



<p>Journal of Management and Business Innovation (JOMBINOVA)  <a href="https://v-learnov.com/index.php/jombinov">https://v-learnov.com/index.php/jombinov</a>          Volume 02          Number 02          June, 2026          Page: 100-111          ISSN: 3123-6464 (Online)</p>	<h3>The Influence of Social Media Marketing on Purchase Decisions Moderated by Electronic Word of Mouth at Cititex Kupang</h3> <p>Jessica Angelin Layandari<sup>1</sup>, Yosefina K.I.D.D. Dhae<sup>2</sup>, Yonas F. Riwu<sup>3</sup>, Rolland E. Fanggidae<sup>4</sup>  <sup>1,2,3,4</sup> Departemen of Management, Nusa Cendana University, Indonesia</p>
<p><b>Article History:</b>          Received: 13 Mar 2026          Revised: 30 Mar 2026          Accepted: 20 Apr 2026</p> <p><b>Corresponding Author:</b>  <b>Jessica Angelin Layandari</b>  <b>Corresponding E-mail:</b>  <a href="mailto:jessicalayandari@gmail.com">jessicalayandari@gmail.com</a></p>	<p><b>Abstract:</b></p> <p><b>Research Aims:</b>          This study aims to analyze the influence of social media marketing on purchasing decisions with electronic word of mouth as a moderating variable at Cititex Kupang, a fashion retailer operating in Kupang City, Indonesia.</p> <p><b>Methodology:</b>          The research employed a quantitative method with an associative approach. Data were collected through questionnaires distributed to 100 respondents who met the criteria: consumers who had purchased or interacted with Cititex Kupang products through Instagram, were influenced by reviews or recommendations on Instagram, and had active social media accounts. Data analysis utilized simple linear regression and Moderated Regression Analysis (MRA).</p> <p><b>Research findings:</b>          The results revealed that social media marketing significantly influences purchasing decisions at Cititex Kupang (<math>t\text{-count } 9.733 &gt; t\text{-table } 1.660</math>; <math>\text{sig. } 0.000 &lt; 0.05</math>). However, electronic word of mouth was not proven to moderate the relationship between social media marketing and purchasing decisions, as the interaction variable showed a significance value of <math>0.065 (&gt; 0.05)</math> with a negative coefficient direction, indicating a weakening tendency.</p> <p><b>Theoretical Contribution/Originality:</b>          This research contributes to the digital marketing literature by examining the moderating role of e-WOM in the relationship between social media marketing and purchase decisions, particularly in the context of local fashion retail in Eastern Indonesia, an area previously under-researched.</p> <p><b>Practitioners/Policy Implications:</b>          The findings suggest that fashion retailers should optimize their social media marketing strategies through engaging content creation, active sharing, and community building. While e-WOM may not serve as a strong moderator, companies should still encourage customer reviews and testimonials to complement their promotional efforts.</p> <p><b>Research Limitations/Implications:</b>          This study is limited to a single retail location (Cititex Kupang) with 100 respondents. Future research should expand the sample size, include multiple locations, and consider other variables such as price, product quality, and brand trust to provide a more comprehensive understanding of factors influencing purchase decisions.</p>
<p>This open access article is distributed under a <a href="https://creativecommons.org/licenses/by-sa/4.0/">Creative Commons Attribution ShareAlike 4.0 International License (CC BY-SA 4.0)</a>.</p>	<p><b>Keywords:</b> Social Media Marketing, Purchase Decision, Electronic Word of Mouth, Fashion Retail, Instagram Marketing</p>

## INTRODUCTION

The rapid evolution of information and communication technology, particularly the internet, has fundamentally transformed various aspects of human life. The internet is widely utilized not only as a means of communication and information exchange but also as a platform for conducting economic and business activities. The presence of the internet has encouraged the creation of various technology-based business innovations that facilitate interaction between producers and consumers without spatial and temporal limitations. According to data released by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia continues to increase annually. In 2023, there were 215,626,156 users or approximately 78.19% of the total population, increasing to 221,563,479 users (79.50%) in 2024, and reaching 229,428,417 users out of a total population of 284,430,900 in 2025, with a penetration rate of 80.66%. Geographically, the Bali and Nusa Tenggara region ranks fourth in internet penetration among Indonesian islands with an achievement of 76.86%. This consistent increase indicates that the internet has become one of the primary needs of Indonesian society, while simultaneously opening increasingly greater opportunities for the development of the digital economy and social media-based marketing strategies (APJII, 2025).

