

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

# The Effect of Digital Marketing, Electronic Word of Mouth, and Brand Trust on Purchasing Decisions of Kopi Kenangan in Batam City

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## ARTICLE HISTORY

Received: January 25, 2026

Revised: February 27, 2026

Accepted: March 11, 2026

## DOI

<https://doi.org/10.52970/grmilf.v6i2.2054>

## ABSTRACT

This study aims to examine the effect of digital marketing, electronic word of mouth (e-WOM), and brand trust on purchasing decisions at Kopi Kenangan in Batam City. An explanatory quantitative method was used with a sample of 105 Kopi Kenangan customers in Batam, selected purposively. Data were collected through a 5-point Likert scale questionnaire measuring four main constructs, then analysed using multiple linear regression. Classical assumption tests (normality, multicollinearity, heteroscedasticity) and reliability validity tests (Pearson r, Cronbach's Alpha) were conducted to ensure data quality. The results of the analysis show that the three independent variables together explain approximately 67.1% of the variation in purchasing decisions. Partially, e-WOM made the largest contribution, followed by brand trust and digital marketing. The estimated regression equation is:  $Y = 0.210 + 0.104X_1 + 0.725X_2 + 0.365X_3$ . These findings indicate that online customer opinions and brand trust are the main drivers of purchasing decisions, while digital promotion plays a supporting role through indirect channels. The practical implication is that Kopi Kenangan Batam needs to strengthen positive e-WOM and brand trust while maintaining visibility through digital marketing.

**Keywords:** Digital Marketing, Brand Trust, Purchase Decision, E-WOM.

## I. Introduction

In today's digital age, developments in information and communication technology have brought about major changes in all aspects of human life, especially in the fields of marketing and consumer behaviour. This transformation is not merely a change in medium, but a fundamental shift in the way companies interact with their customers. Whereas companies previously relied on conventional methods such as one-way promotions in print, radio and television media, they are now turning to digital media, which is more effective, efficient and capable of reaching global markets quickly and widely (Purnama, 2026). Digital marketing provides opportunities for businesses to personalise their messages, so that communication no longer feels rigid, but is more relevant to the individual needs of consumers. With the rapid development of digital technology, consumer behaviour in the modern era has undergone significant changes. In the past, people had limited access to information and relied more on traditional media such as newspapers or television to obtain product references. However, today, people, especially the younger generation, tend to seek information and communicate through online media, such as social media and other digital platforms (Putri



Kopi Kenangan, as one of the pioneers of modern coffee shops in Indonesia, is a prime example of the successful utilisation of digital platforms. The company utilises social media to introduce new products and build more personal relationships with customers through engaging and relatable content (Wirawan & Madiawati, 2025). However, the rapid growth of this industry has also brought intense competition, especially in major cities such as Batam. In Batam, competition among coffee shops has forced Kopi Kenangan to rely not only on its big name, but also on the effectiveness of its local digital strategy. Problems arise when consumers' understanding of the benefits of digital marketing is still uneven, or when e-WOM is not optimised to build strong trust at the local level. Managing negative opinions, the effectiveness of content on TikTok/Instagram platforms, and how all these factors influence purchasing decisions at Batam outlets are crucial areas for research (Putri & Munas, 2023).

Although many studies have discussed digital marketing in general, there are still few studies that comprehensively examine the combined influence of digital marketing, e-WOM, and brand trust on purchasing decisions in the specific context of modern coffee shops in Batam City. There is a gap in understanding regarding the extent of the simultaneous influence of these two variables, both directly and through the mediation of brand trust. This research is important so that business actors, particularly Kopi Kenangan management, can understand the influence of these digital variables. By knowing the extent to which digital marketing and e-WOM influence consumer behaviour in Batam, management can develop more targeted strategies, increase appeal, and maintain customer loyalty amid an ever-changing market. The results of this research are expected to provide strategic guidance for the culinary industry to achieve sustainable sales growth in the digital era.

