



THE INFLUENCE OF SOCIAL MEDIA AND WORD OF MOUTH ON CONSUMER BUYING INTEREST AT MCDONALD'S EMERALD BINTARO, SOUTH TANGERANG CITY

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Abstract

The purpose of this study is to determine the influence of social media and word of mouth on consumer purchasing interest at McDonald's Emerald Bintaro, South Tangerang City. The method used is quantitative. The sampling technique uses the Slovin formula and obtained a sample of 100 respondents. Data analysis uses validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficients, determination coefficients and hypothesis tests. The population in this study were consumers at McDonald's Emerald Bintaro, South Tangerang City and the number of saturated samples was 100 respondents. Data collection methods were through questionnaires with a Likert scale, observation, and literature studies. The results of this study indicate that social media significantly influences consumer purchasing interest, with a coefficient of determination of 38.4%, and the hypothesis test obtained $t_{count} > t_{table}$ or $(7.817 > 1.984)$. Word of mouth significantly influences consumer purchasing interest, with a coefficient of determination of 38.2%, and the hypothesis test obtained $t_{count} > t_{table}$ or $(7.788 > 1.984)$. Social media and word of mouth simultaneously significantly influence consumer purchasing interest, with the regression equation $Y = 8.176 + 0.380X_1 + 0.406X_2$, with a coefficient of determination of 53.4%, while the remaining 46.6% is influenced by other factors. The hypothesis test obtained $F_{count} > F_{table}$ or $(55.623 > 3.090)$.

Keywords: Social Media; Word of Mouth; Consumer Purchasing Interest.

INTRODUCTION

Industrial competition in the current era of globalization is getting tighter and a company must be able to offer products and services in order to be able to compete at the global level. Along with the many advances in the field of technology, it also colors the competition, therefore in facing this competition, the company must continue to develop its business for the sustainability of the company. Likewise, competition in the manufacturing industry and the food and beverage industry in the country is also getting tighter. Indonesia as a country that is quite seen in the Southeast Asian region must be able to improve its ability to become the base of the industry in a leading position. This increase in capabilities is needed to be globally competitive.

Competition in the food and beverage industry (*food and beverage*) in an increasingly competitive environment certainly has challenges for companies to always be able to innovate in order to meet the *needs* and *desires* of diverse consumers in order to be able to attract consumers and maintain a competitive position. In the current era, micro,

small, and medium enterprises (MSMEs) are one of the sectors that are increasingly utilizing *e-commerce platforms* to expand their market reach. However, many MSMEs face challenges in increasing their sales volume through *e-commerce platforms*. One of the important factors that can affect the increase in MSME sales volume through *e-commerce* is the ability of digital marketing literacy by these business actors. Social media plays a crucial role in understanding online consumer behavior. By understanding about various *digital platforms*, online consumer behavior, and effective marketing techniques, businesses can increase consumer visibility, appeal, and trust in their brands and products so that they can support optimizing their sales.

The presence of McDonald's in a country has an influence, one of which is the adoption of American-style fast food branding. McDonald's Emerald Bintaro South Tangerang City is present and has grown into one of the most famous fast food businesses. Until now, McDonald's Emerald Bintaro South Tangerang City is still showing its existence in the economic development of a country.

McDonald's Emerald Bintaro South

Tangerang City, as one of the restaurants that offers the concept of Amirika, with a fairly high level of culinary competition. The existence of other restaurants with a similar concept in the Bintaro area requires the management to be able to create innovative marketing strategies to continue to attract consumers. One of the strategies that is intensively carried out is through promotions on social media such as *Instagram*, *TikTok*, and *Facebook*, which are used to display featured menus, attractive promos, restaurant atmospheres, and direct interaction with customers. Interesting and interactive visual content on social media can cause curiosity and emotional motivation for potential customers to try the products offered.

McDonald's Emerald Bintaro has always faced competition factors in the fast food market, therefore they developed strategies to counter internal and external forces. Fast food *restaurants* are often the mainstay of today's young generation, not only for eating but often *fast food* restaurants are also places to relax and gather with colleagues, fellow students and other needs such as birthday parties.

Consumer buying interest is a psychological stage when a person feels interested and encouraged to make a purchase after obtaining relevant and convincing information. In the context of restaurants, buying interest can be seen from consumers' desire to try the menu, come back, or recommend to others.

