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The Influence of Electronic Word of Mouth (e-WOM) and Social Media e-Advertising on Purchase Intention for Stand- Up Comedy Performance Tickets: A Study of Ticket Buyers of Standupindo Cirebon Events.

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Abstract: This study aims to analyse and prove the effect of electronic word of mouth (e-WOM) and e-advertising on the purchase intention for stand up comedy show tickets organised by the Standupindo Cirebon community, both partially and simultaneously. Purchase intention is a strategic issue for live entertainment products because ticket sales for the community's events have remained far below venue capacity, with the highest achievement of only 138 tickets out of 350 seats and a sharp decline to 45 tickets at the following event. The research uses a quantitative approach with Partial Least Squares-Structural Equation Modeling (PLS-SEM) processed through SmartPLS 4.0. The population consists of 152 ticket buyers of the Sawelase Selawase and Irae Lucu Tah Vol. 3 events; the Slovin formula with a 5% margin of error yielded a minimum sample of 111 respondents, and 121 valid questionnaires were collected through stratified random sampling using a five-point Likert scale. The results show that e-WOM has a positive and significant effect on purchase intention (path coefficient 0.585; t-statistic 11.229; p-value 0.000), and e-advertising also has a positive and significant effect (path coefficient 0.585; t-statistic 11.548; p-value 0.000), making e-advertising the most dominant variable. Simultaneously, both variables explain 67.4% of the variance in purchase intention (R-Square = 0.674), while the remaining 32.6% is explained by factors outside this model, so all three hypotheses are accepted. These findings imply that event organisers need to strengthen the clarity and appeal of paid digital advertising content while encouraging audiences to spread credible reviews on social media.

Keyword: e-WOM, e-Advertising, Purchase Intention, Stand Up Comedy Show Tickets, PLS-SEM.

INTRODUCTION

Marketing communication in the digital era has shifted from conventional methods toward the utilization of online platforms that enable two-way interactions between producers and consumers (Soares et al., 2020). Two forms of communication that have become

increasingly dominant in this transformation are electronic word of mouth (e-WOM) and electronic advertising (e-advertising). e-WOM refers to positive or negative statements about a product or company that are disseminated through the internet, whereas e-advertising refers to paid promotional activities conducted through social media to deliver marketing messages to a broad audience (Hieronymus, 2022). Both have become essential foundations for building relationships with consumers in the digital environment while simultaneously influencing purchase intention, which is defined as consumers' tendency to purchase a product after receiving information and evaluating it (Schiffman & Kanuk, 2007).

Purchase intention represents the initial stage that determines whether consumers will proceed to an actual purchase decision (Luthfiyatillah et al., 2020). Pramesti and Setyawan (2024) explain that purchase intention emerges as a response to marketing stimuli such as brand image, product quality, and electronic word of mouth, while Santoso (2026) argues that purchase intention encompasses transactional, referential, preferential, and exploratory dimensions, all of which serve as important predictors of purchasing decisions. For entertainment services based on live performances, such as stand-up comedy tickets, purchase intention plays an even more critical role because the quality of the service is experiential in nature and cannot be fully evaluated before the event takes place.

The phenomenon observed in stand-up comedy performances in Cirebon City, however, indicates challenges related to consumers' purchase intention for event tickets. Ticket sales data for events organized by the Standupindo Cirebon community are presented in Table 1.

Table 1. Ticket Sales Data of Standupindo Cirebon Events

Event	Years	Tickets Sold	Capacity
Sun 5 Sawelase Selawase	2023	138	350
Irae Lucu Tah Vol. 3	2025	45	150

Source: Ticket Purchase Data of Standupindo Cirebon Community Events, 2026.

Based on Table 1, the highest ticket sales achieved over the past four years reached only 138 tickets out of a seating capacity of 350, representing an occupancy rate of approximately 39.4%. Ticket sales then declined sharply to only 45 tickets for the Irae Lucu Tah Vol. 3 event in 2025. These figures reflect a low level of consumers' purchase intention, whereas, theoretically, strong purchase intention should lead to higher sales performance. Viewed from Ferdinand's four dimensions of purchase intention (as cited in Maisyaroh et al., 2022), the low ticket sales indicate weak transactional, referential, preferential, and exploratory purchase intentions among consumers toward stand-up comedy performances in Cirebon.

