

**The Effect of Social Media Promotion and E-WoM on Guest Decision in Cafe around Residential Area of Makassar City, Indonesia****Hendrikus Kadang<sup>1)</sup>, Wihalminus Sombo Layuk<sup>2)</sup>, Bernadeth Tongli<sup>3)</sup> Beauty<sup>4)</sup>**<sup>1, 2, 3, 4)</sup> Department of Management, Universitas Atma Jaya Makassare-mail: hkadang71@gmail.com<sup>1)</sup>, wihalminus\_sombolayuk@lecturer.uajm.ac.id<sup>2)</sup>, bernadeth\_tongli@lecturer.uajm.ac.id<sup>3)</sup>, beauty@lecturer.uajm.ac.id<sup>4)</sup>**ABSTRACT**

Cafe is one of the businesses that is growing rapidly nowadays because it is supported by the high interest of visitors and lead the manager needs to prepare various forms of services that will spoil the visitors. Factors that influence the decision of guests to visit the cafe are social media promotions and E-WOM. However, are these two factors a determinant for visitors at Cafes around middle-class residential areas such as in Bumi Tamalanrea Permai, Makassar City? This study aims to investigate the effect of social media promotion and electronic word of mouth on visitor decision in enjoying the cafe services. A number of 150 respondents will be surveyed based on the convenience sampling technic to collect data for analyzing the causal relationship amongs variables by using multiple linear regression analysis through SPSS version 25 software. The results of this study indicate that social media promotion and E-WOM have a significant and positive effect on visitor decisions at several cafes. For further research should be considered to provide relevant sampling techniques in data collection to lead a proportional selected sample to the characteristics of the population.

**Keywords:** Social Media Promotion, E-WOM, Visitor Decision, Cafe**1. INTRODUCTION**

Consumers are the most important part in the marketing process because their behavior is different from one another and producers must provide suitable products for satisfaction (Naini, 2022). Meanwhile, service providers have limitations in providing products to satisfy the consumers needs (Naini, 2022). Yusuf (2019) found that it is not easy to find products that will satisfy every consumer. Furthermore, consumer behavior is rapidly changing and increasingly challenging product providers. This can happen because consumer behavior is also determined by various factors both from within the consumer and external factors. Basically the consumer's decision to use a product is influenced by various factors.

Those studies have been conducted and found that many consumers are influenced by technological developments or popular trends to decide in buying or using a product. Specifically for service products such as cafes or culinary delights that come up with various forms of creativity to influence consumers for visiting and deciding to use these products.

The cafe industry tries to promote its business in various ways, such as promotion through social media so that it is quickly socialized and helps consumers know and even decide to visit the cafe. Some studies have found that social media promotion is a trend factor for seducing consumers to use products such as visiting cafes (Napawut, 2022). Moreover, today

the impact of social media in shaping human civilization is very effective and a determining factor in human behavior, including buying (Appel, 2019). So, in fact cafe service providers are also helped by this technological advancement because they can utilize technological means to promote their cafes to consumers. It is easier for cafe service providers to serve consumers, including socializing the menu at the cafe they make.

Furthermore, cafe providers are facilitated by technological means because consumers can also share their experiences consuming menus at cafes online. The habit of consumers to tell word of mouth through technological means is one of the determining factors for consumers to decide to visit a cafe (Oluwafemi and Dastane, 2016). According to Roymond (2016) that the tendency of consumers to tell word of mouth online is also commonly called electronic word of mouth (E-WoM). Consumer behavior that often applies E-WoM is unconscious behavior that will help service providers such as cafes to promote the cafe unintentionally. Therefore, marketing experts also say that this E-WoM is a free promotion for service providers.

Moreover, promotions through social media carried out by service providers clearly have an impact on visitor decisions as proven by previous research (Juliana *et al.*, 2022). Likewise, the E-WoM factor has been confirmed to be able to influence the decisions of hotel visitors in several places (A. Reyes-Menendez *et al.*, 2019). Indeed, these two factors have been confirmed as previously studied but carried out separately and this study seeks to confirm them together in different contexts.

On the other hand, the management of the cafe which is located around the largest residential area in Eastern Indonesia appears with high creativity because it uses the power of technology to attract the attention of visitors. Attempts to find articles on the impact of E-WoM and social media promotion are difficult and there are even no digital search results on this topic. However, the question is whether social media promotion and E-WoM have an impact on visiting decisions in the context of cafe and consumer behaviour around local residential area of Bumi Tamalanrea Permai Makassar City? Finally, this study intends to analyze the effect of social media promotion and E-WoM on the guests decision at cafes around Bumi Tamalanrea Permai Makassar City.

## **2. LITERATURES REVIEW**

Research on consumer behavior and much cited by other researchers is the result of research conducted by Ajzen and Fishbein (1977). Based on the results of this research, a very popular theory emerged, namely the Theory of Planned Behavior, which is also known as the abbreviation TPB (Ajzen, 2005). Before this theory emerged, there was a predecessor theory developed by Ajzen and Madden (1986), namely, Theory of Reason Action (TRA). Individual behavior arises from attitudes and subjective norms of a person as a reaction to experience or information after using a product, both goods and services (Ajzen and Madden, 1986). These experiences form generally accepted attitudes and norms that will shape individual behavior in buying and selecting a product so Ajzen concludes with a well-known theory, namely: The theory of Reasoned Action (Shakerinejad, 2022).

