construct is through Cronbach's Alpha. If each question studied has a Cronbach's alpha > 0.6 , the instrument is considered reliable or consistent. The following are the test results using composite reliability and Cronbach's Alpha.

Table 5. Composite Reliability And Cronbach's Alpha.

Variabel	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	<i>Keterangan</i>
<i>Customers Engagement</i>	0,877	0,789	Valid
<i>Electronic Word of Mouth</i>	0,891	0,817	Valid
<i>Purchase Decision</i>	0,848	0,734	Valid
<i>Purchase Intention</i>	0,832	0,733	Valid

Source: Data processed by researchers, 2025.

From table 5, it is known that the value composite reliability The correlation coefficients for customer engagement, electronic word of mouth, purchase intention, and purchase decision were greater than 0,70. Therefore, each of these variables met the composite reliability criteria. Furthermore, the Cronbach's Alpha test showed that each variable exceeded 0,60, thus meeting the Cronbach's Alpha requirements. Therefore, all constructs have high reliability.

Inner Model (Structural Model)

R-Squares

R-Square used to explain the influence of exogenous latent variables on endogenous latent variables. The R-Square results can also indicate the amount of variance of the constructs explained in the model. The following presents the results of the R-Square calculation.

Table 7. Values R-Squares.

Variables	R-Squares
Purchase Decision	0,447
Purchase Intention	0,500

Source: Data processed by researchers, 2025.

The test results show that the value R-Square The purchase decision variable obtained a value of 0,447 or equivalent to 47,7%. The results show that the customer engagement and electronic word of mouth variables influence by contributing to forming the purchase decision variable by 47,7%, while the remaining 52,3% is influenced by other variables not included in this study. The R-Square value is classified as a moderate influence category. Meanwhile, the purchase intention variable obtained an R-Square value of 0,500 or equivalent to 50,0%. The results show that the purchase intention variable has a contribution in the influence of customer engagement and electronic word of mouth by 50,0%, while the remaining 50,0% is influenced by other variables not included in this study. The R-Square value is classified as a moderate influence category.

F-Squares

F-Square used to measure the magnitude of the influence of latent variables at the structural level. If the f^2 value is 0,02, the latent variable predictor has little influence on the structural variable. An f^2 value of 0,15 has a moderate influence, and an f^2 value of 0,35 has a significant influence. The following are the results of the test using F-Square.

Table 7. F-Squares Value.

Variabel	Customers Engagement	Electronic Word of Mouth	Purchase Decision	Purchase Intention
Customers Engagement	0,072	0,204		
Electronic Word of Mouth	0,020	0,604		
Purchase Decision				
Purchase Intention	0,180			

Source: Data processed by researchers, 2025.

The results of table 7 show that F-Square The customer engagement variable (X1) on the purchase decision variable (Y) has a value of 0,072 which is classified as having a small effect. The F-Square of the electronic word of mouth variable (X2) on the purchase decision variable (Y) has a value of 0,020 which is classified as having a small effect. The F-Square of purchase

intention (Z) on the purchase decision variable (Y) has a value of 0,180 which is classified as having a moderate effect. The F-Square of the customer engagement variable (X1) on the purchase intention variable (Z) has a value of 0,204 which is classified as having a moderate effect. The F-Square of the electronic word of mouth variable (X2) on the purchase intention variable (Z) has a value of 0,604 which is classified as having a large effect.

Bootstrapping

Bootstrapping used to determine the influence between variables by looking at the significance value. The bootstrapping method was used to minimize data abnormalities in the study. The following presents the bootstrapping results.

Table 8. Bootstrapping Test Results.

