

THE INFLUENCE OF SOCIAL MEDIA, CUSTOMER EXPERIENCE AND WORD OF MOUTH ON PURCHASING DECISIONS AT ZID DIGITAL PRINTING

Bayu Firmansyah^{1*}, Rino Sardanto

^{1,2}Department Management, Universitas Nusantara PGRI Kediri, Kediri, Indonesia

A B S T R A K

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, customer experience, dan word of mouth terhadap keputusan pembelian pada ZID Digital Printing di Kabupaten Nganjuk. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap konsumen yang pernah menggunakan jasa ZID Digital Printing. Data dikumpulkan melalui kuesioner daring dan luring, kemudian dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, koefisien determinasi, serta pengujian hipotesis dengan bantuan SPSS versi 25. Hasil penelitian menunjukkan bahwa secara parsial media sosial tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan customer experience dan word of mouth berpengaruh signifikan, dengan word of mouth sebagai variabel yang paling dominan. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap keputusan pembelian. Penelitian ini menyimpulkan bahwa customer experience dan rekomendasi konsumen berperan penting dalam mendorong keputusan pembelian pada usaha percetakan.

Kata Kunci: media sosial, customer experience, word of mouth

A B S T R A C T

This study aims to analyze the influence of social media, customer experience, and word of mouth on purchasing decisions at ZID Digital Printing in Nganjuk Regency. The study uses a quantitative approach with a survey method on consumers who have used ZID Digital Printing services. Data were collected through online and offline questionnaires, then analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, and hypothesis testing with the help of SPSS version 25. The results of the study indicate that partially social media has no significant effect on purchasing decisions, while customer experience and word of mouth have a significant effect, with word of mouth as the most dominant variable. Simultaneously, these three variables have a significant effect on purchasing decisions. This study concludes that customer experience and consumer recommendations play an important role in driving purchasing decisions in printing businesses.

Keywords: social media, customer experience, word of mouth

1. INTRODUCTION

The development of information and communication technology has brought fundamental changes in the patterns of business activities and consumer behavior in various industrial sectors. Digital transformation is driving a shift in marketing strategies from conventional approaches to digital-based marketing that is more adaptive, interactive, and consumer-oriented. The internet and social media allow businesses to reach consumers more widely, quickly, and efficiently, while making it easier for consumers to obtain product and service information before making a purchase decision (Kotler & Keller, 2016).

In Indonesia, the impact of digital technology advances is strongly felt by the micro, small, and medium enterprises (MSMEs) sector. Digitalization provides a great opportunity for MSMEs to expand market reach without being limited by space and time, and allows for direct interaction between business actors and consumers through various digital platforms. Social media is now one of the main channels used by MSME actors to promote products, build brand awareness, and strengthen relationships with customers. However, the level of use of digital technology by MSMEs is still uneven. According to Ningsih et al., (2025) revealed that although digital technology has proven to be able to improve business efficiency and expand market reach, many MSME actors still face obstacles in adopting digitalization optimally. These obstacles include limited digital literacy, quality of human resources, and unstructured marketing

*Corresponding author

E-mail addresses: dwiawat79@gmail.com (BayuFirmansyah)

strategies. This condition shows that the success of digitalization does not only depend on the availability of technology, but also on the ability of business actors to design and manage digital strategies effectively. The role of social media in digital marketing is increasingly significant along with the increasing internet penetration in Indonesia.

