

The Influence of Word of Mouth and Social Media on The Decision to Purchase Somethinc Products Mediated by Brand Attitude

Aulia Putri Amanta¹, Sri Murwanti²

¹Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

¹Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Email address: auliaamanta011@gmail.com, sm127@ums.ac.id

Abstract— The purpose of this study is to analyze the effect of Word of Mouth and Social Media on purchasing decisions mediated by brand attitude variables on Somethinc in products in Solo Raya with the criteria of respondents of female people who had used Somethinc and domiciled in the Solo Raya region. This research is a quantitative study using data sources, namely primary data obtained through filling out questionnaires that are distributed through Google Form. The sampling technique in this study is to use non-probability sampling techniques using purposive sampling. Data were analyzed using SmartPLS. The results of this study indicate that there is a positive and significant influence between Word of Mouth on the Brand Attitude of Something Products in Solo Raya, there is a positive and significant influence between social media on the brand attitude of the Somethinc product in Soloraya, there is a positive and significant influence between the brand Attitude Against the Purchasing Decision of Something product in Solo Raya, there is a positive and significant influence between Word of Mouth on the purchasing decision of Something products through brand Attitude as a mediation variable, a positive and significant influence between social media on the purchasing decision of Somethinc products through brand attitudes as mediation variable.

Keywords— Word of Mouth, Social Media, Brand Attitude, Purchasing Decisions.

I. INTRODUCTION

In line with the increasing number of young Indonesians, there has been an increase in awareness of caring for skin health and maintaining appearance. So with this phenomenon, in recent years beauty products have been highly sought after by the public, especially women. The demand for beauty products in the local industry in Indonesia is also increasing every year. Indonesia itself is one of the countries with a very potential cosmetic market target.

According to the Indonesian Coordinating Ministry for Economic Affairs, the cosmetics sector has experienced notable expansion, as evidenced by a 21.9% increase in the number of local companies, rising from 913 in 2022 to 1,010 in 2023. The potential market size in the national scope in 2023 can reach 467,919 products, which has increased 10 times in the last 5 years amidst the massive development of technology and the digitalization era in Indonesia.

The Word of Mouth (WOM) phenomenon in the current era is one of the marketing communication strategies that is considered quite effective in marketing cosmetic products. WOM is a much more reliable media than traditional media

(eg television, radio, print advertising, etc.). Consumers tend to rely on advice from friends, family, and communities both online and offline before making a purchasing decision. Therefore, according to previous research, WOM is considered one of the most influential sources of information about products and has a significant influence on product purchasing decisions [1].

In today's digital era, the existence of social media is also a phenomenon that can influence purchasing decisions and consumer attitudes towards cosmetic products. In previous research, social media is one of the media that is considered the most effective to be used as an interactive product marketing tool in terms of service and can influence the purchasing decisions of customers and potential customers, especially for cosmetic products [2].

According to a report from [compas.co.id](https://www.compas.co.id), Somethinc dominates with total sales reaching IDR 53.2 billion during the second quarter - 2022. This indicates that the attitude towards the Somethinc brand among the Indonesian people is quite high, supported by significant sales volume. Previously, research has been conducted on the influence of Word of Mouth and Social Media on Purchasing Decisions by Salsabila, Anindya (2020), but similar research is rarely conducted in the local cosmetics industry, especially on the Somethinc brand which is growing rapidly in Indonesia. To base this research, a supporting variable will be added, namely the Brand Attitude mediation variable.

II. LITERATURE REVIEW & HYPOTHESIS

A. Purchasing Decision

According to [3], Decision is a process to understand and solve a problem. This process begins by looking at the background of the problem, then identifying the problem, and finally making a conclusion or recommendation. This recommendation will later be used as an initial guide in making decisions.

According to [4], Purchasing decision is a process that begins when consumers are aware of their problems. After that, they will look for information about a particular product or brand, then assess how well the product or brand can solve their problems. This process ultimately leads to a decision to buy. This purchasing decision is one of the steps before consumers actually buy the product or brand. In purchasing

decisions, of course, consumers will always consider several factors before finally deciding to buy a product or brand. Therefore, the Company must continue to pay close attention to the factors that the Company can use to attract consumers. According to [5], every purchasing decision has structures or components that form it. These structures or components include:

- a. Decisions about the type of product
- b. Decisions about the form of the product
- c. Decisions about a particular brand
- d. Decisions about the seller or manufacturer
- e. Decisions about the total number of products
- f. Decisions about the time of purchase of a product
- g. Decision on payment method

According to [5], In the context of purchasing decisions, several factors can be used to assess these choices. These factors encompass product stability, consumer buying habits, the tendency to recommend products to others, and the likelihood of making repeat purchases.

