

The Influence of Social Media Marketing Activities (SMMAs) on Purchase Decisions is Mediated by Electronic Word of Mouth (E-WOM) and Perceived Value in Compass Shoe Brands

Bagja Abdullah Sufyan, Putu Nina Madiawati, Arry Widodo

Universitas Telkom, Indonesia

Email: bagjaabdullahs@student.telkomuniversity.ac.id, pninamad@telkomuniversity.ac.id,

arrywie@telkomuniversity.ac.id

ABSTRACT

This study examines the influence of Social Media Marketing Activities (SMMAs) on purchase decisions, mediated by Electronic Word of Mouth (E-WOM) and perceived value, in the context of Compass as one of the leading local sneaker brands in Indonesia. The rapid growth of the creative economy in Indonesia and the dominance of digital platforms in consumer behavior make understanding the role of social media in shaping purchasing decisions even more important. This study uses a quantitative approach with the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method to analyze data from 384 respondents who knew about the existence of Compass on social media. The results show that Social Media Marketing Activities (SMMAs) have a significant effect on Electronic Word of Mouth (E-WOM) and perceived value, where interactive content and following trends are the main drivers of consumer engagement. Furthermore, Electronic Word of Mouth (E-WOM) has been proven to have a significant mediating effect between Social Media Marketing Activities (SMMAs) and perceived value by strengthening consumer trust and perception of brands. Perceived value is also an important determinant in purchasing decisions, including functional, emotional, and social dimensions. While Compass already has a strong level of digital engagement, it has been found that there are gaps in functional value and price perceptions that are areas for strategic improvement. This research contributes theoretically by integrating the consumer behavior framework with the concept of digital marketing, and provides practical implications for fashion brands in utilizing social media to strengthen consumer decision-making pathways in the competitive sneakers market.

Keywords: Social Media Marketing Activities, Electronic Word of Mouth, Perceived Value, Purchase Decision, Sepatu Compass

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INTRODUCTION

The digital revolution has fundamentally changed the global marketing landscape, with *social media platforms* now being a major catalyst in shaping consumer behavior and purchasing decisions (Hudson et al., 2016; Kemp, 2024; Statista, 2024). The latest data shows that global social media users have reached more than 4.8 billion people, with penetration rates continuing to increase every year (Wearesocial, 2024). This transformation has not only changed the way consumers access information but has also created a complex digital ecosystem where brand-consumer interactions take place through various digital touchpoints (Kim & Sullivan, 2019).

The global fashion industry, particularly the sneaker segment, is experiencing exponential growth, with a market value of \$79 billion in 2023 and projected to reach \$120 billion by 2030 (Grand View Research, 2024). This growth is driven by changes in consumer lifestyles that increasingly prioritize fashion as a form of self-expression and social status. However, the intensity of high competition requires brands to develop more sophisticated and customer-centric digital marketing strategies.

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Chen et al. (2024) emphasized that fashion brands are no longer just producing and marketing products but must be able to build emotional relationships with consumers through the delivery of certain values, identities, and aspirations. This is increasingly relevant in the digital era where consumers have unlimited access to information and product alternatives, so brands must be able to create sustainable differentiation through effective digital marketing activities (Phua et al., 2020).

In Indonesia, the fashion industry contributes 17% to the Gross Domestic Product (GDP) of the creative industry, making it the second largest contributor among the sixteen creative industry subsectors (Databooks, 2024). Online shopping preference data shows that fashion products are the most purchased category online, at 70.13% (Goodstats, 2023), indicating an increasingly digital-oriented transformation of Indonesian consumer behavior.

Especially for the footwear segment, Indonesia occupies the seventh position globally, with the number of purchases reaching 544 million pairs in 2023, or around 2.6% of total global purchases (World Footwear Yearbook, 2024). The sneaker market share in Indonesia shows a significant growth trend, with revenue increasing from \$270.74 million in 2021 to a projected \$736.85 million in 2029 (Statista, 2024). The sneaker market volume is also predicted to grow from 5.87 million pairs in 2021 to 11.80 million pairs by 2029.

Compass, as one of the local shoe brands established since 1998, faces significant competitive challenges despite its revitalization through digital marketing strategies and collaborations with well-known influencers. Sales data show that although Compass is included in the six best local shoe brands according to Kompas (2024), its position is ranked fifth with 411,790 products sold, still far behind market leader Aerostreet, which recorded 8,101,038 products sold (Statista, 2024).

