

The Influence of Influencer Marketing and Word of Mouth on Consumer Buying Interest in Café Mune Patisserie in Cirebon City

Cancy Veronica Susanti, Muhammad Santoso, Jefry Romdonny

Universitas Swadaya Gunung Jati, Indonesia

Email: cancy.122020336@ugj.ac.id, muhammad.santoso@ugj.ac.id,
jefry.romdonny@ugj.ac.id

Keywords:

Influencer Marketing; Word of Mouth; Consumer Buying Interest; Café; Consumer Behavior

Abstract

The rapid growth of the café industry in Cirebon City has encouraged businesses to utilize digital-based marketing strategies to attract consumer interest. Influencer marketing and word of mouth (WOM) are two forms of marketing communication considered effective in shaping perceptions and encouraging purchase intention among consumers in the culinary services sector. This study aims to analyze the influence of influencer marketing and word of mouth on consumer purchase intention at Café Mune Patisserie in Cirebon City. A quantitative approach was employed using a survey method through the distribution of questionnaires to 192 respondents selected via purposive sampling. Data analysis was conducted using multiple linear regression with the aid of SPSS. The results indicate that, individually, influencer marketing has a positive and significant effect on consumer purchase intention, as does word of mouth. Simultaneously, both independent variables were found to have a significant combined effect on consumer purchase intention. The Adjusted R² value of 0.716 indicates that 71.6% of the variation in consumer purchase intention can be explained by influencer marketing and word of mouth, while the remainder is attributable to other variables outside the scope of the study. The word of mouth variable was found to exert a more dominant influence than influencer marketing. These findings confirm that social influence-based promotional strategies significantly increase consumer purchase intention in the café business

INTRODUCTION

In recent years, the development of digital technology has brought major changes to the way businesses market products and services, including in the culinary and café industries. Shifts toward increasingly modern lifestyles, growing social media use, and the increasingly digitally active habits of consumers have encouraged cafés to move beyond conventional promotion alone. Marketing strategies are now evolving toward more interactive and experience-based approaches, in which consumers not only purchase products but also seek emotional, aesthetic, and social value. In this context, influencer marketing and word of mouth (WOM) are two particularly influential approaches, as they are able to shape consumer perception, trust, and interest through communication that feels more personal and authentic than traditional advertising (Ajzen, 1991).

Indonesia's modern coffee market is showing very significant growth. The Momentum Works report places Indonesia as the largest modern coffee market in Southeast Asia in 2023,

with a market value of approximately US\$947 million, equivalent to 27.7% of the regional market share. Moreover, high domestic coffee consumption — reaching approximately 288 thousand tons in the 2024–2025 period — indicates that coffee has become part of people's lifestyles, particularly among younger generations and urban communities. A Cimigo survey (2025) also found that 72% of respondents had consumed coffee in the preceding three months, and that almost half had purchased barista-made coffee, the majority of which was obtained from cafés or coffee shops. This data confirms that cafés now function not only as places to drink, but also as social spaces for working, studying, and relaxing, thereby creating significant opportunities for café business growth alongside intensifying competition among businesses.

This growth is also clearly evident at the local level, particularly in Cirebon City. According to West Java Open Data, the number of cafés in Cirebon City increased from 56 units in 2020 to 152 units in 2024, reflecting very rapid expansion within a relatively short period. Local government data also recorded significant growth in the café business sector compared to the pre-pandemic period. This situation creates a highly competitive market in which every café is required to employ effective promotional strategies — not only to attract new consumers but also to build customer loyalty. In a climate of fierce competition, communication through social media, customer reviews, and recommendations from influential figures are important factors that can differentiate one café from another.

One of the most widely used strategies is influencer marketing. Marwick, (2013, as cited in Nurhalifah and Zuliestiana, 2025) explains that influencers are individuals who exert influence over audiences through digital platforms such as Instagram, YouTube, and TikTok. This strategy is considered effective because it facilitates more personalized and authentic communication, a view supported by research by Alifa and Saputri (2022), who found that influencer marketing has a significant effect on purchase intention, demonstrating that the credibility and attractiveness of influencers are capable of encouraging consumer purchase intention.

Word of mouth also exerts a strong influence in shaping consumer purchase intention. Kotler and Armstrong (2012, p. 419) define WOM as personal communication between consumers containing recommendations, experiences, or opinions about a product or service. In the context of a café, customer experiences shared with others — whether directly or through social media — can form positive perceptions and encourage the intention to visit. Research by Paramesthin and Pramono (2019) confirms that WOM has a positive and significant effect on consumer purchase intention, underscoring the importance of customer experience in service marketing strategies.