B. *Word of Mouth*

According to [6], Word-of-mouth is generally defined as a cultural exchange, a continuous flow of accurate and effective information, communication, or personal dialogue between two individuals. As stated by [7], Word of Mouth is a form of communication, specifically informal communication between customers regarding providers or the characteristics of their products or services. According to [8], Word of Mouth (WOM) is formed from trust, and trust is built from satisfaction.

Word of mouth communication takes place when customers share their thoughts and experiences regarding service brands or the quality of the products they use with others. This form of communication can be considered a type of free advertising, as marketing through Word of Mouth (WoM) effectively promotes products and personal opinions in a transparent manner. [9].

Word of Mouth cannot be created or created. Because Word of Mouth occurs naturally by consumers without any reward. Trying to create Word of Mouth on purpose is very unethical and has the potential to be detrimental, and can even damage the brand image and reputation of the company more broadly. As explained by [10], there are 3 motivations to encourage positive Word of Mouth, including:

1. Consumers like the products they consume
Consumers who talk a lot about a product they use can be because they like the product in terms of the product itself or the services provided related to the product.
2. Chat about products between consumers that make consumers feel good. Many consumers do Word of Mouth because of motives such as emotions felt or feelings that arise towards a product. As social humans, it is natural to provide information to each other.
3. Consumers will feel connected to each other in a group. As social beings, humans certainly live in groups and need each other. This makes humans always want to be in one social environment group. By talking about a product, consumers will have a strong relationship with each other. Consumers

will certainly feel happy emotions when they succeed in sharing information or simply telling their pleasure in a group with the same pleasure.

Meanwhile, according to Andi Sernovitz, indicators that can measure Word of Mouth are:

1. Talkers
2. Topics
3. Tools
4. Taking Part
5. Tracking

C. *Social Media*

Social media refers to online platforms that enable users to easily engage, share, and generate content. This includes various formats such as blogs, social networking sites, wikis, forums, and virtual environments [11]. Blogs, social networks, and wikis are among the most widely utilized forms of social media by people around the world. Additionally, there is another perspective that defines social media as an online platform that facilitates social interaction and employs web-based technologies to convert communication into interactive dialogue.

Most businesses today leverage online marketing strategies to enhance brand awareness among consumers. These strategies include support from bloggers, advertising on social media platforms, and managing user-generated content. By utilizing these methods, companies aim to effectively engage with their target audiences and promote their products or services [12]. Social media encompasses internet-based applications that are grounded in the technological and ideological principles of Web 2.0, facilitating the creation and sharing of user-generated content. Its interactive nature promotes knowledge-sharing, collaboration, and participation, allowing for broader engagement compared to traditional media formats like radio, television, and print. Consequently, social media is regarded as a crucial communication channel for distributing brand information. This category includes various platforms such as blogs, internet forums, consumer review sites, social networking sites (including Twitter, Blogger, LinkedIn, and Facebook), and wikis [13]. Social media enables the sharing of content, collaboration, and interaction. These platforms and applications come in various forms, including social bookmarking, rating, video, images, podcasts, wikis, microblogs, social blogs, and weblogs. Social media is utilized by activists, government agencies, and businesses for communication, with its adoption growing rapidly [14]. In today's era, social media has a significant role. In addition to being a means of communication, social media also acts as a source of very diverse information for its users. Its influence on society can be positive or negative, so it needs to be regulated properly in order to provide optimal benefits for each individual.

Indicators that can measure social media according to [15] include:

1. Ease of obtaining product information.
2. Trust in social media that has an online store.

D. Brand Attitude

According to [16], Brand Attitude or brand attitude is a process of assessing a dimension that usually lasts a long time from a brand that may provide positive behavior on consumer purchasing interest. Attitudes towards a brand can arise after getting to know the brand or directly listening to the advertisements delivered.

According to [17], attitude towards a brand is a consumer's desire to have something that can help or not help and is done consistently. Customers tend to feel positive about brands that are considered to have desired and positive attributes, while they may dislike brands that are considered to be less than standard on desired attributes.

Measuring attitudes towards brands using development indicators according to [18], includes:

1. Brand is chosen
2. Brand is liked
3. Brand is trusted

There are three components of attitude towards a brand according to [17], namely:

1. Brand Believe (cognitive), consumers believe in the brand based on the characteristics of the brand and focus on brand attributes on
2. Brand Evaluation (affective), consumers evaluate the brand first to express their likes or dislikes towards the brand.
3. Conative, consumers already feel confident about the brand so that in this component it will create a desire to buy.

H1: There is a positive and significant influence between Word of Mouth on Brand Attitude of Something Products in Soloraya.

H2: There is a positive and significant influence between Social Media on Brand Attitude of Somethinc Products in Soloraya.

H3: There is a positive and significant influence between Brand Attitude on Purchase Decision of Somethinc Products in Soloraya.

H4: There is a positive and significant influence between Word of Mouth on Purchase Decision of Somethinc Products through Brand Attitude as a mediating variable.