Based on data from the Indonesian Internet Service Providers Association (APJII, 2025), the number of internet users in Indonesia reaches 229 million people or around 80.66% of the total population. In addition, the number of active social media users was recorded at 143 million people, making Indonesia one of the countries with the largest social media users in the Asia Pacific region. Platforms such as WhatsApp, Instagram, Twitter, and TikTok are the most widely used social media by the Indonesian people (tempo.co, 2025). The high level of social media use shows that social media has strategic potential as a means of digital marketing for MSMEs. Social media allows business actors to convey product information visually and interactively, display portfolios, and communicate directly with consumers. According to Khairani et al., (2025) stated that the use of social media can help MSMEs expand their business scope, attract new consumers, and increase sales. Nonetheless, the effectiveness of social media in driving purchase decisions is highly dependent on the quality of content, credibility of information, consistency of uploads, and the level of interaction with the audience. Without good management, social media tends to only function as a means of providing information and is not necessarily able to encourage consumers to the purchase decision stage. Based on research Susilowati, (2022) revealed that the significant influence of Instagram social media marketing on product purchase decisions at Sonokuno Kitchen. In addition to social media, consumer purchasing decisions in the service business are also influenced by customer experience. Customer experience is a comprehensive consumer perception formed from the entire series of interactions with the company, starting from the information search stage, transaction process, to after-sales service (Morgan, 2019).

In the context of service business, customer experience is a very important factor because the quality of service cannot be thoroughly evaluated before consumers experience it firsthand. A positive experience that consumers feel will increase satisfaction, trust, and the tendency to make a repeat purchase. Studies have shown that customer experience plays an important role in influencing purchasing decisions, although findings are not always consistent. According to Wijaya et al., (2024) found that customer experience has a positive and significant effect on purchase decisions. On the contrary, according to Wahyuningsih & Pratama, (2024) stating that customer experience has no significant effect on the purchase decision. The difference in the results of this study shows that the influence of customer experience is highly dependent on the business context and consumer characteristics, so further testing still needs to be carried out, especially in the MSME printing service sector. Another factor that is no less important in influencing purchasing decisions is word of mouth (WOM). Word of mouth is a form of informal communication between consumers regarding the experience of using products or services. WOM has a high level of credibility because it is sourced from real consumer experience and is not commercial in nature (Saphira, 2021). According to Kotler & Keller, (2016) confirming that consumers tend to trust recommendations from friends, family, or close people more than the company's promotional messages. In the context of service MSMEs, WOM is very relevant because potential consumers often need real evidence before deciding to use a service. A number of previous studies have shown that word of mouth has a positive and significant effect on purchasing decisions, especially in MSMEs for printing services (Andika et al., 2023). However, according to Riko Ahmad Ferdiasyah et al., (2025) It found that word of mouth does not always have a statistically significant effect, although it still plays an important role in shaping consumer perceptions and experiences.

The inconsistency of the results of this previous study indicates that there is a research gap that needs to be studied further. The printing industry in Nganjuk Regency is one of the MSME sectors that faces quite fierce competition. Based on data BPS Nganjuk Regency, (2024), there are more than 380 printing businesses actively operating. High competition encourages printing businesses to rely not only on product quality, but also on digital marketing strategies, service quality, and the ability to build long-term relationships with consumers. Consumers are becoming more selective in choosing printing services, so purchasing decisions are greatly influenced by a combination of digital information, customer experience, and recommendations from other consumers. ZID Digital Printing is one of the printing service businesses in Nganjuk Regency that has utilized social media as a means of promotion. Social media is used to display printed portfolios, provide service information, and communicate with consumers. However, based on initial observations, the use of social media by ZID Digital Printing is not fully optimal, while consumer purchasing decisions are still heavily influenced by direct experience and recommendations from other customers. This condition shows that the role of social media needs to be

strengthened and integrated with customer experience and word of mouth. Based on this description, this research is important to analyze the influence of social media, customer experience, and word of mouth on purchasing decisions on ZID Digital Printing. Therefore, this research is important to analyze the influence of social media, customer experience, and word of mouth on purchase decisions. The results of the research are expected to make a theoretical contribution to the development of digital marketing studies and consumer behavior, as well as practical contributions for printing service MSME actors in formulating more effective and sustainable marketing strategies.

