

CHATIME'S DIGITAL MARKETING, PROMOTION, AND EWOM IMPACT ON THE ROLE OF PURCHASING INTEREST AS A MEDIATOR IN IMPROVING PURCHASE DECISION

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Abstract

Encouraging consumer purchasing interest is an important phase in the marketing process because product competition is tightening and providing easy access to information and excellent services, particularly in the ready-to-drink beverage market. The goal of this study is to investigate and evaluate the role of purchasing interest in mediating the impact of digital marketing, promotion, and electronic word-of-mouth on Chatime purchasing decisions in Pondok Cina, Depok. Primary data from 210 respondent questionnaires was analyzed quantitatively. SmartPLS performs multivariate analysis using the Structural Equation Model approach. In addition to demonstrating the mediating role of purchasing interest and the importance of marketing using digital channels, promotion, and electronic word of mouth in driving purchasing decisions; the study's findings explain strategies for driving purchasing decisions in increasingly competitive beverage shops.

Keywords: digital marketing, electronic word of mouth, promotion, purchase decision, purchase interest

INTRODUCTION

Digitalization and consumer behavior dynamics have led to the emergence of numerous new businesses, resulting in increasingly fierce competition. The business world is constantly innovating to attract consumer interest and reach all groups, including those in the beverage industry. Bubble tea is one of the most popular and trendy beverages. Bubble tea is one of the most popular beverages in Southeast Asia. According to Momentum Works' August 2022 report, Indonesia had the highest number of bubble tea consumers in Southeast Asia in 2021. Consumers' growing interest in innovative beverages with bold flavors, as well as their willingness to experiment with different flavors, has sparked the growth of the bubble tea market. Bubble tea has emerged as one of Gen Z's trademarks, as it is consumed more frequently by the younger generation than other age groups. For example, according to a Business Times newspaper study, Southeast Asia spent approximately USD 3.7 billion in August 2021 to launch milk tea and similar beverages in response to rising youth demand. Furthermore, according to a study conducted by finance-based startup Momentum Works and payments startup Qlub, Indonesia's bubble tea market is the largest in all of Southeast Asia.

Table 1 reveals that Chatime is currently the most popular bubble tea drink in Indonesia, accounting for 39.3 percent. A good marketing plan has helped Chatime become a popular bubble tea drink in Indonesia. Chatime frequently generates product content on social media platforms to stimulate consumer connection and awareness while also innovating by generating new drink varieties based on market trends and tastes.

Table 1. Chatime versus Xiboba Summary

Activities	Chatime	Xiboba
Number of Consumer	400.000 per day	1.600 cup per day
Outlets	3500 partners in 58 countries, 460 in Indonesia	300 partners only in Indonesia
Popularity in Indonesia	39.3 per cent	24.3 per cent
Promotion	Uses websites and email blasts to reach customers, & collaborate with digital platforms	Capitalizing on the trend on social media where customers post photos of their drinks & collaborate with digital platforms
Motto	Cups of Joy	Refresh your summer !

Source: data processed from Databoks and Katadata (2024)

Chatime is presently the market leader in the bubble tea beverage category, with a promotional approach that capitalizes on unique events for Generation Z. The choice to buy a product can be influenced by an understanding of its requirements (Sostar & Ristanovic, 2023), but it can also be made without previous planning. In today's digital age, consumers will seek information from a variety of sources in order to locate and select the best product. This process includes not only direct product evaluation, but also purchase interest that originates during the search for information.

Companies need to understand the factors that influence consumer purchase interest (Ying-Yen, 2022), which will ultimately impact purchasing decisions. One important stage in this process is the evaluation stage, where purchase interest plays an important role (Wang, Liu, Zhu, Wang, Wang, & Zhao, 2023) in helping consumers compare existing products and determine whether to make a purchase or not. Purchase interest or the desire to buy a product or service in the future, has a significant influence on purchasing decisions. Purchase interest influences consumer behavior and determines future activities (Huang & Dang, 2014). When consumers feel confident about a product, they are more likely to make a decision to buy. However, if the encouragement given is not convincing enough, then they will think again and consider other alternatives before making a purchasing decision. Therefore, purchasing interest is an important factor felt by consumers before they make a purchasing decision. Furthermore, product attraction spread schemes are critical for attracting consumer interest and encouraging sales (Bigdellou, Aslani, & Modarres, 2022). According to previous research by Laili and Subkhan (2024), promotions indirectly influence purchasing decisions through purchase interest. Aditria, Digdowiseiso, and Nurwulandari (2023) discovered that electronic word-of-mouth had an indirect effect on purchasing decisions through purchase interest. The preceding example demonstrates how many aspects, such as online marketing, consumer attraction activities, and knowledge in an electronic-based society, can influence the number of beverage products purchased. As a result, a variety of factors might influence the number of beverage product purchases, including electronic-based sales mechanism, buyer attraction methods, even information in an electronic-based society, and people's purchasing preferences.