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P- Values
<i>Customers Engagement (X₁) → Purchase Decision (Y)</i>	0,225	0,220	0,088	2,547	0,011
<i>Customers Engagement (X₁) → Purchase Intention (Z)</i>	0,327	0,326	0,082	4,006	0,000
<i>Electronic Word of Mouth (X₁) → Purchase Decision (Y)</i>	0,137	0,136	0,155	0,883	0,378
<i>Electronic Word of Mouth (X₂) → Purchase Intention (Z)</i>	0,562	0,564	0,090	6,212	0,000
<i>Purchase Intention (Z) → Purchase Decision (Y)</i>	0,446	0,460	0,150	2,972	0,003
<i>Customers Engagement (X₂) → Purchase Intention (Z) → Purchase Decision (Y)</i>	0,146	0,152	0,067	2,164	0,031
<i>Electronic Word of Mouth (X₂) → Purchase Intention (Z) → Purchase Decision (Y)</i>	0,251	0,260	0,097	2,582	0,010

Source: Data processed by researchers, 2025.

Based on table 8 above, it shows direct and indirect testing between variables:

- Customer engagement (X1) has a T-statistic value of $2,547 > 1,96$ and a P-Value of $0,011 < 0,05$, this shows that customer engagement (X1) has a direct impact on purchase decision (Y).

- b. Customer engagement (X1) has a T-statistic value of $4,006 > 1,96$ and a P-Value of $0,000 < 0,000$, this shows that perceived ease of use (X1) has a direct impact on purchase intention (Z).
- c. Electronic word of mouth (X2) has a T-statistic value of $0,883 < 1,96$ and a P-Value of $0,378 > 0,05$, this shows that electronic word of mouth (X2) does not has a direct impact on purchase decision(Y).
- d. Electronic word of mouth (X2) has a T-statistic value of $6,212 > 1,96$ and a P-Value of $0,000 < 0,05$, this shows that electronic word of mouth (X2) has an influence on purchase decisions (Y).
- e. Purchase intention (Z) has a T-statistic value of $2,972 > 1,96$ and a P-Value of $0,003 < 0,05$, this shows that purchase intention (Z)as a mediating variable that has a direct influence on purchase decision(Y).
- f. There is a mediating effect between customer engagement (X1) and purchase intention (Z). This is indicated by a T-statistic value of $2,164 > 1,96$ and a P-value of $0,031 < 0,05$. Therefore, it can be concluded that there is an indirect effect between the variables of customer engagement (X1) and customer e-trust (Z).
- g. There is a mediating effect between electronic word of mouth (X2) and purchase intention (Z). This is indicated by a T-statistic value of $2,582 > 1,96$ and a P-Value of $0,010 < 0,05$. Therefore, it can be concluded that there is an indirect effect between the electronic word of mouth (X2) and customer e-trust (Z) variables.

The influence of customer engagement on purchase decisions of Tomoro coffee consumers

These findings indicate that the level of customer engagement directly influences purchase decisions. This finding obtained a parameter coefficient value of 0,225, indicating that a unit increase in customer engagement will increase purchase decisions by 0,225 units, assuming other factors remain constant. In addition, the T-statistic value of $2,547 > 1,96$ and the P-Value of $0,011 < 0,05$. This means that the higher the level of customer engagement perceived by consumers, the greater the likelihood of their purchase decision towards Tomoro coffee.

This finding is in line with research conducted by Nurfitriyani et al., (2025) which states that customer engagement influences purchase decisions.

The influence of customer engagement on purchase decisions of Tomoro coffee consumers

These findings indicate that the level of customer engagement directly influences purchase intention. This finding obtained a parameter coefficient value of 0,327, indicating that a unit increase in customer engagement will increase purchase intention by 0,562 units,

assuming other factors remain constant. In addition, the T-statistic value of $4,006 > 1,96$ and the P-Value value of $0.000 < 0.05$, this indicates that customer engagement directly influences purchase intention. This means that the more engagement consumers get with Tomoro coffee, the more likely customers will trust Tomoro.

This finding is in line with research Zheng et al., (2022) which states that customer engagement influences purchase intention.