## II. Literature Review and Hypothesis Development

### 2.1. Digital marketing

Digital marketing is a marketing strategy that utilises digital technology and internet-based media to effectively reach and interact with target markets (Nitami et al., 2024). According to Ricy (2023), its scope is not limited to online advertising, but also includes customer relationship management, consumer behaviour analysis, and the creation of experiences through digital touchpoints. The main characteristics that distinguish it from traditional marketing include two-way interactivity, specific market segmentation, message personalisation, and the ability to measure data in real-time. The success of this strategy is highly dependent on the quality of content that can build emotional bonds and consumer trust (Fan, 2023). Through components such as social media, SEO, and technological innovation, digital marketing enables companies to create consistent experiences that influence perceptions and purchasing decisions. Thus, adapting to digital technology is a necessity for companies to build sustainable competitive advantages in a dynamic global market.

### 2.2. Electronic Word of Mouth (E-WOM)

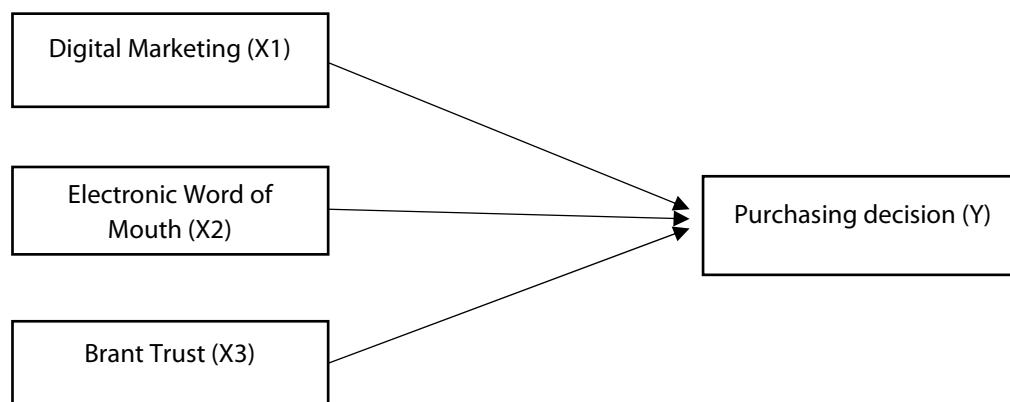
Electronic Word of Mouth (E-WOM) is an evolution of word-of-mouth communication conducted online through digital platforms such as social media and review sites (Wardhana, 2022). Donthu et al. (2021), define it as the dissemination of consumer opinions about products or services that have advantages in terms of speed, wide reach, and internet accessibility. E-WOM is measured through four main dimensions: intensity (frequency of interaction), valence (positive or negative nature), content (honesty of information), and reach (extent of dissemination) (Wardhana, 2022). The driving factors of E-WOM include customer experience, service quality, and psychological motivations such as the need for social recognition. Strategically, E-WOM serves as significant social proof that influences brand perception and consumer purchase intent (Park & McCallister, 2023). Therefore, companies must actively manage customer reviews and provide satisfying experiences to encourage positive opinions in order to strengthen brand image and minimise the risk of negative reviews (Chen et al., 2022).

### 2.3. Brand Trust

Brand trust is a positive consumer perception based on the belief that a brand will consistently fulfil its promises and expectations in the future (Widodo & Rakhmawati, 2021). According to Ratz (2024), this trust reflects customers' belief that the brand is reliable and will not abuse their expectations. In a competitive market, brand trust serves as a vital instrument for reducing the risk of uncertainty for customers when making choices. Strong trust contributes to the formation of loyalty, increased perception of product quality, and triggers repeat purchase intent (Yusuf et al., 2024). In practical terms, brand trust is built through the accumulation of consistent positive experiences, a maintained reputation, and honest and transparent communication. Consequently, trust acts as a critical psychological filter that reduces perceived risk during the online decision-making process (Pfeuffer et al., 2024).