The goal of this research is to investigate and evaluate how buying interest influences the impact of digital-based marketing, various forms of advertising, and electronic word-of-mouth on purchasing decisions at Chatime in Pondok Cina, Depok. Considerations include crucial consumer demographics, particularly Generation Z, the

product's market niche, ease of access to services, environmental implications and customer behavior, familiarity with information technology, and potential societal influence.

LITERATURE REVIEW

Digital Marketing Effect on Purchase Interest

Digital marketing is the use of the internet, digital technology, and traditional communications to achieve marketing goals (Chaffey & Chadwick, 2019), or the use of electronic technology in the form of information technology to run all company processes, including product, service, and information sales activities, demand generation, and customer service in digital format. The indicators for this study are accessibility, interactivity, enjoyment, credibility, and informativeness (Lombok & Samadi, 2022). Barsilewin, Rettobjaan and Aristayudha (2024) discovered that marketing via electronic channels enhanced purchasing interest in coffee shops in the Karasemang area of Bali. Another study found that online marketing has a positive and considerable impact on coffee purchase interest (Abdilah, Winarno, & Wijayati, 2024). Marketing schemes and processes that use digital media have a strong beneficial effect on purchase interest, with brand equity acting as a moderator in Jordan. Other studies, indicated that digital-based marketing does not affect purchase interest (Regina & Berlianto, 2022; Sigar, Massie, & Pandowo, 2021). The study's findings are noteworthy since they disclose diverse habits, which encourages more research.

Promotion Effect on Buying Interest

Promotion is a component of the marketing mix that tries to meet each consumer's goals, particularly to pique consumer interest in purchasing items or services given by the firm. Sukirno (2013) defines it as launching a product so that customers like it and then purchase it. Meanwhile, Kotler and Keller (2016) define it as a type of marketing communication that involves communicating information to influence or persuade people to purchase or use the goods or services provided. The factors used in this study were advertising, sales activity, personal selling, public relations, and direct marketing (Kotler & Keller, 2016). Attracting and seducing clients through information dissemination and interaction is critical since it can impact consumer purchase decisions (Lee, Shim, Kim, & Nam, 2021). According to Baidoo and Dompey (2024), advertising media influences consumer buying behavior at various stages, including awareness, interest, conviction, purchase, and post-purchase. Their findings emphasise the significance of using effective media advertising strategies to raise consumer awareness, interest, conviction, and purchase/post-purchase behavior. Marketers and advertisers should consider the various stages of the consumer purchasing process and tailor their advertising efforts to maximize their impact.

Electronic Word of Mouth (eWOM) Effect on Purchasing Interest

Electronic word of mouth is a positive or negative explanation given by current, prospective, or former customers about products, services, and brands (Badir & Andjarwati, 2020). Electronic word-of-mouth marketing is the use of internet technology to generate a word-of-mouth effect that can be used to support marketing efforts and goals. In this study, electronic word of mouth indicators were measured based on intensity, opinion valence, and content (Goyette, Ricard, Bergeron & Marticotte, 2010). Sosanuy, Siripipatthanakul, Nurittamont, and Phayaphrom (2021)

found that eWOM significantly influences purchasing interest in beverage products in Thailand. Similarly, Yan, Shah, Zhai, Khan, and Shah (2018) describe fast food restaurants in Indonesia concluded that eWOM plays a positive role in purchasing interest with consumers' emotional, affective, and cognitive responses. Likewise, the results of Shashikala and Thilina's (2020) research in Sri Lanka.

