

## **Unveiling the Influence of Social Media Marketing on Purchase Decision with Brand Awareness and E-WOM as Mediators Among Wizzmie Yogyakarta Consumers**

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### **Abstract**

The development of social media has shaped people's consumption patterns, including in the digital purchase of culinary products. Wizzmie, as a contemporary noodle restaurant, utilizes social media as a promotional strategy to attract consumers in Yogyakarta. This study aims to analyze the influence of Social Media Marketing on Purchase Decision with Brand Awareness and Electronic Word of Mouth (e-WOM) as mediating variables. This study uses a quantitative method through a questionnaire distributed to 211 Wizzmie consumers who actively use social media. The analysis technique uses Partial Least Square - Structural Equation Modeling (PLS-SEM) with the SmartPLS version 4 application. The results show that Social Media Marketing has a positive and significant effect on Brand Awareness and e-WOM, but does not directly influence Purchase Decision. The variables of Brand Awareness and e-WOM were found to have a positive effect on Purchase Decision and were able to mediate the relationship between Social Media Marketing and Purchase Decision. These results confirm that Wizzmie Purchase Decision are not always influenced by promotions, but are more influenced by consumer brand awareness and peer recommendations.

**Kata Kunci:** *Social Media Marketing, Brand Awareness, EWOM, Purchase Decision.*

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### **INTRODUCTION**

Indonesian society currently shows an increasing tendency to use social media to meet various needs, ranging from obtaining the latest information to making online purchases. The development of digital technology has also strengthened consumption patterns, especially among Generation Z, who are known to be responsive to visual content and social media trends. Gen Z's consumptive behavior is often triggered by viral trends, online recommendations, and the fear of missing out on certain trends, known as Fear of Missing Out (FOMO). Rifkiawati (2025) states that the number of e-commerce users in Indonesia increased by 58.63 million between 2020 and 2023, with a penetration rate of 21.56%. The BMI survey further reinforces this phenomenon, where social media has a significant influence on Purchase Decision and is the main source for consumers in choosing products and building trust through reviews and recommendations.

FOMO is further reinforced by the rapid flow of information through platforms such as TikTok, Instagram, Twitter, and YouTube. Putri (2024) explains that FOMO is prevalent among Gen Z due to widespread digital information exposure and rapidly changing trends, while Prajna (2023) emphasizes that ease of access makes social media play an important role in creating a culture of consumption in society. Not only as a space for interaction, social media has evolved into a means of business and strategic marketing communication between producers and consumers (Setia Pratama et al., 2024).

Nationally, the development of the culinary business illustrates a growing shift in consumption patterns. In the fourth quarter of 2024, the economy of Yogyakarta grew by 2.92%, with the highest growth in the accommodation and food and beverage sector at 13.40%. In 2025, the manufacturing sector, particularly food and beverages in Indonesia, also recorded growth of 5.54% (BPS-Statistic Indonesia, 2025; BPS-Statistic DIY, 2025). The public's love for spicy food has also become a phenomenon in itself, including the increasingly popular spicy noodle culinary trend (Leovina, 2023). In Yogyakarta alone, there are various well-known noodle restaurants such as Mie Gacoan, Wizzmie, Mie Bonafide, and Mie Sapi Gajahan (Agatha, 2025). Based on popularity and consumer interest, Sahira (2025) states that Wizzmie and Mie Gacoan are the two most popular spicy noodle brands. Although Gacoan has more reviews, namely 13,287 reviews with a rating of 4.7/5, Wizzmie actually excels in ratings, namely 4.8/5 with 12,624 reviews (Google Maps, 2025). This shows that online reviews not only serve as an indicator of customer satisfaction, but also as a strategy to shape public perception and trust.



**Figure 1.** Charts of sales at Wizzmie and Mie Gacoan in Yogyakarta  
Source: (Google Trends, 2025)

Digital trend data further clarifies the competitive dynamics between the two brands. Google Trends (2025) shows that the search graphs for Wizzmie and Mie Gacoan are in intense competition. Mie Gacoan dominates steadily, but Wizzmie surpassed Mie Gacoan's search graph during the period of October 20-26, 2024, and

surpassed it again during the period of March 23-29, 2025. This surge indicates the success of Wizzmie's digital promotion strategy, which is able to influence consumer search decisions and interest periodically.