Theoretical studies

Social Media

Social media is an online platform that allows users to create, share, and exchange information interactively in the form of text, images, and videos. According to Kotler & Keller, (2016) explains that social media serves as a two-way communication channel between companies and consumers that can build long-term relationships. In digital marketing, social media not only plays a role as a promotional medium, but also as a means of forming perception, trust, and brand image. According to Wardhana, (2021) stated that social media provides strategic opportunities for MSMEs to reach consumers at a relatively low cost. However, the effectiveness of social media is greatly influenced by the quality of content, the consistency of uploads, and the level of interaction with the audience. Social media that is managed passively tends to only function as a storefront of information and is less able to encourage consumers to the purchase decision stage. According to Nirsal et al., (2024) There are four indicators of social media, namely: Context, Communication, Collaboration, Connection. Previous research according to Fahrishal Jevri, Samari, (2023) shows that social media has a significant influence on purchasing decisions at MJ Galeri.

Customer experience

Customer experience is defined as a comprehensive perception of consumers formed from the entire series of interactions with the company, starting from the information search stage to post-purchase. According to Morgan, (2019) It states that customer experience includes cognitive, emotional, sensory, and social dimensions that consumers feel. In the service business, customer experience has a very important role because the quality of the service cannot be evaluated before use. According to Tusyanah, (2022) elaborated that the quality of customer experience can be understood through five main indicators, namely: Sense, feel, think, act, relay. Research by Wijaya et al., (2024) shows that customer experience has a significant effect on purchasing decisions and customer loyalty. Consumers who gain positive experiences, such as friendly service, easy ordering processes, and product results that meet expectations, tend to have higher levels of satisfaction and are willing to make a repeat purchase. Thus, customer experience is a key factor in building a competitive advantage in service MSMEs.

Word of mouth

Word of mouth (WOM) is an informal communication between consumers regarding the experience of using a product or service. According to Priansa, (2017) Word of mouth is a marketing activity in providing information about a product or service from one consumer to another consumer to discuss, promote and want to sell a brand to others. According to Prasetyo et al., (2018) *Word of mouth* Communication is personal communication about a product between the target buyer and his neighbors, friends, family members, and colleagues. In general, we trust what the closest people such as family and friends say. In the context of the printing service business, WOM becomes very relevant because potential consumers often find it difficult to assess the quality of print results before seeing real examples. According to Priansa, (2017) Here are 5 (five) indicators from Word of Mouth: Talkers, Topics, Tools, Taking Part, Tracking. Research by Andika et al., (2023) prove that WOM has a significant effect on purchase decisions, especially for service MSMEs. In addition to conventional WOM, digital developments have also encouraged the emergence of electronic word of mouth (e-WOM) through social media and review platforms, which further expands the reach of consumer recommendation influence.

Purchase decision

Purchase decisions are the final stage of the consumer decision-making process, which reflects the consumer's choice of a product or service after going through the alternative evaluation stage. According to Kotler & Keller, (2016) states that purchasing decisions are influenced by internal and external factors, including marketing information, personal experience, and social influence. In this study, purchasing decisions are seen as the result of social media integration as an initial source of information, customer experience as a direct experience, and word of mouth as social validation. The combination of these three factors is believed to be able to explain consumer behavior more comprehensively than if analyzed separately. According to (Kotler & Armstrong, 2016) Presenting a purchase decision has the

following indicators or dimensions: Product choice, Brand choice, Distributor choice, Purchase time, Purchase amount, Payment method

Novelty

The novelty of this research lies in the simultaneous testing of the influence of social media, customer experience, and word of mouth on purchase decisions in the context of MSMEs printing services at the regional level. This research integrates digital factors (social media), customer experience, and social factors (word of mouth) in one empirical model, thereby providing a more comprehensive understanding of consumer behavior in the digital printing industry.

The theoretical contribution of this research is to enrich the study of digital marketing and consumer behavior by providing empirical evidence on the MSME printing service sector. Meanwhile, its practical contribution is to provide strategic recommendations for MSME actors in optimizing the use of social media, improving the quality of customer experience, and encouraging positive word of mouth to improve purchasing decisions and business competitiveness.