Purchasing Interest Mediate Effect on Purchase Decision

Using purchase interest or intention to test new distribution channels can help companies determine feasibility and target specific customer segments (Pena-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020). Interest is one of the affective dimensions that has a significant impact on a person's life. The affective aspect identifies the dimensions of feelings that influence a person's thoughts and actions based on their emotional awareness, disposition, and will. Meanwhile, Pavlou (2003) defines online purchasing interest as the extent to which customers are willing to purchase a product from an online store. Purchasing behavior has been studied in a variety of marketing fields, including green marketing (Nhung, Huyen, & Phung, 2023), luxury brands and products (Beuckels & Hudders, 2016), B2B transactions (Wei & Ho, 2019), and, most recently, online purchases (Sundstrom, Hjelm-Lidholm, & Radon, 2019). On the other hand, it was discovered that a lack of interest in purchasing online is one of the most significant barriers to the development of e-commerce (He, Lu, & Zhou, 2008), and researchers such as Lim, Osman, Salahuddin, Romle, and Abdullah (2016) noted that online purchasing interest and behavior require further investigation. According to Davis, Bagozzi, and Warshaw (1989) indicators of purchasing interest to use are: will transact, will recommend and will continue to use. Ngo, Bui, Chau, and Tran (2024) discovered that, while purchasing interest can mediate eWom, in Vietnam, consumers do not immediately make purchases and instead consider promotions. Fidia and Christiarini (2024) discovered that purchase interest's mediating role on quality, e-WOM, celebrity endorser, and brand image has a significant impact on purchasing decisions, in Batam. However, Amellinda, Syarief, and Wulandari (2023) found that purchasing interest did not significantly mediate the influence of brand image, coffee shop atmosphere, and service quality on consumer purchasing decisions for coffee products in coffee shops in Bogor City. Research conducted by Ilhamalimy, Ali and Mahaputra (2024) shows that purchasing interest influences purchasing decisions. This means that when consumers have a high purchasing interest, they will be more likely to make a purchasing decision (Suyanto & Dewi, 2023). Purchasing interest and purchasing decisions are influenced by various factors, including digital-based marketing, advertising schemes, and electronic word of mouth. In Pakistan, Bukhari et al. (2023) discovered that purchase intent can mediate lifestyle, brand trust, and customer satisfaction with purchasing decisions of western food. A fascinating question arises: can purchasing interest mediate online marketing, promotion, and eWOM?

Purchase Decision

The purchasing decision is the stage of the decision-making process in which consumers buy a product (Kotler & Keller, 2016). Purchasing decision is a process in which consumers identify their problems, seek information about a specific product or brand, and assess how well each alternative can solve their problems before making a purchase decision (Tjiptono, 2019). In this study, purchasing decision indicators are measured based on product stability, buying habits, product recommendations to others, and repeat purchases (Kotler & Keller, 2016). To encourage purchases, consider the

context and nature of social influences when assessing their impact on decision-making. Consumers aren't the only ones with the power to shape the world's future. Consumers, governments, businesses, and the media all play important roles, and their efforts must be coordinated and complementary in order to create a more sustainable future (Shah & Asghar, 2023).

Based on the theoretical framework above, the following (Figure 1) is a description of the research framework.

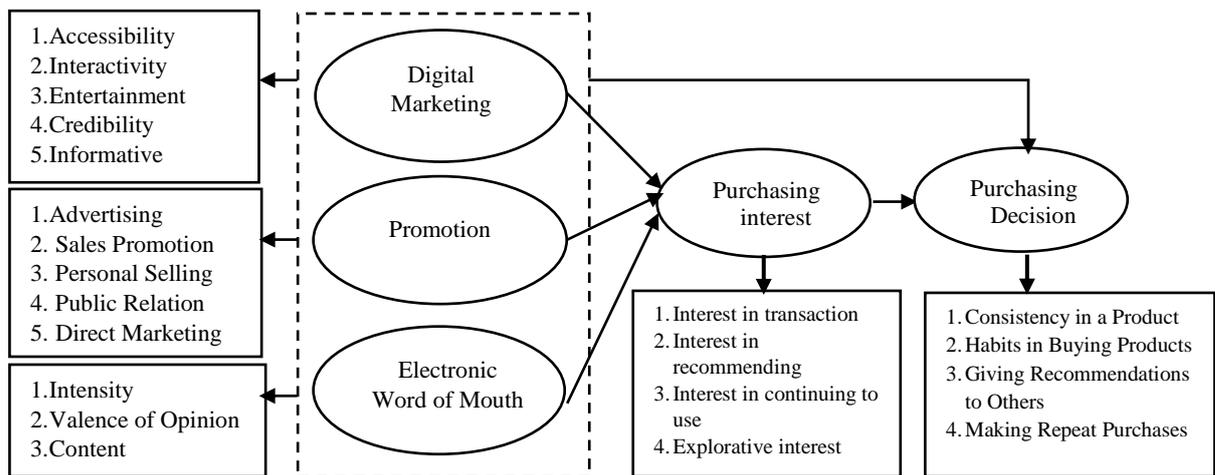


Figure 1. Research Framework

Hypothesis Development

Based on the literature review and the research framework, the research hypotheses in this study are:

- H1: Digital Marketing has a positive effect on purchase interest.
- H2: Promotion has a positive effect on purchase interest.
- H3: eWOM has a positive effect on purchase interest.
- H4: Digital Marketing has an effect on purchase decisions.
- H5: Promotion has an effect on purchase decisions.
- H6: eWOM has an effect on purchase decisions.
- H7: Purchase interest has an effect on purchase decisions.
- H8: Purchase interest can mediate the effect of digital marketing on purchase decisions.
- H9: Purchase interest can mediate the effect of promotion on purchase decisions.
- H10: Purchase interest can mediate the effect of eWOM on purchase decisions.