In the café industry, influencer marketing and WOM often complement each other. Content shared by influencers regarding a café's atmosphere, menu, and visiting experience can spark conversations on social media, which are then amplified by authentic customer experiences through WOM. The combination of these two strategies is capable of extending promotional reach while strengthening public trust in a café. However, most prior research has focused on physical products such as skincare, fashion, or e-commerce. A café, as a service business, offers a multisensory experience encompassing taste, aroma, atmosphere, and service that cannot be fully conveyed through digital media alone — indicating a research gap, particularly in the context of the café business in a secondary city such as Cirebon.

Against this background, this study focuses on Mune Patisserie, a café in Cirebon City

that combines a coffee shop and patisserie with visually appealing presentations and actively uses social media as a promotional platform. Mune Patisserie is a relevant research context because it operates amid the rapid growth of the café industry in Cirebon and serves a diverse consumer base ranging from local residents to tourists. Its digital promotional activities, collaborations with local influencers, and the presence of customer reviews and recommendations make it an appropriate setting in which to examine how influencer marketing and WOM influence consumer purchase intention. This research is therefore expected to make a theoretical contribution to the development of service marketing literature, as well as a practical contribution for café operators in designing more effective promotional strategies aligned with contemporary consumer behavior.

This study was formulated to address whether influencer marketing influences consumer purchase intention at cafés in Cirebon City, whether word of mouth has an effect on consumer purchase intention, and the extent to which influencer marketing and WOM simultaneously affect consumer purchase intention. In accordance with these research questions, the study aims to analyze the influence of influencer marketing on consumer purchase intention at cafés in Cirebon City, analyze the influence of word of mouth on consumer purchase intention, and assess the level of consumer purchase intention at cafés in Cirebon City. Theoretically, this research is expected to contribute to the development of digital marketing theory and consumer behavior, particularly with regard to the influence of influencer marketing and word of mouth on consumer purchase intention. Practically, the findings can serve as a reference for café operators in Cirebon City in developing more effective marketing strategies through the use of influencer marketing and the cultivation of positive word of mouth on social media. At the policy and institutional level, this research can provide a foundation for local government in strengthening the creative economy ecosystem through the integration of influencer-based marketing and WOM strategies into regional tourism and culinary promotion.

RESEARCH METHOD

Research Design

This study uses an associative quantitative approach, namely to analyze the relationship between variables (X1: Influencer Marketing, X2: Word Of Mouth, and Y: Consumer Buying Interest) as stated by Sarwono & Handayani (2021). Based on Sugiyono (2020:8), associative research aims to find out how much influence independent variables have on dependent variables. In this context, this study seeks to test the influence of X1 and X2 partially or simultaneously on Y. The research will be carried out in the city of Cirebon, the data collection time is planned in December 2025 – January 2026.

Population and Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2020). Therefore, the population in this study is all consumers or prospective café consumers in Cirebon City who have obtained information about Café Mune Patisserie, either through social media, influencers, or recommendations from others.

A sample is a part of the number and characteristics that the population has. The sampling technique in this study uses nonprobability sampling with the purposive sampling method. This method was chosen because not all people in Cirebon City have experience or exposure to Café

Mune Patisserie, so researchers need to determine respondents based on certain criteria that are relevant to the research variables.

The criteria for respondents in this study are as follows:

1. Domiciled in Cirebon City
2. Be at least 17 years old
3. Have visited or purchased products at Café Mune Patisserie
4. Have seen or know about Café Mune Patisserie promotions through social media, influencers, or other people's recommendations (Word Of Mouth)

The determination of these criteria aims to ensure that respondents really have experience, knowledge, and exposure to the variables of Influencer Marketing, Word Of Mouth, and Consumer Buying Interest, so that the answers provided are able to describe the research phenomenon more accurately.

The number of study samples is determined based on sample size guidelines in multivariate analysis according to Hair Jr et al. (2021) which suggest the number of respondents is at least 5–10 times the number of research indicators. In this study, there are 32 indicators used to measure the variables of Influencer Marketing, Word Of Mouth, and Consumer Buying Interest. The researcher used a multiplier of 6 respondents per indicator, so that the number of samples was calculated as follows: $32 \times 6 = 192$ respondents

The selection of number 6 is above the minimum limit (5) recommended by Hair, so it meets the requirements for the adequacy of the sample for statistical analysis. On the other hand, this figure is also still realistic and possible to be achieved in the field, especially with purposive sampling techniques on Café Mune Patisserie consumers in Cirebon City.

Thus, the number of 192 respondents was considered to be representative, able to provide stable analysis results, and meet the methodological requirements for testing the validity, reliability, and analysis of relationships between variables in this study.

Data types and Sources

The data collected was in the form of respondents' perception of the variables studied, namely Influencer Marketing, Word Of Mouth (WOM), and Consumer Buying Interest. The perception of Influencer Marketing includes respondents' assessment of the credibility, appeal, and influence of influencer content promoting café on social media. The Word Of Mouth variable is measured through respondents' experience in receiving or disseminating recommendations, reviews, or stories about Café Mune Patisserie, either directly or through digital platforms. Meanwhile, Consumer Buying Interest describes the tendency of respondents to visit, try products, and have the intention to make purchases at the café.