Hypothesis

H1: Social media influences purchasing decisions.

H2: Customer experience affects the purchase decision.

H3: Word of mouth affects the purchase decision.

H4: Social media, customer experience, and word of mouth simultaneously affect purchasing decisions.

2. METHOD

This study uses a quantitative approach with a causal associative design, which aims to analyze the causal relationship between social media, customer experience, and word of mouth on consumer purchase decisions at ZID Digital Printing. The quantitative approach was chosen because this study focuses on objectively measuring respondents' perceptions through numerical data and statistical analysis (Scott, 2019). The research was carried out at ZID Digital Printing located in Puhkerek Village, Rejoso District, Nganjuk Regency, in the period from December to January. The research population includes all consumers who have used ZID Digital Printing services. Because the population cannot be determined with certainty, the sampling technique used is non-probability sampling with the accidental sampling method, namely respondents who are met by chance and meet the research criteria. Determination of the number of samples refers to opinion Sigh, (2019) which states that the minimum sample size is 10 times the number of research variables. With four variables studied, the number of samples used was 40 respondents. Data collection was carried out using a questionnaire with a Likert scale which contained closed statements about social media, customer experience, word of mouth, and purchase decisions. The collected data is then analyzed through the stages of data grouping, descriptive data presentation, and statistical analysis to test the research hypothesis.

3. RESULT AND DISCUSSION**Results****A. Classic assumption test**

The analysis method applied in this study is a double linear regression analysis, with the primary data source coming from primary data. In order to comply with the criteria on the double linear regression model, a series of classical assumption tests were performed. The normality test, the multicollinearity test, the linearity test, and the heteroscedasticity test are some of the series of classical assumption tests in question. Further explanations will be presented as follows:

a. Normality Test

Normality testing is performed to find out whether the data on dependent and independent variables, or both, follow a normal distribution pattern. To determine if the data is normally distributed, the analysis can be done by looking at the histogram and the normal probability graph. The data is considered to follow a normal distribution if the histogram shows a curve shape similar to a bell. On the other hand, on a normal probability chart, the distribution is considered normal if the dots are scattered around a diagonal line as well as following the direction of the line.

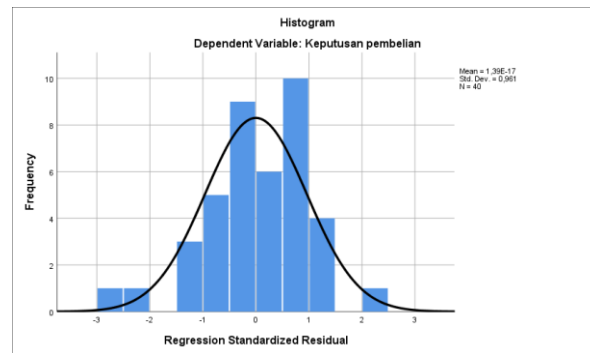


Figure 3. 1 Normality test results

Source : primary data processed by researchers, 2026

Based on the residual histogram, it can be seen that the data spreads following a normal curve pattern and centers around zero values. The residual distribution appears relatively symmetrical without any noticeable deviations. This shows that the assumption of normality in the regression model has been fulfilled, so that the regression model used is feasible and the results of statistical testing can be interpreted validly in this study.

b. Multicollinearity test

Multicollinearity testing was performed to show whether there was a relationship or correlation between independent variables in the regression model. An ideal regression model must show no correlation between its independent variables. To detect the presence of multicollinearity, the VIF (Variance Inflation Factor) value is used. The criteria for decision-making are described as follows:

- 1) Based on the VIF number, if the VIF number is greater than 10, then there is an indication of multicollinearity.
- 2) From the point of view of the tolerance value, if the tolerance value is less than 0.10, then there is also multicollinearity.