H5: There is a positive and significant influence between Social Media on Purchase Decision of Somethinc Products through Brand Attitude as a mediating variable.

III. METHODOLOGY

The type of research applied in this study is quantitative research. The data used for this study is primary data, which is obtained directly by respondents by filling out questionnaires via Google Form media. The population in this study were all women domiciled in Soloraya. The PLS method was chosen to analyze the data in this study with the SmartPLS 3.0 analysis tool. The sampling method employed in this study is non-probability sampling, specifically purposive sampling. In this sampling method, researchers will select respondents with appropriate criteria, so that they can provide sample representation; and provide relevant information according to research objectives. The criteria needed include:

1. Users of Somethinc beauty products
2. Aged 17 years and over
3. Domiciled in the Soloraya area

In this study, the determination of the number of samples used a sampling formula based on [19], which suggests at least 5 times the number of indicators. The minimum sample needed for modeling is 100, with an additional 5 observations for each estimated parameter [19]. To meet the minimum standards and validity of the Partial Least Square (PLS) analysis, the researcher added 50 more respondents. Thus, the total sample used was 150 respondents.

In this study, the dependent variable is the Purchase Decision (Y) which is formed by independent variables including Word of Mouth (X1) and Social Media (X2), and the mediating variable is brand attitude (Z). While the independent variable Word of Mouth (X1) is a reflection of the indicators Talkers, Topic, Tools, Taking part, and Tracking [10].

The independent variable Social Media (X2) is a reflection of the indicators of ease in obtaining product information, and trust in social media that has an online store [15]. Furthermore, the mediating variable brand attitude (Z) is a reflection of the indicators of the brand chosen, the brand liked, and the brand trusted [18].

The SmartPLS data analysis method is utilized to examine the relationships between variables. It consists of two primary models: the Measurement Model (Outer Model) and the Structural Model (Inner Model). The Measurement Model assesses the validity and reliability of the constructs through validity tests (Convergent and Discriminant Validity) and reliability tests (Cronbach's Alpha and Composite Reliability). Meanwhile, the Structural Model estimates the relationship between latent variables and is evaluated through model fit tests, effect size tests, and hypothesis tests. The results of this analysis help understand the relationship between variables and test the research hypothesis.

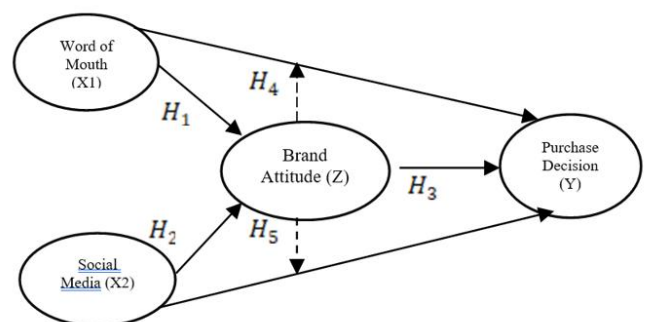


Fig. 1. Research Model

IV. RESULTS AND DISCUSSION

A. Respondent Data Descriptions

Respondent description is a description of the background and characteristics of the research respondents. Each respondent has a different background and characteristics from one another, making it possible to obtain diverse results when collecting data. This study was conducted on all female

communities who use Somethinc beauty products or who have purchased Somethinc beauty products in the Solo Raya area. Respondent descriptions are useful for identifying the characteristics of respondents including gender, age, occupation, and domicile. The distribution of respondents can be seen in detail as follows:

1. Respondent Characteristics Based on Gender

Description of respondents based on gender to find out the gender of the community in Solo Raya. Frequency distribution of respondents based on gender of respondents as follows :

TABLE I. Respondent Characteristics Based on Gender

No	Gender	Frequency (respondents)	Presentage (%)
1.	Male	0	0
2.	Female	150	100
	Total	150	100

Source: SmartPLS 3.0 Output.

Respondents with female gender are one of the respondent criteria because they are the majority of Somethinc beauty product users, so that 150 respondents are female with a percentage of 100%, while respondents with male gender are 0 respondents with a percentage of 0%.

2. Respondent Characteristics by Age

Description of respondents by age to find out the age of female respondents in the Solo Raya area. Frequency distribution of respondents based on respondent age as follows:

TABLE II. Respondent Characteristics by Age

No	Age Range	Frequency (respondents)	Presentage (%)
1.	17-22	116	77,4
2.	23-28	29	19,6
3.	29-34	4	2,6
4.	>35	1	0,4
	Total	150	100

Source: SmartPLS 3.0 Output.

From the table data above, it can be seen that as many as 116 respondents with a percentage of 77.4% have an age range of 17-22 years, as many as 29 respondents with a percentage of 19.6% have an age range of 23-28 years, as many as 4 respondents with a percentage of 2.6% have an age range of 29-34 years and finally as many as 1 respondent with a percentage of 0.4% has an age range of more than 35 years.