In facing increasingly tight business competition, business actors need to determine appropriate marketing strategies so that the products offered can become consumer choices. One strategy now widely implemented is promotion through the internet, particularly by utilizing social media. The use of social media is considered effective because it can increase market reach at relatively low costs, as consumers can easily access product information without the need for face-to-face interaction (Abd Rasyid et al., 2018). Social media also provides convenience for business actors in introducing and marketing products more quickly and interactively. Therefore, social media users become potential targets for companies in carrying out digital marketing activities (Putra & Aristana, 2020). The utilization of social media for promotional activities is known as Social Media Marketing, which is a form of marketing strategy focused on building brand awareness, recognition, and long-term relationships with consumers (Kembali & Masitoh, 2021).

Despite extensive previous research highlighting the influence of social media marketing on purchasing decisions, such as conducted by Rimbasari et al. (2023), studies that specifically position electronic word of mouth (e-WOM) as a moderating variable in this relationship remain relatively limited, particularly in the context of fashion businesses in Kupang City. Owen and Smith (2013) explain that highlighting gaps is crucial because it forms the basis for why new research is needed and what unique contributions it offers. On the other hand, digital promotional activities carried out by local business actors, such as Cititex Kupang, show inconsistent results. The company actively uploads various promotional content through Instagram, yet the level of consumer interaction on each post remains fluctuating, as seen from unstable numbers of likes, comments, and shares. This condition illustrates that promotional strategies through social media have not been fully capable of driving purchasing decisions when not accompanied by natural consumer-to-consumer communication, such as reviews, testimonials, and positive recommendations (e-WOM).

The novelty and theoretical contribution of this research lie in examining the moderating role of e-WOM in the relationship between social media marketing and purchase decisions within the specific context of local fashion retail in Eastern Indonesia. While previous studies have largely focused on direct relationships or mediating effects, this research offers a unique contribution by investigating whether e-WOM strengthens or weakens the influence of social media marketing on consumer purchase decisions. This approach provides a more nuanced understanding of how

different elements of digital marketing interact to shape consumer behavior in emerging market contexts.

Practically, this research provides valuable insights for fashion retailers like Cititex Kupang in optimizing their social media marketing strategies. The findings can help businesses understand the relative importance of direct promotional efforts versus consumer-generated content in driving purchase decisions. For policymakers and industry practitioners, this research offers guidance on resource allocation for digital marketing activities, suggesting that investment in creating engaging social media content may yield more predictable results than relying on the moderating effect of e-WOM. McQuail (2013) emphasizes that practical contributions are important to illustrate how research provides insights for stakeholders to improve services for the community.

Based on the background described above, this study aims to: (1) analyze the influence of social media marketing on purchasing decisions at Cititex Kupang, and (2) examine the moderating role of electronic word of mouth in the relationship between social media marketing and purchasing decisions at Cititex Kupang. Riadi et al. (2015) explain that the author needs to explain the research objectives that are formulated to be in line and consistent with the research title or research topic.

## METHODS

This research employs a quantitative method with an associative approach. According to Creswell (2023), quantitative research is an approach to prove a theory by measuring several variables used. The associative approach aims to determine the relationship between two or more variables.

