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Digitalization of Coffee Shops in Rengasdengklok Area, Karawang: The Influence of Digital Marketing and Word of Mouth on Consumer Purchase Intention

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Abstract:

Purpose – This study aims to examine the influence of digital marketing, specifically social media marketing, and word of mouth (WOM) on consumer purchase intention in coffee shops located in the Rengasdengklok area, Karawang. The research seeks to identify which of these two factors exerts a stronger impact on consumer behavior in a semi-urban context.

Design/methodology/approach – The research adopts a quantitative, explanatory design using a structured questionnaire distributed to coffee shop consumers in Rengasdengklok. Data were collected from 140 respondents, exceeding the minimum sample size calculated based on five times the number of indicators used in the study. Multiple linear regression analysis was employed to test the relationships among variables.

Findings – The results reveal that both social media marketing and WOM have significant and positive effects on purchase intention. Social media marketing demonstrates a stronger influence, with a standardized coefficient (Beta) of 0.775, compared to WOM (Beta = 0.550). The overall model explains 60.4% of the variance in consumer purchase intention, highlighting the crucial role of digital engagement and peer recommendations in shaping consumer decisions.

Research limitations/implications – This study is limited to coffee shops in a specific semi-urban area and may not fully capture consumer behavior in larger urban centers or rural regions. Future research could explore other demographic segments, additional digital marketing channels, or longitudinal effects over time.

Practical implications – The findings provide actionable insights for coffee shop owners and marketers in Rengasdengklok, emphasizing the need to prioritize engaging and interactive social media strategies while simultaneously fostering positive WOM to enhance consumer purchase intentions and sustain competitive advantage.

Originality/value – This research contributes to the literature by addressing the gap in empirical studies focusing on the combined influence of social media marketing and WOM on purchase intention within the context of coffee shops in semi-urban areas of Indonesia. It offers both theoretical and practical value for businesses operating in emerging markets.

Keywords: *social media marketing, word of mouth, purchase intention, coffee shops, digital marketing*

INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed the way businesses operate, including small and medium-sized enterprises (SMEs) in the food and beverage sector. Coffee shops, as one of the most dynamic segments within this industry, have increasingly adopted digitalization strategies to sustain competitiveness and respond to shifting consumer behaviors (Gretzel et al., 2020; Kumar et al., 2022). In particular, digital marketing and online word of mouth (WOM) have emerged as crucial tools for shaping consumer perceptions and driving purchase decisions (Ismail, 2017; Hussain et al., 2022).

In Indonesia, the coffee shop phenomenon has experienced significant growth, not only in major urban centers but also in emerging regions. The Rengasdengklok area in Karawang exemplifies this trend, where a burgeoning coffee culture intersects with the increasing penetration of internet and smartphone usage (BPS Karawang, 2023). Despite the promising market potential, many coffee shop businesses in this region still grapple with effective utilization of digital platforms to maximize consumer engagement and influence purchase intentions.

The urgency of this research lies in the growing digitalization of the food and beverage industry, where coffee shops increasingly rely on social media marketing and word of mouth (WOM) to attract and retain customers. While much existing research focuses on urban areas or broader retail contexts, there is a notable lack of empirical studies examining how these digital strategies influence consumer purchase intention in semi-urban regions like Rengasdengklok, Karawang. Understanding these dynamics is crucial for local coffee shop businesses seeking to compete effectively in an evolving market, as it enables them to tailor marketing efforts to the unique digital behaviors and preferences of consumers in this specific region. Thus, this study not only contributes to theoretical knowledge by addressing a research gap but also offers practical insights that can support the sustainability and growth of coffee shop entrepreneurs operating in emerging markets.

Prior studies underscore that digital marketing strategies such as social media promotions, digital advertising, and interactive content can significantly impact consumer awareness, brand image, and ultimately, purchase intention (Tiago & Veríssimo, 2014; Dwivedi et al., 2021). Similarly, electronic word of mouth (eWOM) has been identified as a potent factor in shaping consumer attitudes

and trust, especially in experience-based industries like coffee shops, where recommendations and reviews heavily sway consumer choices (Cheung & Thadani, 2012; Erkan & Evans, 2016).