Along with the development of competitors, from sales *volume* data, business actors should be able to maximize their sales, but the phenomenon of the number of sales in units or pcs of McDonald's Emerald Bintaro in South Tangerang City fluctuates and tends not to reach the target. The following is an attachment of related data.

Table 1: Variable Data on Buying Interest in the Form of Sales Amount (Rp) of McDonald's Emerald Bintaro South Tangerang City in 2023-2025

Year	Sales Target (Rs)	Sales Realization (Rs)	Percentage Achievement (%)	Remarks
2023	3.632.457.000	2.981.160.000	82,1%	Not meeting

Year	Sales Target (Rs)	Sales Realization (Rs)	Percentage Achievement (%)	Remarks
				the target
2024	3.636.815.948	2.850.120.000	78,4%	Not meeting the target
2025	3.641.180.128	2.702.700.000	74,2%	Not meeting the target

Source: McDonald's Emerald Bintaro South Tangerang City, 2026.

Based on the data in the table above, it is explained that food sales at McDonald's Emerald Bintaro in South Tangerang City have experienced fluctuating development in the last 3 (three) years and have a decreasing trend. In 2023, the sales target was not able to be achieved, this was only achieved by 82.1%. Then in 2024 there will be a significant decline that only reaches 78.4%. And it happened again in 2025 the number of sales was only able to reach 74.2%, a fairly sharp decline compared to the previous year's reach.

Conditions like this are clear that McDonald's Emerald Bintaro South Tangerang City must immediately make improvements so that sales conditions can be achieved optimally. The way to do this can be by optimizing the use of social media and *word of mouth* to increase consumer buying interest in order to achieve maximum profits. As a restaurant business actor, especially the sale of ready-to-eat food, social media utilization activities need to be well planned so that they can be achieved with maximum expected goals. However, the number of consumers is decreasing from year to year as seen in the following table:

Table 2: Variable Data on Buying Interest in the Form of the Number of Consumers of McDonald's Emerald Bintaro in South Tangerang City in 2023-2025

Year	Target Number of Consumers	Realization of the Number of Consumers	Percentage (%)	Remarks
2023	84.350	65.515	77,7%	Not meeting the target
2024	84.451	62.635	74,2%	Not meeting the target
2025	84.553	59.390	70,2%	Not meeting the target

Source: McDonald's Emerald Bintaro South Tangerang City, 2026.

Based on the data in the table above, it is explained that the sales of *spare parts* at McDonald's Emerald Bintaro in South Tangerang City have experienced fluctuating developments in the last five years and have a decreasing tendency where in 2023 the number of consumers can only be achieved by 77.7%. Then in 2024 it dropped to as much as 74.2%, and in 2025 it again decreased from the previous year to only 70.2%, all of which did not reach the target.

Over time, it often happens, especially related to the purchase rate with many competitions, making the same business people carry out various appropriate strategies in attracting consumers. Therefore, marketing that initially relied on *offline* and *door to door* has now developed *online* through *e-commerce platforms* such as *shoope* and *TikTok*, *Instagram* and advertising strategies that were initially only word-of-mouth now use *TikTok* and *shoppe* platforms to promote its products more widely. As the times develop, to meet consumer needs ranging from basic needs to tertiary needs, which also include food needs, can be sold online.

There are many choices of types of food products, consumers just need to click on the *desired follow* feature and it contains various kinds of products they are looking for, besides that McDonald's Emerald Bintaro South Tangerang City also offers prices and other variants with prices that are already listed in the display. The ability to use social media

allows for the use of the right strategies to target relevant audiences, tailor marketing messages to be more persuasive, and optimize the consumer experience through various digital channels. Additionally, with the ability to use social media, businesses can measure and analyze the performance of their campaigns in *real-time*, allowing them to make the necessary changes to improve effectiveness and sales results. Thus, the use of social media not only helps in increasing brand awareness, but also contributes directly to increasing sales and overall business growth in addition to managing engaging content, as well as utilizing effective digital marketing tools and techniques will increase consumer appeal. As the company progresses, it often happens, especially related to the purchase rate with the many competitors.