### 2.4. The relationship between Digital Marketing, e-WOM, and Brand Trust on purchasing decisions

The interaction between Digital Marketing, e-WOM, and Brand Trust creates a powerful synergy that determines consumer purchasing decisions. Digital marketing acts as the primary stimulus through interactive content on social media that builds customer awareness and initial interest (Kotler & Keller, 2021). This activity is reinforced by e-WOM, where online reviews and recommendations from fellow users serve as social proof that validates product quality (Donthu et al., 2021). The combination of consistent digital promotion and positive customer testimonials then gives rise to Brand Trust. This trust is a crucial element that reduces the perception of risk and uncertainty in consumers' minds (Wardhana, 2024). When customers feel confident that a brand is reliable, their purchase intent will transform into actual purchasing decisions. In the coffee industry, such as Kopi Kenangan, proper digital strategy management and responsive customer reviews are vital to converting trust into sustainable purchasing actions amid dynamic market competition.



**Figure 2. Conceptual Framework**

*Hypothesis 1 (H1) Digital marketing has a positive and significant influence on the purchase decisions of customers at Kopi Kenangan outlets in Batam City.*

*Hypothesis 2 (H2) Electronic Word of Mouth (e-WOM) has a positive and significant influence on the purchase decisions of customers at Kopi Kenangan outlets in Batam City.*

*Hypothesis 3 (H3) Brand trust has a positive and significant influence on the purchase decisions of customers at Kopi Kenangan outlets in Batam City.*

*Hypothesis 4 (H4) There is a simultaneous positive and significant influence of digital marketing, e-WOM, and brand trust on the purchase decisions of customers at Kopi Kenangan outlets in Batam City.*

### III. Research Method

#### 3.1. Research Design

This study uses a quantitative approach with an explanatory design to examine the causal relationship between the research variables (Sugiyono, 2019). The nature of this research is causality, which aims to analyse the effect of independent variables (Digital Marketing and Electronic Word of Mouth) on dependent variables (Purchase Decisions) through mediating variables (Brand Trust) on Kopi Kenangan customers in Batam City (Zulkarnain, 2016).

#### 3.2. Population and Sampling

The population in this study is all Kopi Kenangan consumers in Batam City, whose number is unknown. The sampling technique used purposive sampling with the criteria of respondents who had made transactions and actively interacted on the brand's social media. Using the Slovin formula with a margin of error of 10% and a confidence level of 95%, the sample size was set at 180 respondents to maintain the strength of the statistical analysis.

#### 3.3. Data Collection Methods

Data was collected through questionnaires distributed online (Google Form) and offline, using a 1–5 Likert scale. The instruments were developed based on theoretical indicators that included digital content intensity, online review valence (e-WOM), brand credibility (brand trust), and purchase intention stability (purchase decision). To ensure data quality, validity tests were conducted using Pearson's correlation technique (calculated  $r > \text{table } r$ ) and reliability tests using Cronbach's Alpha with a minimum threshold of 0.60 (Sugiyono, 2016). All collected data were then processed using statistical methods to prove the research hypothesis.

**Table 1. Likert scale**

Likert	Code	Score
Strongly agree	SS	5
Agree	S	4
Neutral	N	3

The variables analysed in this study include Digital Marketing, which covers the dimensions of interactivity, segmentation, personalisation, and measurement of promotional effectiveness through digital platforms. The second variable is Electronic Word of Mouth (e-WOM), which consists of the dimensions of communication intensity, review valence (positive/negative), informative content, and the reach of online opinion dissemination. The third variable, Brand Trust, is measured through the dimensions of brand reliability, product promise fulfilment, and safety reputation for consumers. Finally, the Purchase Decision variable includes indicators of purchase intention stability, willingness to choose a product, and desire to make repeat transactions. Each of these dimensions is further broken down into specific indicators to measure the perceptions of Kopi Kenangan customers in Batam City. The table below presents the operational variables used in this study.