Wizzmie is under the auspices of PT Boga Abadi and established in 2022 in Surabaya, is a Food and Beverage brand synonymous with spicy noodles. Wizzmie's visual identity was developed through collaboration with Fullstop Indonesia, featuring purple, hot pink, red, and orange colors, along with a 1980s youth concept (Leovina, 2023). Wizzmie's marketing strategy emphasizes the use of Social Media Marketing through creative campaigns, influencer marketing, event collaborations, and brand ambassadors, which have proven to increase Brand Awareness and attract consumers to try the product (Rosalina Aulia, 2023).

In digital marketing theory, Social Media Marketing plays a strategic role in shaping consumer perceptions, increasing Brand Awareness, and influencing Purchase Decision. Rahayu Hidayati & Khuzaini (2023) define Purchase Decision as the process of identifying needs, searching for information, evaluating alternatives, and deciding on a particular product. Research by Upadana & Pramudana (2020) notes that Social Media Marketing can influence Purchase Decision. Kambali & Masitoh K (2021) and Setia Pratama et al. (2024) also reveal a positive relationship between Social Media Marketing and Purchase Decision. However, there are studies with inconsistent results. Galang et al. (2020) and Wachjuni et al. (2024) found that Social Media Marketing does not significantly influence Purchase Decision because consumers tend to consider other attributes such as product quality and personal experience.

To understand this phenomenon, this study uses the Theory of Planned Behavior (TPB) developed by (Ajzen, 1991). TPB explains that a person's behavior, including purchasing behavior, is determined by three components: attitude toward the behavior, subjective norms, and perceived behavioral control. In addition to Social Media Marketing, Brand Awareness and Electronic Word of Mouth (E-WOM) are also important factors in shaping purchasing decisions. Viliaus & Ina Oktaviana Matusin (2023) state that Brand Awareness reflects the level of consumer awareness of a brand, which influences memory and the ability to differentiate products. Farhan & Pratiwi (2024) add that consumers trust brands they are familiar with more than price and quality. Meanwhile, according to Matusin et al. (2023), E-WOM occurs when consumers post reviews or comments online, which become references for other users considering a purchase. Platforms such as Instagram, TikTok, and Twitter make it easy for reviews to go viral, thereby influencing purchasing decisions more strongly than company advertisements.

Based on this description, this study emphasizes the importance of analyzing how Social Media Marketing influences the purchasing decisions of Wizzmie consumers in Yogyakarta through Brand Awareness and Electronic Word of Mouth

(eWOM) as mediating variables. Specifically, this study aims to: (1) analyze the influence of Social Media Marketing on Wizzmie consumers' Purchase Decision; (2) determine the influence of Social Media Marketing on Brand Awareness; (3) identify the influence of Brand Awareness on Purchase Decision; (4) determine the effect of Social Media Marketing on eWOM; and (5) analyze the effect of eWOM on purchasing decisions.

## RESEARCH METHOD

This study uses a quantitative method, which is a scientific approach that collects and processes numerical data to test hypotheses and explain the relationship between variables empirically (Sugiyono, 2013; Candra Susanto et al., 2024). Data analysis was conducted after all respondents provided their answers, which were then systematically processed to obtain relevant conclusions (Irfan Syahroni, 2023).

The research population included all Wizzmie consumers in Yogyakarta, with an unknown population size. The sample was determined using the rule of thumb approach by Hair et al. (2017) which is  $5-10 \times$  the number of indicators in the questionnaire. Based on this, this study used 20 items in the questionnaire so the minimum sample requirement was:  $20 \text{ indicators} \times 10 = 200$  respondents as the minimum sample size. Respondents were selected using purposive sampling, which is a deliberate selection based on certain criteria (Subhaktiyasa, 2024; Sugiyono, 2013), namely active social media users in the city of Yogyakarta and consumers who have purchased Wizzmie products. These criteria were used to ensure that the data obtained truly reflected consumers' experiences and perceptions of the research object (Campbell et al., 2020).