Using this primary data, researchers can get a more accurate picture of how influencer-based promotion strategies and communication between consumers affect consumer buying interest in the context of local café businesses, especially Café Mune Patisserie Cirebon.

Data Collection Techniques

The data collection technique in this study uses a questionnaire with a 5-point Likert Scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The variables studied included Influencer Marketing (X1), Word of Mouth (X2), and Consumer Buying Interest (Y). Influencer Marketing is measured through the dimensions of trustworthiness, expertise, attractiveness, respect, and similarity. Word of Mouth is measured through the dimensions of talkers, topics, tools, talking parts, and tracking. Meanwhile, Consumer Buying Interest is

measured through transactional, preferential, referential, and exploratory interest dimensions. All indicators were used to analyze the influence of Influencer Marketing and Word of Mouth on Consumer Buying Interest in cafeshops in Cirebon City.

Data Analysis Techniques

The data analysis technique in this study begins with a descriptive analysis to describe the characteristics of the data through mean values, standard deviations, medians, modes, minimum values, and maximums. Next, a validity and reliability test was carried out to ensure that the research instrument was suitable for use, then followed by a classical assumption test which included a normality test, a multicollinearity test, and a heteroscedasticity test to ensure that the data met the requirements of regression analysis. After all assumptions were met, multiple linear regression analysis was performed to test the influence of Influencer Marketing (X1) and Word of Mouth (X2) on Consumer Buying Interest (Y). In addition, the determination coefficient (R^2) test was used to determine the extent of the ability of independent variables to explain dependent variables. Hypothesis testing was carried out through a t-test to determine the partial influence of each independent variable on the dependent variable and an F test to test the influence of both independent variables simultaneously on Consumer Buying Interest.

RESULTS AND DISCUSSION

Overview of Research Objects

The object of this study is Café Mune Patisserie consumers in Cirebon City who have purchased products directly at the café. The study population included all visitors or consumers of Café Mune Patisserie, but the exact number could not be known for sure because data on the total number of customers was not available. Therefore, the determination of the number of samples refers to the guidelines of Hair Jr et al. (2021), which is 5–10 times the number of research indicators. With a total of 32 indicators, the number of samples used in this study is 192 respondents (32×6).

The respondents involved must meet several criteria, namely:

1. Domiciled in Cirebon City or being in Cirebon when visiting,
2. Be at least 17 years old,
3. Have made a purchase at Café Mune Patisserie at least once,
4. Know or have seen Café Mune Patisserie promotions through social media or recommendations from others.

Data collection was carried out using online questionnaires distributed through social media such as WhatsApp and Instagram, as well as directly at café locations by providing QR codes connected to Google Forms. This method was chosen to make it easier for respondents to fill out questionnaires and expand the reach of participants in accordance with the characteristics of the study.

Data Analysis

The conceptual hypothesis proposed in this study is the influence of:

1. Influencer Marketing on Consumer Buying Interest of Café Mune Patisserie Consumers
2. Word Of Mouth (WOM) on Consumer Buying Interest of Café Mune Patisserie Consumers
3. Influencer Marketing and Word Of Mouth (WOM) simultaneously on Consumer Buying Interest

Hypothesis testing was carried out using statistical analysis through the help of the SPSS application. This analysis aims to find out how much influence each independent variable has on the dependent variable, both partially and simultaneously. The results of data processing are then used to answer the formulation of the research problem and prove the hypothesis that has been proposed.

Characteristics of Respondents

1. Gender Characteristics

Table 1 Distribution of Respondents by Gender

Gender Categories	Frequency (Number of People)	Percentage
Male	77 people	40,1%
Women	115 people	115 %
Total	192 people	100%

Source: Primary data processed, 2026

Based on the table above, it is known that the respondents in this study consisted of 77 male groups (40.1%) and female groups of 115 people (115%). This shows that the distribution of respondents has represented both genders proportionally, thus providing a comprehensive point of view.

2. Age Characteristics

Table 2 Distribution of Respondents by Age

Category: Usia	Estimated Frequency (N=192)	Percentage
17–25 years old	126 people	65,6%
26–35 years old	43 people	22,4%
< 17 years old	13 people	6,8%
> 35 years old	10 people	5,2%
Total	192 people	100%

Source: Primary data processed, 2026

Based on the age distribution data above, it is known that the respondents in this study are dominated by the age group of 17-25 years, which is 126 people or 65.6%, followed by the age group of 26-35 years old as many as 43 people or 22.4%. Furthermore, respondents under 17 years old amounted to 13 people or 6.8%, and the age group over 35 years old was 10 people or 5.2%.

These results show that the majority of respondents are in the productive age range (especially the early adult/Gen Z and Millennial categories). The dominance of this age group is considered very relevant because they tend to have high engagement with [insert your research topic, e.g.: digital trends/consumption of certain products] and have the ability to provide objective and critical perceptions in filling out this questionnaire.