However, empirical investigations focusing specifically on the interplay between digital marketing, eWOM, and consumer purchase intention in the context of coffee shops within semi-urban or rural Indonesian regions remain scarce. Most existing research concentrates on metropolitan areas or broader retail contexts, leaving a significant knowledge gap regarding localized dynamics in smaller markets like Rengasdengklok. Understanding these relationships is critical, as localized digital strategies may differ in effectiveness due to socio-cultural factors, digital literacy levels, and consumer lifestyle characteristics unique to the area.

Therefore, this study seeks to examine the influence of digital marketing and word of mouth on consumer purchase intention among coffee shop consumers in the Rengasdengklok area, Karawang. By exploring these variables within a localized context, the research aims to contribute both theoretically and practically. Theoretically, it enriches the literature on digital entrepreneurship and consumer behavior in emerging markets. Practically, the findings are expected to offer actionable insights for coffee shop entrepreneurs and marketers striving to optimize their digital presence and harness the power of consumer networks to enhance business performance.

Based on the background and previous research about digital marketing, Word of Mouth and Purchase Intention, here's the problem statement from this research:

1. How does digital marketing influence the purchase intention of consumers in coffee shops in the Rengasdengklok area, Karawang?
2. How does WOM influence the purchase intention of consumers in coffee shops in the Rengasdengklok area, Karawang?
3. How do digital marketing and WOM simultaneously influence the purchase intention of consumers in coffee shops in the Rengasdengklok area, Karawang?

LITERATURE REVIEW

1. Digitalization in the Coffee Shop Industry

Digitalization has redefined business operations, reshaping how enterprises interact with consumers, manage resources, and create value (Bharadwaj et al., 2013; Li et al., 2018). In the food and beverage sector, coffee shops have embraced digital tools not merely as promotional channels but as integral parts of their business models enabling online ordering, digital payments, loyalty programs, and personalized marketing (Gretzel et al., 2020; Kimes, 2021). This transformation reflects the broader digital economy's impact on consumer expectations for convenience, immediacy, and interactive experiences (Liu et al., 2022).

In Indonesia, digital adoption among SMEs including coffee shops has grown rapidly, driven by increased internet penetration and smartphone usage (APJII, 2023). However, regional disparities remain significant. Semi-urban and rural areas like Rengasdengklok, Karawang, often face challenges in digital infrastructure, digital literacy, and consumer readiness (BPS Karawang, 2023). Consequently, understanding how digital initiatives influence consumer behavior in such contexts becomes crucial for both scholarly inquiry and practical application.

2. Digital Marketing and Consumer Purchase Intention

Digital marketing encompasses a range of strategies, including social media marketing, search engine marketing, content marketing, and online advertising, designed to engage consumers and stimulate purchasing behavior (Tiago & Veríssimo, 2014; Chaffey & Ellis-Chadwick, 2019). In the coffee shop industry, digital marketing enables businesses to showcase their brand personality, promote menu items, and engage with consumers through interactive and personalized content (Dwivedi et al., 2021).

Purchase intention is defined as the conscious plan to purchase a product or service in the future (Fishbein & Ajzen, 1975; Morwitz, 2014). Studies have consistently shown a positive relationship between digital marketing efforts and consumer purchase intention. For instance, digital marketing activities enhance brand awareness, brand image, and perceived value, all of which are antecedents of purchase intention (Ismail, 2017; Hussain et al., 2022). In the context of coffee shops, visually appealing social media posts, influencer collaborations, and targeted online promotions can significantly drive consumer interest and conversion rates (Park et al., 2022). Nevertheless, the efficacy of digital marketing may vary depending on contextual factors such as local culture, digital literacy, and consumer trust in online platforms (Dwivedi et al., 2021). This underscores the importance of examining digital marketing's influence in specific regions like Rengasdengklok.