**Table 2. Operational Variables**

Variable	Operational Definition	Indicators	Measurement Scale
Digital Marketing (X1)	A marketing strategy utilizing digital technology and the internet to reach and interact with consumers in real-time.	<ol style="list-style-type: none"> <li>Engaging social media content</li> <li>Ease of information access</li> <li>Attractive digital promotions</li> <li>Online ordering services (App/Web)</li> </ol>	Likert Scale

Electronic Word of Mouth (X2)	Positive or negative statements made by potential, actual, or former customers about a product, made available to a multitude of people via the internet.	<ol style="list-style-type: none"> <li>1. Intensity of customer reviews/messages</li> <li>2. Opinion valence (positive/negative)</li> <li>3. Depth of review content</li> <li>4. Reach of opinion distribution on social media</li> </ol>
Brand Trust (X3)	The willingness of the average consumer to rely on the ability of the brand to perform its stated function and meet expectations.	<ol style="list-style-type: none"> <li>1. Confidence in product quality</li> <li>2. Consistency of services provided</li> <li>3. Outlet reputation and credibility</li> <li>4. Fulfillment of brand promises and expectations</li> </ol>
Purchase Decision (Y)	The stage in the buyer's decision-making process in which the consumer actually purchases the product or service.	<ol style="list-style-type: none"> <li>1. Purchase intention</li> <li>2. Post-purchase satisfaction</li> <li>3. Brand loyalty</li> <li>4. Willingness to recommend the product</li> </ol>

### 3.4. Data Analysis Techniques

The collected data were analysed using statistical software through several systematic stages. The initial stage was validity and reliability testing, instruments were declared valid if the Pearson correlation ( $r_{\text{calculated}} > r_{\text{table}}$ ), and reliable if Cronbach's Alpha value  $> 0.60$  (Sugiyono, 2016). Classical assumption tests were conducted to ensure the suitability of the regression model. These tests included the Kolmogorov-Smirnov normality test, multicollinearity test ( $VIF < 10$  and  $Tolerance > 0.1$ ), and heteroscedasticity test using the Glejser test. The core stage of the analysis used multiple linear regression to test the effect of Digital Marketing (X1), e-WOM (X2), and Brand Trust (X3) on Purchase Decisions (Y). Hypothesis testing was conducted through partial t-tests and simultaneous F-tests with a significance level of 5% ( $\alpha = 0.05$ ). The strength of the model was measured through the coefficient of determination (Adjusted R<sup>2</sup>) to see how much all independent variables contributed to explaining the variation in customer purchasing decisions at Kopi Kenangan.

## IV. Result and Discussion

The core stage of the analysis used multiple linear regression to test the effect of Digital Marketing (X1), e-WOM (X2), and Brand Trust (X3) on Purchase Decisions (Y). Hypothesis testing was conducted through partial t-tests and simultaneous F-tests with a significance level of 5% ( $\alpha = 0.05$ ). The strength of the model was measured through the coefficient of determination (Adjusted R<sup>2</sup>) to see how much all independent variables contributed to explaining the variation in customer purchasing decisions at Kopi Kenangan.

### 4.1. Result

#### a. Multiple Linear Regression

**Table 3. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 <sup>a</sup>	.680	.671	3.461
a. Predictors: (Constant), Brand Trus (X3), E-WOM (X2), Digital Marketing (X1)				

Based on Table 3, the coefficient of determination test result is 0.671. This means that digital marketing, E-WOM, and brand trust have an influence on purchasing decisions of 67.51%, while the remaining 32.9% (100% - 67.51%) is explained by other variables that were not included or studied in this research.

b. Coefficient of Determination

**Table 4. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 <sup>a</sup>	.680	.671	3.461
a. Predictors: (Constant), Brand Trus (X3), E-WOM (X2), Digital Marketing (X1)				

Based on Table 4. The coefficient of determination test result is 0.671. This means that digital marketing, E-WOM, and brand trust have an influence on purchasing decisions of 67.51%, while the remaining 32.9% (100% - 67.51%) is explained by other variables that were not included or studied in this research.