The results of the multicollinearity test which includes the correlation matrix of independent variables, as well as tolerance values and VIF are presented below:

Table 3. 1 Multicollinearity test results

		Coefficient	
Models		Collinearity Statistics	
		Tolerance	VIVID
1	(Constant)		
	Social Media	0,521	1,918
	Customer experince	0,403	2,482
	Word of mouth	0,482	2,076

a. Dependent Variable: Purchase decision

Source : Primary Data Processed by Researchers, 2026

The multicollinearity test aims to find out whether there is a high correlation between independent variables in the regression model. The test criteria state that if the Tolerance value is > 0.10 and the *Variance Inflation Factor* (VIF) is < 10 , then the regression model does not experience multicollinearity. Based on the test results, the Social Media variable had a tolerance value of 0.521 and a VIF value of 1.918. The *Customer Experience* variable showed a tolerance value of 0.403 with a VIF value of 2.482. Meanwhile, the *Word of Mouth* variable has a tolerance value of 0.482 and a VIF value of 2.076. All independent variables have a tolerance value above 0.10 and a VIF value below 10. Thus, it can be concluded that there are no symptoms of multicollinearity between the variables of Social Media, *Customer Experience*, and *Word of Mouth* in the regression model. This shows that each independent variable can explain the dependent variable well without any annoying relationships, so that the regression model is declared suitable for future analysis.

c. Linearity test

A test of linearity was carried out to determine whether the regression model used showed a linear relationship between independent and dependent variables. This test is one of the most important assumptions in regression analysis; If this assumption is not met, then the regression model will be

considered statistically invalid. The method known as the test of linearity is one way to evaluate linearity. The following is an explanation of the basis for consideration in decision-making:

- 1) If the *Sig. Deviation From Linearity* value is greater than 0.05, this indicates that the linearity test can be considered met.
- 2) Conversely, if the value of *Sig. Deviation From Linearity* is less than 0.05, then it can be said that the linearity test is not met.

The results of the linearity test will be presented as follows:

Table 3. 2 Linearity Test Results

Variable	<i>sig. Deviation from Linearity</i>
Purchase decision * Social media	0,210
Purchase decision * Customer experince	0,549
Purchase decision * Word of mouth	0,493

Source : primary data processed by researchers, 2026

Based on the results of the linearity test, it is known that the relationship between Social Media and Purchase Decisions has a significance value of 0.210, the relationship between *Customer Experience* and Purchase Decisions is 0.549, and the relationship between *Word of Mouth and Purchase Decisions* is 0.493. All of these significance values are greater than 0.05, so it can be concluded that there is no deviation from the linear relationship in each variable. Thus, the relationship between Social Media, Customer Experience, and Word of Mouth to Purchase Decisions is linear, so that the linearity assumptions in this study have been fulfilled and the data are suitable for multiple linear regression analysis.

d. Heteroscedasticity test

Heteroscedasticity tests were performed to find out if there were different residual variations between each observation in the regression model. In cases where the residual variance remains the same across all observations, it is called homoscedasticity; On the other hand, if the variance varies, it is called heteroscedasticity. An effective regression model should be qualified for homoscedasticity, which means it contains no signs of heteroscedasticity. To detect the presence or absence of heteroscedasticity, the following criteria can be used:

- 1) If there are dots that show a certain pattern regularly such as waves, which widen and then narrow, this indicates heteroscedasticity.
- 2) Conversely, if the data points are randomly scattered above and below the zero on the Y-axis without showing a clear pattern, this means that heteroscedasticity does not occur.