Referring to the opinion expressed by Indriyani and Suri in Anggraeni (2024:917) defines "social media as web-based activities, practices, and behaviors for sharing information and opinions, which have now been widely used by various circles for interaction, two-way communication, and creating digital content. The use of social media now includes various networks such as *WhatsApp*, *Instagram*, and *TikTok*, which facilitate *real-time communication* and the exchange of multimedia content, it is very clear that in taking advantage of opportunities business people have been able to carry out promotional activities in various electronic media such as price information that is in accordance with the value offered greatly affecting the attractiveness of products in the market. Therefore, marketing, which initially relied on *offline* and *door to door*, has now developed *online* through *e-commerce platforms* such as *shoope* and *TikTok* as well as advertising strategies that were initially only word-of-mouth, now using *the TikTok* platform and *Shopee* to promote its products more widely. Along with the development of competitors, the data obtained from the respondents' sales volume data produces demographic data and respondents' responses to the questions/statements asked in the questionnaire. The following is an attachment of related data. In digital *marketing* for *spare parts* sales, common issues related to the use of social media which include accessibility, interactivity, entertainment, credibility, and

informativeness often arise as the main challenge for McDonald's Emerald Bintaro South Tangerang City.

Table 3: Social Media Variable Data Based on Ideal Conditions and Real Conditions in the Field

Indicator	Ideal Conditions	Real Conditions in the Field
1. The existence of interesting and entertaining content (<i>context</i>)	In the culinary industry, content is created that can be entertaining in order to attract and retain the attention of consumers	1. Monotonous Content: Posts often contain only product photos with no story elements, <i>styling</i> tips, or compelling videos that tend to be boring and less effective
		2. Inability to Follow Trends: Slow to take advantage of social media trends, such as short video formats (<i>TikTok</i> , <i>Reels</i>) so that it lags behind in reaching new audiences
2. There is interaction between consumers and sellers (<i>communication</i>)	Fast interactivity that stimulates consumer engagement and interaction and makes	1. Slow response: There are often delays in responding to consumer questions,

Indicator	Ideal Conditions	Real Conditions in the Field
	it easier for management to understand customer needs in <i>real-time</i> .	reviews, or comments on social media, which reduces buying interest.
		2. Lack of Two-Way Communication: Often management only focuses on one-way communication (promotional) without opening up space for dialogue or effective feedback from consumers.
		3. Lack of Interactive Features: There is still a lack of features such as "virtual <i>try-ons</i> " or style quizzes that cannot increase consumer engagement with clothing products
3. Ease of searching for product information (<i>connection</i>)	McDonald's Emerald Bintaro South Tangerang	1. Diverse Internet Connections: Consumers

Indicator	Ideal Conditions	Real Conditions in the Field
)	City can ensure that <i>the online store</i> or social media platforms used are easy to reach and easy to use by all potential buyers, regardless of the location or device used.	have different internet speeds, so heavy <i>websites</i> or applications can hinder access.
		2. Device Compatibility: An issue with website displaying unresponsive on various devices (desktop, tablet, <i>smartphone</i>) that often interferes with the shopping experience.
		3. Ease of Product Finding: Consumers often have difficulty finding the desired product due to complicated navigation or ineffective search features.
4. Ease of communication to the public (<i>connection</i>)	Able to convey clear, complete, and	1. Incomplete Product Descriptions: Size informatio

Indicator	Ideal Conditions	Real Conditions in the Field
)	transparent food product information to help consumers make the right consumer buying interest	n is often lacking in detail, ingredients not mentioned, or non-existent care instructions are often consumer complaints.
		2. Opaque Shipping and Return Information: Often unclear policies regarding shipping costs, delivery duration, or exchange procedures can hinder consumer buying interest.
		3. Poor visual quality: Product photos are often blurry, poorly lit, or only one side of the product don't give the buyer the whole picture
5. Confidence level on social media	Meticulously crafted that builds trust as well as a major	1. Fake or under-reviewed reviews: Lack of genuine

Indicator	Ideal Conditions	Real Conditions in the Field
	challenge in online food sales, where shoppers can't physically touch or try the product	customer reviews, or suspicion of fabricated reviews, resulting in low confidence in potential buyers
		2. Product Non-conformity : Goods received sometimes do not match the images or descriptions on the website (differences in color, material, size) thus damaging credibility
		3. Data Security Threats: Many consumer concerns about online payment security and personal data privacy are also important credibility issues

Source: McDonald's Emerald Bintaro South Tangerang City, 2026.