The data used was primary data, namely information obtained directly from the first source through the distribution of online questionnaires using Google Forms (Haifa et al., 2025). Data collection was conducted in December 2025 in Yogyakarta City. The research tool was a questionnaire that used a Likert scale to measure the level of agreement of respondents, ranging from "Strongly Agree" to "Strongly Disagree" with a score of 5 to 1 (Suasapha, 2020; Sugiyono, 2013). The indicators for each variable were adapted from previous studies, including: Social Media Marketing (Pratiwi & Cokki, 2022; Sarah et al., 2021), Brand Awareness (López-Rodríguez et al., 2024), EWOM (Mim et al., 2022; Purba & Paramita, 2021), and Purchase Decision (Goesty Perdana & Bagus Nyoman Udayana, 2023; Gunawan et al., 2021; Rungruangjit, 2022; Zubaidah & Latief, 2022).

Data analysis in this study used Partial Least Squares - Structural Equation Modeling (PLS-SEM) through the SmartPLS 4 application because this application is capable of processing comprehensive data and testing relationships between variables flexibly. (Hair et al., 2021; Setiabudhi et al., 2024). The analysis stages included testing the measurement model (outer model) and structural model (inner model). In the outer model, validity was evaluated using outer loading values ( $>0.70$ ), AVE ( $>0.50$ ), cross loading tests, and Fornell-Larcker criteria (Liana et al., 2024), while reliability is evaluated based on Cronbach's Alpha and Composite Reliability ( $>0.70$ ) (Marhadi et al., 2024; Yusuf, 2022). Model fit was evaluated using SRMR ( $\leq 0.08$ ) and NFI ( $\geq 0.90$ ) (Akbari et al., 2023), as well as Goodness of Fit, which measures model fit based on

AVE and R<sup>2</sup> values (Henseler et al., 2015; Rianto Rahadi, 2023). In the internal model, predictive power was evaluated using R-Square values with strong (0.75), moderate (0.50), and weak (0.25) categories (Rachman & Wahid, 2023; Risman, 2024). Hypothesis testing was conducted through bootstrapping, where the influence of variables was considered significant if the t-statistic > 1.96 and the p-value < 0.05 at a 5% significance level (Hair et al., 2021).

**Table 1.** Variable Indicators

Variable	Indicators	References
<b>Social Media Marketing (SMM)</b>	1. Visual Appeal	(Pratiwi & Cokki, 2022; Sarah et al., 2021)
	2. Information Providing	
	3. community building	
	4. Interaction	
	5. Update information	
<b>Brand Awareness (BA)</b>	1. Brand knowledge	(López-Rodríguez et al., 2024)
	2. Brand Recognition	
	3. Brand Recall	
	4. Top of Mind	
	5. Perceived value	
<b>Electronic Word of Mouth (EWOM)</b>	1. Intensity	(Mim et al., 2022; Purba & Paramita, 2021)
	2. Reading online reviews	
	3. Trust in consumer reviews	
	4. Participation in sharing experiences	
	5. Online recommendations	
<b>Purchase Decision (PD)</b>	1. Awareness of Needs	(Goesty Perdana & Bagus Nyoman Udayana, 2023; Gunawan et al., 2021; Rungruangjit, 2022; Zubaidah & Latief, 2022)
	2. Trust in Purchasing	
	3. Consideration of Social Media Information	
	4. Purchasing Decisions	
	5. Product Quality	

Source: data processed by Researchers (2025)

## RESULTS AND DISCUSSION

### Respondent characteristics

**Table 2.** Result of Respondent Characteristics Test

Category	Information	Amount (n)	Presentation (%)
<b>Gender</b>	Man	84	37.33%
	Woman	127	56.44%
	Not filled	14	6.22%
<b>Age</b>	< 20 years old	24	10.67%