This condition is consistent with the low level of electronic word of mouth (e-WOM) activity in the digital environment. Recommendations from audiences published on social media remain scarce, and public participation in providing comments or reviews on the community's weekly events is also very limited. Documentation from the Standupindo Cirebon Instagram account shows that, despite having 6,404 followers, the community's weekly events received only six comments. Based on the e-WOM dimensions proposed by Goyette et al. (2010), this phenomenon reflects weak intensity, as indicated by the low frequency of reviews and interactions; limited content, reflected in the lack of information shared by users; and weak valence of opinion, as evidenced by the absence of positive opinions that could attract potential consumers.

A similar issue is observed in the implementation of e-advertising. Effective advertising should be capable of attracting attention, generating interest, creating desire, and encouraging consumer action (Bagung et al., 2024). Moreover, digital advertising offers the advantage of reaching a broad audience through creative and interactive content (Luthfiyatillah et al., 2020). However, many members of the Standupindo Cirebon Community still have a limited understanding of advertising concepts, and the community only recognized the importance of

e-advertising in 2026. This delayed adoption of digital marketing strategies has resulted in promotional information about performances not being disseminated extensively, thereby limiting the community's ability to reach a larger potential audience (Naruliza & Laleno, 2020).

Previous studies on these variables have produced inconsistent findings. Pramesti and Setyawan (2024), Prihartini and Damastuti (2022), Luthfiyatillah et al. (2020), and Yunikartika and Harti (2022) found that e-WOM has a positive and significant effect on purchase intention. In contrast, Azizah and Huda (2022) reported a significant negative effect. Similar inconsistencies are found in studies on digital advertising. Naruliza and Laleno (2020) and Sukaesih et al. (2024) concluded that digital advertising has a positive and significant influence on purchase intention, whereas Hartawan et al. (2021) found that its effect is not always significant when tested together with other marketing variables. These inconsistent findings are further reinforced by the fact that previous studies have primarily focused on restaurants, culinary businesses, and online marketplaces. Consequently, they have not adequately explained how e-WOM and e-advertising influence purchase intention in the context of live entertainment services, particularly stand-up comedy performances.

Based on the foregoing discussion, there is a research gap that warrants an empirical examination of the effects of e-WOM and e-advertising on consumers' purchase intention for stand-up comedy performance tickets, particularly within the Standupindo Cirebon Community, which has not previously been examined in academic research. Accordingly, this study addresses the following research questions: 1. How does electronic word of mouth (e-WOM) influence consumers' purchase intention for stand-up comedy performance tickets in Cirebon? 2. How does e-advertising influence consumers' purchase intention for stand-up comedy performance tickets in Cirebon? 3. How do e-WOM and e-advertising simultaneously influence consumers' purchase intention for stand-up comedy performance tickets in Cirebon?

In line with these research questions, this study aims to analyze and empirically examine the effects of e-WOM and e-advertising, both individually and simultaneously, on consumers' purchase intention for stand-up comedy performance tickets among ticket buyers of the Sawelase Selawase and Irae Lucu Tah Vol. 3 events organized by the Standupindo Cirebon Community.

Grand Theory: Marketing Management

The grand theory employed in this study is Marketing Management. Kotler and Keller (2016) define marketing management as the art and science of selecting target markets and acquiring, retaining, and growing customers through the creation, delivery, and communication of superior value. Similarly, Sundari and Hanafi (2023) describe marketing management as a strategic process undertaken by organizations to plan, implement, and evaluate marketing activities in order to satisfy consumer needs effectively and efficiently. Accordingly, its orientation extends beyond merely increasing sales to understanding and fulfilling customer needs.

From a contemporary perspective, marketing management places customer value at the core of all marketing activities. Blut et al. (2024) demonstrate that customer perceived value is strongly associated with customer satisfaction, customer loyalty, and long-term business success. The rapid advancement of digital technology has also made marketing management increasingly dynamic, as marketing communication is no longer one-way. Salsabila and Hati (2024) found that social media marketing initiatives enhance customer brand engagement and brand loyalty through the mediating roles of brand trust, brand awareness, and brand image. Likewise, Cioppi et al. (2023) explain that digital transformation has expanded the role of marketing in fostering customer interaction and creating value in a more adaptive manner. Therefore, marketing management serves as an appropriate grand theory for this study because it explains how marketing strategies influence consumers' perceptions, purchase intentions, and behavioral responses toward products or services.