Based on the data in the table above, there are still many common problem

phenomena in social media both from *platforms* (such as *Instagram*, *Google* and *TikTok*), and difficulties in reaching the right target *audience*. In addition, there are also challenges in displaying attractive content visuals and ways to deal with *complaints* and in providing reviews and responses to consumers both from the aspect of less interesting content to the aspect of the level of trust on social media, there are still often cases of inappropriate making in building consumer trust, incompatibility between images or posts is not in accordance with the facts in the field.

The use of *word of mouth* is also an important factor in increasing *the visibility* and attractiveness of MSME products on *the e-commerce platform*. The right marketing strategy can help MSMEs reach their target audience, *E-commerce* strategy has a huge influence on sales volume in the e-commerce ecosystem. Through the right advertising strategy, businesses can increase the visibility of their products on *e-commerce platforms* that are crowded with visitors. The use of smart strategies such as targeting based on demographics, interests, and online behavior can help businesses reach potential consumers more efficiently. Additionally, the right placement of ads at a strategic time and place, such as during promotional periods or on popular product pages, can increase consumer awareness and interest in a particular product.

A phenomenon that often occurs is reviews from consumers regarding the products ordered differently. In responding to consumer posts that consumers feel, it should be important to be fast, empathetic, and solution-focused. Be able to switch the conversation to a private channel if necessary, and make sure consumers feel listened to and helped, for example by admitting mistakes and apologizing for the inconvenience experienced by customers. Then provide a quick solution with the next steps to take, such as a correct product reshipment or a full refund.

Table 4: Variable Data of McDonald's Emerald Bintaro Word of Mouth in South Tangerang City Based on Ideal Conditions and Real Conditions in the Field

Indicator	Ideal Conditions	Real Condition
Intensity	Consumers are interested in accessing social	In attracting consumers to visit internet

Indicator	Ideal Conditions	Real Condition
	networks often	sites, social networks are still more likely to be young people
	Frequency of interaction with users of social networking sites	The number of visitors who access it has decreased
Contents	Provide interesting spare parts <i>variety information</i> at competitive prices	Content often leads less to an audience or a priority destination
	Spare parts <i>quality information</i>	Creators often don't convey the quality of the product clearly
Positive opinion	The number of reviews written by users of social networking sites	Opinions should be responded to immediately by giving appreciation and inviting to recommend to other consumers
	Encourage satisfied consumers to make recommendations to other consumers	Less intense in providing positive reinforcement to maintain consumer confidence
Negative opinion	Striving to minimize reviews by providing quality products and <i>excellent service</i>	Lack of quick response, should be clarified immediately and if there is a delivery error it should be immediately exchanged for a new one

Source: McDonald's Emerald Bintaro South Tangerang City, 2026.

The data in the table above, gives

an idea that from several indicators there are still many that need to be evaluated and improved by McDonald's Emerald Bintaro South Tangerang City, including providing reviews in WOM (*Word Of Mouth*) more intensely so that it is able to provide reasons for other consumers to believe or doubt products and content that are made more relevant and detailed more effective.

Based on the above background related to the connection between social media and consumer buying interest, good social media has a positive and significant influence on consumer buying interest because marketing activities through social media are commonly used by business people in showing their products. The success of a *brand's* achievement in introducing and selling a product to consumers is certainly inseparable from social media marketing activities. Therefore, social media marketing can have a significant impact on consumers' interest in buying.

Similarly, *word of mouth* is closely related to consumers' buying interest because the dissemination of information through eWOM is carried out through *online media* or the internet such as through email, *Instagram*, *chat rooms*, *Facebook*, *twitter* and various other types of social media that can cause interaction between consumers and other consumers, with social communication in a way *that can cause interaction between consumers and consumers. This online* will automatically help consumers share experiences about the products or services they need so that they can ultimately grow interest in buying.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to test the influence between social media variables and *word of mouth* on consumer buying interest in McDonald's Emerald Bintaro, South Tangerang City. The population and sample in this study amounted to 100 respondents, data

collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

- If the calculated value $>$ the table, then the statement item is said to be valid.
- If the rcalculated value $<$ rtable, then the statement item is said to be invalid.