RESEARCH METHOD

This research article employs quantitative approaches to test hypotheses and respond to problem formulation. This study's statistical data (multivariate) is processed using the structural equation method (SEM) and the SmartPLS-4 statistical tool. This method uses confirmatory factor analysis to minimise multi-indicator measurement bias in latent variables. Furthermore, using SEM can help business units understand the role of each independent variable's dimensions or indicators, allowing them to prioritize policies or plans. For example, which of the five types of promotion dimensions is more important in supporting the promotion process: advertising content, direct selling, or others?

Table 2. Variable Operationalization

Latent Variable	Indicator	Statement
Digital Marketing (X1) (Chaffey & Chadwick, 2019)	▪ <i>Accessibility</i>	Information about Chatime products is easily accessible.
	▪ <i>Interactivity</i>	Information about Chatime products is available on a variety of digital platforms, including gofood and grabfood. Information about Chatime reaches the larger community. I can easily communicate with Chatime using social media.
	▪ <i>Entertainment</i>	Chatime communication takes place via a simple application (user-friendly). Communication can take place at any time and from any location. Chatime's content entertains me.
	▪ <i>Credibility</i>	Chatime's content is engaging and fresh. Chatime's content aligns with consumer preferences. Chatime's advertisement creates a professional and trustworthy impression.
Promotion (X2) (Kotler & Keller, 2016)	▪ <i>Advertising</i>	Chatime products and packaging prioritize hygiene and aesthetics. Chatime's service is quick and uses cutting-edge technology for both processing and payment systems. Chatime advertisements provide detailed and clear product information. Chatime's message is conveyed through various electronic media. The language in the message is simple and interesting.
	▪ <i>Sales Promotion</i>	Chatime's advertisement effectively piqued my interest in trying its products. I purchased Chatime after seeing its advertisement.
	• <i>Personal Selling</i>	I was drawn to Chatime's advertisement through electronic social media. Chatime offers promotions such as discounts that pique my interest in purchasing their products.
	• <i>Public Relations</i>	I am satisfied with Chatime Sales' service. I am curious about Chatime's direct service.
	• <i>Direct Marketing</i>	The prompt and friendly service encourages me to purchase Chatime directly. I believe that the Chatime brand has a positive reputation. Chatime's approach to customer communication is interesting. Chatime welcomes customer complaints or suggestions. Chatime's direct message provides all of the information I need to purchase Chatime. I'm interested in coming directly to the Chatime outlet because the location is convenient, the room is comfortable, and the facilities are interesting.

Table 2. Operationalization Variable (cont.)

Latent Variable	Indicator	Statement
Electronic Word of Mouth (X3) (Goyette et al. 2010)	▪ <i>Intensity</i>	I frequently read Chatime reviews and comments on social media.
	▪ <i>Valence of Opinion</i>	I'm more likely to buy Chatime now that I've read positive customer reviews.
	▪ <i>Content</i>	Reviews about the quality of Chatime products help me decide what to buy. Social media content that informs me about the quality of Chatime products really helps me decide to buy.
Purchase Interest (Z) (Davis et al., 1989)	▪ <i>Transactional interest</i>	I'm compelled to try Chatime products after seeing their promotions.
	▪ <i>Interest in recommending</i>	I feel compelled to try Chatime products through digital platforms and media.
	▪ <i>Interest in Subscribing</i>	I tell friends and family about my positive experiences with Chatime products. I prefer Chatime's products to other brands.
	• <i>Explorative interest</i>	I'm interested in trying new Chatime product variants.
Purchase Decision (Y) (Kotler & Keller, 2016)	▪ <i>Consistency in a Product</i>	I am always confident in the Chatime products I purchase. Chatime products consistently meet my standards. Digital-based services increase the desire to buy Chatime.
	▪ <i>Habits in Buying Products</i>	Positive reviews on digital platforms increase my confidence in purchasing Chatime. I always buy Chatime products because I'm used to the flavor.
	▪ <i>Giving Recommendations</i>	Chatime is available in a variety of locations, making it easy for me to purchase. Because of how easy it is to order Chatime, I now buy it whenever I want.
	▪ <i>Making Repurchases</i>	Chatime promotions increase enthusiasm to subscribe to Chatime. I believe Chatime products are worth recommending. I discuss my Chatime shopping experience with WA groups and other media. Chatime products meet my expectations in terms of taste and quality, so I plan to purchase them again.

This allows outlet entrepreneurs to improve what is already strong and reinforce what is still weak. As confirmation, the study instrument consists of a collection of numbers derived from a Likert scale-based survey. Using a set of 210 valid responses. Purposive sampling is used in this study, specifically with Chatime clients in Depok. A representative sample size for Structural Equation Modeling (SEM) study is at least five times the number of indicators or parameters (Hair, Black, Babin, & Anderson, 2010; Mahmud & Tesniwati, 2023). This study has 21 indicators, hence a sample size of 105 participants is necessary. The following are operational details of variables for measuring latent constructs using a Likert scale. Table 2 describes variable operationalization.