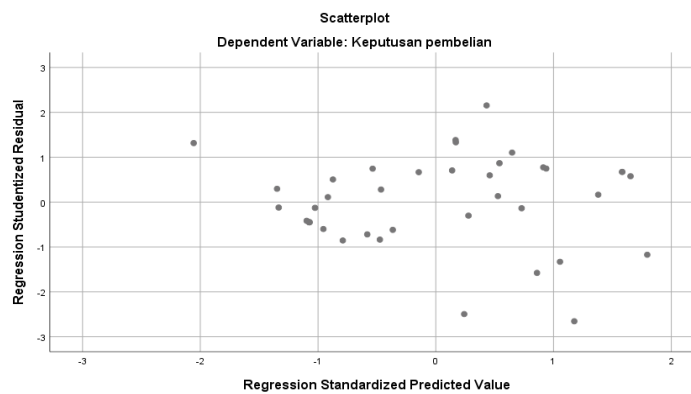


Figure 3. 2 Heteroscedasticity test results

Source : primary data processed by researchers, 2026

Based on the scatterplots displayed, it can be seen that the data points are randomly spread above and below the zero line on the vertical axis, and do not form a specific pattern, such as a constricted, widened, or wavy pattern. The distribution of points is also relatively evenly distributed along the horizontal axis. These results show that there are no symptoms of heteroscedasticity in the regression model used. Thus, it can be concluded that the regression model meets the assumption of homogeneity, making it feasible to use it for multiple linear regression analysis and subsequent hypothesis testing.

B. Multiple linear regression analysis

To show how much influence the free variable has on the bound variable, a multiple linear regression model is used which is described as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Description:

Y : Dependent variables of purchasing decisions

β_0 : Constant

$\beta_1, \beta_2, \beta_3$: Regression coefficient

X_1, X_2, X_3 : Independent social media variable(X_1), *Customer Experince* (X_2), *word of mouth* (X_3)

ϵ : Error

The results of multiple linear regression analysis are presented below

Table 3. 3 Multiple linear regression test results

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,773	5,822		2,194	0,035
	Social Media	-0,243	0,180	-0,189	-1,353	0,184
	Customer experince	0,408	0,198	0,328	2,060	0,047
	Word of mouth	0,697	0,157	0,647	4,447	0,000

a. Dependent Variable: Purchase decision

Source: primary data processed by researchers,2026

Referring to table 4.9, here is the configuration of the double linear regression equation as follows:

$$Y = 12773 - 0.243\beta_1 X_1 + 0.408 X_2 + 0.697 X_3 + \epsilon$$

The regression equation mentioned above has the following numerical interpretation:

a. constant = 12,773

This result shows that if Social Media, Customer Experience, and Word of Mouth are zero, then the value of the Purchase Decision is 12.773.

b. Coefficient $X_1 = -0.243$

These results show that Social Media has a negative and insignificant relationship with Purchase Decisions. Thus, increased Social Media activity does not significantly increase Purchase Decisions.

c. Coefficient $X_2 = 0.408$

These results show that Customer Experience has a positive and significant effect on Purchase Decisions, which means that the better the customer experience, the higher the tendency of consumers to make purchase decisions.

d. Coefficient $X_3 = 0.697$

These results show that Word of Mouth has a positive and significant effect on Purchase Decisions, and is the most dominant variable in influencing purchase decisions compared to other variables.

C. Determination coefficient test (adjusted R²)

The adjusted determination coefficient (adjusted R²) is used to measure the extent of the model's ability to explain the variations that occur in dependent variables. This analysis aims to understand the percentage contribution of independent variables together to dependent variables. The value of this coefficient indicates how much of the proportion of variation of the bound variable can be explained by the free variables in the model. If the value of Adjusted R² is equal to 0, then the free variable makes no contribution in the understanding of the bound variable. On the other hand, if the value is close to 1, it indicates that all variations on the bound variable can be fully explained by the free variable in the model. The following shows the results of the determination coefficient on the three independent variables, namely social media, customer experience, and word of mouth.

Table 3. 4 test results of the determination coefficient (Adjusted R²)

Model Summary ^b				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,795a	0,633	0,602	2,716

a. Predictors: (Constant), Social media, Customer experince, Word of mouth

b. Dependent Variable: Purchase decision

Source : primary data processed by researchers, 2026

Based on the results of the determination coefficient test in the *Model Summary* table, the Adjusted R Square value of 0.602 was obtained. This value shows that 60.2% of the variation in Purchase Decisions can be explained by the variables of Social Media, *Customer Experience*, and *Word of Mouth* together. Meanwhile, the remaining 39.8% was influenced by other factors outside of this research model.