The pre-survey results revealed several problematic areas in Compass's performance. In terms of purchase decisions, 57.1% of respondents still prefer other local shoe brands over Compass, and 31.4% stated that they were not sure about buying Compass products after looking at their social media. In terms of perceived value, 51.4% of respondents felt that Compass products did not have benefits in accordance with their needs, and 51.4% considered the price did not match the quality. Meanwhile, for *Electronic Word of Mouth (E-WOM)*, 51.4% of respondents admitted to finding a lot of negative reviews about Compass on online platforms.

The urgency of this research is motivated by the complexity of the relationship between *Social Media Marketing Activities (SMMAs)* and consumer purchase decisions in the digital era. Bushara et al. (2023) emphasized that *Social Media Marketing Activities (SMMAs)* play a strategic role in creating perceived value and influencing *Electronic Word of Mouth (E-WOM)*, but the mediation mechanism that connects these three constructs to purchase decisions still requires in-depth study, especially in the context of local Indonesian shoe brands.

The phenomenon of "local pride" growing among Indonesia's young generation creates great opportunities for local shoe brands but also demands a sophisticated understanding of how to leverage digital platforms to create authentic and sustainable engagement (Delegate, 2023). This is even more crucial considering the penetration rate of social media in Indonesia, which reaches 139 million users or 49.9% of the total population (Wearesocial, 2024).

Khan (2022) emphasized that *social media marketing activities* do not just function as a one-way promotional tool but must be able to create two-way communication that facilitates the exchange of information and ideas, as well as provide a unique and valuable experience. In this context, an understanding of how *SMMAs* affect perceived value and *E-WOM* as antecedents to purchase decisions becomes highly relevant for the development of an effective marketing strategy.

Several previous studies have explored the relationship between the main constructs in this study. Yeo et al. (2022) examined the impact of AI technology on purchase decisions in the fashion industry through the mediation of perceived emotional value and *E-WOM*, finding that both mediators have a significant influence.

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However, the research focused on AI technology and did not specifically examine the role of *SMMAs* in the context of local brands.

Bilal et al. (2023), in a study on luxury purchase intentions in China, found that *E-WOM*, consumer attitude, and perceived value have a significant influence on purchase intention with moderation of perceived enjoyment. These findings strengthen the argument about the importance of perceived value as a mediator, but the context of luxury brands in China has different characteristics from those of local shoe brands in Indonesia.

Hanaysha (2022) analyzed the influence of social media marketing features on purchase decisions in the fast-food industry with brand trust as a mediator, finding that interactivity and informativeness had a positive effect on purchase decisions through brand trust mediation. This study provides insight into the importance of the dimension of *SMMAs*, but the context of the industry and mediators used differ from the focus of this study.

Bushara et al. (2023) examined the power of social media marketing in the context of restaurants through the mediation of perceived value on purchase intent, willingness to pay a premium price, and *E-WOM*. This study found that *SMMAs* have a significant impact on perceived value, which then mediates purchase intention and *E-WOM*. However, the study did not explore the effects of multi-mediation that combine *E-WOM* and perceived value simultaneously.

The novelty of this research lies in several fundamental aspects. First, this study integrates *SMMAs*, *E-WOM*, and perceived value into one comprehensive model with purchase decision as an outcome variable, which has never been specifically tested in the context of local Indonesian shoe brands. This integration allows for a holistic understanding of the path of influence of *SMMAs* on purchasing decisions through complex mediation mechanisms.

Second, this study adopts a multi-stage mediation approach that examines not only the effects of single mediation of *E-WOM* and perceived value separately, but also the effects of sequential mediation through the *SMMAs* → *E-WOM* → Perceived Value → Purchase Decision pathway. This approach provides new insights into how digital marketing stimuli create cascading effects through multiple psychological processes.

Third, the context of local Indonesian shoe brands provides a unique setting to understand the dynamics of digital marketing in emerging markets with specific cultural characteristics and consumer behaviors. This is important considering that the majority of previous research was conducted in the context of developed markets or different industries.

Fourth, this study uses a comprehensive dimension of *SMMAs* (customization, entertainment, trendiness, interaction) adapted from Bushara et al. (2023), with validity testing in different contexts. The perceived value dimension, which includes functional, emotional, economic, and social value (Qiu et al., 2024), also provides a richer multidimensional perspective.