The population in this study comprises all consumers of Cititex Kupang, whose exact number is unknown and can be categorized as infinite. The sample size was determined using the Lemeshow formula for unknown populations (Riyanto & Hatmawan, 2020):

$$n = \frac{Z^2 p (1 - p)}{d^2}$$

Using a 95% confidence level ( $Z = 1.96$ ), proportion ( $p$ ) = 0.5, and margin of error ( $d$ ) = 10%, the calculation yielded 96.04, rounded to 96 respondents. The researcher increased the sample to 100 respondents to facilitate calculation and improve validity. Sample selection employed purposive sampling technique with the following criteria:

1. Consumers who had purchased or interacted with Cititex Kupang products through Instagram
2. Consumers whose purchases were influenced by reviews, comments, or recommendations on Cititex Kupang's Instagram
3. Consumers with active social media accounts who use these media to seek information before making purchases

The research instrument was a questionnaire developed based on indicators for each variable. Social Media Marketing (X) was measured using four indicators from Gunelius (2011): Content Creation, Content Sharing, Connecting, and Community Building, with 8 statement items. Purchase Decision (Y) was measured using five indicators from Kotler and Armstrong (2018): Product Choice, Brand Choice, Purchase Timing, Purchase Quantity, and Payment Method, with 10 statement items. Electronic Word of Mouth (Z) was measured using three indicators from Jimenez and Mendoza (2013): Intensity, Valence of Opinion, and Content, with 6 statement items. All items used a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

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Data were collected through questionnaires distributed directly to respondents at the Cititex Kupang location and continued with Google Form links if direct distribution was insufficient to reach the target of 100 respondents. Primary data were obtained directly from respondents who met the research criteria.

Data analysis employed both descriptive and inferential statistics. Descriptive analysis provided an overview of respondent characteristics and variable distributions. Inferential analysis included:

1. Classical Assumption Tests: Normality test using Kolmogorov-Smirnov, multicollinearity test using Tolerance and VIF values, and heteroscedasticity test using scatterplot analysis.
2. Simple Linear Regression: To test the influence of social media marketing (X) on purchase decisions (Y) with the equation:  $Y = a + bX$
3. Moderated Regression Analysis (MRA): To test the moderating effect of electronic word of mouth (Z) on the relationship between X and Y with the equation:  $Y = \beta_0 + \beta_1X + \beta_2Z + \beta_3(X*Z) + \varepsilon$
4. Hypothesis Testing: t-test (partial test) at significance level  $\alpha = 0.05$ , and coefficient of determination ( $R^2$ ) to measure the model's ability to explain variations in the dependent variable.

All data analysis was performed using IBM SPSS Statistics software.

## RESULT

### Descriptive Statistics

#### Social Media Marketing Variable (X)

The overall score for the Social Media Marketing variable was 3,487, categorized as "Very High." This indicates that respondents generally provided positive assessments of Cititex Kupang's social media marketing activities.

**Table 1. Descriptive Analysis of Social Media Marketing Indicators**

Indicator	Score	Category
Content Creation (P1X, P2X)	904	Very High
Content Sharing (P3X, P4X)	881	Very High
Connecting (P5X, P6X)	867	Very High
Community Building (P7X, P8X)	835	Very High
<b>Total Variable X</b>	<b>3,487</b>	<b>Very High</b>

Source: Processed Research Data (2025)

#### Purchase Decision Variable (Y)

The overall score for the Purchase Decision variable was 4,403, categorized as "Very High." This indicates that respondents have a very high level of purchase decisions toward Cititex Kupang products.

**Table 2. Descriptive Analysis of Purchase Decision Indicators**

Indicator	Score	Category
Product Choice (P1Y, P2Y)	947	Very High
Brand Choice (P3Y, P4Y)	880	Very High
Purchase Timing (P5Y, P6Y)	793	High
Purchase Quantity (P7Y, P8Y)	839	High
Payment Method (P9Y, P10Y)	944	Very High
<b>Total Variable Y</b>	<b>4,403</b>	<b>Very High</b>

Source: Processed Research Data (2025)

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**Electronic Word of Mouth (Z)**

The overall score for the Electronic Word of Mouth variable was 2,627, categorized as "Very High." This indicates that respondents have a very high tendency to share and receive information about Cititex Kupang through digital media.