3. Respondent Characteristics based on Job

Respondent description based on current job is used to find out the background of the Women's Community's work in the Solo Raya area. The frequency distribution of respondents based on the respondents' jobs is as follows :

TABLE III. Respondent Characteristics based on Jobs.

No	Job	Frequency (respondents)	Presentage (%)
1.	Students	117	77,9
2.	Civil Servants	4	4,5
3.	Entrepreneurs	13	8,5
4.	Private Employees	16	10,6
	Total	150	100

Source: SmartPLS 3.0 Output.

From the table above, it can be seen that as many as 117 respondents with a percentage of 77.9% have student jobs, as many as 4 respondents with a percentage of 4.5% have civil servant jobs, as many as 13 respondents with a percentage of 8.5% have entrepreneurial jobs, and finally as many as 16 respondents with a percentage of 10.6% have private employee jobs.

4. Respondent characteristics based on domicile

Respondent description based on domicile is used to determine the frequency of people living in the Solo Raya areas which are divided into 7 regencies and cities, including Surakarta, Sukoharjo, Klaten, Boyolali, Karanganyar, Sragen, and Wonogiri. The following is the frequency distribution of respondents based on domicile:

TABLE IV. Respondent Characteristics based on Domicile

No	Domicile	Frequency (respondents)	Presentage (%)
1.	Surakarta	40	26,4
2.	Sukoharjo	22	14,5
3.	Klaten	17	11,5
4.	Boyolali	15	9,8
5.	Karanganyar	6	3,8
6.	Sragen	15	9,8
7.	Wonogiri	35	24,3
	Total	150	100

Source: SmartPLS 3.0 Output.

From the table above, it can be seen that as many as 40 respondents with a percentage of 26.4% live in Surakarta City, as many as 22 respondents with a percentage of 14.5% live in Sukoharjo Regency, as many as 17 respondents with a percentage of 11.5% live in Klaten Regency, as many as 15 respondents with a percentage of 9.8% live in Boyolali Regency, as many as 6 respondents with a percentage of 3.8% live in Sragen Regency, and finally as many as 35 respondents with a percentage of 24.3% live in Wonogiri Regency.

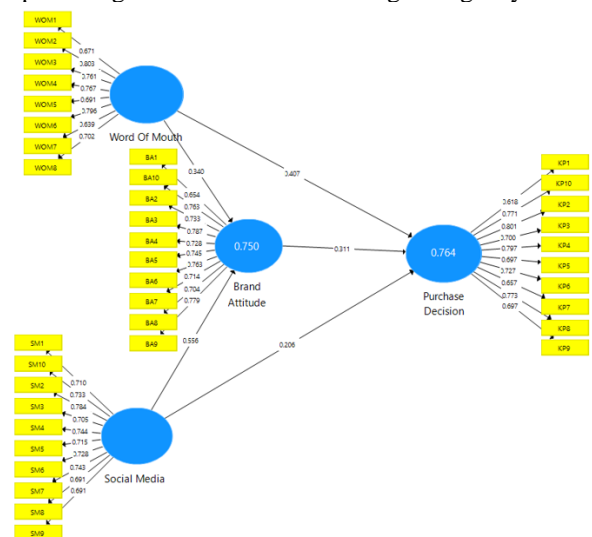


Fig. 2. Outer Model Schema

B. Data Analysis

Based on the research methods that have been carried out,

the following data analysis results were obtained:

1. Outer model evaluation

The analysis of the outer model is performed to confirm that the measurements are appropriate and meet the criteria for validity, reliability, and multicollinearity. Above is an illustration showing the results of the outer model evaluation conducted using SmartPLS 3.0.

Evaluation of this model was carried out using validity test methods (convergent validity and discriminant validity), reliability tests (Cronbach's Alpha and composite reliability) and multicollinearity tests.

1) Validity Test

The validity test is used to prove that the data used to support the research is valid or not. The test is carried out using SmartPLS 3.0 software which is grouped into two tests, namely the convergent validity test and the discriminant validity test. The following is a description of the two tests:

i. Convergent Validity Test

The convergent validity test determines whether an indicator is considered valid by evaluating if its outer loadings value exceeds 0.7. Below are the outer loadings values for each variable indicator in this study.