The main purpose of this study is to analyze the influence of *Social Media Marketing Activities (SMMAs)* on Purchase Decisions mediated by *Electronic Word of Mouth (E-WOM)* and Perceived Value in the Compass shoe brand. Specifically, this study aims to: (1) analyze the direct influence of *SMMAs* on *E-WOM* and perceived value; (2) examine the influence of *E-WOM* on perceived value and purchase decision; (3) evaluate the influence of perceived value on purchase decisions; (4) analyze the effect of *E-WOM* mediation and perceived value in the relationship between *SMMAs* and purchase decisions; and (5) examine the effects of multi-stage mediation through the sequential pathway.

The theoretical benefits of this research include contributing to the development of consumer behavior theory in the context of digital marketing, especially in understanding the psychological mechanisms that link marketing stimuli with behavioral outcomes. This study also enriches the literature on mediating effects in consumer decision-making models by integrating multiple mediators in a single framework.

The practical benefits of this research provide strategic guidance for local shoe brands in optimizing digital marketing activities to improve purchase decisions. Research findings can be used to develop more

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effective content strategies, increase customer engagement, and build sustainable competitive advantage through digital platforms.

The theoretical implications of this study contribute to the development of digital marketing theory by integrating *SMMAs* as antecedent variables with multiple mediating mechanisms. The use of the Stimulus-Organism-Response (SOR) framework in the context of digital consumer behavior provides a new perspective on how marketing stimuli are processed cognitively and affectively before producing a behavioral response.

Methodological implications include the use of Importance-Performance Map Analysis (IPMA) to identify strategic priorities based on the level of importance and performance of each construct and indicator. This approach provides actionable practical guidance for decision-makers in allocating resources optimally.

The managerial implications of this study provide a framework for developing an integrated digital marketing strategy that combines content creation, community engagement, and value proposition development. The findings on the sequential mediation effect can be used to design an optimal customer journey across digital touchpoints.

METHOD

This study employed a quantitative approach using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The population comprised consumers familiar with the Compass shoe brand and active users of Instagram or TikTok. A sample of 384 respondents was determined using the Cochran formula with a 95% confidence level and a 5% margin of error.

Purposive sampling was applied with the following criteria: (1) respondents who had used Compass shoe products, (2) Instagram or TikTok users aware of Compass's social media presence, (3) aged 18-40 years, and (4) from various regions of Indonesia with an interest in the Compass shoe brand.

Data were collected through an online questionnaire distributed via social media from March 13 to May 5, 2025. The instrument used a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

The research variables included:

- Social Media Marketing Activities (SMMAs) as the independent variable with dimensions of customization, entertainment, trendiness, and interaction
- Electronic Word of Mouth (E-WOM) as a mediator variable with dimensions of content quality, valence, and volume
- Perceived value as a mediator variable with functional, emotional, economic, and social dimensions
- Purchase decision as the dependent variable with dimensions of need recognition, information search, alternative evaluation, decision, and post-purchase evaluation

Data analysis was performed using SmartPLS 4.0 to test instrument validity and reliability, evaluate measurement (outer) and structural (inner) models, and conduct hypothesis testing via bootstrapping.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 384 respondents who met the sampling criteria that had been set. The demographic characteristics of the respondents showed a pattern that reflected the target market of the Compass shoe brand. Based on gender, most respondents were male at 76.4% (293 respondents) and female at 23.6% (91 respondents). The dominance of male participation is consistent with the profile of sneaker consumers which are generally dominated by male consumers.

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The age distribution of respondents showed a concentration on the young segment with 89.7% of respondents in the age range of 24-32 years. The age group over 39 years contributed only 6%, while the rest of the age category had an insignificant proportion. This composition reflects that the research has managed to reach Compass's main target market which is the millennial generation and early Gen-Z.

In terms of employment, most respondents were private employees (52%), followed by students (26.3%), entrepreneurs (11.7%), and professionals (10%). Meanwhile, for income level, most respondents had an income above IDR 6,000,000 per month (38.2%), followed by the income group of IDR 2,000,000-IDR 4,000,000 (30.1%) and IDR 4,000,001-IDR 6,000,000 (25.8%). Only 6% of respondents have an income below IDR 2,000,000. This profile shows that the majority of respondents are in groups that have quite high purchasing power and intensive exposure to digital marketing activities.