3. Word of Mouth (WOM) and Electronic Word of Mouth (eWOM)

Word of mouth (WOM) traditionally refers to informal, interpersonal communication about products or services between consumers (Arndt, 1967). With the advent of digital platforms, WOM has evolved into electronic word of mouth (eWOM), where consumers share opinions and experiences online through reviews, social media, and forums (Cheung & Thadani, 2012; Erkan & Evans, 2016).

eWOM has unique characteristics: it is accessible to a broader audience, often remains publicly visible, and carries a perception of credibility due to user-generated content (Cheung et al., 2009). Particularly in experience-driven sectors like coffee shops, where product attributes such as taste, ambiance, and service are subjective, eWOM serves as a critical determinant of consumer choice (Hennig-Thurau et al., 2004). Positive eWOM enhances brand trust and increases purchase intention, while negative reviews can significantly deter consumers (Filieri & McLeay, 2014).

Recent studies emphasize that eWOM's impact is moderated by factors such as source credibility, message valence, and the consumer's involvement level (Cheung & Thadani, 2012; Hussain et al., 2022). Thus, understanding how eWOM influences purchase intention in local contexts like Rengasdengklok where cultural and social dynamics might shape trust in online information is a pertinent area of inquiry.

4. Purchase intention

Purchase intention represents a consumer's conscious plan or willingness to buy a specific product or service in the future and is widely recognized as a key predictor of actual purchasing behavior (Fishbein & Ajzen, 1975; Morwitz, 2014). The concept is deeply rooted in the Theory of Planned Behavior (TPB), which posits that an individual's intention to act is influenced by their attitude

toward the behavior, perceived social norms, and perceived behavioral control (Ajzen, 1991). In the realm of marketing, these translate into how consumers evaluate a product, how they perceive social influence from peers or online communities, and how confident they feel about making the purchase.

Additionally, the Stimulus-Organism-Response (S-O-R) model provides a complementary lens, suggesting that external stimuli such as digital marketing messages or electronic word of mouth (eWOM) affect consumers' internal states, including emotions and attitudes, which subsequently shape their purchase intentions (Mehrabian & Russell, 1974; Eroglu et al., 2001). Within this theoretical context, purchase intention typically encompasses several dimensions, including consumers' interest or desire toward a product, their consideration of it as a purchasing option, their willingness to buy, and the likelihood they will proceed with the purchase (Morwitz, 2014). Indicators often include statements such as "I intend to buy this product" or "I am likely to purchase this product in the near future," measured using Likert scales. Understanding purchase intention is essential for businesses, especially in industries like coffee shops, where consumer decisions are influenced by both digital interactions and personal recommendations. For this reason, examining how digital marketing efforts and word of mouth affect purchase intention in specific contexts like the Rengasdengklok area offers valuable insights for both theory and practice.

Understanding how digitalization shapes consumer behavior in the coffee shop industry requires a thorough review of existing research that explores the interconnected roles of digital marketing, word of mouth (WOM), and purchase intention. Numerous scholars have investigated these variables individually and in various combinations across different industries, highlighting their significant influence on consumer decision-making processes. However, despite the growing body of literature, there remains a noticeable gap in studies focusing specifically on coffee shops operating in semi-urban or emerging regions like Rengasdengklok, Karawang. Most existing studies tend to concentrate on metropolitan contexts or broader retail sectors, leaving localized dynamics underexplored. Therefore, this section summarizes key prior research relevant to the variables examined in this study, presenting a state of the art that helps identify research gaps and establishes the foundation for the present investigation.