Instrument Testing

1. Validity Test

The validity test is carried out through a number of statements to respondents and provides an assessment of the statements that correlate with the total base value. The data can

be accepted as valid if the correlation value of the calculated r exceeds the r -value of the table (Putra & Khasanah, 2021).

Table 3. Validity Test Results

Influencer Marketing (X1)			Word of Mouth (X2)			Purchase Intention (Y)		
Statement Item	Total Pearson Correlation	Information	Statement Item	Total Pearson Correlation	Information	Statement Item	Total Pearson Correlation	Information
X1.1	0.577	Valid	X2.1	0.504	Valid	Y.1	0.650	Valid
X1.2	0.571	Valid	X2.2	0.438	Valid	Y.2	0.424	Valid
X1.3	0.558	Valid	X2.3	0.514	Valid	Y.3	0.710	Valid
X1.4	0.444	Valid	X2.4	0.456	Valid	Y.4	0.454	Valid
X1.5	0.325	Valid	X2.5	0.536	Valid	Y.5	0.632	Valid
X1.6	0.430	Valid	X2.6	0.389	Valid	Y.6	0.484	Valid
X1.7	0.355	Valid	X2.7	0.658	Valid	Y.7	0.654	Valid
X1.8	0.420	Valid	X2.8	0.540	Valid	Y.8	0.620	Valid
X1.9	0.553	Valid	X2.9	0.628	Valid	Y.9	0.688	Valid
X1.10	0.618	Valid	X2.10	0.588	Valid			
X1.11	0.627	Valid	X2.11	0.518	Valid			
			X2.12	0.553	Valid			

Source: SPSS data processing results, 2026

Referring to the results of the validity test using the help of the SPSS program, it was obtained that all statement items in the questionnaire had a significance value (Sig.) of less than 0.05 and a correlation value (r calculated) was greater than that of the r table. This shows that each question item is able to measure the construct of the variable in question exactly. Thus, all statement instruments in this study are declared valid, because they have met the validity testing criteria and are suitable for use as a data collection tool. This validity ensures that the data obtained truly represents the variables of Influencer Marketing, Word Of Mouth, and Consumer Buying Interest being studied.

2. Reliability Test

The reliability test is carried out to examine that the research measuring tool has a reliable level of reliability and produces data that is relevant to the research objectives. This test was used to evaluate the stability level of respondents using research instruments (Soesana et al., 2023).

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Influencer Marketing	0,703	11
Word Of Mouth	0,765	12
Buying Interest	0,772	9

Source: SPSS data processing results, 2026

According to the table above, the value of Cronbach's Alpha for the Influencer Marketing variable (X1) is 0.703, the Word Of Mouth (X2) variable is 0.765 and the Consumer Buying Interest (Y) variable is 0.772, while the research variable is considered reliable if the

Cronbach's Alpha value > 0.6. That way, it can be concluded that all variables contained in this study can be considered to have a good level of reliability.

Classic Assumption Test

1. Normality Test

The implementation of normality tests is carried out to ensure that the interference or residue variables in the regression model follow the normal distribution (Jane, 20\21:35). This test can be measured using the Kolmogorov-Smirnov Test. If the value of asymp sig (2-tailed) > 0.05, it means that the data is normally distributed (Indartini & Mutmainah, 2024:9-10).

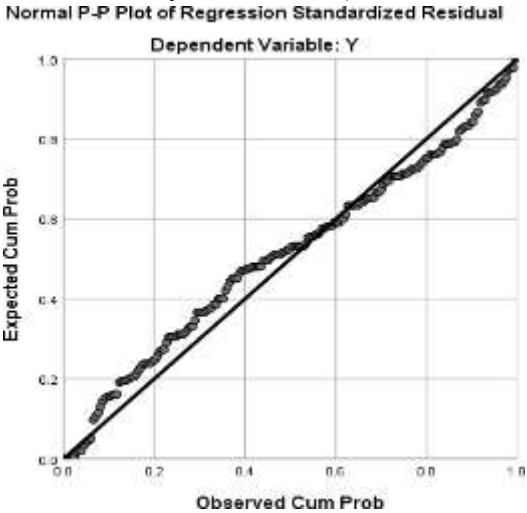


Figure 1 Normality Test

Source: SPSS data processing results, 2026

Based on the results on the Normal P-P Plot graph, it can be seen that the distribution points of the research data are spread around the diagonal line and follow the direction of the line consistently. This phenomenon indicates that the regression model has met the assumption of normality, so it can be concluded that the data in this study have a normal distribution.

2. Multicollinearity Test

The Multicollinearity test is carried out to detect the presence or absence of significant relationships between independent variables from the multiple linear regression model (Setya Budi et al., 2024).