RESULTS AND DISCUSSION

Chatime, which entered Indonesia through PT Foods Beverages Indonesia in 2011, has quickly grown to become the leading bubble tea brand in urban areas, including Depok in West Java. Until 2019, it had succeeded in opening 275 locations. In addition to product differentiation with various superior variants, Chatime also offers affordable and competitive prices for urban GenZ, which is between 19,000 and 30,000 rupiah. Furthermore, a clear target market is the key to positioning its products, namely teenagers aged 16-30 years, or Gen Z. Chatime communicates products and attracts customers through a variety of media. Chatime employs appropriate and adaptive strategies in all forms of media. Their website contains information about Chatime's history, menus, various ongoing promotions, store locations, and applications. Then, on the digital platform, they provide delivery orders as well as rewards in the form of Chatime points earned through product purchases. A unique store with a basic design can also make an impression and attract clients. This product has a special place in the hearts of some customers, particularly those in big cities, thanks to digital promotions that use crowds and product variations. Strategic outlet locations, such as malls and busy centers, including around Pondok Cina Depok. Chatime approaches and attracts customers, particularly from universities such as the University of Indonesia, Gunadarma University, Pancasila University, and dozens of others near Depok City. This study investigates the purchase of Chatime products among students (Gen Z). Of the 210 respondents, 56 percent were female, 55 percent were between the ages of 21 and 25, 11 percent were over the age of 25, and the remainder were under the age of 21, indicating that almost all customers are from Generation Z. This is interesting because almost no Chatime consumers are adults or financially established.

Statistic Results

Table 3. Total Effect and Specific Indirect Effect

Variable Relationship	effect
Digital Marketing -> Purchase Decision	0.389
Digital Marketing -> Purchase Interest	0.244
Promotion -> Purchase Decision	0.404
Promotion -> Purchase Interest	0.403
eWOM -> Purchase Decision	0.180
eWOM -> Purchase Decision	0.269
Purchase Interest -> Purchase Decision	0.416
Digital Marketing -> Purchase Interest-> Purchase decision	0.102
Promotion -> Purchase Interest -> Purchase Decision	0.168
eWOM -> Purchase Interest -> Purchase Decision	0.112

The results of statistical data processing on 210 respondents using the smartPls application for SEM analysis show that the exogenous variables studied have a strong influence or can explain endogenous variables, as indicated by the coefficient of determination (R^2). Digital marketing, promotion, and eWOM all have a considerable impact on purchasing interest, with a coefficient of determination of 72 percent, purchase interest as an intervening variable has a coefficient of determination of around 87 percent. indicating that exogenous variables are considered strong in justifying their

influence on endogenous variables. Of the three latent structures, promotion has the greatest influence, followed by digital marketing and eWOM. Except for the direct influence of eWOM on purchase decisions, which is addressed in greater depth in the sub-chapter of hypothesis test result. This may be observed in the table of overall impacts and specific indirect effects as well as the path coefficient in the pls algorithm graphic. Table 3 shows about total effect and specific indirect effect.

The significance of the three variables demonstrates that promotion is the most powerful stimulator in encouraging purchasing interest to continue with purchases, followed by the digital marketing process that provides efficient access and information, and eWOM support. These three variables strengthen Chatime's purchasing interest to consume it. Chatime's technique of running big and appealing promotions is able to lure and influence the community, particularly the GenZ community in Depok, West Java, creating a desire to subscribe. Creative advertising content exhibited on numerous media platforms such as YouTube, Instagram, Facebook, and billboards has demonstrated the ability to capture customers' attention. PLS algorithm can be seen in the Figure 2.