TABLE V. Result Outer Loadings

Variable	Brand Attitude (Z)	Purchase Decision (Y)	Social Media (X2)	Word of Mouth (X1)	Results
X1.1				0.671	Valid
X1.2				0.761	Valid
X1.3				0.767	Valid
X1.4				0.691	Valid
X1.5				0.796	Valid
X1.6				0.639	Valid
X1.7				0.702	Valid
X1.8				0.803	Valid
X2.1			0.710		Valid
X2.2			0.784		Valid
X2.3			0.705		Valid
X2.4			0.744		Valid
X2.5			0.715		Valid
X2.6			0.728		Valid
X2.7			0.743		Valid
X2.8			0.691		Valid
X2.9			0.691		Valid
X2.10			0.733		Valid
Y1		0.618			Valid
Y2		0.801			Valid
Y3		0.700			Valid
Y4		0.797			Valid
Y5		0.697			Valid
Y6		0.727			Valid
Y7		0.657			Valid
Y8		0.773			Valid
Y9		0.697			Valid
Y10		0.771			Valid
Z1	0.654				Valid
Z2	0.733				Valid
Z3	0.787				Valid
Z4	0.728				Valid
Z5	0.745				Valid
Z6	0.763				Valid
Z7	0.714				Valid
Z8	0.704				Valid
Z9	0.779				Valid
Z10	0.763				Valid

Source: Processed primary data, 2024.

Description: X.1: Word of Mouth, X.2: Social Media, Y: Purchasing Decision, Z: Brand Attitude

Based on the convergent validity test that has been conducted, the results are obtained in the table above. It can be seen that each indicator has an outer loading value >0.5, where according to [20], Outer loading values ranging from 0.5 to 0.6 are considered adequate to fulfill the requirements of convergent validity. The data above reveals that none of the variable indicators have outer loading values below 0.5. Therefore, all variable indicators in this study are deemed valid and suitable for further analysis.

ii. Discriminant Validity Test

The Discriminant Validity Test assesses whether each indicator is valid by ensuring it is strongly correlated with its construct in terms of convergent validity, indicated by an Average Variance Extracted (AVE) value greater than 0.5. Below are the AVE values for each variable in this study.:

TABLE VI. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
X ₁ Word of Mouth	0.534
X ₂ Social Media	0.525
Z Brand Attitude	0.545
Y Purchase Decision	0.527

Source: Processed primary data, 2024.

Based on the test results in table 4.6 above, it can be seen that the AVE value of each variable shows >0.5, with details of Brand Attitude of 0.545, Purchasing Decision of 0.527, Social Media of 0.525, and Word of Mouth of 0.534.

2) Reliability Test

Reliability Test is conducted to measure the stability of the questionnaire which is an indicator of the variable. Variables are considered reliable if their Cronbach's Alpha and composite reliability values exceed 0.7. Below are the Cronbach's Alpha and composite reliability values for each variable in this study:

TABLE VII. Cronbach's Alpha dan Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
X ₁ Word of Mouth	0.875	0.901
X ₂ Social Media	0.899	0.917
Z Brand Attitude	0.907	0.923
Y Purchase Decision	0.900	0.917

Source: Processed primary data, 2024.

Based on the findings above, it can be seen that the Cronbach's Alpha value for the Brand Attitude variable is 0.907, the Purchase Decision variable is 0.900, the Social Media variable is 0.899, and the Word of Mouth variable is 0.875. The composite reliability value for the Brand Attitude variable is 0.923, the Purchase Decision variable is 0.917, the Social Media variable is 0.917, and the Word of Mouth variable is 0.901. Each variable in the Cronbach's Alpha value and in the composite reliability value has a value > 0.7, so that each variable in this study can be said to be reliable.

3) Multicollinearity Test

In the multicollinearity test, the VIF value is used to assess whether there is a correlation between independent variables. This test aims to evaluate the relationship among independent variables. The criteria applied in the multicollinearity test are $VIF < 10$ and a tolerance value > 0.01 [21].

TABLE VIII. Variance Inflation Factor (VIF)

Variable	Brand Attitude	Purchase Decision	Social Media	Word of Mouth
X ₁ Word of Mouth	3.827	4.291		
X ₂ Social Media	3.827	5.065		
Z Brand Attitude		4.005		
Y Purchase Decision				

Source: Processed primary data, 2024.

Based on the table above, the value of Brand Attitude towards Purchasing Decision is 4.005. Then the value of the social media variable towards Brand Attitude is 3.827 while social media towards Purchasing Decision is 5.065. For the Word of Mouth variable towards Brand Attitude is 3.827 and Word of Mouth towards Purchasing Decision is 4.291. Therefore, with the value of each variable that has exceeded 0.1 and < 10 , it can be concluded that this study does not violate the multicollinearity assumption test.