**Table 3. Descriptive Analysis of Electronic Word of Mouth Indicators**

Indicator	Score	Category
Intensity (P1Z, P2Z)	829	High
Valence of Opinion (P3Z, P4Z)	890	Very High
Content (P5Z, P6Z)	908	Very High
<b>Total Variable Z</b>	<b>2,627</b>	<b>Very High</b>

Source: Processed Research Data (2025)

**Validity Test**

The validity test was conducted to determine the feasibility of each questionnaire item in defining the variables. An item is considered valid if the calculated r-value (Corrected Item-Total Correlation) is greater than the r-table value at a significance level of  $\alpha = 0.05$  (df = 98, r-table = 0.165).

**Table 4. Validity Test Results**

Variable	Item	r-count	r-table	Description
<i>Social Media Marketing (SMM)</i>	SMM 1	0,712	0,165	Valid
	SMM 2	0,636	0,165	Valid
	SMM 3	0,555	0,165	Valid
	SMM 4	0,498	0,165	Valid
	SMM 5	0,681	0,165	Valid
	SMM 6	0,635	0,165	Valid
	SMM 7	0,609	0,165	Valid
	SMM 8	0,664	0,165	Valid
<i>Keputusan Pembelian (KP)</i>	KP 1	0,615	0,165	Valid
	KP 2	0,607	0,165	Valid
	KP 3	0,817	0,165	Valid
	KP 4	0,645	0,165	Valid
	KP 5	0,430	0,165	Valid
	KP 6	0,707	0,165	Valid
	KP 7	0,737	0,165	Valid
	KP 8	0,629	0,165	Valid
	KP 9	0,607	0,165	Valid
	KP 10	0,574	0,165	Valid
<i>Electronic Word of Mouth (eWOM)</i>	eWOM 1	0,716	0,165	Valid
	eWOM 2	0,812	0,165	Valid
	eWOM 3	0,626	0,165	Valid
	eWOM 4	0,690	0,165	Valid
	eWOM 5	0,795	0,165	Valid
	eWOM 6	0,844	0,165	Valid

Source: Processed Research Data (2025)

Based on Table 1 above, all statement items for each variable have r-count values greater than the r-table value of 0.165. Therefore, all items in the questionnaire are declared valid and suitable for use in further analysis.

### Reliability Test

The reliability test measures the consistency of the questionnaire as an indicator of variables. A questionnaire is considered reliable if the Cronbach's Alpha value  $\geq 0.60$ .

**Table 5. Reliability Test Results**

Variable	Cronbach's Alpha	Standard Alpha	Description
<i>Social Media Marketing (X)</i>	0,772	> 0,60	Reliabel
Keputusan Pembelian (Y)	0,828	> 0,60	Reliabel
<i>Electronic Word of Mouth (M)</i>	0,843	> 0,60	Reliabel

Source: Processed Research Data (2025)

Based on Table 2, all variables have Cronbach's Alpha coefficients greater than 0.60. This indicates that each statement item is capable of producing consistent measurement data, meaning that if the statements were used again, they would obtain relatively similar answers.

### Normality Test

The normality test aims to determine whether the residual variables in the regression model have a normal distribution. The Kolmogorov-Smirnov non-parametric statistical test was used with the criterion that data is normally distributed if the Asymp. Sig. (2-tailed) value  $\geq 0.05$ .

**Table 6. Kolmogorov-Smirnov Normality Test Results**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters <sup>a,b</sup>	Mean		,0000000
	Std. Deviation		3,52837481
Most Extreme Differences	Absolute		,082
	Positive		,039
	Negative		-,082
Test Statistic			,082
Asymp. Sig. (2-tailed)			,095 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		,098 <sup>d</sup>
	99% Confidence Interval	Lower Bound	,090
		Upper Bound	,106

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Processed Research Data (2025)

Based on the normality test results using Kolmogorov-Smirnov, the Asymp. Sig. (2-tailed) value obtained is 0.095, which is greater than 0.05. Thus, it can be concluded that the residuals are normally distributed and the data is suitable for use in this research.

### Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. A good regression model should not have correlation between independent variables. Multicollinearity can be detected through Tolerance and Variance Inflation Factor (VIF) values, with criteria: Tolerance > 0.10 and VIF < 10.00 indicates no multicollinearity.

**Table 7. Multicollinearity Test Results**

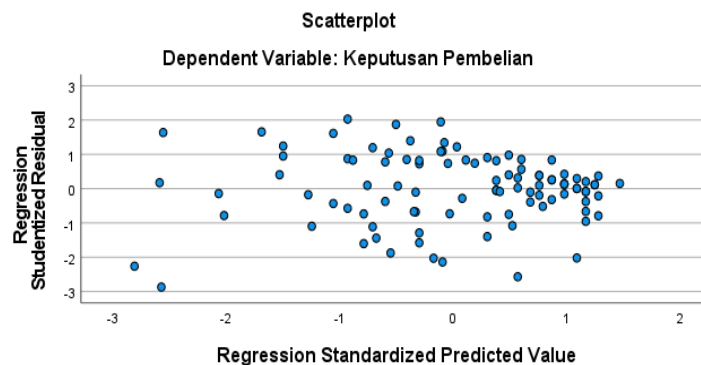
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6,355	3,350		1,897	.061		
Social Media Marketing	,750	,108	,537	6,919	<,001	.739	1.353
Electronic Word of Mouth	,438	,106	,321	4,137	<,001	.739	1.353

Source: Processed Research Data (2025)

Based on Table 4, the Social Media Marketing variable has a Tolerance value of 0.739 (> 0.10) and VIF of 1.353 (< 10.00). Similarly, the Electronic Word of Mouth variable has a Tolerance value of 0.739 (> 0.10) and VIF of 1.353 (< 10.00). This indicates that there is no multicollinearity problem in the regression model used, meaning the independent variables are free from high correlation with each other.

### Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is variance inequality of residuals between observations in the regression model. A good regression model is homoscedastic, where the residual variance is constant. Heteroscedasticity was tested using scatterplot analysis.



Source: Processed Research Data (2025)

**Figure 1. Scatterplot Graph**

From the scatterplot graph in Figure 1, it can be observed that the residual points are randomly scattered above and below zero on the Y-axis without forming any particular pattern (such as waves, widening then narrowing). This indicates that there is no heteroscedasticity in the regression model, meaning the model meets the homoscedasticity assumption with constant residual variance.

### Simple Linier Regression Analysis

**Table 8. Simple Linier Regression Results**  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	9,767	3,504
	<i>Social Media Marketing</i>	2,019	,524

a. Dependent Variable: Purchase Decision  
Source: Processed Research Data (2025)

The regression equation is:  $Y = 9.767 + 2.019X$

This means that when Social Media Marketing increases by one unit, Purchase Decision increases by 2.019 units. The constant value of 9.767 indicates that when Social Media Marketing is zero, Purchase Decision is 9.767.

#### t-Test (Partial Test) for H1

The t-test results show that Social Media Marketing has a t-count of 9.733, which is greater than the t-table value of 1.660 (df = 98,  $\alpha = 0.05$ ), with a significance value of  $0.000 < 0.05$ . Therefore, H0 is rejected and Ha is accepted, meaning that Social Media Marketing significantly influences Purchase Decisions at Cititex Kupang. This finding supports the first hypothesis (H1 accepted).