The following is presented the results of the calculation of the validity test of each variable used by the researcher in this study, namely social media variables, *word of mouth* and consumer buying interest with the following details:

Social Media Variable Validity Testing (X1)

Based on the results of the validity test, the following results were obtained:

Table 5: Testing the Validity of Social Media Statement Instruments (X1)

Statement No	r count	r Table	Remarks
KX1-1	0,392	0,197	Valid
KX1-2	0,557	0,197	Valid
KX1-3	0,474	0,197	Valid
KX1-4	0,557	0,197	Valid
KX1-5	0,714	0,197	Valid
KX1-6	0,536	0,197	Valid
KX1-7	0,744	0,197	Valid
KX1-8	0,738	0,197	Valid
KX1-9	0,704	0,197	Valid
KX1-10	0,451	0,197	Valid

Source: Data Processing, 2026.

Based on the table above, if $r_{\text{counts}} > r_{\text{table}}$, it is declared valid and vice versa, if $r_{\text{counts}} < r_{\text{table}}$, it is declared invalid. In this study, the number of samples (n) to be tested was 100 respondents with a bidirectional significance level of 0.050 with the provision that $df = n-2$, then $df = 100 - 2 = 98$, then the r table was obtained at 0.197. From the table above, it

shows that statements on social media variables can be said to be valid because all statements have a calculated r value of > 0.197 .

Word Of Mouth Variable Validity Testing (X2)

Based on the results of the validity test, the following results were obtained:

Table 6: Testing the Validity of the Word Of Mouth Statement Instrument (X2)

Statement No	r count	r Table	Remarks
KX2-1	0,326	0,197	Valid
KX2-2	0,504	0,197	Valid
KX2-3	0,454	0,197	Valid
KX2-4	0,497	0,197	Valid
KX2-5	0,630	0,197	Valid
KX2-6	0,548	0,197	Valid
KX2-7	0,719	0,197	Valid
KX2-8	0,604	0,197	Valid
KX2-9	0,548	0,197	Valid
KX2-10	0,626	0,197	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements in the *word of mouth variable* are declared valid, this is evidenced by the value of $r_{\text{calculated}} > r_{\text{of the table}}$, $(n-2) = 100 - 2 = 98$ which is 0.197. Thus, the data is suitable to be forwarded as research data.

Testing the Validity of Consumer Buying Interest Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 7: Testing the Validity of Consumer Purchase Interest Statement Instruments (Y)

Statement No	r count	r Table	Remarks
KY-1	0,595	0,197	Valid
KY-2	0,423	0,197	Valid
KY-3	0,625	0,197	Valid
KY-4	0,450	0,197	Valid
KY-5	0,634	0,197	Valid
KY-6	0,500	0,197	Valid
KY-7	0,657	0,197	Valid
KY-8	0,499	0,197	Valid
KY-9	0,407	0,197	Valid
KY-10	0,399	0,197	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements on the consumer buying interest variable are declared valid, it is evidenced by the value of $r_{\text{calculated}} > r_{\text{of the table}}$, $(n-2) = 100 - 2 = 98$ which is 0.197. Thus, the

data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. In this test, it was carried out by comparing the *Cronbach alpha value* obtained with the critical standard of 0.600 with the provision that it is said to be reliable if $>$ from 0.600, and said to be unreliable if it is $<$ from 0.600. The following is a table of instrument reliability results:

Social Media Variable Reliability Test (X1)

Based on the results of the reliability test, the following results were obtained:

Table 8: Social Media Variable Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,769	10

Source: SPSS 26 data processing

From the table above, it can be seen that the social media variable is said to be reliable, because the test obtained a *Cronbach alpha* value greater than 0.600, which is $0.769 > 0.600$.

Word Of Mouth Variable Reliability Test (X2)

Table 9: Word Of Mouth Variable Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,729	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *word of mouth* variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.729 > 0.600$.

Reliability Test of Consumer Buying Interest Variable (Y)

Table 10: Reliability Test of Consumer Buying Interest Variables (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,679	10

Source: SPSS 26 data processing

From the table above, it can be seen that the consumer buying interest variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600,

which is $0.679 > 0.600$.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 , the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 11: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Red Std. Deviation	.0000000
		2.74522475
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.074
Test Statistic		.086
Asymp. Sig. (2-tailed)		.067 ^c

a. Test distribution is Normal.

b. Calculated from data.

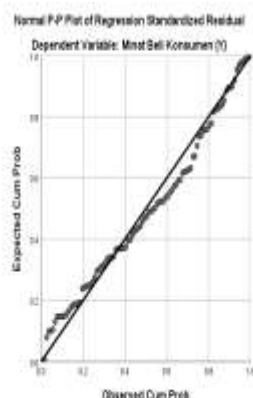
c. Lilliefors Significance Correction.

