

THE INFLUENCE OF *ELECTRONIC WORD OF MOUTH (E-WOM)*, *VIRAL MARKETING*, *CONTENT MARKETING* AND *STORE ATMOSPHERE* ON *PURCHASE DECISIONS*

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Abstract

The development of digital technology has driven significant changes in business marketing strategies, particularly through the utilization of social media. One of the most popular and effective platforms for marketing purposes is Instagram. The purpose of this study is to analyze the influence of Electronic Word of Mouth (E-WOM), Viral Marketing, Content Marketing, and Store Atmosphere on consumer purchasing decisions at Angkringan Capo on Jalan Baru, Madiun City. This research employs a quantitative approach using survey methods and questionnaire distribution to 385 respondents who are customers of Angkringan Cepo. The sample was selected using purposive sampling, with the criterion that respondents must be at least 18 years old. The research instruments were validated through validity and reliability tests. The data were analyzed using SPSS software with multiple linear regression analysis. The results of this study are expected to provide deeper insight into the effectiveness of digital marketing strategies in influencing consumer purchasing decisions, as well as serve as a reference for MSME practitioners in optimizing the use of social media to expand market reach and increase sales.

Keywords: *Electronic Word of Mouth (E-WoM), Viral Marketing, Content Marketing and Store Atmosphere, Purchase Decision*

A. INTRODUCTION

During the era of digitalization, all human activities have changed from conventional to centralized with technology. This change in the situation has occurred in almost all countries in the world, and the State of Indonesia is one of them. A survey by the Indonesian Internet Service Providers Association (APJII) estimates that the number of Indonesian internet users will reach 215.63 million in 2022–2023. This shows that Indonesia is one of the countries with the largest number of internet users in the world. With features like Instagram *Shopping*, *Stories*, and *Reels*, businesses can develop new ways to promote goods, attract buyers' attention, and increase sales. Isniwijayatahar also emphasized the importance of making optimal use of Instagram features,

such as consistency in uploading content and selecting the right influencers to increase user engagement (Jamil *et al.* 2025).

The Angkringan Capo Instagram account (@angkringan.capo) is the official platform of Angkringan Capo which is located on Jalan Baru Madiun. With around 15.9 thousand followers, the account actively shares more than 600 uploads in the form of photos and videos featuring food and beverage products, such as various types of punches and rice. Angkringan Capo is open every day from afternoon to night (16.00-23.59), and this Instagram account serves not merely as a promotional platform, but also as a channel for establishing communication and fostering interaction with customers through the comment section and various other interactive features. This certainly not only has an impact on account visibility, but also opens up opportunities for its creation *Electronic Word of Mouth (E-WoM)* which adds to the *Period* for customers.

Electronic Word of Mouth (E-WoM) is a way for a businessman to provide a perception or view in the form of good value for customers (Fitriasari & Ahmadi, 2025). Through various digital channels such as product review platforms, social media, and *online* communities, E-WOM serves as an important reference that helps potential consumers assess the quality of products before transactions. The impact of E-WoM is evident in the formation of consumer perception of positive testimonials can increase trust in brands, while negative feedback can instantly reduce buying interest. The characteristics of E-WoM that are viral and easy to spread further strengthen its influence, creating a domino effect on sales volume. On a broader level, the accumulation of E-WOM also helps shape consumption preferences and trends at the market level.

In addition, *Viral marketing* is a technique that uses social media to achieve marketing goals. *Viral marketing* is a type of marketing approach that uses *online* media and social media platforms to quickly and effectively disseminate promotional content or information to an *audience*. *Viral marketing* encourages *internet* users to share information that they find interesting or useful to others. As a result, content continues to spread and go viral, even in the real world. This can be different from word-of-mouth marketing which is influenced by social media and marketing activities (Sari & Paramita, 2022).

According to (Ainiyyah & Rejeki, 2022), the planning, distribution, and production of material that attracts customers and then persuades them to buy is known as *Content marketing*. Images, videos, written content, audio, and more are common forms of content. To grab people's attention, the content must be engaging. The process of producing and sharing information that must be relevant and useful to consumers is known as *Content marketing*. Even on online platforms, effective content marketing is up-to-date, educational, and easy to find.

In this case, *content marketing* can also be correlated with *a store atmosphere* that complements each other and has a positive effect on consumer purchase decisions. According to (Lestari *et al.*, 2022) it is said that store design that uses visual communication, colors, scents, music, and lighting to influence customer reactions visually and emotionally as well as purchase decisions is known as *store atmosphere*. The use of several components to create a lively and attractive environment for customers is known as *a store atmosphere*.