Table 1: State of the Art

No.	Authors & Year	Title	Variables Studied	Context / Industry	Main Findings	Journal & DOI
1	Erkan & Evans (2016)	The Influence of eWOM in Social Media on Consumers' Purchase Intentions	eWOM, Purchase Intention	General consumer goods	eWOM credibility and information adoption significantly influence purchase intention	<i>Journal of Research in Interactive Marketing</i> [Scopus Q1] https://doi.org/10.1108/JRIM-05-2015-0042
2	Hussain et al. (2022)	Impact of Digital Marketing on Consumer Purchase Intention: Mediating Role of Brand Trust	Social Media Marketing, Brand Trust, Purchase Intention	Restaurants and cafés	Social media marketing significantly increases purchase intention, mediated by brand trust	<i>SAGE Open</i> [Scopus Q2] https://doi.org/10.1177/21582440221079812
3	Park et al. (2022)	Influencer Marketing and Purchase Intention in the Food and Beverage Industry	Influencer Marketing (subset of social media marketing), Purchase Intention	Food and beverage industry	Influencer marketing positively affects purchase intention, especially in experiential industries like food	<i>International Journal of Hospitality Management</i> [Scopus Q1] https://doi.org/10.1016/j.ijhm.2022.103202
4	Sudibyo & Haryanto (2019)	Electronic Word of Mouth (e-WOM) and Purchase Intention in the Hotel Industry: The Role of Consumer Trust	eWOM, Purchase Intention, Consumer Trust	Hotel industry in Indonesia	eWOM significantly affects purchase intention, mediated by trust	<i>Gadjah Mada International Journal of Business</i> [Sinta 1, Scopus Q3]
5	Pratiwi & Subagio (2021)	Pengaruh Electronic Word of Mouth dan Social Media Marketing terhadap Purchase Intention	eWOM, Social Media Marketing, Purchase Intention	Food & beverage industry in Indonesia	Both eWOM and social media marketing significantly influence purchase intention	<i>Jurnal Manajemen dan Kewirausahaan</i> (Sinta 2)

Source: Researcher's Compilation (2025)

METHOD

This research adopts a quantitative approach, aiming to examine the influence of social media marketing and word of mouth (WOM) on consumer purchase intention in coffee shops located in the Rengasdengklok area, Karawang. A quantitative method is chosen because it allows for objective measurement and statistical analysis of relationships among variables, which is essential for testing hypotheses and drawing generalizable conclusions (Creswell, 2014).

The study is classified as explanatory research, as it seeks to explain causal relationships between independent variables (social media marketing and WOM) and the dependent variable (purchase intention). This type of research is appropriate for investigating the magnitude and significance of influence that marketing efforts have on consumer behavior. Here's the conceptual framework of this research:

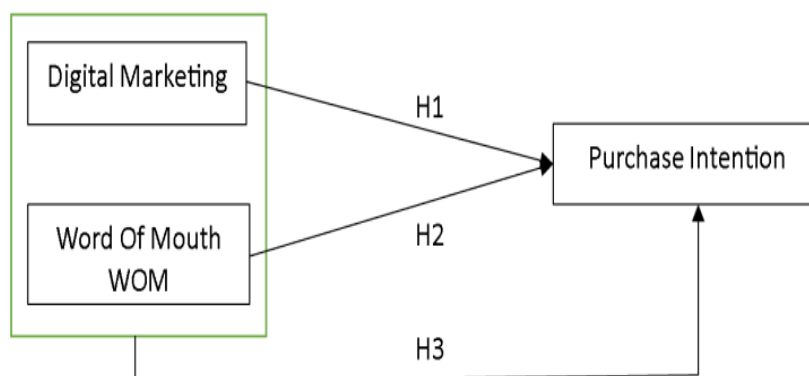


Figure 1. Conceptual Framework

The population of this study consists of all consumers who have visited coffee shops in the Rengasdengklok area. The sampling technique employed is purposive sampling, with criteria including:

1. Having visited a coffee shop in Rengasdengklok at least once.
2. Actively using social media platforms such as Instagram, Facebook, or TikTok.
3. Having read or shared reviews or recommendations (WOM or eWOM) about coffee shops.