	21-30 years old	176	78.22%
	31-40 years old	10	4.44%
	41-50 years old	1	0.44%
	Not filled	14	6.22%
<b>Education Last</b>	High School (SMA/SMK)	130	57.78%
	Diploma	7	3.11%
	S1	70	31.11%
	Postgraduate (S2/S3)	1	0.44%
	Junior High School (SMP)	3	1.33%
	Not filled	14	6.22%
<b>Type of Work</b>	Student	163	72.44%
	Private Employee	27	12.00%
	Civil Servant	7	3.11%
	Entrepreneur	10	4.44%
	Others (BUMN/Freelance/Unemployed)	3	1.33%
	Not filled	14	6.22%
<b>Purchase Experience (Wizzmie)</b>	Ever Purchased	211	93.78%
	Never Purchased	14	6.22%

Source: processed primary data, 2025

Based on the descriptive analysis, respondents in this study were predominantly female (56.44%), followed by male respondents (37.33%), while 6.22% did not provide gender information. In terms of age, most respondents were between 21-30 years old (78.22%), suggesting that participants were largely within the productive and digitally active age segment. Regarding educational background, respondents were mainly high school or vocational school graduates (57.78%), followed by bachelor's degree holders (31.11%) and diploma graduates (3.11%), with only a small proportion holding postgraduate qualifications (0.44%). In terms of occupation, students represented the dominant group (72.44%), followed by private sector employees (12.00%), entrepreneurs (4.44%), and civil servants (3.11%). Furthermore, most respondents had previously purchased Wizzmie products (93.78%), indicating that the characteristics of the respondents were relevant and aligned with the focus of the study.

### Validity Test

**Table 3.** Validity Test

Research Variables	Indicator	Outer Loading	Information
Social Media Marketing (SMM)	SMM1	0.751	Valid
	SMM2	0.743	Valid
	SMM3	0.812	Valid
	SMM4	0.807	Valid
	SMM5	0.708	Valid
Brand Awareness (BA)	BA1	0.724	Valid
	BA3	0.774	Valid
	BA4	0.795	Valid
	BA5	0.738	Valid
Electronic Worth of Mouth (EWOM)	EWOM1	0.855	Valid
	EWOM3	0.715	Valid
	EWOM4	0.883	Valid
	EWOM5	0.843	Valid

Purchase Decision (PD)	PD1	0.846	Valid
	PD2	0.823	Valid
	PD3	0.756	Valid
	PD4	0.850	Valid
	PD5	0.746	Valid

Source: SmartPLS 4 data processed by researchers, 2025

Validity testing using the Outer Loading method was applied to assess the extent to which each indicator was able to represent the latent construct being measured. An indicator was considered valid if its outer loading value exceeded 0.70, indicating a strong relationship between the indicator and the construct it described. Based on the results presented in Table 2, all indicators under the variables of Social Media Marketing (SMM), Brand Awareness (BA), Electronic Word of Mouth (EWOM), and Purchase Decision (PD) show Outer Loading values above the required threshold. These findings confirm that each indicator has met the validity criteria and is able to accurately reflect the latent variables to be measured. In addition, consistently high outer loading values also indicate that the measurement model has a strong level of reliability, as each indicator significantly contributes to forming the overall construction in the research model.

### Reliability Test

**Table 4.** Reliability Test

Variable	Average variance extracted (AVE)	Cronbach's alpha	Composite reliability
Social Media Marketing	0.586	0.823	0.876
Brand Awareness	0.575	0.754	0.844
EWOM	0.683	0.843	0.896
Purchase Decision	0.649	0.864	0.902

Source: SmartPLS 4 data processed by researchers, 2025

The reliability and convergent validity test results presented in Table 3 show that all research variables have met the specified criteria. Reliability was measured using Cronbach's Alpha and Composite Reliability, with an acceptable threshold of  $> 0.70$ . The results show that all variables meet these criteria, with Cronbach's Alpha values recorded as Social Media Marketing ( $0.823 > 0.70$ ), Brand Awareness ( $0.754 > 0.70$ ), EWOM ( $0.843 > 0.70$ ), and Purchase Decision ( $0.864 > 0.70$ ). Similarly, the Composite Reliability values for each construct were also above the minimum threshold ( $> 0.70$ ), namely Social Media Marketing ( $0.876 > 0.70$ ), Brand Awareness ( $0.844 > 0.70$ ), EWOM ( $0.896 > 0.70$ ), and Purchase Decision ( $0.902 > 0.70$ ). In addition, convergent validity testing through Average Variance Extracted (AVE) shows that all constructs exceed the recommended minimum value ( $> 0.50$ ), namely Social Media Marketing ( $0.586 > 0.50$ ), Brand Awareness ( $0.575 > 0.50$ ), EWOM ( $0.683 > 0.50$ ), and Purchase Decision ( $0.649 > 0.50$ ). These results indicate that each construct is able to explain more than half of the variance in its indicators and has strong internal consistency. Therefore, all constructs in this study are reliable and valid, making them suitable to progress to the next stage of analysis.