Furthermore, according to (Kinanti & Saputra, 2023) A purchase decision is the choice to buy from the most well-known brands when there are several options available. After considering a number of factors, buyers choose to buy the brands they are interested in. The definition leads to the conclusion that the process of making a purchase is a decision that is influenced by several aspects that will be considered.

The interconnection among the four variables indicates that, when considered simultaneously, they exert a positive and significant effect on stimulating consumers' purchasing behavior. Therefore, this study seeks to address this gap by offering fresh empirical evidence regarding the impact of *E-WoM (Electronic Word of Mouth)*, *viral marketing*, *content marketing*, and *store atmosphere* on purchasing decisions, thus delivering a more contextual and focused understanding of the phenomenon.

Literature Review

1. Marketing Management

According to Sudarsono (2020) to achieve the company's goals efficiently and effectively, marketing management is an effort to plan, execute (which includes planning, directing, and coordinating) and supervise or regulate marketing operations within an organization. Marketing

is a social process that allows people and organizations to create, sell, and trade valuable goods and services with others to get what they need and want. Overall, the definition of experts involves implementation, supervision and planning aimed at increasing sales and expanding the market especially in today's digital era where SMEs must face unique opportunities and challenges.

2. Purchase Decision

In Chandra (2019), purchasing decisions are part of a process that includes the experience of learning, choosing, using, and even disposing of products. Muzakki and Sulaeman (2021) explained that a purchase decision is a concept that describes consumer behavior in making choices or taking actions to purchase and utilize products or services. Simanjorang (2020) defines purchasing decisions as an evaluation stage that makes consumers choose an alternative, usually with a tendency to buy their favorite brands.

3. *Electronic Word of Mouth (E-WoM)*

Electronic Word of Mouth (E-WoM) is any comment, both favorable and unfavorable, that a customer makes about a business's goods or services and then shared online with other customers (Suarsa, S. H. 2020). This e-WoM can be in the form of product reviews, recommendations, or sharing experiences that are considered before making a purchase. Research by Latifah Nur (2020), Arianthi & Sampurna (2020) shows that E-WOM has a significant positive effect on product purchase decisions and emphasizes the important role of E-WoM in consumers when evaluating and selecting products. So the following hypothesis is produced:

H1 : It is suspected that E-WOM has a significant effect on the Purchase Decision

4. *Viral Marketing*

Viral marketing can be described as a strategy in which marketing messages are voluntarily shared by individuals with others in a chain through social media platforms or the internet (Alvia, 2020). The concept of *viral marketing* is like a virus that spreads quickly and widely, utilizing digital communication without requiring a large budget so that it has a wide impact in a short time. The definition of *viral marketing* also emphasizes that this strategy leverages social media and digital networks to persuade individuals to voluntarily disseminate product

information, creating a large growth in message exposure at a relatively low cost. Findings from previous studies, which showed that viral marketing had a positive impact on the purchase of local skincare products during the Covid-19 pandemic, reinforce the belief in the influence of viral marketing on purchasing decisions (Yogiana *et al.*, 2025). The following hypotheses can be made:

H2: *Viral Marketing* Has a Significant Effect on Purchase Decisions

5. *Content Marketing*

Content marketing is a marketing strategy that includes the selection, production, reinforcement of material that is interesting, disseminated, and relevant, beneficial to a specific audience to spark discussions about content and help customers remember the company clearly (Prasetya, *et al.*, 2021). Meanwhile, according to Wijaya, *et al.*, (2022) to attract, engage, and foster relationships with *certain target audiences*, content marketing includes the production and dissemination of relevant and useful material. The main goal is to attract customers to buy the items offered. Because of this, it is concluded that *content marketing* has a positive effect on purchase decisions because it is able to form a strong brand image, influence perception, and encourage real actions from consumers.

H3: *Content Marketing* has a significant effect on Purchase Decisions.

6. *Store Atmosphere*

For retail organizations, *Store Atmosphere* is a very important physical feature because it helps create a welcoming environment based on customer preferences, which makes customers feel comfortable and encourages them to make a purchase. This atmosphere includes a number of elements that can attract customers, including exterior and interior design, layout, comfort, store temperature, service, music, and others (Agustin Tanjung, 2020). Research by Lestari *et al.* (2022) emphasized that *Store Atmosphere* has a positive influence on purchasing decisions because consumers are more likely to make purchases if they feel comfortable, at home, and have a pleasant emotional experience in the place. Thus the following hypothesis is made:

H4: *Store Atmosphere* has a significant effect on Purchase Decisions

7. The Influence of *Electronic Word of Mouth (E-WOM)*, *Viral Marketing*, *Content Marketing*, and *Store Atmosphere* on Purchase Decisions