Table 5. Multicollinearity Test

Coefficients			
Collinearity Statistics			
Model	Variable	Tolerance	VIF
1	X1	0.280	3.575

Coefficients					
		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta	
1	(Constant)	7.460	1.233	–	6.051 .000
	X1	-.022	.051	-.056	-.434 .665
	X2	-.099	.042	-.301	-2.339 .020

a. Dependent Variable: ABRESID

Because the tolerance value > 0.10 and the VIF value of the two variables < 10 , it means that the data passes the multicollinearity test, which means that there are no interfering variables between independent variables.

3. Heteroscedasticity Test

This test is performed to ensure that the residual variance remains constant despite changes in the predictor values. In other words, there should be no relationship between the disruptive or residual variables and the independent variables (Indartini & Mutmainah, 2024).

If the value of sig > 0.05 means that there is no heteroscedasticity

- The variable X1 has a significance value of $0.665 > 0.05$
- The X2 variable also has a significance value of $0.020 < 0.05$

Based on the results of the heteroscedasticity test using the Glejser Test, the significance value for the Influencer Marketing variable was 0.665, which means $0.665 > 0.05$. This shows that the variable is free of heteroscedasticity symptoms. However, the Word Of Mouth variable has a significance value of 0.020, which means $0.020 < 0.05$. Thus, it can be concluded that in the variable there is a heteroscedasticity problem, which indicates an unequal variance from the residual for observations in the regression model.

Multiple Linear Regression Test

Multiple linear regression analysis is a statistical method used to examine the correlation between one dependent variable and two or more independent variables. This technique aims to examine how changes in independent variables affect dependent variables.

Mathematically, multiple linear regression equations can be expressed as:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

Where:

Y = Dependent variable (predicted variable value)

a = constant

$b_1, b_2, \dots, b_n$ = Regression coefficient

$X_1, X_2, \dots, X_n$ = Variable independent

If there are two independent variables, namely with X2, it means that the regression equation becomes:

$$Y = a + b_1X_1 + b_2X_2$$

Table 6. Multiple Linear Regression Test

Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model		B	Std. Error	Beta			
1	(Constant)	-2.840	1.863		–	-1.525	.129
1	X1	0.387	0.078		0.363	4.974	.000
1	X2	0.454	0.064		0.518	7.099	.000

a. Dependent Variable: Y

Source: SPSS data processing results, 2026

In addition, the multiple linear regression analysis resulting from the calculation using the SPSS tool is:

$$Y = a + b_1X_1 + b_2X_2$$

Y (Consumer Buying Interest) = -2,840 + 0.387 X_1 (Influencer Marketing) + 0.454 X_2 (Word Of Mouth)

Therefore, the result of the multiple linear reaggregation equation can be explained as follows:

1. Constant value (a) is -2.840 Based on the above equation, the constant value refers to the number -2.840. This means that if the Influencer Marketing (X_1) and Word Of Mouth (X_2) variables are fixed or 0, then the value of Consumer Buying Interest (Y) is as great as -2,840.
2. The value of the Influencer Marketing variable coefficient (X_1) is 0.387 The value of the Influencer Marketing variable coefficient (X_1) is 0.387 and has a positive value. This means that if the Influencer Marketing variable increases by 1 unit, while the Word Of Mouth (X_2) variable is assumed to remain (0), then Consumer Buying Interest (Y) is expected to increase by 0.387. This positive relationship shows that the better the Influencer Marketing strategy, the higher the consumer's buying interest.
3. The value of the Word Of Mouth (X_2) variable coefficient is 0.454 The value of the Word Of Mouth (X_2) variable coefficient is 0.454 and has a positive value. This means that if the Word Of Mouth variable increases by 1 unit, while the Influencer Marketing variable (X_1) is assumed to remain constant (0), then Consumer Buying Interest (Y) will increase by 0.454. This indicates that the stronger the word-of-mouth recommendation, the consumer buying interest will also increase significantly.

Coefficient Determination Test

R-square (R^2), or the coefficient of determination, shows how much independent variables are able to provide explanations for dependent variables (Indartini & Mutmainah, 2024).

Table 7. Coefficient Detemination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.848 ^a	0.719	0.716	2.28630

a. Predictors: (Constant), X_2 , X_1

b. Dependent Variable: Y

Source: SPSS data processing results, 2026

Based on the Model Summary table above, it is known that the Adjusted R Square value is 0.716. This means that the Influencer Marketing and Word Of Mouth variables had an overall impact of 71.6% on the Consumer Buying Interest variable, and the remaining 28.4% (result from 100% - 71.6%) was influenced by other variables outside the scope of this study.

Hypothesis Test

1. T Test (Hypothesis)

The T-test is used to compare the averages between two data groups. This test aims to determine whether there is a significant difference between the two groups.