### Vit Model Test

**Table 5.** Vit Model Test

Parameter	Saturated model	Estimated model
SRMR	0.071	0.094
d_ULS	0.867	1.524

d_G	0.387	0.472
Chi-square	452.445	492.917
NFI	0.804	0.787

Source: SmartPLS 4 data processed by researchers, 2025

The model fit assessment presented in Table 4 shows that the Saturated Model produces an SRMR value of 0.071, which meets the recommended threshold ( $\leq 0.08$ ), thus indicating an acceptable level of global model fit. On the other hand, the Estimated Model recorded a slightly higher SRMR value of 0.094, although this deviation is still permissible within the variance-based PLS-SEM framework. Supporting indices, including d\_ULS (0.867; 1.524) and d\_G (0.387; 0.472), reflect moderate mismatches between the empirical and reproduced correlation matrices, but these indicators are supplementary and not primary determinants of feasibility in PLS-SEM. Furthermore, the Chi-square value (452.445; 492.917) indicates a measurable gap between the observed data and the model-based data, although this statistic is not considered central in the evaluation of variance-based models. The NFI values of 0.804 and 0.787 indicate adequate comparative fit, although not optimal. Overall, these findings indicate that the model has an acceptable level of fit and is suitable for proceeding to structural evaluation and hypothesis testing.

**Table 6.** Goodness of Fit (GoF) Test

Variable	Average variance extracted (AVE)	R-square
Brand Awareness	0.575	0.505
EWOM	0.683	0.474
Purchase Decision	0.649	0.790
Social Media Marketing	0.586	-

Source: SmartPLS 4 data processed by researchers, 2025

Based on the calculation results, the GoF value of the model is 0.606. Values above 0.36 are categorized as a high level of fit, so the model is declared feasible and capable of representing the data globally. In other words, the model has good suitability because it is able to integrate convergent validity (through AVE) and variable predictive power (through R-square) into a single measure of feasibility.

### R-square Test

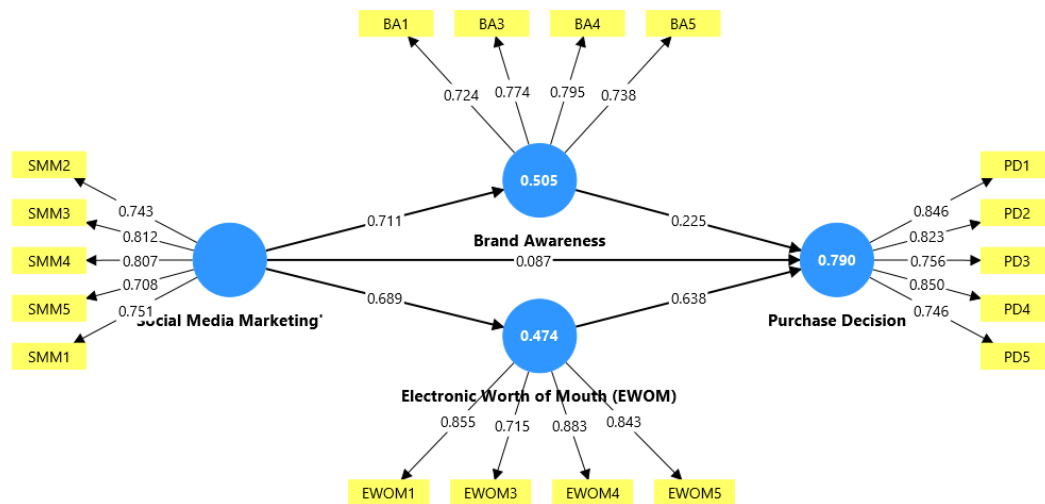
**Table 7.** R-square Test

Variable	R-square	R-square adjusted
Brand Awareness	0.505	0.503
Electronic Worth of Mouth (EWOM)	0.474	0.472
Purchase Decision	0.790	0.787