Purchase Intention (Y)

Purchase intention fundamentally refers to consumers' psychological tendency that serves as an important antecedent of actual purchasing decisions. It is regarded as a form of behavioral intention that reflects the likelihood that a consumer will purchase a particular product or service in the future, emphasizing the subjective probability of purchasing behavior. In this study, purchase intention is measured using the four indicators proposed by Ferdinand (as cited in Maisyaroh et al., 2022): transactional intention (the tendency to purchase a product), referential intention (the tendency to recommend a product to others), preferential intention (the tendency to regard a product as the primary choice that is difficult to substitute), and exploratory intention (the tendency to seek more detailed information about a product of interest).

Electronic Word of Mouth (X1)

Electronic word of mouth (e-WOM) refers to electronic marketing communication that occurs among consumers through the internet. Cruz-Cardenas et al. (2024) define e-WOM as consumer behavior involving the dissemination of communication regarding brands, products, and companies with clearly positive or negative valence. Moradi and Zihagh (2022) describe e-WOM as knowledge exchanged through the internet in the form of feedback, comments, blog posts, likes, photographs, reviews, and video testimonials, and they found that the usefulness and credibility of e-WOM significantly influence consumers' behavioral intentions. Meanwhile, Hung et al. (2023) view e-WOM as information adopted by consumers based on the quality and quantity of online reviews. Unlike traditional word of mouth, which is limited to face-to-face interactions, e-WOM has a broader reach, leaves a digital footprint, and is generally perceived as more credible because it is independent and non-commercial in nature (Prihartini & Damastuti, 2022). In this study, e-WOM is measured using the seven indicators proposed by Mahaputra and Akbar (2024): intensity, valence of opinion, content, information, knowledge, answer, and reliability.

e-Advertising (X2)

e-Advertising refers to a form of paid promotion that utilizes social media platforms to deliver marketing messages to target audiences (Hardana et al., 2024). Kerr and Richards (2021) argue that the definition of advertising continues to evolve alongside changes in the industry and technological advancement. Accordingly, advertising is now understood as a strategic marketing communication process in which advertisers disseminate product information or brand-related messages through various media or digital platforms to interact with consumers and influence their behavior. Effective advertising is capable of attracting attention, generating interest, creating desire, and encouraging consumer action (Bagung et al., 2024). In this study, e-advertising is measured using the five indicators proposed by Suryani and Abibah (2023): mission, money, message, media, and measurement.

Conceptual Framework

Based on the theoretical review, electronic word of mouth (e-WOM) and e-advertising are positioned as exogenous variables that influence purchase intention as the endogenous variable, both individually (partially) and jointly (simultaneously). The conceptual framework of this study is presented in Figure 1.

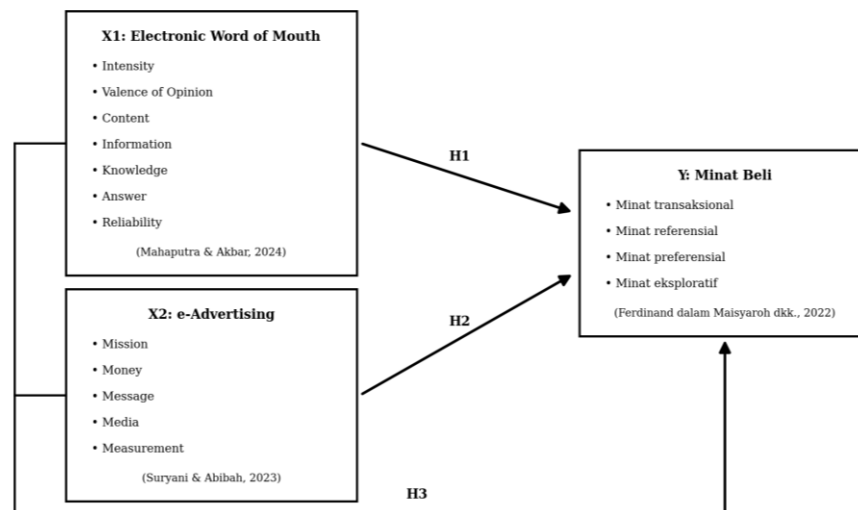


Figure 1. Research Conceptual Framework

Source: Developed by the Author, 2026

Hypotheses

Based on the conceptual framework presented above, the hypotheses of this study are formulated as follows: 1. H1: Electronic word of mouth (e-WOM) has a positive and significant effect on consumers' purchase intention for stand-up comedy performance tickets.