#### Moderated Regression Analysis (MRA) for H2

**Table 9. Moderated Regression Analysis Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-37,287	17,951		-2,077	,040
	<i>Social Media Marketing</i>	2,019	,524	1,447	3,852	<,001
	<i>Electronic Word of Mouth</i>	2,269	,748	1,665	3,034	,003
	X*Z	-,053	,021	-1,977	-2,472	,065

Source: Processed Research Data (2025)

The MRA equation is:  $Y = -37.287 + 2.019X + 2.269Z - 0.053(X*Z)$

The interaction variable (X\*Z) has a coefficient of -0.053 with a significance value of 0.065 (> 0.05). This indicates that Electronic Word of Mouth does not significantly moderate the relationship between Social Media Marketing and Purchase Decisions. Although the negative coefficient suggests a weakening tendency, the lack of statistical significance means that e-WOM is not proven as a moderating variable in this relationship. Therefore, the second hypothesis (H2) is rejected.

#### Coefficient of Determination (R<sup>2</sup>)

**Table 10. Coefficient of Determination Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.701a	.492	.486	3.771
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a. Predictors: (Constant), Social Media Marketing  
Source: Processed Research Data (2025)

The Adjusted R Square value of 0.486 indicates that Social Media Marketing explains 48.6% of the variance in Purchase Decisions, while the remaining 51.4% is influenced by other variables not included in this study.

## DISCUSSION

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

The finding that social media marketing significantly influences purchase decisions at Cititex Kupang aligns with the theoretical framework proposed by Gunelius (2011), who states that social media marketing utilizes social media platforms to build relationships with consumers, increase brand awareness, and promote products more effectively. Through social media, companies can convey various product information quickly and interactively to consumers. Armstrong and Kotler (2017) explain that information obtained by consumers during the search and evaluation process can influence the decisions they make.

The results demonstrate that Cititex Kupang's utilization of Instagram as a marketing tool enables consumers to obtain product information visually through uploaded images and content. This information exposure enriches consumer knowledge, particularly for those wishing to shop at Cititex Kupang. The very high scores across all social media marketing indicators content creation, content sharing, connecting, and community building indicate that the company has successfully created engaging content that consumers find informative and worth sharing. The responsiveness in connecting with consumers through direct messages and comments has built positive relationships, while community-building activities like giveaways and challenges have fostered engagement.

This finding is consistent with previous research by Rimbasari et al. (2023), which showed that social media marketing influences consumer purchase decisions. Similar results were also found by Hanjaya et al. (2023), who concluded that the implementation of social media marketing among business actors positively impacts purchase decisions by expanding market reach and improving relationships between companies and customers. These findings indicate that social media marketing utilization not only functions as a promotional tool but also serves as an effective strategy in building communication and closeness with consumers, ultimately encouraging purchase decisions.

From the perspective of the Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo (1986), consumers of Cititex Kupang appear to process social media marketing messages through both central and peripheral routes. The high scores on content creation and content sharing indicators suggest that some consumers engage in central route processing, actively evaluating product information presented in Instagram feeds. Meanwhile, the community building and connecting aspects may trigger peripheral route processing, where consumers are influenced by social cues such as the number of likes, comments, and followers.

### The Moderating Role of Electronic Word of Mouth

The finding that electronic word of mouth does not significantly moderate the relationship between social media marketing and purchase decisions, despite showing a negative coefficient direction, provides important insights into consumer behavior at Cititex Kupang. This result can be explained through several theoretical and contextual considerations.

According to the Elaboration Likelihood Model (ELM), when consumers have high involvement with a product or brand, they tend to process information through the central route, relying more on message quality and factual information rather than peripheral cues such as reviews or recommendations from others (Petty & Cacioppo, 1986). In the context of Cititex Kupang, many consumers may have established familiarity with the brand through repeated purchases or direct experience, making them less dependent on e-WOM when making purchase decisions. As indicated in the descriptive analysis, consumers scored highly on product choice and brand choice indicators, suggesting that their decisions are primarily driven by functional considerations such as affordable prices, product quality, and quick service rather than online reviews.

The negative coefficient direction, although not statistically significant, suggests a tendency for e-WOM to weaken the influence of social media marketing on purchase decisions. This counterintuitive finding may be explained by information overload or credibility concerns. Park and Jang (2021) suggest that when consumers are exposed to excessive reviews or conflicting opinions, they may experience review overload, which can complicate rather than facilitate decision-making. In the case of Cititex Kupang, consumers may perceive the information obtained directly from the company's official Instagram account as more reliable and consistent than varied user-generated reviews, which may contain subjective or inconsistent opinions.