Source: SmartPLS 4 data processed by researchers, 2025

The r-square test results in Table 6 show that the R-square value describes the ability of exogenous variables to explain endogenous variables in the research model. Brand Awareness has an R-square value of 0.505 or 50.5%, which indicates that Social Media Marketing plays a role in explaining 50.5% of the variation in Brand Awareness, while the remaining 49.5% is influenced by factors outside the scope of this study. EWOM has an R-square value of 0.474 or 47.4%, which means that Social Media Marketing explains 47.4% of the variation in Electronic Word of Mouth, while the remaining 52.6% comes from external factors that were not studied. Purchase Decision obtained an R-square value of 0.790 or 79%, which means that Purchase Decision is mainly explained by Social Media Marketing, Brand Awareness, and EWOM in the model, while the remaining 21% comes from other factors not

examined in this study. The following is Figure 2, the result of the PLS SEM algorithm, which shows the R<sup>2</sup> value of the research model:



**Figure 2.** Output of the PLS SEM Algorithm  
Source: SmartPLS 4 data processed by researchers, 2025

**Hypothesis Testing**

**Table 8.** Hypothesis Testing

Variable	T statistics	P values
H1. Social Media Marketing' -> Purchase Decision	1.125	0.260
H2. Social Media Marketing' -> Brand Awareness	15.983	0.000
H3. Brand Awareness -> Purchase Decision	3.375	0.001
H4. Social Media Marketing' -> Electronic Worth of Mouth (EWOM)	17.762	0.000
H5. Electronic Worth of Mouth (EWOM) -> Purchase Decision	10.261	0.000

Source: SmartPLS 4 data processed by researchers, 2025

Based on the results of the hypothesis test shown in Table 7, the Social Media Marketing variable does not have a significant effect on Purchase Decision with a T-statistics value of 1.125 and a p-value of 0.260 ( $p > 0.05$ ), so H1 is rejected. Conversely, Social Media Marketing has a significant effect on Brand Awareness, as indicated by a T-statistic value of 15.983 and a p-value of 0.000 ( $p < 0.05$ ), thus H2 is accepted. Brand Awareness is also proven to have a significant effect on Purchase Decision with a T-statistics value of 3.375 and a p-value of 0.001 ( $p < 0.05$ ), thus H3 is accepted. In addition, Social Media Marketing has a significant effect on Electronic Word of Mouth (EWOM), as indicated by a T-statistic value of 17.762 and a p-value of 0.000 ( $p < 0.05$ ), thus H4 is accepted. The EWOM variable also has a significant effect on Purchase Decision, with a T-statistic value of 10.261 and a p-value of 0.000 ( $p < 0.05$ ), thus H5 is accepted.

**Mediation Testing**

**Table 9.** Hypothesis Testing

Variable	T statistics	P values
Social Media Marketing' -> Electronic Worth of Mouth (EWOM) -> Purchase Decision	9.030	0.000
Social Media Marketing' -> Brand Awareness -> Purchase Decision	3.437	0.001

Source: SmartPLS 4 data processed by researchers, 2025

The mediation test results in Table 8 show that the indirect path between Social Media Marketing and Purchase Decision through Electronic Word of Mouth (EWOM) is significant, marked by a T-statistics value of 9.030 and a p-value of 0.000 ( $p < 0.05$ ). This finding confirms that EWOM is a significant mediator in the research model. In addition, the indirect relationship between Social Media Marketing and Purchase Decision through Brand Awareness is also proven to be significant, with a T-statistic value of 3.437 and a p-value of 0.001 ( $p < 0.05$ ), so that Brand Awareness can be categorized as a significant mediator. Thus, both mediating variables play an important role in explaining the mechanism of influence of Social Media Marketing on Purchase Decision, so that the mediation path in the model can be declared valid and empirically implemented.