Descriptive Analysis of Research Variables

Social Media Marketing Activities (SMMAs)

Descriptive analysis of the SMMAs variable showed a positive assessment from respondents with an average score of 81.44% which was included in the "Good" category. Evaluation per dimension reveals performance variations that are interesting for further analysis.

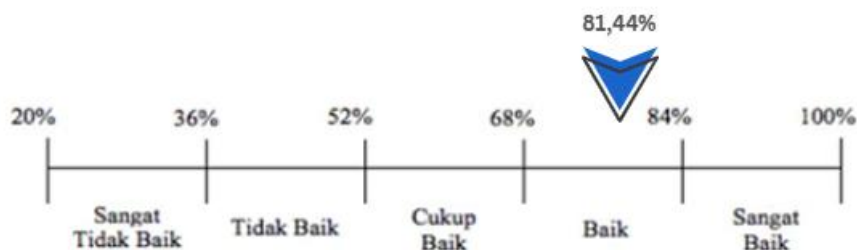


Figure 1. Social Media Marketing Activities (SMMAs) Continuum Line

Table 1. Results of Descriptive Analysis of Social Media Marketing Activities

Dimension	Total Score	Percentage	Category
Customization	4.671	81,09%	Good
Entertainment	4.695	81,51%	Good
Trendiness	4.709	81,75%	Good
Interaction	4.689	81,41%	Good
Total SMMAs	18.764	81,44%	Good

Perceived Value

The Perceived Value variable shows an average score of 81.23% with the category "Good". The analysis by dimension reveals significant heterogeneity in consumers' perception of the value of the Compass brand.

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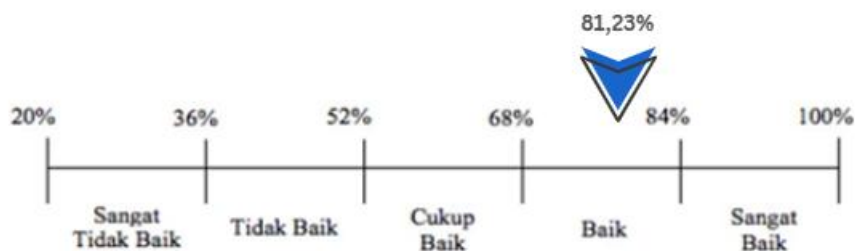


Figure 2. Continuum Line Perceived Value

Table 2. Results of Descriptive Analysis of Perceived Value

Dimension	Total Score	Percentage	Category
Functional	4.596	79,79%	Good
Emotional	4.562	79,20%	Good
Economic	4.712	81,81%	Good
Social	4.846	84,13%	Excellent
Total Perceived Value	18.716	81,23%	Good

Electronic Word of Mouth (E-WOM)

The E-WOM variable showed good performance with an average score of 83.21%, which is the highest score among all research variables.

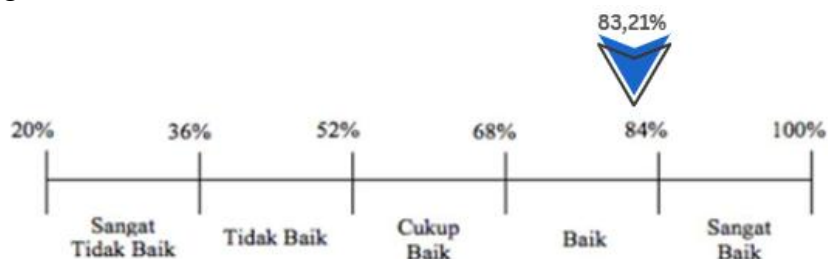


Figure 3. Continuum Line Electronic Word of Mouth (E-WOM)

Table 3. Electronic Word of Mouth Descriptive Analysis Results

Dimension	Total Score	Percentage	Category
Content Quality	4.823	83,73%	Good
Valency	4.857	84,32%	Excellent
Volume	4.698	81,56%	Good
Total E-WOM	14.378	83,21%	Good

Purchase Decision

The Purchase Decision variable recorded a score of 81.51% with the "Good" category, indicating a positive decision-making process at all stages.