To determine the sample size, the study follows the guideline that the minimum number of respondents should be at least five times the total number of indicators in the research instrument (Hair et al., 2019). Samples for this research are 140 respondents (Hair et al, 2019). Data collection will be conducted using a structured questionnaire based on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire will be distributed both online via digital platforms and offline in printed format. The measurement instrument is designed based on prior validated studies, as summarized in the following table:

Table 2. Research Variables and Indicators

Variable	Dimension	Indicator
Social Media Marketing	Interactivity	Social media allows me to interact with the coffee shop.
	Informativeness	Social media provides useful information about the coffee shop.
	Personalization	Social media content feels personalized to my interests.
	Trendiness	Social media content appears trendy and up-to-date.
	Entertainment	Social media content is entertaining and enjoyable.
Word of Mouth (WOM / eWOM)	Credibility	I trust information shared by other consumers about the coffee shop.
	Quality of Information	The shared information about the coffee shop is useful and high-quality.
	Quantity of Information	There is plenty of information available online about the coffee shop.
	Positive Valence	People say positive things about the coffee shop.
Purchase Intention	Interest/Desire	I am interested in trying products from this coffee shop.
	Consideration	I will consider this coffee shop when choosing where to go.
	Willingness to Purchase	I am willing to spend money at this coffee shop.
	Likelihood of Purchase	I am likely to purchase from this coffee shop soon.
	Intention to Recommend	I intend to recommend this coffee shop to others.

Source: Researcher's Compilation (2025).

The collected data will undergo validity and reliability testing, and reliability analysis using Cronbach's Alpha with a threshold of at least 0.7. Descriptive statistics will describe respondent profiles and variable distributions. For hypothesis testing, multiple regression analysis will be used. This methodological framework is designed to ensure rigorous analysis and provide meaningful insights into how social media marketing and WOM influence consumer purchase intentions in the context of coffee shops in the Rengasdengklok area.

RESULTS AND DISCUSSION

The multiple linear regression analysis conducted in this study demonstrates that both social media marketing (TotalSMM) and word of mouth (TotalWOM) significantly influence consumers' purchase intention (TotalPI) in coffee shops in the Rengasdengklok area, Karawang. The estimated regression equation derived from the analysis is:

$$\text{TotalPI} = 6.095 + 0.825 \times \text{TotalSMM} + 0.534 \times \text{TotalWOM}$$

This equation indicates that for every one-unit increase in social media marketing activities, the purchase intention score rises by 0.825 units, assuming word of mouth remains constant. Similarly, a one-unit increase in word of mouth results in a 0.534-unit increase in purchase intention, holding other factors constant. Both predictors are statistically significant, with p-values less than 0.001, confirming their strong and positive relationships with consumer purchase intention.

Table 3: Multiple Linear Regression

Model	Unstandardized Coefficients (B)	Standard Error	Standardized Coefficients (Beta)	t	Sig. (p-value)
(Constant)	6.095	1.058	—	5.759	.000
TotSMM (Total Social Media Marketing)	0.825	0.057	0.775	14.404	.000
TotWOM (Total Word of Mouth)	0.534	0.037	0.550	5.922	.000

Sources: Output SPSS Ver.26 (2025)

The t-test results from the regression analysis indicate that both independent variables—social media marketing (TotalSMM) and word of mouth (TotalWOM)—have a statistically significant impact on consumer purchase intention (TotalPI) in coffee shops in the Rengasdengklok area, Karawang. Specifically, social media marketing shows a t-value of 14.404 with a p-value of .000, which is well below the conventional significance level of 0.05, confirming a highly significant positive relationship with purchase intention. This suggests that increases in social media marketing activities are strongly associated with higher consumer intentions to purchase. Similarly, word of mouth exhibits a t-value of 5.922 with a p-value of .000, indicating a significant positive effect on purchase intention as well. Although both predictors are significant, the higher t-value and standardized Beta coefficient for social media marketing (Beta = 0.775) compared to word of mouth (Beta = 0.550) demonstrate that social media marketing has a stronger influence on shaping consumer purchase intentions in this context. These findings underscore the importance for coffee shop businesses to prioritize social media engagement while also leveraging positive word of mouth to

drive consumer behavior.