## DISCUSSION

### Hypothesis Development

#### The Influence of Social Media Marketing on Purchase Decision

Based on the results of the analysis, Social Media Marketing does not have a significant effect on Purchase Decision, as indicated by a t-statistics value of  $1.125 < 1.96$  and a p-value of  $0.260 > 0.05$ ; therefore, the first hypothesis is rejected. This finding suggests that Social Media Marketing has not been able to directly stimulate purchasing decisions among Wizzmie Yogyakarta consumers. The result contradicts the findings of Rahayu Hidayati & Khuzaini (2023) as well as Kambali & Masitoh K (2021), who reported a direct influence of Social Media Marketing on Purchase Decision. Conversely, this study is consistent with Wachjuni et al. (2024), who found that Social Media Marketing does not significantly affect Purchase Decision when consumer engagement with content remains low. Similarly, Galang et al. (2020) reported that although consumers are aware of social media marketing activities, they do not consider them as a primary reference in making purchasing decisions. Furthermore, Rakhmawati (2023) emphasized that in markets with numerous competing alternatives, Social Media Marketing alone is insufficient to directly drive Purchase Decision. Thus, the purchasing decisions of Wizzmie Yogyakarta consumers are not primarily determined by social media promotions but rather by recommendations, other consumers' experiences, and online reviews, positioning Social Media Marketing more as an initial information source than a direct trigger of Purchase Decision.

#### The Influence of Social Media Marketing on Brand Awareness

The hypothesis testing results demonstrate that Social Media Marketing has a positive and significant effect on Brand Awareness among Wizzmie Yogyakarta consumers, as evidenced by a t-statistics value of  $15.983 > 1.96$  and a p-value of  $0.000 < 0.05$ ; thus, the second hypothesis is accepted. These findings indicate that Wizzmie's social media marketing activities are effective in building brand recognition and strengthening brand recall in consumers' minds through visual content exposure, clear menu information, and consistent content updates. This result aligns with Cleo & Sopiah (2021), who found that Social Media Marketing enhances Brand Awareness through continuous content exposure. In addition, Faisal & Ekawanto (2022) reported that digital interaction plays a crucial role in reinforcing brand identity, while Pratiwi & Cokki (2022) concluded that the intensity of social media exposure significantly influences the improvement of Brand Awareness. Accordingly, Wizzmie's Social Media Marketing strategy can be considered effective in fostering consumer awareness and understanding of the brand.

#### The Influence of Brand Awareness on Purchase Decision

The findings indicate that Brand Awareness has a positive and significant effect on Purchase Decision, as reflected by a t-statistics value of  $3.375 > 1.96$  and a p-value of  $0.001 < 0.05$ ; therefore, the third hypothesis is accepted. This result suggests that consumers tend to

choose brands that are familiar and trusted, as Brand Awareness helps reduce perceived uncertainty and risk in the purchasing decision-making process. The finding is consistent with Tondy (2024), who stated that Brand Awareness increases consumer confidence in Purchase Decision. Similarly, Cahya & Yulianthini (2023) found that Brand Awareness contributes significantly to Purchase Decision through enhanced consumer trust, while (Upadana & Pramudana (2020) reported that consumers are more likely to purchase products from brands with strong brand awareness. Therefore, Brand Awareness represents a critical factor in encouraging Purchase Decision among Wizzmie Yogyakarta consumers.

### **The Influence of Social Media Marketing on EWOM**

The results reveal that Social Media Marketing has a positive and significant effect on EWOM, as indicated by a t-statistics value of  $17.762 > 1.96$  and a p-value of  $0.000 < 0.05$ ; consequently, the fourth hypothesis is accepted. This finding implies that social media platforms provide an interactive space that facilitates information exchange and experience sharing among consumers. The result supports the study by Lesmana et al. (2023), which found that Social Media Marketing increases EWOM intensity through digital interaction. Dewi et al. (2021) also noted that higher social media usage increases the likelihood of products being discussed among consumers. Furthermore, Farzin et al. (2022) demonstrated that Social Media Marketing facilitates the wide dissemination of consumer opinions, while Bushara et al. (2023) emphasized that social media content encourages consumers to voluntarily share their experiences. Therefore, Social Media Marketing plays a crucial role in shaping EWOM related to Wizzmie Yogyakarta.