D. Hypothesis test

The hypothesis test in this study was carried out using the t-test and the F-test, with the results presented as follows:

a. T test (partial)

This test aims to show whether each independent variable has a significant impact on the dependent variable separately. Here is the hypothesis used in this test:

H₀ : X₁, X₂, X₃ Separately showed no significant influence on Y

H_a : X₁, X₂, X₃ Separately show a significant influence on Y

The results of the partial testing through the analyzed t-test with a significance level of 0.05 can be seen in the Table below.

Table 3. 5 T test results (partial)
Coefficient^a

Models		t	Sig.
1	(Constant)	2,194	0,035
	Social Media	-1,353	0,184
	Customer experience	2,060	0,047
	Word of mouth	4,447	0,000

Dependent Variable: Purchase decision

Source : primary data processed by researchers, 2026

Looking at the table of test results, the t-test can be described as follows:

- 1) Based on the results of the t-test, the Social Media variable has a significance value of 0.184, which is greater than 0.05, with a calculated t-value of -1.353. Therefore, H₀ is accepted and H_a is rejected, meaning that this result shows that partially Social Media does not have a significant effect on the Purchase Decision.
- 2) Furthermore, the Customer Experience variable shows a significance value of 0.047, which is smaller than 0.05, with a calculated t-value of 2.060. Therefore, H₀ is rejected and H_a is accepted, this result indicates that Customer Experience has a significant partial effect on the Purchase Decision.
- 3) Meanwhile, the Word of Mouth variable has a significance value of 0.000, which is smaller than 0.05, and a t-value of 4.447. Therefore H₀ was rejected and H_a was accepted These results show that Word of Mouth has a significant and most powerful effect partially on the Purchase Decision.

b. Test F (stealth)

The F-test is applied to evaluate the impact of independent variables such as location, facilities, and quality of service simultaneously on the bound variable, i.e. the decision to visit. Through a comparison of the results of the probability value, the results of the F-test can be identified.

In the table, the results of the simultaneous testing using the F-test are presented which are compared with a significance level of 0.05.

Table 3. 6 test results F (stealth)
ANOVA^a

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	457,585	3	152,528	20,681	,000b
	Residual	265,515	36	7,375		
	Total	723,100	39			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Social media, Customer's experience, Word of mouth

Source : primary data processed by researchers, 2026

Based on the results of the F test shown in the ANOVA table, an F value was obtained of 20.681 with a significance level of 0.000, which is smaller than 0.05. Therefore, H0 and H4 are received as these results show that simultaneously social media variables, *customer experience*, and *word of mouth* have a significant effect on Purchase Decisions. Thus, the regression model used in this study is declared fit to explain the influence of independent variables on dependent variables. This means that the combination of Social Media, Customer Experience, and Word of Mouth is able to explain the variation in changes in Purchase Decisions together.

Discussion

1. Social media has no effect on purchasing decisions

Based on the results of the t-test (partial), the social media variable has a significance value of 0.184, which is greater than the significance level of 0.05. Thus, H0 is accepted so H1 is rejected which means that social media has no significant effect on the purchase decision. These results show that the existence of ZID Digital Printing's social media has not been able to directly encourage consumers to make purchase decisions. Although social media functions as a means of conveying information, promotion, and communication with consumers, in the context of this study, social media has not been the main determining factor in the purchasing decision-making process.