Table 8. T Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.129	2.085	–	-0.541	.589
1 X1	0.377	0.094	0.361	4.035	.000
1 X2	0.428	0.077	0.497	5.553	.000

a. Dependent Variable: Y

Source: SPSS data processing results, 2026

The result of the Significance value (Sig) for the Influencer Marketing variable (X1) is 0.000 (< 0.05). Therefore, the variable X1 has an influence on the variable Y. Word Of Mouth (X2) 0.000 (< 0.05) so that the variable X2 has an influence on the variable Y.

2. F Test (Simultaneous)

The F test is used to compare variances covering two or more data groups. This test is commonly applied in analysis of variance (ANOVA) to determine whether there is a significant difference between the averages of more than two groups. Independent variables are considered to have a significant influence on dependent variables when the significance value < 0.05 .

Based on the analysis output using SPSS in the ANOVA table, a significance value of 0.000 was obtained. Because the values are $0.000 < 0.05$, it can be concluded that the variables Influencer Marketing (X1) and Word Of Mouth (X2) simultaneously (together) have a significant influence on the variables of Consumer Buying Interest (Y). This shows that the regression model used is feasible to predict consumer buying interest.

The results of the study show that Influencer Marketing has a significant influence on consumer buying interest of consumers. This is evidenced by the results of the T Test which obtained a significance value of $0.000 < 0.05$, which means that the Influencer Marketing variable partially has a real effect on increasing Consumer Buying Interest. The regression coefficient of 0.387 also indicates a positive relationship direction, so the better the Influencer Marketing strategy carried out, the higher the consumer buying interest.

Table 9. F Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2524.311	2	1262.156	241.461	.000 ^b
Residual	987.934	189	5.227	–	–
Total	3512.245	191	–	–	–

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS data processing results, 2026

This finding indicates that the existence of influencers is able to build consumer interest in café products. Influencers who have credibility, appeal, and the ability to convey messages persuasively can foster consumer trust. However, there are still some indicators whose value is relatively lower than other indicators, especially those related to the level of emotional

closeness of the audience to influencers. Therefore, the café is advised to be more selective in choosing influencers who have a character suitability with the target market and are able to build a more personal interaction with their followers.

On the other hand, Word Of Mouth (WOM) has also been proven to have a significant influence on Consumer Buying Interest. This can be seen from the significance value of the t-test of $0.000 < 0.05$ with a regression coefficient of 0.454, which means that WOM has an even greater positive influence than Influencer Marketing. This means that the more often consumers receive positive recommendations from others regarding cafes, the more their Consumer Buying Interest will increase.

These results suggest that a satisfactory consumer experience will drive the emergence of word-of-mouth communication naturally. Indicators with relatively low values generally relate to the willingness of consumers to actively recommend a café to strangers. Therefore, café managers need to improve the quality of service, the atmosphere of the place, and the consistency of product taste so that customers are not only satisfied, but also encouraged to become volunteer promoters.

Simultaneously, the results of the F test showed a significance value of $0.000 < 0.05$, which means that Influencer Marketing and Word Of Mouth together have a significant influence on Consumer Buying Interest. The magnitude of the Adjusted R Square value of 0.716 shows that the two variables are able to explain 71.6% of the variation in Consumer Buying Interest, while the remaining 28.4% is influenced by other factors outside of the research, such as price, product quality, location, and other promotions.

Thus, this study emphasizes that social influence-based promotion strategies, both through influencer figures and recommendations between consumers, have an important role in increasing consumer buying interest. However, there are still other factors that have not been researched that also have the potential to influence consumer decisions, so further research is suggested to add other variables so that the picture of consumer behavior becomes more comprehensive

CONCLUSION

Based on the results of the research, it can be concluded that influencer marketing and word of mouth (WOM) have a significant effect on consumer purchase intention at Café Mune Patisserie in Cirebon City, both individually and simultaneously. Influencer marketing has been shown to increase purchase intention through the credibility, appeal, and ability of influencers to convey information to consumers. Word of mouth likewise exerts a significant influence through recommendations, reviews, and positive experiences shared among consumers. The results of the simultaneous test indicate that the two variables together play an important role in shaping consumer purchase intention. The Adjusted R^2 value of 71.6% indicates that influencer marketing and word of mouth are able to explain 71.6% of the variation in consumer purchase intention, while the remainder is attributable to other factors outside the scope of the study. Word of mouth was found to be the most dominant factor in influencing purchase intention. Café managers are therefore advised to optimize the use of credible influencers and to maintain the quality of products, services, and café atmosphere in order to encourage positive recommendations from customers. Future research is suggested to incorporate additional variables such as product quality, price, location, café atmosphere, and

brand image, and to expand the geographical scope of the research area in order to obtain more comprehensive results.