2. Inner Model Evaluation

The inner model is a structural model used to predict the quality relationship between one variable and another. The following is an image of the inner model evaluation using SmartPLS:

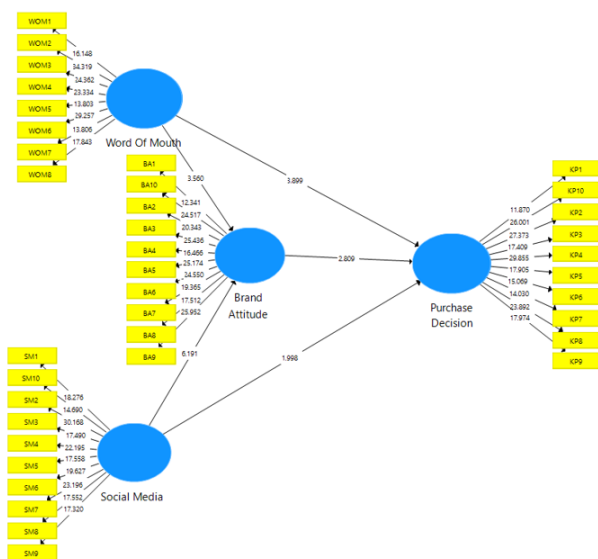


Fig. 3. Inner Model Schema

The evaluation of the inner model is performed using the coefficient of determination (R^2), goodness-of-fit test, path coefficient analysis, and hypothesis testing (including t-tests, direct effects, and indirect effects).

1) Determination Coefficient (R^2)

The determination coefficient is used to show how far the research model's ability to explain the variation of the dependent variable. In the classification of the correlation coefficient, among others, a value of 0 means no correlation, 0 - 0.49 means weak correlation, 0.50 means moderate correlation, 0.5 - 0.99 means strong correlation and 1.00 means perfect correlation [21].

TABLE IX. R Square

Variable	R Square	R Square Adjusted
Brand Attitude	0.750	0.747
Purchase Decision	0.764	0.759

Source: Processed primary data, 2024

In the table above, it is known that the influence of the Word of Mouth and Social Media variables on the Brand Attitude variable is 0.750 or 75% which means a strong correlation. While the influence of the Word of Mouth and Social Media variables on the Purchase Decision variable is 0.764 or 76.4% which means it has a strong correlation.

The assessment of goodness of fit is determined using the Q-Square value. The Q-Square value is analogous to the coefficient of determination (R-Square), where a higher Q-Square indicates a better model fit and greater alignment with the data. The results of the Q-Square calculation are as follows:

$$\begin{aligned}
 \text{Q-square} &= 1 - [(1-R^2_1) \times (1-R^2_2)] \\
 &= 1 - [(1 - 0.759) \times (1 - 0.747)] \\
 &= 1 - (0.241 \times 0.253) \\
 &= 1 - 0.060973 \\
 &= 0.939027 \\
 &= 93.90\%
 \end{aligned}$$

From this calculation, the Q-Square is obtained as much as 0.9390 or 93.90%. This shows that the level of model diversity is indicated by the independent variables in explaining the dependent variables of 93.90%. Meanwhile, 6.1% is still influenced by various other factors. Thus, from these results, this research model can be stated to have good goodness of fit.

2) Hypothesis Testing

Hypothesis testing can be conducted by referencing the table of values from the path coefficients, which includes direct effects and specific indirect effects or mediation (indirect effects)

i. Path coefficient test

In the path coefficient test, the bootstrapping process is conducted to examine the t-statistic or p-values, as well as the original sample values obtained between variables. A p-value < 0.05 indicates a significant direct effect, while a p-value > 0.05 suggests no direct effect between variables. Additionally, a t-statistic value > 1.96 also signifies a significant effect.

Word of Mouth significantly impacts Brand Attitude. As shown in the table, the t-statistic value is 3.446, with an effect size of 0.340 and a p-value of 0.001. These values meet the criteria of a t-statistic > 1.96 and a p-value < 0.05 . Therefore, it can be concluded that Word of Mouth has a positive and significant influence on Brand Attitude.

TABLE X. Path Coefficient (direct effect)

Relationship Between Variables	Original Sample (O)	T Statistics (O/STDEV)	P values	Results
Word of Mouth -> Brand Attitude	0.340	3.446	0.001	Significant
Social Media -> Brand Attitude	0.556	5.976	0.000	Significant
Brand Attitude -> Purchase Decision	0.311	2.884	0.004	Significant

Source: Processed primary data, 2024

Social Media has a significant impact on Brand Attitude. The table above indicates a t-statistic value of 5.976, an effect size of 0.556, and a p-value of 0.000. These results satisfy the criteria of a t-statistic > 1.96 and a p-value < 0.05. Thus, it can be concluded that Social Media has a positive and significant influence on Brand Attitude.

Brand Attitude significantly affects Purchasing Decisions. The table above shows a t-statistic value of 2.884, an effect size of 0.311, and a p-value of 0.004. These values meet the criteria of a t-statistic > 1.96 and a p-value < 0.05. Therefore, it can be concluded that Brand Attitude has a positive and significant influence on Purchasing Decisions.

TABLE XI. Path Coefficient (indirect effect)

Relationship Between Variables	Original Sample (O)	T Statistics (O/STDEV)	P values	Results
Word of Mouth -> Brand Attitude -> Purchase Decision	0,106	2,331	0,020	Significant
Social Media -> Brand Attitude -> Purchase Decision	0,173	2,403	0,017	Significant

Source: Processed primary data, 2024

Based on the table above, the results indicate that the fourth hypothesis is supported, with a t-statistic > t-table (2.331 > 1.96) and a p-value (0.020) < 0.05. This demonstrates a positive and significant influence of Word of Mouth on Purchasing Decisions mediated by Brand Attitude.