Source: Data Processing, 2026.

From the table above, a significant value (2-tailed) of 0.067 can be obtained. Because the significance is more than 0.050 or ($0.067 > 0.050$), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using a *Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the

graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



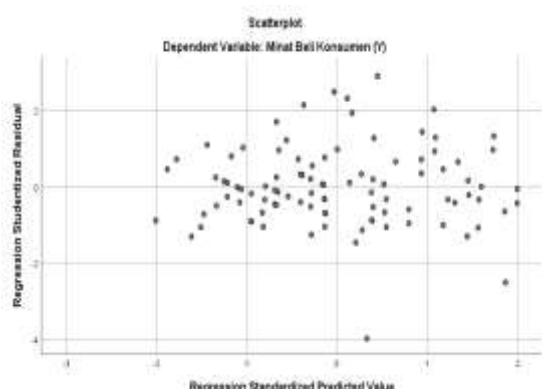
Source: Data Processing, 2026.

Figure 1: P-Plot of Normality Test

From the graph above, it can be seen that the dots are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data from the social media variables (X_1), *word of mouth* (X_2) and consumer buying interest (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2026.

Figure 2: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and

irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To find out the influence between social media (X_1) and *word of mouth* (X_2) on consumer buying interest (Y), it can be done with a t test (partial test). The provisions are as follows:

- 1) If the $t_{count} > t_{table}$ means that H_0 is rejected and H_a is accepted (there is an influence).
- 2) If the $t_{count} > t_{table}$ means that H_0 is accepted and H_a is rejected (no effect)

Partial Hypothesis Test for Social Media Variables (x_1)

The hypotheses that will be tested in this section are:

H_{01} : There was no significant influence between social media on consumer buying interest in McDonald's Emerald Bintaro in South Tangerang City.

H_{a1} : There is a significant influence between social media on consumer buying interest in McDonald's Emerald Bintaro in South Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 12: Partial Hypothesis Test Results Between Social Media (X_1) On Consumer Buying Interest (Y)

Models	Coefficient		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
1 (Constant)	17.081			6.549	.000
Social Media (X_1)	.545	.070	.620	7.817	.000

a. Dependent Variable: Consumer Buying Interest (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or ($7.817 > 1.984$), this is also strengthened by a significance value of < 0.05 or ($0.000 < 0.05$).

Thus, H_{01} was rejected and H_{a1} was accepted, this shows that there is a significant influence between social media on consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

Partial Hypothesis Test for Word of Mouth Variable (X2)

The hypotheses that will be tested in this section are:

H02: There was no significant effect between *Word of mouth* to consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

Ha2: There is a significant influence between *Word of mouth* to consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 13: Partial Hypothesis Test Results Between Word Of Mouth (X2) And Consumer Buying Interest (Y)

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	15.748	2.788		5.648	.000
Word Of Mouth (X2)	.584	.075	.618	7.788	.000

a. Dependent Variable: Consumer Buying Interest (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{\text{calculated}} > t_{\text{of the table}}$ or ($7.788 > 1.984$), this is also strengthened by a significance value of < 0.05 or ($0.000 < 0.05$). Thus, H_{02} was rejected and H_{a2} was accepted, this shows that there is a significant influence between *word of mouth* on consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all independent variables (social media and *word*

of mouth) against its dependent variables (consumer buying interest). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

H03: There was no significant influence between social media and *Word of mouth* simultaneously to consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

Ha3: There is a significant influence between social media and *Word of mouth* simultaneously to consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

As a comparison to see the significant effect, a significant level of 5% (0.05) is used and compares the $F_{\text{calculation}}$ with the F_{table} with the following criteria:

- 1) If $F_{\text{calculation}} < F_{\text{table}}$ means H_0 is accepted and H_a is rejected
- 2) If $F_{\text{calculation}} > F_{\text{table}}$ means H_0 is rejected and H_a is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 100 - 3 = 97$$

So with a significance of 5% or 0.05, $F_{\text{of the table}}$ of 97 = 3.090 from the statistical table is obtained. Here are the results of the ANOVA test or the F test:

Table 14: Results of Simultaneous Test (F Test) Between Social Media (X1) and Word Of Mouth (X2) on Consumer Buying Interest (Y)

Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	855.670	2	427.835	55.623	.000b
Residual	746.090	97	7.692		
Total	1601.760	99			

a. Dependent Variable: Consumer Buying Interest (Y)

b. Predictors: (Constant), Word Of Mouth (X2), Social Media (X1)

Source: Data Processing, 2026.