REFERENCE

- Ajzen, I. (1991). *The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes*. [https://doi.org/https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, 82(2), 261–277. <https://doi.org/10.1037/h0076477>
- Alifa, R. N., & Saputri, M. E. (2022). Pengaruh Influencer Marketing dan Strategi Omni-Channel Terhadap Purchase Intention Konsumen pada Sociolla. *ProBank*, 1(1), 64–74. Retrieved from <https://www.e-journal.stie-aub.ac.id/index.php/probank/article/view/1174>
- Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer Marketing: Homophily, Customer Value Co-Creation Behaviour and Purchase Intention. *Journal of Retailing and Consumer Services*, 66(1), 102904. <https://doi.org/10.1016/j.jretconser.2021.102904>
- Debataraja, S. M., Wong, W. K., Pandiangan, C. B., & Darsono, S. N. A. C. (2024). Investigating the e-WOM Features Influencing Purchase Intention at Korean Restaurants based on SOR Theory. *Journal of Economics Research and Social Sciences*, 8(1), 70–86. <https://doi.org/10.18196/jerss.v8i1.21517>
- Dinas Perdagangan dan Perindustrian Kota Cirebon. (2024). Kota Cirebon dalam Angka 2024. Cirebon: Dinas Perdagangan dan Perindustrian Kota Cirebon.
- Gultom, B., & Simbolon, H. (2022). Hubungan Emotional Ambivalence dengan Tendensi Cart Abandonment Pada Pengguna E-Commerce. *Dharmas Education Journal (DE_Journal)*, 3(2), 437–447. <https://doi.org/10.56667/dejournal.v3i2.279>
- Hakim, M. L., & Indarwati, T. A. (2022). Pengaruh Influencer Marketing dan Emotional Value terhadap Purchase Intention (Studi Pada Produk Virtual Berupa Skin pada Game Mobile Legends: Bang Bang). *Jurnal Ilmu Manajemen*, 10(1), 199–209. <https://doi.org/10.26740/jim.v10n1.p199-209>
- Harwansya, D. P., & Mahfudz, M. (2023). Pengaruh Kredibilitas Micro-Influencer Terhadap Minat Beli Konsumen Produk Skincare Lokal Somethinc Dengan Sikap Merek Sebagai Variabel Mediasi (Studi pada Pengguna Media Sosial Tiktok di Kota Semarang). *Diponegoro Journal of Management*, 12(3), 1–14. Retrieved from <https://ejournal3.undip.ac.id/index.php/djom/article/view/41726>
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and Persuasion*.
- Indartini, M., & Mutmainah. (2024). Analisis Data Kuantitatif, Uji Instrumen, Uji Asumsi Klasik, Uji Korelasi dan Regresi Linier Berganda. Klaten: Penerbit Lakeisha.
- Intansari, D. D., & Roostika, R. (2022). The Impact of Electronic Word-of-Mouth on Purchase Intention in Tripadvisor. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 1(1), 123–137. Retrieved from <https://journal.uui.ac.id/selma/article/view/23708>
- Jamil, R. A., Qayyum, U., ul Hassan, S. R., & Khan, T. I. (2023). Impact of Social Media Influencers on Consumers' Well-Being and Purchase Intention: A Tiktok Perspective. *European Journal of Management and Business Economics*, 33(3), 366–385. <https://doi.org/10.1108/EJMBE-08-2022-0270nurs>

- Kotler, Philip, & Amstrong, G. (2012). *Dasar-Dasar Pemasaran* (Jilid I; A. Sindoro & B. Molan, Eds.). Jakarta: Penerbit Prenhalindo.
- Limwiryra, M. J., Kelly, K., & Kusumawardhana, I. (2023). The Effect of Ewom And E-Service Quality on Purchase Intention At Artic. House Restaurant. *E3S Web of Conferences*, 426, 2141. <https://doi.org/10.1051/e3sconf/202342602141>
- Liu, S. (2025). Exploring Purchase Intention in Online Influencer Marketing Campaigns Through an Integrated Model. *Sage Open*, 15(3), 1–13. <https://doi.org/10.1177/21582440251355184>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Mahmood, S., & Sabir, R. I. (2025). Post-Caesarean Stress and Consumer Behavior: Examining Compulsive Buying in the Shadow of Social Influence. *Research Journal for Social Affairs*, 3(5), 837–848. <https://doi.org/10.71317/RJSA.003.05.0379>
- Nasution, A. (2021). Strategi Pemasaran Bisnis Kuliner Menggunakan Influencer Melalui Media Sosial Instagram. *Jurnal Bisnis Corporate*, 6(1), 11–18. Retrieved from <https://jurnal.dharma.wangsa.ac.id/index.php/jubisco/article/view/1484>
- Nguyen, H. D., Huynh, T., Tran, Q. M., Ngo, H. Q., Pham, V. T., & Nguyen, H. (2025). Personal Brand Value Extraction Method to Identify Micro-Influencer for Effective Digital Marketing. *Complex & Intelligent Systems*, 11(10), 438. <https://doi.org/10.1007/s40747-025-02070-w>
- Nurhalifah, H., & Zuliestiana, D. A. (2025). Analisis Strategi Content Marketing Influencer di Sosial Media Tiktok Terhadap Keputusan Pembelian Generasi Z. *Proceeding FRIMA (Festival Riset Ilmiah Manajemen Dan Akuntansi)*, 8(1), 1437–1442. Retrieved from <https://prosidingfrima.digitechuniversity.ac.id/index.php/prosidingfrima/article/view/965sih>
- Open Data Jabar. (2024). Jumlah Usaha Restoran, Rumah Makan, dan Cafe Berdasarkan Kabupaten/Kota di Jawa Barat. Retrieved November 20, 2025, from <https://opendata.jabarprov.go.id/id/dataset/jumlah-usaha-restoran-rumah-makan-dan-cafe-berdasarkan-kabu-patenkota-di-jawa-barat>
- Paramesthin, R. M., & Pramono, J. (2019). Pengaruh Word Of Mouth Terhadap Niat Beli yang Dimediasi Brand Image Pada Escalier Bali. *Sintesa Prosiding*, 1(1), 599–614. Retrieved from <https://download.garuda.kemdikbud.go.id/article.php?article=3367165>
- Prabowo, D. S. P. (2023). Pengaruh Visual Kemasan Terhadap Persepsi Nilai Emosional, Sikap dan Minat Beli Konsumen: Studi Pada Kosmetika Bermerek Islami. Yogyakarta: Universitas Islam Indonesia.
- Purnomo, T. (2018). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Niat Beli Pada Konsumen Herbalife di Surabaya. *Agora*, 6(1), 1–7. Retrieved from <https://download.garuda.kemdikbud.go.id/article.php?article=1242197>
- Putra, R. A., & Khasanah, N. (2021). Pengaruh Kepemimpinan Transformasional dan Lingkungan Kerja Fisik Terhadap Kinerja Karyawan dengan Motivasi Kerja sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 3(2), 202–222. <https://doi.org/10.32639/jimmba.v3i2.780>