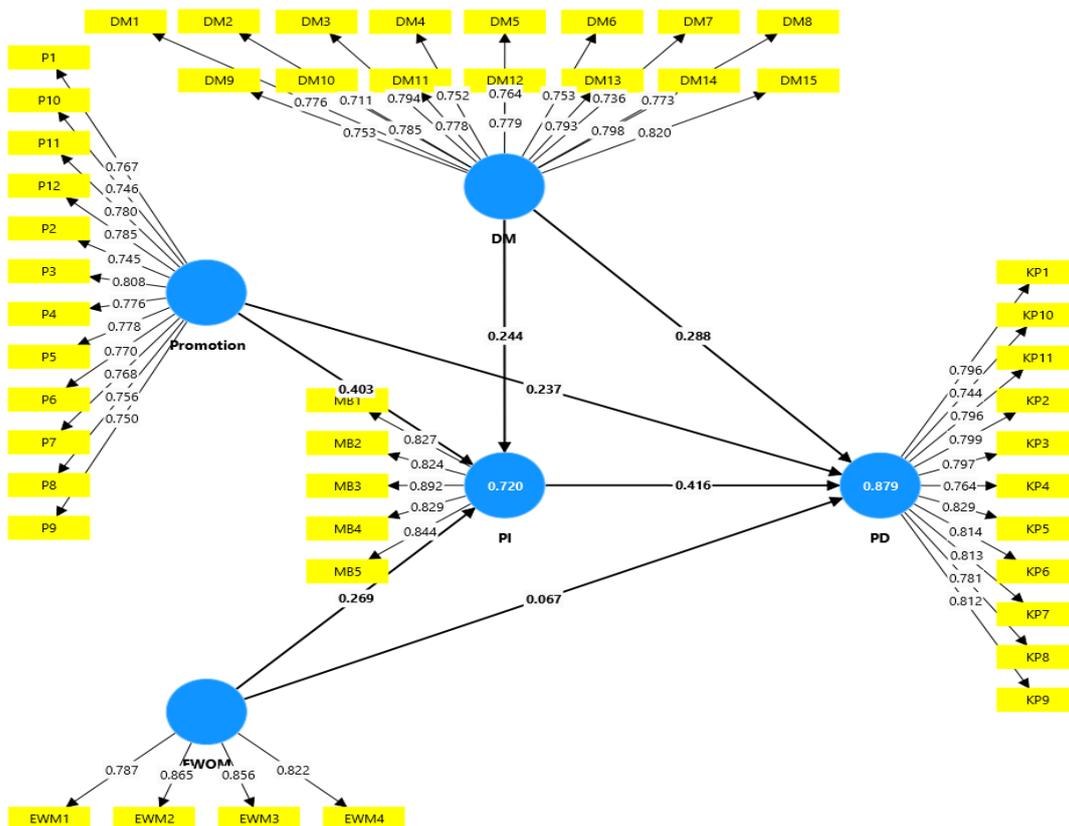


Figure 2. PLS Algorithm

Covergent Validity, a statistical test that determines the validity of each relationship between indicators and constructs (latent variables), supports the statistical findings. The findings of smartPLS data processing reveal an average loading factor value larger than 0.6 for each construct indicator, but to assess the covergent validity value, the loading factor value must be greater than 0.5, as well as the average extracted (AVE) value. According to the data processing results, all variables are statistically

valid (> 0.5), including digital marketing, promotion, and eWOM, as well as purchase interest and decisions. Table 4 describes validity and reliability test results.

Table 4. Validity and reliability test results

Variable	Cronbach's alpha	Composite Reliability	Average Variance Extracted (AVE)
<i>Digital Marketing / DM</i>	0.951	0.957	0.595
<i>Promotion</i>	0.937	0.946	0.694
<i>EWOM</i>	0.853	0.901	0.633
Purchase Decision / PD (Y)	0.942	0.950	0.711
Purchase Interest / PI (Z)	0.898	0.925	0.592

Construct Validity and Reliability

Validity relates to how well a measuring instrument (for example, a questionnaire) measures what it is designed to measure; in other words, a valid measuring instrument produces data that is consistent with reality. While reliability refers to the measuring instrument's consistency or reliability in producing similar results when used repeatedly on the same subject or condition, in other words, a reliable measuring equipment will produce consistent data. Validity refers to measurement accuracy, whereas reliability refers to measurement consistency. Validity and reliability are critical in research to ensure that the data collected is correct and consistent.

To support the justification for this study, several definitions of an indicator's validity and reliability requirements are presented below: A loading factor of 0.4 or higher is regarded as valid by Ertz, Karakas, and Sarigollu (2016). Malhotra (2007) defines an indicator as legitimate if the loading factor is 0.50 or above. This is backed by Truong and Mc Coll (2011), who claimed that to certify a decent questionnaire, the value of all loading factors for each item must be larger than 0.50, as well as Hair et al. (2010). Ghazali (2018) defines a trustworthy concept as having a composite reliability value of 0.7 or above for each variable. Based on these criteria, the study's results are confirmed to be valid and reliable.

Goodness of Fit Test Results

The Confirmatory Factor Analysis test results show that each variable met the goodness of fit criteria, which include the main indicators: SRMR, d_ULS, d_G, and NFI, as shown in Table 5. The model is satisfactory and meets the goodness-of-fit criteria. The NFI value, which ranges from 0 to 1, is produced by comparing the hypothesized model with a specific independent model. If the value is close to one, the model fits perfectly. Based on the table, the NFI score is 0.732, indicating a strong model fit. Based on the table, the NFI score is 0.732, indicating a strong model fit.