Meanwhile, the TPB theory emerged because individual behavior was viewed from several factors, namely internal and external factors. Individual behavior due to internal factors focuses on a person's attitudes and considerations to control or plan for his every need. Internal factors include experience due to consuming products, information, and product capabilities that will shape one's behavior.

Everyone certainly plans to actualize his individual behavior and tries to make it happen based on experience, information, and ability. However, there are some unforeseen factors that

can cause someone to buy or use a product and usually experience regret in the end. In this case experience is an important factor but not the only one because there are other factors that must be considered.

Accurate information is one of the indicators that determine decisions, including consumer behavior in buying a product. Likewise with the individual's ability to read and consider product offerings before deciding to buy. This internal factor will guide a person in behaving, especially in buying and using goods or services (Ajzen, 2005). In addition, other things that shape individual behavior are self-actualization such as attitudes, perceptions, and norms that apply and shape a person's personality.

#### **1.1 Social Media Promotion**

The positive trend of service providers to promote product through social media has experienced a significant increase because we often find promotions made by business people to socialize their products to consumers (Owsinski, 2014). Small and medium enterprises (SMEs) have become successful in carrying out promotions on social media to convey the message of the products offered to consumers that lead them for buying decision. The benefits of using social media are increasingly becoming a driving force for business people because their effectiveness is directly felt through the increase in the number of visitors to the cafe. On the consumer side, the role of social media is to become a source of information to choose from the many products offered. Social media promotion as a factor that influences customers to provide a decision to buy consists of indicators such as customization, entertainment, trendiness, and interaction (Bushara *et al.*, 2023).

#### **1.2 Electronic Word of Mouth**

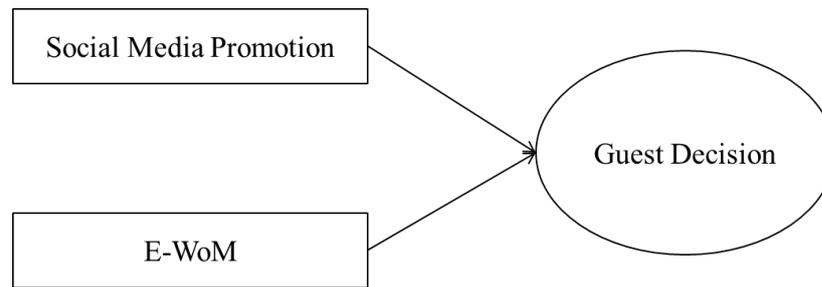
Electronic word of mouth has become a trend carried out by consumers, although the impact of this activity is often not realized. Consumers even form user groups for a product and this is increasingly profitable for businesses because they are assisted in promoting their products. Consumers even form user groups for a product and this is increasingly profitable for businesses because they are assisted in promoting their products. Business people who feel facilitated by this consumer activity (E-WoM) are greatly helped by the post-use behavior of the product. Indicators of E-WoM are post positive comments, recommend using product through social media, post positive experience on social media (Balamoorthy and Chandra, 2023).

Social media promotion and E-WoM are influential factors in cafe visitor decisions like previous research. On the other hand, cafes around residential areas in Bumi Tamalanrea Permai need to confirm the impact of social media promotion and E-WoM. Therefore, a hypothesis can be formulated as follows.

Hypothesis 1: Social Media Promotion significantly influences the guest decision to visit several cafes in Bumi Tamalanrea Permai Makassar City.

Hypothesis 2: E-WoM significantly influences the guest decision to visit several cafes in Bumi Tamalanrea Permai Makassar City.

Based on the formulation of the hypothesis, conceptual research can be described as follows:



**Figure 1:** Research Conceptual

Based on the research conceptual, the research method will be described in the next chapter.

### **3. RESEARCH METHODS**

This study conduct a quantitative design to confirm the results of previous studies regarding the influence of social media promotion and E-WoM on visiting decisions. Therefore, this research design is an explanatory research design (Creswell, 2018) which aims to statistically test the causal relationship between variables that have been formulated in the research conceptual framework.

All visitors to several cafes in Bumi Tamalanrea Permai Makassar City, Indonesia are the population of this study. Convenience sampling is used as a sampling technique because each of visitor has unequal probability to be selected as a sample in this study, then anyone encountered at the cafe will be sampled (Sekaran, 2017; Cooper and Schindler, 2014; Creswell, 2018). The number of respondents who will be surveyed is 150 visitors. This study used a survey method in collecting data by distributing questionnaires to all respondents who visited the cafe. According to Creswell and Creswell (2018) the survey was conducted to obtain respondents' responses to a concept proposed in the study and could be used as a basis for confirming the concept.