Based on the table above, the results indicate that the fifth hypothesis has a t-statistic value greater than the t-table value (2.403 > 1.96) and a p-value (0.017) less than 0.05. This signifies a positive and significant influence of social media on purchasing decisions through Brand Attitude.

C. Discussion

1. The Influence of Word of Mouth on Brand Attitude of Somethinc Products

The overall analysis results show that there is a positive and significant influence between Word of Mouth on Brand Attitude of Somethinc products. The results of this study are also strengthened by the test results which show a t-statistic

value of 3.446 with a large influence of 0.340 and a p value of 0.001. This meets the requirements of a t-statistic value >1.96 and a p value <0.05. So it can be concluded that hypothesis one is accepted where there is a positive and significant influence between Word of Mouth on Brand Attitude of Somethinc products in Solo Raya.

2. The Influence of Social Media on Brand Attitude of Somethinc Products

Based on the results of the analysis that has been carried out as a whole, it can be stated that Social Media has a positive and significant influence on Brand Attitude of Somethinc products. The results of this study are also strengthened by the test results showing a t-statistic value of 5.976 with a large influence of 0.556 and a p value of 0.000. This meets the requirements of a t-statistic value >1.96 and a p value <0.05. So it can be concluded that hypothesis two is accepted where there is a positive and significant influence between Social Media on Brand Attitude of Somethinc products in Solo Raya.

3. The Influence of Brand Attitude on Purchase Decisions of Somethinc Products

Based on the results of the analysis that has been carried out as a whole, it shows that Brand Attitude has a positive and significant influence on Purchase Decisions of Somethinc products. The results of this study are also strengthened by the test results showing a t-statistic value of 2.884 with a large influence of 0.311 and a p value of 0.004. This meets the requirements of a t-statistic value >1.96 and a p value <0.05. So it can be concluded that hypothesis three is accepted Where there is a positive and significant influence on the Purchase Decision of Somethinc products in Solo Raya.

4. The Influence of Word of Mouth on Purchase Decisions through Brand Attitude as a Mediating Variable

Based on the results of the research that has been done, overall it shows that Word of Mouth has a positive and significant influence on Purchase Decisions through Brand Attitude. The results of this study are supported and strengthened by the test results showing a t-statistic value > t table, namely 2.331>1.96 and p-value (0.020)<0.05, so that Hypothesis four is accepted which means there is a positive and significant influence between Word of Mouth and purchase decisions through Brand Attitude of Somethinc products in Solo Raya.

5. The Influence of Social Media on Purchase Decisions through Brand Attitude as a Mediating Variable

Based on the results of the research that has been done, overall it shows that Social Media has a positive and significant influence on Purchase Decisions through Brand Attitude. The results of this study are supported and strengthened by the test results which show a t-statistic value >t table, namely 2.403 > 1.96 and p-value (0.017) < 0.05, so that Hypothesis five is accepted, which means that there is a positive and significant influence between social media and purchasing decisions through Brand Attitude of Somethinc products in Solo Raya.

V. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the results of the analysis and discussion that have been described in this study, the following conclusions can be obtained:

- 1) There is an influence of Word of Mouth on Brand Attitude on Somethinc products used by Women in the Soloraya area. This result is proven by the t-test where the t-count value of 3.446 is greater than the t-table value of 1.96.
- 2) There is an influence of Social Media on Brand Attitude on Somethinc products used by Women in the Soloraya area. This result is proven by the t-test where the t-count value of 5.976 is greater than the t-table value of 1.96.
- 3) There is an influence of Brand Attitude on Purchasing Decisions on Somethinc products used by Women in the Soloraya area. This result is proven by the t-test where the t-count value of 2.884 is greater than the t-table value of 1.96.
- 4) There is an influence of Word of Mouth on Purchasing Decisions through Brand Attitude on Somethinc products used by Women in the Soloraya area. This result is proven by the t-test where the t-count value of 2.331 is greater than the t-table value of 1.96.
- 5) There is an influence of Social Media on Purchasing Decisions through Brand Attitude on Somethinc products used by Women in the Soloraya area. This result is proven by the t-test where the t-count value of 2.403 is greater than the t-table value of 1.96.

B. Suggestion

Researchers can add filter questions at the beginning of the questionnaire by listing more specific criteria to minimize the occurrence of discrepancies by some respondents in filling out the questionnaire with the criteria set by the author. In addition, researchers can expand the variety of keywords and search for various sources of scientific journal databases. In addition, if the topic literature is limited, it can refer to research from fields or themes that are still intersecting. Somethinc products can strengthen digital marketing strategies by utilizing social media platforms more optimally, such as creating interesting, interactive and educational content about the benefits of the product. This can be done by collaborating with relevant influencers or beauty vloggers in order to increase Brand Attitude. In terms of service and information, Somethinc products are expected to increase responsiveness to customer questions or complaints by adding chatbot technology or a more responsive service team.