- Salim, N. C., Berlianto, M. P., & Sobirov, B. (2025). The Role of Influencer's Characteristic, E WOM, and Brand Trust on Purchase Intention (dengan Mediasi Influencer Satisfaction). *PENG: Jurnal Ekonomi dan Manajemen*, 2(3), 11–17. Retrieved from <https://teewanjournal.com/index.php/peng/article/view/1369>
- Sarwono, A. E., & Handayani, A. (2021). *Metode Kuantitatif*. Palembang: Unisri Press.
- Sisnurwanto, Y., Yetti, D., Kurnia, D., Rukhsyah, M., & Pribadi, A. (2025). The Effect of Influencer Marketing and Price on Generation Z's Purchase Intention toward Trendy Food in Bangkinang City. *Journal of Engineering Science and Technology Management (JES-TM)*, 5(2), 266–275. <https://doi.org/10.31004/jestm.v5i2.287>
- Soesana, A., Subakti, H., Salamun, S., Tasrim, I. W., Karwanto, K., Falani, I., ... Pasaribu, A. N. (2023). *Metodologi Penelitian Kualitatif*. Medan: Yayasan Kita Menulis.
- Sugiyono. (2020). *Metodologi Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sulestiyoko, R., Efendi, M. D. B., & Djastuti, I. (2024). The Effect of Electronic Word Of Mouth on Food and Beverage Purchase Intentions. *Research Horizon*, 4(6), 445–456. <https://doi.org/10.54518/rh.4.6.2024.438>
- Syarif, R., Sucipto, K. R. R., & Pratama, A. A. D. M. (2025). Social Media Food Influencers and Follower's Local Food Purchase Intention: A Parasocial Relationship Perspective. *Journal of Consumer Sciences*, 10(1), 173–196. <https://doi.org/10.29244/jcs.10.1.173-196>
- Ulya, N. F., Sunaryo, H., & Mustapita, A. F. (2024). Pengaruh Influencer Marketing, Word Of Mouth dan Brand Image Terhadap Purchase Intention Pada Produk Scarlett Whitening (Studi Mahasiswa FEB Universitas Islam Malang Angkatan 2020). *E-JRM: Elektronik Jurnal Riset Manajemen*, 13(01), 133–142. Retrieved from <https://jim.unisma.ac.id/index.php/jrm/article/view/23816>
- Wibowo, B. G., & Putra, A. B. (2024). Pengaruh E-Wom, Brand Image dan Influencer Terhadap Keputusan Pembelian pada Tokopedia. *MASMAN Master Manajemen*, 2(2), 167–176. Retrieved from <https://ejournal-nipamof.id/index.php/MASMAN/article/view/518>
- Wulandari, G., Harningtias, F., Ernawati, S., Wulandari, A. G., & Fatimah, S. E. (2024). Effectiveness of Digital Marketing to Increase Purchase Interest of Cirebon City Cafe Visitors. *Semantics*, 11–24. Retrieved from <https://api.semanticscholar.org/CorpusID:271163457>
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of E-WOM Engagement on Consumer Purchase Intention in Social Commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031>