Table 4. ANOVA Result

Source	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	337.333	2	168.667	104.328	.000
Residual	221.488	137	1.617		
Total	558.821	139			

Sources: Output SPSS Ver.26 (2025)

The overall significance of the regression model is confirmed through the ANOVA results. The F-test yields an F-value of 104.328 with a significance level of $p = .000$, indicating that the model as a whole is statistically significant. This suggests that the combined effects of social media marketing and word of mouth significantly explain variations in consumers' purchase intentions, and that the model provides a better fit than would be expected by chance alone.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.777	0.604	0.598	1.271

Sources: Output SPSS Ver.26 (2025)

Further insight into the model's explanatory power is provided by the Model Summary statistics. The multiple correlation coefficient (R) is 0.777, indicating a strong positive relationship between the independent variables and purchase intention. The coefficient of determination (R Square) is 0.604, meaning that approximately 60.4% of the variance in purchase intention is explained jointly by social media marketing and word of mouth. The Adjusted R Square value of 0.598 accounts for the number of predictors in the model, suggesting that even when adjusted for potential overfitting, nearly 59.8% of the variance in purchase intention can still be attributed to these two key marketing variables.

Moreover, the standard error of the estimate is 1.271, which reflects the average deviation of the observed purchase intention values from the values predicted by the model. While some variability remains unexplained, the relatively low standard error indicates that the model provides reasonably precise predictions. An analysis of the standardized Beta coefficients reveals that social media marketing (Beta = 0.775) exerts a stronger influence on purchase intention than word of mouth (Beta = 0.550). This finding implies that although both factors are significant drivers of consumer behavior, social media marketing plays a more dominant role in shaping consumers' intentions to purchase from coffee shops in the Rengasdengklok area. Nevertheless, the substantial contribution of

word of mouth highlights its continued importance, especially in experience-driven sectors like food and beverages.

The findings of this research carry significant implications for coffee shop businesses operating in the Rengasdengklok area, Karawang. The results demonstrate that both social media marketing and word of mouth (WOM) exert substantial influence on consumers' purchase intentions, with social media marketing showing a stronger standardized effect ($\text{Beta} = 0.775$) compared to WOM ($\text{Beta} = 0.550$). This indicates that while both variables are crucial, social media marketing plays a more dominant role in shaping consumer behavior in this context.

Firstly, the strong influence of social media marketing underscores the necessity for coffee shops in Rengasdengklok to strategically enhance their digital presence. This involves creating engaging, informative, and visually attractive content across popular platforms such as Instagram, Facebook, and TikTok. These platforms are not only channels for promotion but also spaces where consumers seek authentic experiences and connections with brands. Businesses should focus on producing content that is interactive, trendy, and personalized, such as behind-the-scenes videos, product storytelling, influencer collaborations, user-generated content, and live sessions. Such strategies can foster stronger emotional connections with consumers, increase brand visibility, and encourage repeat visits.

Moreover, the dynamic nature of social media demands that coffee shop businesses remain agile and responsive to evolving trends. Algorithms on these platforms often prioritize content that garners high engagement, making it essential for businesses to continuously analyze which types of posts resonate most with their target audience. Incorporating customer feedback into digital content and maintaining an active, two-way dialogue with followers can further enhance the effectiveness of social media marketing efforts.

Secondly, although social media marketing exerts a stronger influence, WOM continues to be a significant driver of consumer decisions in the coffee shop industry. Positive WOM, whether through offline conversations among friends and family or through online reviews and ratings, remains a trusted source of information for consumers, especially in industries where experiences and personal preferences play a significant role. Therefore, coffee shop businesses should actively encourage satisfied customers to share their experiences both in person and on digital platforms. This could be achieved through strategies such as loyalty programs that reward customers for referrals, creating shareable experiences in-store, or offering incentives for writing reviews.

Importantly, businesses must also manage and respond to negative WOM proactively, as negative experiences shared online can quickly damage brand reputation. Timely, empathetic responses to complaints and transparent communication are critical in maintaining trust and mitigating potential reputational risks.