REFERENCES

- [1] K. Nisa, "Pengaruh Persepsi Harga, Citra Merek, dan Word of Mouth terhadap Keputusan Pembelian (Studi Produk Kopi Janji Jiwa Tanjung Duren Jakarta)," vol. 4, no. 1, pp. 44–57, 2022.
- [2] C. S. Putri and U. Ciputra, "PENGARUH MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN," vol. 1, 2016.
- [3] Y. K. Ningsih and K. Murtadlo, "Pengaruh Brand Image Dan Electronic Word Of Mouth Terhadap Keputusan Pembelian Dan Kepuasan Konsumen Pada Pembelian," vol. 1, no. 5, pp. 189–201, 2023.
- [4] C. M. Gunarsih and L. F. Tamengkel, "Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang," vol. 2, no. 1, pp. 69–72, 2021.
- [5] P. Kotler and K. L. Keller, *Marketing Management (15th ed.)*, 15th ed. Pearson Prentice Hall., 2020.
- [6] E. Ruswanti, A. Rina, Y. Eff, and M. Diyah, "Word of mouth, trust, satisfaction and effect of repurchase intention to Batavia hospital in west," vol. 10, pp. 265–270, 2020, doi: 10.5267/j.msl.2019.9.006.
- [7] E. Purwanto and A. M. Mutahar, "The Mediating Role of Trust in the Relationship Between Corporate Image, Security, Word of Mouth and Loyalty in M- Banking Using among The Millennial Generation in Indonesia," *Manag. Mark. Challenges Knowl. Soc.*, vol. 15, no. 2, pp. 255–274, 2020, doi: 10.2478/mmcks-2020-0016.256.
- [8] H. D. S. Rosid, Mahmudi. Pratikto, "Word Of Mouth (Wom), Visitor Experience, And Destination Attributes On Revisit Intention Through Perceived Value A Case Of Penanggungan Mountain, East Java, Indonesia," *Int. J. Business, Econ. Law*, vol. 21, no. 5, pp. 90–101, 2020.
- [9] S. Wiyanti and A. Hanfan, "The Role of Word-Of-Mouth, Shopping Lifestyle and City Walk Concept on Brand Image Mall in Indonesia," vol. 1, no. 1, pp. 43–50, 2022.
- [10] A. Sernovitz, *Word Of Mouth Marketing: How Smart Companies Get People Talking*. Chicago: Kaplan Publishing, 2006.
- [11] A. Rafiq, "Dampak Media Sosial Terhadap Perubahan Sosial Suatu Masyarakat," *Glob. Komunika*, vol. 1, 2020.
- [12] Z. Wang and H. Gon, "ScienceDirect Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective," *J. Interact. Mark.*, vol. 39, pp. 15–26, 2017, doi: 10.1016/j.intmar.2017.02.004.
- [13] E. Arrigo and E. Arrigo, "Social media marketing in luxury brands for management research," 2018, doi: 10.1108/MRR-04-2017-0134.
- [14] M. Lai, G. D. Pires, P. J. Rosenberger, W. K. S. Leung, and H. Ting, "Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China and Hong Kong," no. xxxx, 2020, doi: 10.1016/j.ausmj.2020.03.006.
- [15] B. Adityo, "Analisis Pengaruh Kepercayaan, Kemudahan dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online Disitus Kaskus," 2015.
- [16] S. W. Wang, G. H. Kao, and W. Ngamsiriudom, "Journal of Air Transport Management Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector," *J. Air Transp. Manag.*, vol. 60, pp. 10–17, 2017, doi: 10.1016/j.jairtraman.2016.12.007.
- [17] H. Assael, *Consumers Behavior and Marketing Action*, 3rd ed. Boston Massachusetts: Kent Publishing Company, 2002.
- [18] Riyanto, *Dasar-Dasar Pembelanjaan Perusahaan*, 4th ed. Yayasan Penerbit Gajah Mada, 2008.
- [19] A. Ferdinand, *Metode Penelitian Manajemen*. Semarang: BP Universitas Diponegoro, 2014.
- [20] A. Juliandi, "Structural Equation Model Partial Least Square (SEM-PLS) Menggunakan SmartPLS," vol. 1, pp. 1–4, 2018, doi: 10.5281/zenodo.1243777.
- [21] I. Ghozali, *Aplikasi Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Badan Penerbit Universitas Diponegoro., 2018.

- [1] K. Nisa, "Pengaruh Persepsi Harga, Citra Merek, dan Word of Mouth terhadap Keputusan Pembelian (Studi Produk Kopi Janji Jiwa Tanjung