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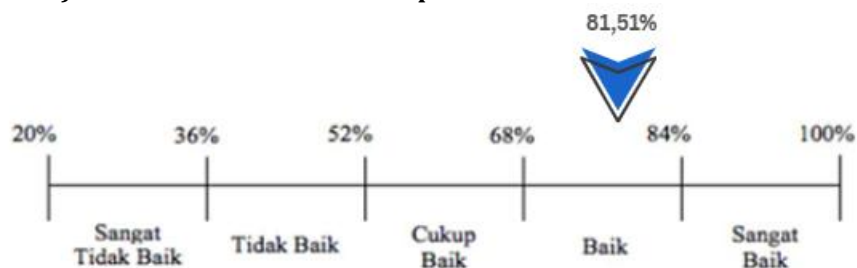


Figure 4. Continuum Line Purchase Decision

Table 4. Results of Descriptive Analysis of Purchase Decision

Dimension	Total Score	Percentage	Category
Need Recognition	4.573	79,39%	Good
Information Search	4.688	81,39%	Good
Alternative Evaluation	4.604	79,93%	Good
Decision	4.759	82,62%	Good
Post-Purchase Evaluation	4.850	84,20%	Excellent
Total Purchase Decision	23.474	81,51%	Good

Evaluation of Measurement Models (Outer Model)

Convergence Validity

Convergent validity testing was carried out through loading factor evaluation and Average Variance Extracted (AVE). All indicators show a loading factor above 0.70 as stated by Ghazali (2021), with a value range of 0.718 to 0.869.

Table 5. Average Variance Extracted (AVE) Value

Construct	AVE	Criterion	Status
Electronic Word of Mouth	0,641	> 0,50	Valid
Social Media Marketing Activities	0,636	> 0,50	Valid
Purchase Decision	0,616	> 0,50	Valid
Perceived Value	0,597	> 0,50	Valid

The entire construct met the AVE criterion > 0.50, confirming adequate convergent validity. This shows that the indicators used have a strong correlation with the latent construct being measured.

Discriminatory Validity

Discriminant validity testing uses two methods: the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT).

Table 6. Discriminatory Validity - Fornell-Larcker Criterion

Construct	E-WOM	Purchase Decision	Perceived Value	SMMAs
E-WOM	0,800			
Purchase Decision	0,550	0,785		
Perceived Value	0,677	0,641	0,773	
SMMAs	0,625	0,587	0,649	0,798

Table 7. Discriminatory Validity - HTMT

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Construct	E-WOM	Purchase Decision	Perceived Value
Purchase Decision	0,567		
Perceived Value	0,714	0,668	
SMMAs	0,661	0,613	0,682

Both methods showed results that met the criteria of discriminant validity, with the Fornell-Larcker diagonal value higher than the correlation between the constructs and the HTMT value below 0.9.

Construct Reliability

Table 8. Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability	Criterion	Status
E-WOM	0,929	0,941	> 0,70	Reliable
Purchase Decision	0,955	0,960	> 0,70	Reliable
Perceived Value	0,939	0,947	> 0,70	Reliable
SMMAs	0,948	0,954	> 0,70	Reliable

The entire construct shows very high reliability with Cronbach's Alpha and Composite Reliability values above 0.90, indicating excellent internal consistency.

Evaluation of Structural Models (Inner Model)

The structural model of this study illustrates the causal relationships between constructs as shown in the following path diagram:

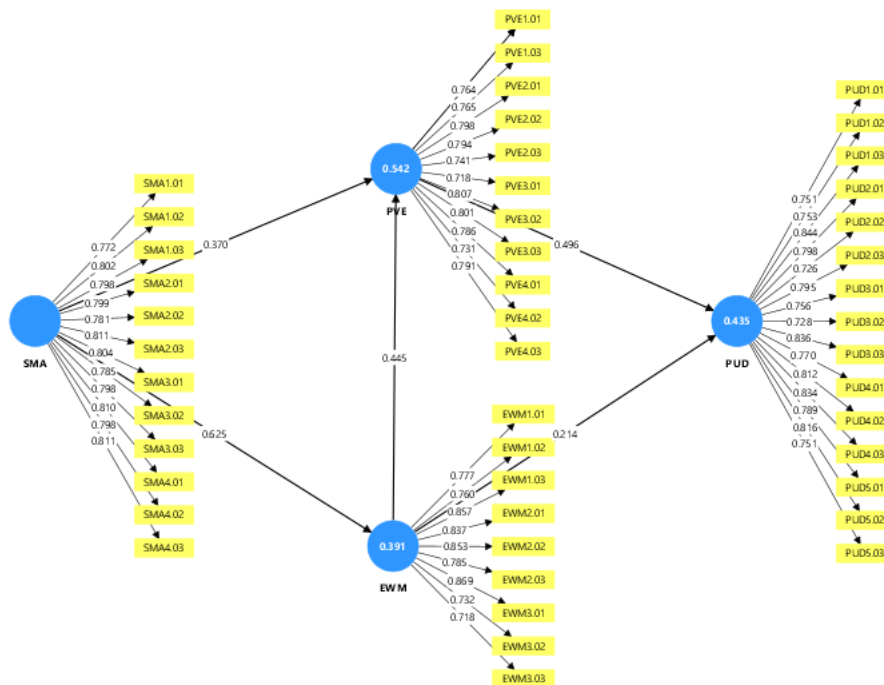


Figure 5. PLS-SEM Structural Model

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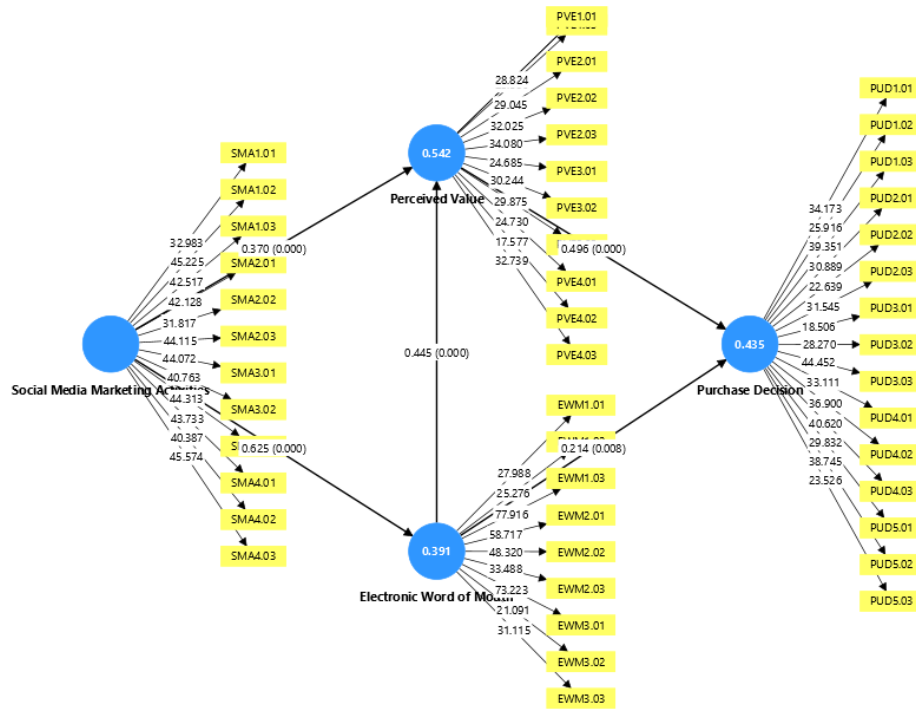


Figure 6. Structural Model Bootstrapping Results

Coefficient of Determination (R-Square)

Table 9. R-Square and Adjusted R-Square Values

Endogenous constructs	R-Square	R-Square Adjusted	Category
E-WOM	0,391	0,389	Weak
Perceived Value	0,542	0,539	Moderate
Purchase Decision	0,435	0,433	Weak

The model is able to explain 39.1% of E-WOM variability, 54.2% of Perceived Value variability, and 43.5% of Purchase Decision variability. Although some values are classified as weak according to the classification of Hamid & Anwar (2019), these values are still acceptable for research in the field of consumer behavior.

Predictive Relevance (Q-Square)

Q-Square testing using the blindfolding technique produced:

Table 10. Q-Square Value

Endogenous constructs	Q-Square	Interprets
E-WOM	0,385	Has predictive relevance
Perceived Value	0,414	Has predictive relevance
Purchase Decision	0,321	Has predictive relevance

The entire value of Q-Square > 0, confirms that the model has adequate predictive relevance.

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Goodness of Fit (GoF)

The GoF calculation uses the formula:

$$GoF = \sqrt{(AVE \text{ average} \times R\text{-Square average})}$$

$$GoF = \sqrt{(0,6225 \times 0,456)} = \sqrt{0,2839} = 0,533$$

A GoF value of 0.533 indicates a good model (> 0.36), indicating overall model suitability.