The influence of electronic word of mouth on purchase decisions of Tomoro coffee consumers

This finding indicates that the level of electronic word of mouth directly influences purchase decisions. This finding obtained a parameter coefficient value of 0,137, indicating that a unit increase in electronic word of mouth will increase purchase decisions by 0.225 units, assuming other factors remain constant. In addition, the T-statistic value of $0,883 < 1,96$ and the P-Value of $0,378 > 0,05$. This means that the magnitude of the influence is not empirically strong enough to prove that electronic word of mouth truly contributes to purchase decisions among consumers of Tomoro coffee.

This finding is in line with research conducted by Slamet et al., (2022) which states that electronic word of mouth does not influence purchase decisions.

The influence of electronic word of mouth on purchase intention of Tomoro coffee consumers

This finding indicates that the level of electronic word of mouth does not affect purchase intention. This finding obtained a parameter coefficient value of 0,137, indicating that a unit increase in electronic word of mouth will increase purchase intention by 0,562 units, assuming other factors remain constant. In addition, the T-statistic value of $6,212 > 1,96$ and the P-Value value of $0,000 < 0,05$, this indicates that electronic word of mouth influences purchase intention. This means that electronic word of mouth perceived by consumers directly influences consumer purchase intention to continue considering the product and increases their tendency to make a purchase.

This finding is in line with research Wibisono et al., (2023) which states that electronic word of mouth influences purchase intention.

The influence of purchase intention on purchase decisions of Tomoro coffee consumers

These findings indicate that the level of purchase intention directly influences purchase decisions. This finding obtained a parameter coefficient value of 0.446, indicating that a unit increase in purchase intention will increase purchase decisions by 0.446 units, assuming other factors remain constant. In addition, the T-statistic value of $2.972 > 1,96$ and the P-Value of

$0.003 < 0.05$, this indicates that purchase intention directly influences purchase decisions. This means that the higher the purchase intention held by consumers, the more likely they are to make a decision to make a purchase.

This finding is in line with research Komalasari et al., (2021) which states that purchase intention influences purchase decisions.

The influence of customer engagement on purchase decisions through purchase intention among Tomoro coffee consumers

These findings indicate a complete mediation effect between purchase intention characteristics, which mediates the indirect relationship between customer engagement and purchase decisions. This is evidenced by a parameter value of 0.146, a T-statistic value of 2.164 $> 1,96$, and a P-value of $0.031 < 0.05$. This means that customer engagement does not have a direct influence on purchase decisions, but rather its influence occurs entirely through purchase intention. In other words, customers will not immediately stick with a purchase decision simply because of high customer engagement, but must first build purchase intention towards Tomoro before finally deciding to remain loyal to Tomoro Coffee.

The influence of electronic word of mouth on purchase decisions through purchase intention of Tomoro coffee consumers

This finding indicates that there is a complete mediation effect between the characteristics purchase intention, which mediates the indirect relationship between electronic word of mouth and purchase decisions. This is evidenced by a parameter value of 0,251, a T-statistic value of 2,582 $> 1,96$, and a P-value of $0,010 < 0,05$. This means that electronic word of mouth does not have a direct influence on purchase decisions, but rather its influence occurs entirely through purchase intention. In other words, purchase intention functions as the main psychological mechanism that explains how and why electronic word of mouth can influence purchasing behavior.

5. CONCLUSION

This research uses an approach structural equation model (SEM) Through partial least squares (PLS), this study investigates the influence of customer engagement and electronic word of mouth on purchase decisions through purchase intention. Customer engagement has a positive and significant effect on purchase decisions, indicating that the higher the level of customer engagement perceived by customers, the greater their level of trust in Tomoro Coffee. Electronic word of mouth has no effect on purchase decisions. Customer engagement has a positive and significant effect on purchase intentions, indicating that customers who perceive

a high level of electronic word of mouth are more likely to remain loyal to Tomoro Coffee. Purchase intention has a direct effect on purchase decisions. These findings indicate that purchase intention is an important psychological factor that bridges marketing stimuli to actual purchasing behavior. Other factors such as trust can also play a significant role in shaping purchasing decisions.

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