### **The Influence of EWOM on Purchase Decision**

Based on the analysis, EWOM has a positive and significant influence on Purchase Decision, as shown by a t-statistics value of  $10.261 > 1.96$  and a p-value of  $0.000 < 0.05$ ; thus, the fifth hypothesis is accepted. This result indicates that consumers place greater trust in the experiences and recommendations of other consumers than in direct company promotions, as EWOM is perceived as a more objective and credible source of information. This finding is consistent with Kristiawan & Keni (2020), who reported that EWOM has a strong influence on Purchase Decision. Additionally, Chandrawijaya & Angelia (2023) found that digital reviews enhance consumer confidence in purchasing products, while Kioek et al. (2022) concluded that online recommendations serve as a dominant factor in driving purchasing decisions. Consequently, EWOM emerges as the strongest determinant influencing Purchase Decision among Wizzmie Yogyakarta consumers.

### **The Indirect Effect of Social Media Marketing on Purchase Decision through Brand Awareness**

The indirect effect analysis indicates that Brand Awareness significantly mediates the relationship between Social Media Marketing and Purchase Decision, as evidenced by a t-statistics value of  $3.437 > 1.96$  and a p-value of  $0.001 < 0.05$ ; therefore, the mediation hypothesis through Brand Awareness is accepted. This result suggests that although Social Media Marketing does not directly influence Purchase Decision, its effect becomes significant when channeled through Brand Awareness. This finding implies that Wizzmie Yogyakarta consumers require a process of brand recognition and understanding before making purchasing decisions. Social Media Marketing functions as an initial stimulus that builds brand awareness, while Brand Awareness serves as a psychological mechanism linking promotional information to Purchase Decision. This result aligns with the findings of Berliani (2023) and Fendiansyah (2022), who argued that consumers typically pass through a brand

awareness stage prior to making purchasing decisions. Thus, Brand Awareness plays a vital mediating role in explaining the indirect effect of Social Media Marketing on Purchase Decision.

### **The Indirect Effect of Social Media Marketing on Purchase Decision through Electronic Word of Mouth (EWOM)**

In addition to Brand Awareness, Social Media Marketing demonstrates a stronger indirect effect on Purchase Decision through EWOM, as indicated by a t-statistics value of  $9.030 > 1.96$  and a p-value of  $0.000 < 0.05$ ; accordingly, the mediation hypothesis through EWOM is accepted. This finding suggests that Wizzmie's social media marketing activities effectively stimulate EWOM, which subsequently plays a significant role in influencing consumer purchasing decisions. The result is consistent with prior studies by Berliani (2023), Ummah et al. (2025), and Wafii et al. (2025), which concluded that positive EWOM mediates the relationship between Social Media Marketing and Purchase Decision. Therefore, the effectiveness of social media in driving purchases primarily occurs through consumers' exchange of experiences, opinions, and recommendations within digital spaces, where increased online conversations about Wizzmie enhance the likelihood of other consumers being encouraged to make a purchase.

## **CONCLUSION**

Based on the analysis and discussion, it can be concluded that Social Media Marketing does not have a direct impact on Purchase Decision. This finding indicates that social media marketing activities have not yet been able to automatically drive consumers to make purchases, meaning that digital promotion strategies in the context of the culinary business cannot stand alone as a decision-maker. Conversely, Social Media Marketing has been proven to have a significant impact on Brand Awareness and e-WOM. This finding shows that the primary function of digital marketing is stronger in shaping brand recall and stimulating consumer conversations, recommendations, and evaluations in the digital space. Brand Awareness and e-WOM were then found to play a significant role in increasing Purchase Decision. This means that Wizzmie consumer purchasing decisions are more determined by the strength of brand perception and the level of trust built through experience and reviews from fellow users, rather than solely by promotional exposure.

The essence of this research finding confirms that the influence of Social Media Marketing on Purchase Decision is indirect, but rather operates through psychological and social mechanisms such as strengthening brand perception (Brand Awareness) and shaping public opinion (e-WOM). This is a theoretical contribution that purchasing decisions in the digital age are a phased process – starting with awareness, followed by building trust through social interaction, and finally leading to the purchase action.

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