Electronic Word of Mouth (E-WOM), *Viral Marketing*, *Content Marketing*, and *Store Atmosphere* together have a big influence on purchasing decisions. Theoretically, the combination of these elements of marketing communication and consumer experience is an important factor that shapes perceptions, preferences, and purchasing decisions. This simultaneously has a significant effect on purchasing decisions. Because these results are in line with research (Nurhayati & Abdurrahman, 2024), (Fauzan & Nuranasmita, 2022), and (Febrianti & Sari, 2023) show that simultaneously these four variables have a significant effect on purchasing decisions. So that the following hypotheses can be made:

H5: *Electronic Word of Mouth (E-WOM)*, *Viral Marketing*, *Content Marketing*, and *Store Atmosphere* have a significant impact on Purchase Decisions

Conceptual Framework

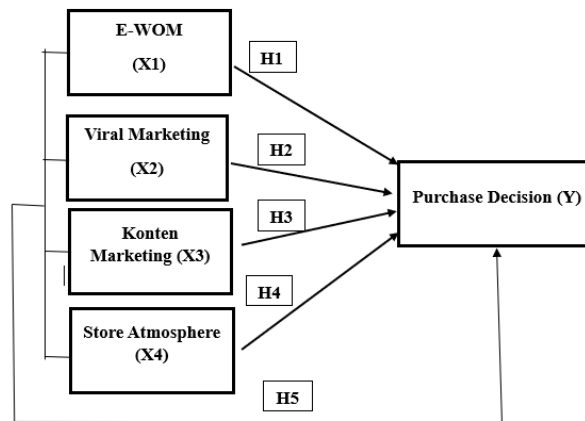


Figure 1. Conceptual Framework

B. METHOD

The research was conducted on Angkringan Capo customers on Jalan Baru, Madiun City, located on Jalan Baru, Manisrejo, Taman District, Madiun City, East Java. This research was conducted in the period of April 2025 to July 2025. This study uses a quantitative method then for data analysis with SPSS 25. The method of data collection is by questionnaire. Based on the

results of calculation and selection of respondents through certain criteria, the total number of samples that can be studied is 385 respondents. Scoring in the study was mainly through questionnaires with a Likert scale. The sampling technique used is *purposive sampling*. The researcher applied the following research criteria:

- Respondents who have made purchases at Angkringan Capo Madiun City at least 1 time
- Respondents who saw or were exposed to the content of Angkringan Capo Madiun City through social media such as (Instagram).
- Respondents with a minimum age of 18.

C. RESULTS AND DISCUSSIONS

Validity Test

The purpose of validity testing is to determine whether the questionnaire can really measure what it wants to measure. If the level of the questions in the questionnaire accurately describes what is being measured, then the questionnaire is valid. In this study, the validity significance test was carried out with a total of 385 respondents. Based on the calculation, the *r-value of the table* was obtained with $N = 385 - 2 = 383$ and the significance level (α) of 0.05, which was 0.101.

Reliability Test

Table 1. Reliability Test

Variabel	Nilai <i>Cronbach Alpha</i>	Angka Kritis	Keterangan
<i>E-WOM (X₁)</i>	0,745	0,60	Reliabilitas
<i>Viral marketing (X₂)</i>	0,657	0,60	Reliabilitas
<i>Content Marketing (X₃)</i>	0,689	0,60	Reliabilitas
<i>Store Atmosphere (X₄)</i>	0,756	0,60	Reliabilitas
Keputusan Pembelian (Y)	0,772	0,60	Reliabilitas

Sumber: SPSS 25, Data diolah (2025)

In this study, *Cronbach's Alpha* was used to test the reliability of variables. A variable is considered reliable if it has a Cronbach Alpha (α) value of more than 0.60. In the test results in

this study, it can be said that the question instrument in this study has met the reliability criteria, so it can be trusted and suitable for use in the process of further data analysis.

Normality Test

Table 2. Reliability Test

<i>One-Sample Kolmogorov-Smirnov Test</i>			<i>Unstandardized Residual</i>
<i>N</i>			385
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>		,0000000
	<i>Std. Deviation</i>		1,84840325
<i>Most Extreme Differences</i>	<i>Absolute</i>		,050
	<i>Positive</i>		,045
	<i>Negative</i>		-,050
<i>Test Statistic</i>			,050
<i>Asymp. Sig. (2-tailed)</i>			,023 ^c
<i>Monte Carlo Sig. (2-tailed)</i>	<i>Sig.</i>		,299 ^d
	<i>95% Confidence Interval</i>	<i>Lower Bound</i>	,253
		<i>Upper Bound</i>	,344

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 385 sampled tables with starting seed 926214481.