c. Partial Test (t-test)

**Table 5. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.210	2.453		.085	.832
	Digital Marketing (X1)	.104	.115	.088	2.905	.038
	E-WOM (X2)	.725	.125	.531	5.815	.000
	Brand Trus (X3)	.365	.099	.293	3.677	.000
a. Dependent Variable: Keputusan Pembelian (Y)						

4.2. Discussion

a. The Influence of Digital Marketing on Customer Purchasing Decisions at Kopi Kenangan Outlets in Batam City

Based on the results of the multiple linear regression analysis, the Digital Marketing (X1) variable is proven to have a positive and significant influence on the Purchase Decision (Y) among Kopi Kenangan customers in Batam City, as evidenced by a regression coefficient of 0.104 with a significance value of 0.038 (lower than 0.05). The t-value of 2.905, which is greater than the t-table, indicates that every increase in the effectiveness of digital marketing strategies will be followed by an increase in purchasing decisions, although in this model, its direct contribution (Beta = 0.088) is recorded as being smaller than that of the e-WOM and Brand Trust variables. This significant influence indicates that the digital marketing activities carried out by Kopi Kenangan such as social media advertisements, attractive visual content, and in-app promotions successfully build awareness that ultimately leads to purchasing actions. In Batam City, the characteristics of urban consumers who are highly dependent on mobile devices make digital information exposure the primary "gateway" for them in selecting coffee products. The relatively small path coefficient of digital marketing compared to other variables indicates that customers in Batam do not immediately purchase products solely based on seeing an advertisement; instead, they utilize digital information as an initial reference before validating it through peer reviews (e-WOM) and their level of confidence in the brand (Brand Trust).

This finding is consistent with the Digital Marketing Theory proposed by Kotler & Keller (2016), which states that digital marketing enables companies to interact faster and more personally with the target market to influence their decisions. This result also supports the concept by Chaffey & Ellis-Chadwick (2019) that digital touchpoints function to manage customer relationships and experiences. Theoretically, digital marketing in this study acts as a stimulus in the consumer behavior model, where relevant digital content triggers internal cognitive processes within the consumer, leading to a response in the form of a purchase decision. Furthermore, these results strengthen previous research conducted by Anggraini & Noviyanti (2024) and Nugroho & Suwikadmono (2022), which states that digital marketing is a key factor positively influencing sales volume and purchasing decisions in the contemporary coffee industry. However, there is a slight

difference in the magnitude of influence; while in the study by Nugroho & Suwikadmono (2022) digital marketing had a very dominant influence, in the context of Kopi Kenangan in Batam City, its role functions more as a supporting factor whose effectiveness is far more optimal when accompanied by strong online opinions (e-WOM) and a trusted brand reputation.

b. The Influence of Electronic Word of Mouth (e-WOM) on Customer Purchasing Decisions at Kopi Kenangan Outlets in Batam City

Based on the results of the multiple linear regression analysis, the Electronic Word of Mouth (e-WOM) (X2) variable is proven to have a positive and significant influence on the Purchase Decision (Y). This is evidenced by a regression coefficient of 0.725, which is the highest coefficient value among all other variables in the regression model. With a significance level that meets the required criteria, these results confirm that e-WOM is the main driver for customers in Batam City when making the decision to purchase Kopi Kenangan products. Consequently, every increase in the quality and quantity of positive online opinions is directly proportional to a significant increase in purchasing decisions. The influence of e-WOM in this study occurs because customer reviews function as social proof, which is perceived as more objective than corporate advertisements. In the digital era, potential Kopi Kenangan buyers in Batam tend to perform risk validation through testimonials, Google Maps reviews, or social media review content before conducting a transaction. The high regression coefficient (0.725) indicates that positive experiences shared online by other customers are far more effective in convincing consumers compared to other marketing strategies. This mechanism minimizes consumer doubt regarding the quality of products and services they are about to receive.