Hypothesis and Significance Testing

Hypothesis testing was carried out using the bootstrapping technique with 5,000 subsamples to obtain a high level of accuracy.

Table 11. Hypothesis Testing Results

Hypothesis	Path Coefficient	T-Statistic	P-Value	F ²	Efek	Conclusion
H1: SMMAs → Perceived Value	0,370	7,062	0,000	0,182	Keep	Accepted
H2: SMMAs → E-WOM	0,625	17,602	0,000	0,641	Big	Accepted
H3: E-WOM → Perceived Value	0,445	8,719	0,000	0,264	Keep	Accepted
H4: Perceived Value → Purchase Decision	0,496	6,657	0,000	0,236	Keep	Accepted
H5: E-WOM → Purchase Decision	0,214	2,660	0,008	0,044	Small	Accepted

Mediation Effect Analysis

Mediation effect testing using the Variance Accounted For (VAF) method:

$$VAF = (\text{Indirect Effect} / \text{Total Effect}) \times 100\%$$

Table 12. Mediation Analysis Results

Mediation Pathway	Direct Effect	Indirect Effect	Total Effect	VAF	Types of Mediation
H6: SMMAs → PV → PD	0,272	0,184	0,456	40,45%	Partial
H7: SMMAs → E-WOM → PD	0,322	0,134	0,456	29,38%	Partial
H8: SMMAs → E-WOM → PV → PD	0,318	0,138	0,456	30,26%	Partial

All mediation pathways showed partial mediation (20% < VAF < 80%), indicating that SMMAs influence Purchase Decisions either directly or through mediators.

Importance-Performance Map Analysis (IPMA)

IPMA is carried out to identify strategic priorities based on the level of importance and performance.

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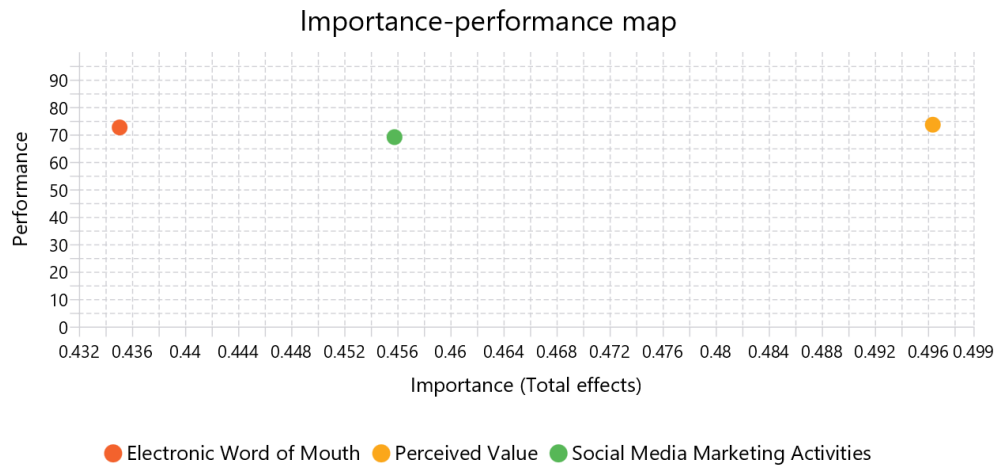