Sumber: SPSS 25, Data diolah (2025)

The results of the normality test using the *Monte Carlo One-Sample Kolmogorov-Smirnov Test method*, the results of the *Monte Carlo Sig. (2-tailed)* show a large value of a significant tariff value of 0.05 which is 0.299. With a result of $0.299 > 0.05$, the *Monte Carlo* stated that the data was distributed with normal results.

T Test

Table 3. T Test

Model	T Tabel	T Hitung	Sig.
TOTAL.X1	1,966	4,789	,000
TOTAL.X2	1,966	1,549	,122
TOTAL.X3	1,966	3,898	,000
TOTAL.X4	1,966	8,635	,000

Source: SPSS 25 processing results

- a. *E-wom* (X1) has the result of t count 4.789 which is greater than the table t of 1.966 with sig 0.000. So that *E-Wom* (X1) has a positive and significant effect on the Purchase Decision (Y).

So it can be concluded that H1 is accepted.

- b. *Viral Marketing* (X2) has a calculated t value of 1.549 which is smaller than the t table of 1.966 with a sig of 0.122. This shows that *Viral Marketing* (X2) has no effect and is not significant to the Purchase Decision (Y). It can therefore be concluded that H2 is rejected.
- c. The statistical testing results indicate that *Content Marketing* (X3) obtained a t-value of 3.898, exceeding the critical t-table value of 1.966, with a significance level of 0.000. These findings confirm that content marketing exerts a positive and statistically significant influence on Purchase Decisions (Y), leading to the acceptance of H3.
- d. *Store Atmosphere* (X4) produced a calculated t-value of 8.635, which is higher than the t-table benchmark of 1.966, accompanied by a significance value of 0.000. This outcome demonstrates that *Store Atmosphere* (X4) has a positive and significant effect on Purchase Decisions (Y), therefore H4 is accepted.

F Test

**Table 4. F Test
ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4901.130	5	1225.283	220.634	.000 ^b
	Residual	2110.314	380	5.553		
	Total	7011.444	385			

Source: SPSS 25 processing results

The results of the F Test explained that *the variables Store Atmosphere, Viral Marketing, Content Marketing, and E-WOM* simultaneously (together) have a positive and significant influence on Purchase Decisions. This is evidenced by the calculated F-value of 220,634 with a significance (Sig.) of 0.000, which is much smaller than the standard significance of 0.05. As such, the model is declared feasible, which means that the combination of *Store Atmosphere, Viral Marketing, Content Marketing, and E-WOM* together is a huge key factor in determining the Purchase Decision. It can be concluded that H5 is acceptable.

Coefficient of determination (R²)

Table 5. Coefficient of determination (R²) Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.699	.696	2.357

a. Predictors: (Constant), ln_X4, X2, X3, X1

Source: SPSS 25 processing results

The result value of the determination coefficient (R²) of 0.699 indicates that 69.9% of the dependent variables were influenced by independent variables in the study, while the remaining 30.1% were influenced by other factors outside the study model.

D. CONCLUSIONS

Electronic Word of Mouth (E-WOM) (X1) has a significant influence on purchasing decisions. That reviews, testimonials, and suggestions sent over the internet from previous consumers are able to form a positive influence on the product, ultimately driving purchase decisions by new consumers. *Viral Marketing* (X2) has no significant effect on purchasing decisions because its content tends to be temporary, emotional, unsegmented, and lacks product information that drives buying actions, although previous research has shown that creative viral content can influence purchasing decisions through *social proof effects*. *Content Marketing* (X3) has a significant influence on purchasing decisions. Consistent, engaging, and relevant content strategies have proven successful in increasing customer engagement and creating a strong brand impression in the minds of customers. *Store Atmosphere* (X4) also plays an important role in driving purchase decisions. Physical comfort factors such as strategic location, angkringan specialties, and friendly service support the creation of a pleasant experience for customers, which motivates them to make a repeat purchase. Simultaneously, the three independent variables (*E-WOM*, *Content Marketing*, and *Store Atmosphere*) had a significant effect on the bound variable, namely the Purchase Decision (Y). The regression model in this study showed

that these variables together were able to explain about 69% of the variation in consumer purchasing decisions.

E. SUGGESTIONS

Some of the conclusions made by the researchers based on the above findings:

1. For the Owner of Angkringan Capo Madiun. Improve the consistency of content on Instagram, both in the number of uploads and in the quality of visuals and narratives, to maintain the attractiveness of new customers and keep existing customers loyal.
2. For MSME actors. It can make Angkringan Capo a successful case study in managing social media and content-based digital marketing strategies and *viral marketing*.
3. For the next researcher. It can add other variables, use different objects and regions, and use other research methods such as interviews.

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