This finding is in line with the theory proposed by Wardhana (2022), which states that e-WOM possesses a reach and power of influence that transcends traditional marketing due to its peer-to-peer nature. This also aligns with the framework of Donthu et al. (2021), which explains that the internet has amplified word-of-mouth mechanisms into a massive scale. Theoretically, e-WOM in this context plays a vital role in the "evaluation of alternatives" stage of the consumer decision-making process, where public opinion becomes the primary reference in determining the final choice. Furthermore, the results of this study reinforce the findings of Nugroho & Suwikadmono (2022), who also identified e-WOM as a highly influential variable on purchasing decisions for Kopi Kenangan. Similarly, it aligns with the study by Anggraini & Noviyanti (2024), which asserts that positive online opinions can simultaneously strengthen purchase intention. The consistency of these results indicates a prevailing trend in the contemporary coffee industry, where narratives constructed by consumers themselves through digital platforms hold higher credibility in the eyes of the public than the narratives constructed by the brand itself.

c. The Influence of Brand Trust on Customer Purchasing Decisions at Kopi Kenangan Outlets in Batam City

Based on the results of the multiple linear regression analysis, the Brand Trust (X3) variable is proven to have a positive and significant influence on the Purchase Decision (Y) among Kopi Kenangan customers in Batam City. This is indicated by a regression coefficient of 0.365 with a positive direction of relationship. These results illustrate that every one-unit increase in consumer trust toward the Kopi Kenangan brand will consistently improve the purchase decision score. Although its contribution is lower than that of the e-WOM variable, Brand Trust remains a vital pillar that partially determines whether a customer will ultimately choose this product or not. Brand trust is a crucial factor as it relates to risk perception. Consumers in Batam City tend to choose Kopi Kenangan due to a sense of security and the conviction that the products received will always be consistent, both in terms of taste and service quality. This trust is the result of accumulated positive experiences at physical outlets, speed of service, and transparent brand communication. In a highly competitive coffee shop market, trust acts as an "anchor" that prevents consumers from easily switching to other brands, as they have developed the confidence that Kopi Kenangan can meet their expectations without disappointment.

This finding is highly consistent with the theory proposed by Widodo & Rakhmawati (2021), which states that brand trust is the foundation of the relationship between customers and companies that can mitigate uncertainty in the decision-making process. Theoretically, Brand Trust plays a role in reducing the psychological barriers consumers face when about to purchase a product. As explained by Wardhana (2024), trust is not merely an ordinary perception but a factor that influences the perceived value of product quality in the eyes of the customer. The higher the level of trust, the higher the purchase intention and loyalty formed. The results of this study confirm that brand trust plays a vital role in driving repurchase intention and the final purchase decision. This finding is also aligned with previous research by Nugroho & Suwikadmono (2022) on the same subject, where the integrity and reputation of the Kopi Kenangan brand became a strong reason for consumers to make a purchase decision. The similarity of these results indicates that, despite the massive scale of digital marketing strategies, the fundamental factor of customer trust remains a variable that cannot be ignored in long-term marketing strategies.

d. The Simultaneous Combined Effect of Digital Marketing, e-WOM, and Brand Trust on Customer Purchasing Decisions at Kopi Kenangan Outlets in Batam City

This study evaluates the simultaneous impact of three independent variables Digital Marketing (X1), Electronic Word of Mouth (X2), and Brand Trust (X3) on the Purchase Decision (Y) at Kopi Kenangan outlets in Batam City. The findings from the multiple linear regression analysis reveal a coefficient of determination (R<sup>2</sup>) indicating that the combination of these three variables explains 68% of the variance in purchase decisions. Meanwhile, the remaining 32% is attributed to other factors not included in this model, proving that this research model possesses a high degree of accuracy in capturing consumption trends within the modern coffee industry. Partially, all three variables Digital Marketing (X1), e-WOM (X2), and Brand Trust (X3) are statistically significant and contribute positively to the purchase decision. This is consistent with literature emphasizing the roles of social proof and brand trust as primary drivers of purchasing decisions in a digital environment (Kotler & Keller, 2016). The findings indicate that the influence of e-WOM is more dominant in affecting purchase decisions compared to digital marketing and brand trust, suggesting that online customer opinions carry a greater weight of influence in this model.