Figure 7. Importance-Performance Map Analysis (IPMA) Level Construct

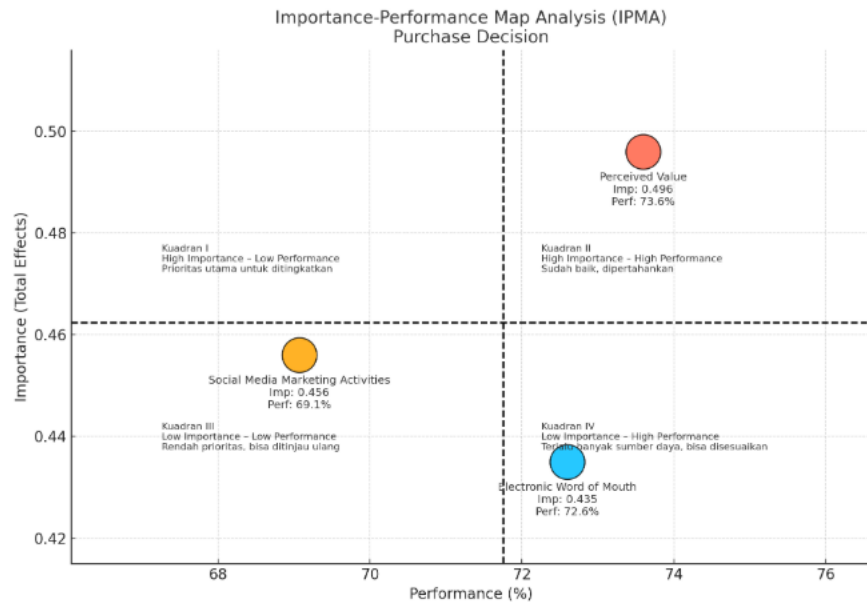


Figure 8. Construct Level IPMA Quadrant

Table 13. Construct Level IPMA Results

Construct	Importance	Performance	Quadrant	Strategy
Perceived Value	0,496	73,595%	II	Preserve
SMMAs	0,456	69,066%	III	Low Priority
E-WOM	0,435	72,599%	IV	Efficiency Required

Perceived Value occupies a strategic position of the highest importance, indicating a top priority in Compass's marketing strategy.

The Influence of SMMAs on E-WOM and Perceived Value

The findings of the study confirmed the significant influence of SMMAs on E-WOM ($\beta = 0.625$) and Perceived Value ($\beta = 0.370$). These results are in line with the research of Bushara et al. (2023) which states that social media marketing activities play a strategic role in creating perceived value and

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influencing E-WOM. The very high power of SMMAs' influence on E-WOM indicates the effectiveness of Compass's content strategy in encouraging organic word-of-mouth.

The trendiness dimension that obtained the highest score (81.75%) reflects Compass's success in keeping up with trends, such as collaborations with Neighborhood and international celebrity Boy Pablo. This strategy not only increases brand awareness but also creates a buzz that encourages consumers to share their experiences on social media (Zeithaml, 2020).

The Role of E-WOM Mediation and Perceived Value

Mediation analysis reveals the complexity of consumer decision-making processes in the digital age. The effect of partial mediation on all pathways (VAF 29.38% - 40.45%) indicates that SMMAs influence Purchase Decisions either directly or indirectly through the formation of value perceptions and word-of-mouth stimulation.

The mediation pathway through Perceived Value (VAF 40.45%) showed the strongest effect, confirming Zeithaml's (1988) theory that perceived value is a comprehensive evaluation of consumers of the benefits received and plays a crucial role in purchasing decisions. These findings are also in line with research by Kuncoro & Kusumawati (2021) which emphasizes the importance of functional, social, and personal values in the purchasing decisions of the younger generation.

Multi-stage mediation through SMMAs → E-WOM → Perceived Value → Purchase Decision (VAF 30.26%) confirms the Stimulus-Organism-Response (SOR) framework, where digital marketing stimuli create cascading effects through multiple psychological processes before producing behavioral responses.

Implications of IPMA for Marketing Strategy

The IPMA results provide actionable strategic insights. Perceived Value as the construct with the highest importance (0.496) but moderate performance (73.6%) indicates the need to focus on improving the value proposition, especially in the functional and emotional dimensions that obtain relatively low scores.

SMMAs that are in quadrant III (low importance, low performance) require optimization through increased content personalization (customization) and more engaging content development (entertainment). E-WOM in quadrant IV shows good performance but relatively low contribution, indicating the need for efficiency in resource allocation for more impactful activities.

CONCLUSION

This study demonstrated that *Social Media Marketing Activities (SMMAs)* significantly influence purchase decisions through the mediating effects of *Electronic Word of Mouth (E-WOM)* and perceived value within the Compass shoe brand, confirming the Stimulus-Organism-Response framework in digital marketing. Key findings revealed that SMMAs strongly impact E-WOM (0.625), while perceived value is the most powerful predictor of purchase decisions (0.496). Importance-Performance Map Analysis highlighted perceived value as a priority for maintenance, with functional and economic aspects requiring improvement. Theoretically, the study contributes an integrated digital marketing model, while practically, it underscores the need to enhance product quality, optimize trend-based social media content, and develop E-WOM strategies through consumer co-creation. Future research is recommended

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to explore demographic segmentation and employ mixed methods for a more comprehensive understanding of these dynamics.

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