Table 5. Full Model Goodness of Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.051	0.051
d_ULS	2.965	2.965
d_G	2.576	2.576
NFI	0.732	0.732

The results of the hypothesis test are shown below, along with the structural relationship between latent variables. A hypothesis test on the path coefficient between variables must be performed by comparing the p value with alpha (0.05) or t-statistics of (>1.96). Table 6, with a P-Value of 0.000 < 0.05 or a t-statistic of 4.595 and 2.113 (>1.96), shows that digital marketing influences purchasing decisions and interest. Promotion has a positive and significant effect on purchasing decisions and purchasing interest, as evidenced by t-statistics of 3.325 and 4.142 (>1.96). E-WOM has a positive and significant effect on purchasing interest, as indicated by a t-statistic of 2.997 > 1.96. However, a t-statistic of 1.394 < 1.96 indicates that E-WOM does not influence purchasing decisions. The t-statistic value of 6.418 indicates that purchasing interest has a significant influence on purchasing decisions. Finally, purchase interest can mediate the three exogenous variables on purchasing decisions because their t-statistics are all greater than 1.96. The following table shows detailed information.

Table 6. Hypothesis Test Results

Criteria	Significance value of Variable	Hypothesis
	Digital Marketing-> Purchase Decision	
t-Statistics	4.595	Accepted
P-Value	0.000	
	Digital Marketing-> Purchase Interest	
t-Statistics	2.113	Accepted
P-Value	0.037	
	Promotion ->Purchase Decision	
t-Statistics	3.325	Accepted
P-Value	0.000	
	Promotion -> Purchase Interest	
t-Statistics	4.142	Accepted
P-Value	0.000	
	Electronic Word of Mouth -> Purchase Decision	
t-Statistics	1.394	Not accepted
P-Value	0.001	
	Electronic Word of Mouth -> Purchase Interest	
t-Statistics	2.997	Accepted
P-Value	0.003	
	Purchase Interest -> Purchase Decision	
t-Statistics	6.418	Accepted
P-Value	0.000	
	Digital Marketing-> Purchase Interest -> Purchase Decision	
t-Statistics	2.215	Accepted
P-Value	0.027	
	Promotion-> Purchase Interest -> Purchase Decision	
t-Statistics	3.525	Accepted
P-Value	0.000	
	EWOM-> Purchase Interest -> Purchase Decision	
t-Statistics	2.628	Accepted
P-Value	0.009	

The survey results on Chatime consumers in the Pondok Cina area of Depok City show that the three variables determine the interest in buying the product, however the promotion scheme has the strongest and most statistically significant influence. This means that this variable greatly influences consumption interest. With loading factor values for promotions ranging from 0.745 to 0.808 with T-statistics ranging from 17.8 to 25.2. The most determining promotion dimensions are personal selling and direct marketing. However, digital marketing also shows a fairly strong correlation with an average loading factor above 0.77 with a significance above 23.6. The most determining digital marketing dimensions are credibility and interactivity. The e-WOM variable has a positive influence on purchasing interest as seen from the path coefficient value of around 0.2, with an average loading factor above 0.8, the most determining e-WOM dimensions are the valence of opinion and content with significance above 43 and 34. The influence of e-WOM on purchase interest is less than that of online marketing methods and consumer seduction. In other words, the distribution of product information via social networks such as Whatsapp groups and others appears to have less influence than promotional activities and the use of digital platforms for marketing conducted by Chatime enterprises or entrepreneurs.

Purchase interest was found to be able to mediate the three variables with a path coefficient of 0.4, an average significance of 2.7. The results of the mediation show a higher influence than the direct influence on purchasing decisions. Thus, Chatime management must encourage purchase interest in order to strengthen Chatime consumer demand. Only one relationship is not significant, according to the path diagram and statistical test results: the e-WOM variable on purchasing decisions. As a result, marketing policies involving the three variables of digital marketing, promotion, and e-WOM should be designed to stimulate purchase interest first, with a focus on the most determining dimensions or indicators of each latent construct.

Discussion

Chatime's customer acquisition strategy, which focuses on raw material quality, elegant interiors, product differentiation, and digital promotions (Subakti, 2023), appears to be the reason why this brand is becoming increasingly popular with the Indonesian public and has the most outlets. The findings of this study confirm that, while credibility and interactivity are the primary indicators of product quality, personal selling and direct marketing are the primary indicators of product promotion. This strengthens the elegant interior strategy, product variants, and digital promotion schemes. However, Chatime management must optimize the e-WOM factor, particularly the crowd effect, and pay more attention to customers, because the research findings show the lowest significance value in the intensity and advertising content dimensions, followed by the purchasing decision dimension, which is still lacking in consistency and willingness to recommend to others. Flywheel, as one of the sustainable marketing tactics with stakeholder focus, encourages consumers to use cross-border e-commerce more widely (Mahmud & Tesniwati, 2023). Product differentiation and short procurement times are common features of cross-border e-commerce transactions. As a result, customers are increasingly interested in shopping on digital platforms. Consumer perceptions, beliefs, and attitudes all have a significant impact on their purchasing behavior (Wang et al., 2023). Consumption interest can be used to assess the feasibility of implementing new distribution channels to assist business units, such as determining geographic markets and segmentation, or targeting through these channels (Morwitz,

Steckel, & Gupta, 2007). Purchase interest is significant because it is thought to be the primary stimulus for actual behavior (Montano & Kasprzyk, 2015).