In contrast, Digital Marketing (X1) provides a statistically smaller contribution to the purchase decision. This finding indicates that exposure to digital promotion alone is insufficient to change purchase decisions directly without the support of positive opinions spread on social media and increased brand trust. Within the theoretical framework, the effectiveness of digital marketing tends to operate through indirect pathways via e-WOM and Brand Trust. The practical implication is that the management of Kopi Kenangan Batam needs to utilize the synergy of these three variables in an integrated manner. Efforts to increase purchase decisions should focus on encouraging positive reviews and customer testimonials (e-WOM), as well as strengthening the consistency of the customer experience and the transparency of brand communication (Brand Trust). Digital Marketing remains necessary as a promotional platform and communication channel, yet its effectiveness will be optimized only if supported by the strength of e-WOM and established trust. The limitations of this study include its cross-sectional design and geographical focus on Batam City, which limit the generalizability of the results. Future research is recommended to utilize longitudinal designs or SEM-PLS to explore the mediation pathways between digital marketing, e-WOM, and Brand Trust toward Purchase Decisions, as well as to expand sampling to other cities to test the consistency of findings in different contexts.

## V. Conclusion

The results of the study conclude that Digital Marketing has a positive and significant effect on the purchasing decisions of Kopi Kenangan customers in Batam City. This indicates that the more creative and interactive the marketing content presented through social media such as Instagram and TikTok, as well as the ease of access to ordering through the application, the more consumer awareness will increase, which in turn will encourage actual purchasing actions. Electronic Word of Mouth (e-WOM) has been proven to have a

positive and significant effect on purchasing decisions, even becoming the variable with the most dominant contribution. This finding confirms that reviews, testimonials, and recommendations shared by customers on digital platforms serve as very strong social proof. Prospective consumers tend to trust the honest experiences of fellow internet users in validating product quality before deciding to make a transaction. Simultaneous test results show that Digital Marketing (X1), e-WOM (X2), and Brand Trust (X3) together contribute 68% to Purchase Decisions (Y). Although all three variables have a significant effect, e-WOM emerges as the most dominant factor (main driver) compared to other strategies. These findings indicate that digital promotion cannot stand alone without public opinion validation and brand trust. Practically speaking, Kopi Kenangan's management must integrate the synergy of these three variables with a primary focus on managing positive reviews to optimise sales conversion in a dynamic urban market.

Brand Trust was found to have a positive and significant effect on Purchase Decisions. Customer trust in the reliability of taste, consistency of service, and reputation of the Kopi Kenangan brand became an important psychological foundation. This sense of trust was able to reduce the risk of uncertainty in consumers' minds, so that they felt secure and confident that the products they purchased would meet the expectations promised by the brand. Simultaneously, Digital Marketing, e-WOM, and Brand Trust collectively influence Purchase Decisions. The integration of attractive digital stimuli, positive public opinion support, and a solid brand trust foundation creates optimal marketing synergy. The unity of these three factors together determines consumer behaviour dynamics and sales conversion success in the highly competitive coffee shop market in Batam City. Brand Trust was found to have a positive and significant effect on Purchase Decisions. Customer trust in the reliability of taste, consistency of service, and reputation of the Kopi Kenangan brand became an important psychological foundation. This sense of trust was able to reduce the risk of uncertainty in consumers' minds, so that they felt secure and confident that the products they purchased would meet the expectations promised by the brand. Simultaneously, Digital Marketing, e-WOM, and Brand Trust collectively influence Purchase Decisions. The integration of attractive digital stimuli, positive public opinion support, and a solid brand trust foundation creates optimal marketing synergy. The unity of these three factors together determines consumer behaviour dynamics and sales conversion success in the highly competitive coffee shop market in Batam City.

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