This study uses questionnaires that have been validated in terms of content, sentence structure, validity, and reliability before being distributed. This research questionnaire includes two independent variables and one dependent variable. Social media promotion as an independent variable is measured by four statement items (Bushara *et al.*, 2023), namely customization, entertainment, trendiness, and interaction. The second independent variable E-WoM includes three statement items as instruments (Balamoorthy and Chandra, 2023), namely post positive comments, recommend using products through social media, post positive experiences on social media. The dependent variable of visiting decisions is measured by five statement items (Kotler and Keller, 2017). Data analysis used in this study was multiple linear regression with the help of SPSS version 25 to confirm the results of previous studies.

### **4. RESULT AND DISCUSSION**

This seccion consists of an attribute of respondents, descriptive and regression analysis that are arranged as follows.

#### **4.1 Respondents Attribute**

Respondents attribute of this study was discripted based on the number of respondents that obtained around the cafe in Makassar City particularly around the residential area of Bumi Tamalanrea Permai. A number of 150 respondents have completed to fulfil the questionnaires

by majority of them are female, 92 respondents and 58 are male. Besides, the respondents are dominated by young people aged less than 35 years as much as 75% and work as students and employees around 73%. Those who visit the cafe are dominated by the young people that are still students and workers (Table 1).

Table 1: Respondents Attribute

Respondents attribute		Number	Percentage
Gender	Male	58	.39
	Female	92	.61
Age	< 25 years old	49	.33
	25 – 34 years old	63	.42
	35 – 44 years old	27	.18
	> 44 years old	11	.07
Job	Student	51	.34
	Employee	59	.39
	Civil Servant	19	.13
	Professional	7	.05
	Others	14	.09

All of the 150 respondents become data source for investigation the causal relationship among social media promotion, E-WoM, and guest decision.

#### 4.2 Descriptive Analysis Results of Variables and Items

Table 2 describes the variables and items of each variables based on the response of all sample in this study.

Table 2: Descriptive Analysis Results of Variables and Items

Variables/Items	Mean	Standar Deviasi
SMP1	4,03	0,627
SMP2	3,95	0,725
SMP3	3,89	0,784
SMP4	4,17	0,769
<b>SMP</b>	<b>4,01</b>	<b>0,522</b>
EWoM1	3,75	0,810
EWoM2	4,09	0,631
EWoM3	3,88	0,799
<b>EWoM</b>	<b>3,91</b>	<b>0,507</b>
GD1	3,73	0,785
GD2	3,96	0,697
GD3	4,02	0,600
GD4	4,11	0,579
GD5	3,90	0,771
<b>GD</b>	<b>3,94</b>	<b>0,574</b>

n = 150; SMP = Social Media Promotion; E-WoM = Electronic Word of Mouth; GD = Guest Decision  
Source: SPSS 25, (2022).

Table 2 shows that respondents who visited the cafe deliver a positive response, especially the role of social media promotion by mean value of the SMP variable was 4.01. and deviation standard of 0.522. Meanwhile, respondents' perception to E-WoM and GD were relatively the same because they led to a positive stage with an average of 3.91 and 3.94. These descriptive results indicate a relatively good cafe performance in line with visitor expectations.

### 4.3 Regression Analysis Results

The results of the regression analysis showed that the two factors that predicted the decision to visit the cafe had a significant impact. For example, social media promotion has a significant effect on the decision to visit a cafe. Likewise, E-WoM has a significant effect on the decision to visit the cafe.

**Tabel 3:** The Results of Regression Analysis

Independent Variables	Regression Coefficient	t	Sig.	Dependent Variables
Constant	1,274	4.021	.000	Guest Decision
Social Media Promotion	0,338	2.796	.000	
Electronic WoM	0,279	2,581	.015	
R2 = .503		Fhit = 221.847		
Adj R2 = .497		Sig = .000		
n = 150				

Source: SPSS 25, (2022).

Both social media promotions and E-WoM are able to direct cafe visitors' decisions to enjoy the services provided because the determination value is 49.7%. This means that the two independent variables studied are not the dominant factors because there are other factors that can determine the decision of guests to visit the cafe. In line with that, the constant value also shows that there are other factors that also influence the decisions of cafe visitors but are not studied.

Furthermore, the influence of SMP on guest decisions is significant and positive on the decisions of cafe visitors because the significance value is 0.000 with a regression coefficient of 0.338. Even more, promotion through social media is the right choice for cafe businesses to increase visitor decisions. Finally, the decision of significant cafe visitors is determined by the influence of E-WoM with a significance value of 0.000 and a regression coefficient of 0.279. These results indicate that E-WoM, played by all parties involved, has a proven impact on the decisions of cafe visitors.

## 5. CONCLUSION

Based on the results of data analysis, it can be concluded that social media promotion has a significant effect on visitor decisions at several cafes in Makassar City. This means that the cafe needs to maintain the implementation of promotions through social media to ensure that visitors come to the cafe.

Likewise with E-WoM carried out by related parties, it has a significant and positive impact on the decision of visitors to enjoy services at the cafe. This gives an indication that the E-WoM that has been created must be maintained and improved through communication to related parties.

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