These findings are inconsistent with what has been done by Susilowati, (2022) entitled "The Influence of Instagram Social Media Use on Product Purchase Decisions at Sonokuno Kitchen Jakarta" which stated that social media variables have a significant effect on purchase decisions. Other research that has been conducted by Mustapa et al., (2022) with the title "The Influence of Social Media Use on Purchase Decisions in Jiksau Food MSMEs" which states that social media has a significant effect on purchase decisions. This mismatch of results can be caused by differences in sample counts, differences in sampling techniques, and differences in the theory of indicators used

2. Customer's experience influences the purchase decision

The results of the t-test showed that the customer experience variable had a significance value of 0.047, which was smaller than 0.05. Thus, H2 is accepted and H0 is rejected, meaning that customer experience has a significant effect on purchasing decisions. These findings show that customer experience plays an important role in shaping purchasing decisions at ZID Digital Printing. Customer experience includes sensory, emotional, cognitive, and relational experiences that consumers feel while interacting with the company, both before, during, and after making a purchase.

Consistent research findings that have been conducted Wijaya et al., (2024) with the title "The Influence of Customer Experience on the Purchase Decision of Burlap Sacks & Boxes of PT. Citra Prima Lestari" which states that Customer Experience has a significant effect on purchase decisions. However, this research is inconsistent with what has been done by D. W. Wahyuningsih & Pratama, (2024) with the title "The Influence of Webqual, e-WoM, and Customer Experience on Purchase Decisions on TikTok Shop" which states that Customer Experience has no significant effect on purchase decisions.

3. Word of mouth affects purchasing decisions

Based on the results of the t-test, the word of mouth variable has a significance value of 0.000, which is much smaller than 0.05. Thus, H3 is accepted and H0 is rejected, meaning word of mouth has a significant effect on the purchase decision. In fact, when viewed from the value of standardized regression and beta coefficients, word of mouth is the most dominant variable in influencing purchasing decisions. This shows that recommendations, stories, and experiences shared by consumers with others have a very strong influence in attracting new consumers and encouraging repurchases.

The results of this study are consistent with those carried out by Ayu Andika, (2023) with the title "The Influence of Word Of Mouth and Product Quality on Purchase Decisions at PT. Kemasindo Pratama Jaya" which stated that Word of mouth has a positive and significant effect on the purchase decision at PT Kemasindo Pratama Jaya. The results of other research conducted by Aprilianti et al., (2024) With the title "The Influence of Service Quality, Customer Experience and Word of Mouth on the Decision to Purchase Convection Services in Modes Riana, Gunung Sari District" by stating that the Word of Mouth has a positive and significant effect on the decision to purchase convection services.

4. Social media, *customer experience*, *word of mouth* in stealth on purchase decisions

Based on the results of the F (simultaneous) test, a significance value of 0.000 was obtained, which is smaller than 0.05. Thus, H4 is accepted and H0 is rejected. These results show that although social media is not a significant influence, together with *customer experience* and *word of mouth*, these three variables are able to significantly influence purchasing decisions. This confirms that purchasing decisions are the result of a combination of various marketing factors that interact with each other. The Adjusted R Square value of 0.602 shows that 60.2% of the variation in purchasing decisions can be

explained by social media (X1), *customer experience* (X2), and *word of mouth* (X3). Meanwhile, the remaining 39.8% was influenced by other factors outside the research model. Conceptually, social media can act as an initial medium for delivering information, *customer experience* forms satisfaction and loyalty, while *word of mouth* strengthens trust and encourages purchase decisions. The combination of these three variables creates a complementary marketing ecosystem.

4. CONCLUSION

Based on the results of this study, it can be concluded that social media, even though it is used as a means of promotion and delivery of information, has not had a significant influence on consumer purchasing decisions at ZID Digital Printing. On the other hand, customer experience has been proven to have a significant positive influence, where service quality, comfort, and customer satisfaction during interactions are important factors in determining purchasing decisions. In addition, word of mouth emerged as the most dominant factor, where recommendations and information from other customers strongly formed trust and encouraged new consumer buying interest. Simultaneously, the combination of social media, customer experience, and word of mouth was able to explain most of the variation in purchasing decisions, confirming that consumer decisions are the result of the interaction of several marketing factors that support each other, while other factors that are not studied also play a role.

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