According to Pena-García et al. (2020), consumers in developing countries have different purchasing preferences for digital services compared to those in developed countries. This highlights the need for businesses to create compatible digital platforms. Thus, this study emphasizes the findings on digital service practices, particularly the importance of building promotions and purchasing interest through stakeholder focus and flywheel marketing based on digital marketing. In Indonesia, digitalization is increasingly opening up access to consumption interests, as evidenced by Reinartz, Wiegand, and Imschloss (2019) findings, which state that digital marketing accommodates and enables new ways of creating value by meeting long-standing consumer needs in unprecedented ways. Table 7 shows the priority significance of each indicator.

Table 7. The Priority Significance of Each Indicator

Latent Variabel	Indicator	T-Statistics
Digital Marketing	<i>Credibility</i>	29,812
	<i>Interactivity</i>	21,970
Promotion	<i>Personal Selling</i>	25,252
	<i>Direct Marketing</i>	25,088
eWOM	<i>Valence of Opinion</i>	43,677
	<i>Conten</i>	34,701
Purchase Interest	<i>Referencial</i>	46,960
	<i>Explorative</i>	32,394
Purchase Decision	<i>Making Repeat Purchases</i>	33,905
	<i>Habits in Buying Products</i>	28,331

As a result, in addition to promotion and e-WOM, developing purchasing interest and making purchasing decisions for future-oriented and long-term business interests is becoming increasingly important, because creating a loyal market for a product begins with developing purchasing interest. Several domestic studies support this argument, as Dwivedi et al. (2014) and Sudirjo (2023) explain that purchasing interest is the ultimate goal in product marketing, with promotions and digital marketing schemes serving as strategic steps to strengthen a product's or service's driving force.

This study discovered that, while all dimensions of promotion can be used to create effective promotions, personal selling and direct marketing are equally important, implying that consumers still like to purchase Chatime products directly at the point of sale to enjoy the atmosphere. Promotions are becoming increasingly easy to spread in the digital age through various platforms and consumer crowds (Kasali, 2019; Kartajaya, 2019), however promotions can be carried out at the point of sale through attractive, cozy, and consumer-appropriate interior designs (Onem & Harsici, 2020; Akin, 2024). Promotions stimulate customer interest, according to Charoenserechai, Nurittamont, Phayaphrom, and Siripipatthanakul (2022) in Thailand; Kara and Yaprakli (2017) in Turkey. Additionally, a determining factor in their decision to keep buying a product is their purchasing interest (Abiba, Ridwan, & khusnudin, 2024). Promotions, digital marketing, and electronic word-of-mouth (e-WOM) for goods or services that

consumers enjoy can also be mediated by purchasing interest. Chatime is already on the right track in a monopolistic competitive market structure, which includes differentiating its products based on quality, maintaining the hygienic and high-quality raw materials, optimizing its elegant interior design, and even collaborating with other brands, like Pokémon, as a creative promotional effort.

CONCLUSION AND SUGGESTIONS

Promotion is still an important factor in stimulating purchasing interest in Indonesian Chatime Bubble Tea purchasing decisions, particularly in the Depok area. However, in today's digital age, Chatime purchases, digital marketing, and eWOM are inextricably linked; in fact, both support digital-based promotional schemes, such as creating appealing advertising content. This is understandable given the ease of the digital purchasing process, which allows consumers to easily access and choose products from the Chatime platform or between other platforms. Consumers, primarily from generation Z, are frequently more interested in appealing promotional styles. As a result, it is worthwhile to consider this when maintaining and strengthening purchasing interest, retaining customers, or increasing market share. In other words, purchasing interest can mediate digital marketing, promotion, and eWOM by taking into account the efficiency or speed of the service process, optimizing store space to keep customers interested, and product differentiation or variants. Customers feel closer to one another as a result of digitalization and the shopping experience, and they are more likely to provide positive reviews and recommendations in their digital community. This can generate a flywheel. Platform developers should consider being more creative in digital engineering to ensure that their products and promotional content meet customer expectations (market fit), such as the latest style, issues, and communication patterns based on culture, tradition, and local wisdom, in order to leave a lasting impression on customers. This has managerial consequences, which will be addressed further with more operational actions, such as utilizing graduation ceremonies, birthdays, thanksgiving, holidays, the usage of slang in content, and so on. In addition to ensuring product quality and innovation.

This study can help beverage entrepreneurs establish marketing strategies while also enriching academic understanding. Further research might be more intriguing if it was conducted with participants from various backgrounds, outlet designs, and outlet locations while purchasing chatime products. In-depth research can benefit from a combination of methods. This study's limitations are its scope and subject.

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