The specific context of Rengasdengklok adds unique relevance to these findings. Unlike major urban centers, semi-urban areas often exhibit different patterns of digital engagement, purchasing power, and social interactions. Consumers in Rengasdengklok may be in the transitional phase of adopting digital tools, combining traditional word-of-mouth networks with emerging online behaviors. This hybrid pattern requires coffee shop businesses to adopt a dual approach: leveraging the reach and interactivity of digital marketing while also nurturing strong community relationships

offline.

Tailoring digital marketing efforts to local cultural norms, language preferences, and community events can enhance relevance and effectiveness. For example, localized promotions, collaborations with local influencers or micro-influencers, and culturally resonant content can help businesses connect more authentically with the regional customer base. Similarly, offline strategies such as community events, coffee-tasting sessions, or local sponsorships can strengthen WOM networks, fostering brand advocacy among loyal customers.

Ultimately, the research emphasizes that for coffee shops in Rengasdengklok, a balanced and integrated marketing strategy is essential. Businesses must invest in creating dynamic and engaging social media content while simultaneously fostering and managing word of mouth to influence consumer purchase intentions positively. This dual focus not only supports business growth in an increasingly competitive market but also contributes to building strong, lasting relationships with customers. By understanding and adapting to the specific characteristics of the Rengasdengklok market, coffee shop entrepreneurs can position themselves more effectively, ensuring sustained customer engagement and business success in the digital era.

CONCLUSION

Based on the results of this research and in response to the stated problem statements, the following conclusions can be drawn:

1. Influence of Digital Marketing on Purchase Intention:

Digital marketing, particularly through social media channels, has a significant and positive influence on consumers' purchase intention toward coffee shops in the Rengasdengklok area, Karawang. The findings indicate that engaging, informative, and visually appealing social media content substantially increases consumers' interest and willingness to visit and purchase from local coffee shops.

2. Influence of Word of Mouth (WOM) on Purchase Intention:

Word of mouth, both traditional and electronic (eWOM), also significantly affects consumers' purchase intentions. Positive recommendations, reviews, and shared experiences from other consumers enhance trust and encourage individuals to consider and choose coffee shops in the Rengasdengklok area.

3. Simultaneous Influence of Digital Marketing and WOM:

When analyzed simultaneously, both digital marketing and word of mouth exert significant positive effects on purchase intention. However, social media marketing demonstrates a stronger influence than WOM, suggesting that while both factors are critical, digital marketing plays a more dominant role in shaping consumer decisions. Together, these two variables explain approximately 60.4% of the variance in consumers' purchase intentions toward coffee shops in this region.

These conclusions underscore the importance for coffee shop businesses in Rengasdengklok to invest in effective social media strategies while also cultivating positive word of mouth, as both are essential drivers of consumer engagement and purchasing behavior. Based on the findings, coffee shop owners should prioritize developing high-quality, visually appealing, and interactive content tailored to local consumers on platforms such as Instagram, Facebook, and TikTok. This includes creating

engaging posts featuring new menu items, behind-the-scenes stories, barista profiles, promotional offers, and live-streaming events to foster real-time interaction with followers.

Moreover, coffee shops should leverage analytics tools to monitor which types of content achieve the highest engagement and continuously refine their digital marketing strategies based on these insights. Collaborations with local influencers or micro-influencers who resonate with the Rengasdengklok community can further amplify reach and credibility, given the strong impact of social media marketing highlighted by the study.

In parallel, businesses should actively manage and encourage word of mouth by delivering consistently high-quality products and excellent customer service that inspire customers to share positive experiences. Technical solutions may include implementing digital loyalty programs that reward customers for referrals, offering incentives for leaving online reviews, and promptly responding to feedback—especially addressing any negative comments transparently and empathetically to protect brand reputation. By integrating these digital marketing tactics with community-focused engagement, coffee shops in Rengasdengklok can effectively enhance consumers' purchase intentions, strengthen brand loyalty, and gain a competitive advantage in an increasingly digital marketplace.

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CONFLICT OF INTEREST

The author declares that this research was conducted independently and is free from any conflicts of interest with any individuals, organizations, or institutions. There are no financial, commercial, or personal relationships that could be perceived to influence the outcomes or interpretations presented in this study.

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