Based on the test results in the ANOVA table above, the value of $F_{\text{was obtained}} > F_{\text{calculation of}}$

the table or ($55.623 > 3.090$) and strengthened with a significance of < 0.05 or ($0.000 < 0.05$). So it can be concluded that social media and *word of mouth* together have a significant effect on consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good social media and *word of mouth* are to consumer buying interest. Furthermore, the results of this study will be discussed as follows:

The Influence of Social Media (X1) on Consumer Buying Interest (Y)

Based on the results of the analysis, the social media research variable has a significant effect on consumer buying interest as evidenced by the results of the t_{count} test = 7.817 while $t_{\text{table}} = 1.984$ ($t_{\text{cal}} > t_{\text{table}}$) with a significant level of $0.000 < 0.05$, then H_{o1} is rejected and H_{a1} is accepted. This research is in line with the research that has been conducted by Jasmani, Indah Septika Sari (2026) where in her research it was concluded that the market and *digital marketing* simultaneously affect consumer buying interest by hypothesis testing obtained $F_{\text{count}} > F_{\text{table}}$ ($48,580 > 2,710$).

The Influence of Word Of Mouth (X2) on Consumer Buying Interest (Y)

Based on the results of the analysis, the *word of mouth* variable has a significant effect on consumer buying interest as evidenced by the results of the t_{cal} test = 7.788 while $t_{\text{table}} = 1.984$ ($t_{\text{cal}} > t_{\text{table}}$) with a significant level of $0.000 < 0.05$, then H_{o2} is rejected and H_{a2} is accepted. This research is in line with the research that has been conducted by Dicky Ermawan, Anda Yanny (2025) where in his research it was concluded that *electronic word of mouth* has a significant effect on customer buying interest by hypothesis test obtained $t > t_{\text{table}}$ ($4,904 > 1,984$) with an influence contribution of 19.7%.

The Simultaneous Influence of Social Media (X1) and Word of Mouth (X2) on Consumer Buying Interest (Y)

Based on the results of the Anova test, the value of $F_{\text{cal}} > F_{\text{table}}$ or ($55.623 > 3.090$) and also strengthened with a significant value of < 0.05 or ($0.000 < 0.05$) was obtained, then H_{o3} was rejected and H_{a3} was accepted. So it can be concluded that social media and *word of mouth* together have a significant effect on consumer buying interest in McDonald's Emerald Bintaro South Tangerang City. This research is in line with research that has been conducted by Faisal Umardani Hasibuan, Syamsulbahri (2024) where in his research it was concluded that *word of mouth*, *social media activities*, and brand image simultaneously have a significant effect on consumer buying interest with a hypothesis test obtained sig. $0.000 < 0.05$.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of social media (X_1) and *word of mouth* (X_2) on consumer buying interest (Y), it is as follows:

1. Partially, social media has a significant effect on consumer buying interest, this is evidenced by the results of the hypothesis test obtained by t_{count} of $> t_{\text{table}}$ ($7,817 > 1,984$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a1} was accepted. Thus, it can be concluded that social media variables have a significant effect on consumer buying interest in McDonald's Emerald Bintaro in South Tangerang City.
2. Partially, *word of mouth* has a significant effect on consumer buying interest, as evidenced by the results of the hypothesis test obtained by t_{count} of $> t_{\text{table}}$ ($7,788 > 1,984$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a2} was accepted. Thus, it can be concluded that the *word of mouth* variable has a significant effect on consumer buying interest in McDonald's Emerald Bintaro in South Tangerang City.
3. Social media and *word of mouth* simultaneously have a significant effect on consumer buying interest, this is evidenced by the results of the hypothesis test obtained by $F_{\text{count}} > F_{\text{table}}$ or ($55,623 >$

3,090) and also strengthened by a significance of $0.000 < 0.05$. Hence H_{a3} is accepted. Thus, it can be concluded that social media and *word of mouth* variables simultaneously have a significant effect on consumer buying interest in McDonald's Emerald Bintaro South Tangerang City.

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