Furthermore, Voramontri and Klieb (2019) note that the impact of e-WOM depends on consumer characteristics and the nature of the product. For fashion products like those offered by Cititex, visual information and direct brand communication through social media may carry more weight than third-party reviews, particularly when consumers value seeing how products look and are presented. The very high scores on content creation (904) and content sharing (881) indicators suggest that Cititex's own social media content effectively provides the visual and informational cues consumers need, potentially reducing their reliance on external reviews.

This finding differs from research by Dewi et al. (2021) at Givanda Store Denpasar, which found that e-WOM was able to mediate the relationship between social media marketing and purchase decisions. In that study, e-WOM served as a pathway connecting social media marketing activities with consumer purchase decisions. Conversely, in this study, e-WOM was not proven to significantly strengthen or weaken the relationship between social media marketing and purchase decisions. However, this result is consistent with research by Toffi et al. (2024), which showed that e-WOM is not always capable of serving as a moderating variable that strengthens relationships between variables. This indicates that the role of e-WOM can vary depending on the research context, consumer characteristics, and the level of consumer trust in information circulating on social media.

Based on field findings, most Cititex Kupang consumers make purchase decisions driven more by functional considerations such as affordable prices, product quality, and fast service. Additionally, many consumers have known and used Cititex products for a long time, making purchase decisions more based on previous usage experience. This condition causes reviews or recommendations from other consumers on social media not to become the primary consideration in the purchasing process. The relatively low level of consumer interaction in the form of comments, reviews, and recommendations on Cititex Kupang's social media also means that e-WOM does not play a significant role in strengthening the influence of social media marketing on purchase decisions.

## CONCLUSION

Based on the research conducted at Cititex Kupang regarding the influence of social media marketing on purchase decisions moderated by electronic word of mouth, the following conclusions can be drawn:

1. Social media marketing significantly influences purchase decisions at Cititex Kupang. This finding demonstrates that marketing activities through social media conducted by Cititex Kupang effectively provide information, build interaction, and create closeness with consumers, thereby encouraging purchase decisions.  
The influence is supported by the coefficient of determination analysis, which shows that the social media marketing variable contributes 48.6% to purchase decisions. Although this contribution is not fully dominant, the result indicates that social media marketing plays a substantial role in influencing purchase decisions, while the remaining 51.4% is influenced by other factors outside the research model such as price, product quality, service quality, and brand trust.
2. Based on the Moderated Regression Analysis (MRA) results, the interaction variable between social media marketing and electronic word of mouth shows a negative coefficient direction but is not statistically significant. This indicates that electronic word of mouth is not proven to serve as a moderating variable in the relationship between social media marketing and purchase decisions. This condition suggests that in the context of Cititex Kupang, e-WOM has not yet functioned as a dominant strengthening factor in the purchase decision-making process. E-WOM is positioned more as a complement rather than a primary basis for strengthening promotional messages conveyed through the company's social media.

## LIMITATION

This research has several limitations that should be acknowledged. First, the study was limited to a single retail location (Cititex Kupang) with a sample size of 100 respondents, which may limit the generalizability of findings to other contexts or locations. Second, the study focused exclusively on three variables (social media marketing, purchase decisions, and e-WOM), while other potentially influential factors such as price, product quality, service quality, and brand trust were not examined. Third, the cross-sectional design captures consumer perceptions at a single point in time, limiting the ability to observe changes in relationships over time. Fourth, the study relied on self-reported data from questionnaires, which may be subject to social desirability bias or recall inaccuracies. Fifth, the non-significant moderating effect of e-WOM may be specific to the fashion retail context in Kupang and may not apply to other product categories or geographical locations.

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The Influence of Social Media Marketing on Purchase Decisions Moderated by Electronic Word of Mouth at Cititex Kupang.

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