2. H2: e-Advertising has a positive and significant effect on consumers' purchase intention for stand-up comedy performance tickets. 3. H3: Electronic word of mouth (e-WOM) and e-advertising simultaneously have a positive and significant effect on consumers' purchase intention for stand-up comedy performance tickets.

METHOD

This study employed a quantitative approach with an explanatory research design aimed at explaining the causal relationships among the variables under investigation (Sugiyono, 2023). The independent variables consisted of electronic word of mouth (e-WOM) (X1) and e-advertising (X2), while the dependent variable was purchase intention (Y). Data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS 4.0 software. PLS-SEM was selected because it can be applied to relatively small sample sizes, does not require normally distributed data, and is effective for prediction-oriented analysis and research model development (Setiabudhi et al., 2025).

The population of this study comprised all ticket purchasers of two stand-up comedy events organized by the Standupindo Cirebon Community, namely *Sawelase Selawase* and *Irae Lucu Tah Vol. 3*. After accounting for 31 audience members who attended both events, the total population consisted of 152 unique ticket buyers. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in a minimum sample requirement of 111 respondents. A stratified random sampling technique was employed, with ticket purchasers from each event serving as separate strata to ensure that participants from both events had proportionate opportunities to be included in the sample. A total of 121 completed questionnaires met the inclusion criteria and were deemed suitable for analysis, thereby exceeding the required minimum sample size.

Primary data were collected through a structured questionnaire administered via Google Forms using a five-point Likert scale. The operational definition of the e-WOM variable comprised the indicators of intensity, valence of opinion, content, information, knowledge, answer, and reliability. The e-advertising variable was measured using the indicators of mission, money, message, media, and measurement, while purchase intention was measured

using transactional intention, referential intention, preferential intention, and exploratory intention. A summary of the operational definitions of the research variables is presented in Table 2.

Table 2. Operational Definition of Variables

Variable	Operational Definition	Indicators	Scale
Electronic Word of Mouth (e-WOM) (X1)	Electronic marketing communication among consumers through the internet regarding stand-up comedy performances organized by the Standupindo Cirebon Community.	Intensity; Valence of Opinion; Content; Information; Knowledge; Answer; Reliability	Likert Scale (1–5)
e-Advertising (X2)	Paid strategic marketing communication that disseminates product information or brand-related content to consumers through social media platforms.	Mission; Money; Message; Media; Measurement	Likert Scale (1–5)
Purchase Intention (Y)	Consumers' psychological tendency that serves as an important antecedent to the decision to purchase tickets for Standupindo Cirebon events.	Transactional Intention; Referential Intention; Preferential Intention; Exploratory Intention	Likert Scale (1–5)

Source: Developed by the Author, 2026.

Data analysis was conducted in two stages. The first stage involved the evaluation of the outer model (measurement model), which included convergent validity testing using outer loading values with a threshold greater than 0.70 and Average Variance Extracted (AVE) values with a minimum threshold of 0.50. Discriminant validity was assessed using cross-loadings, while reliability was evaluated through Cronbach's alpha and composite reliability, with both measures requiring minimum values of 0.70 (Hair et al., 2022).

The second stage involved the evaluation of the inner model (structural model) by examining the R-squared (R^2) value to determine the extent to which the exogenous variables explain the endogenous variable. Hypothesis testing was performed using the bootstrapping procedure. A hypothesis was considered to be supported if the T-statistic exceeded 1.96 and the p-value was less than 0.05 at the 5% significance level (Hair et al., 2022).

RESULTS AND DISCUSSION

Respondent Characteristics

A total of 121 questionnaires were successfully collected from respondents who had purchased tickets for the *Sawelase Selawase* and *Irae Lucu Tah Vol. 3* events. Based on gender, the respondents were predominantly male. The distribution of respondents by gender is presented in Table 3.

Table 3. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	99	81.8%
Female	22	18.2%
Total	121	100%

Source: Processed from Google Forms data, 2026.

Based on Table 3, 99 respondents (81.8%) were male, while 22 respondents (18.2%) were female. This composition indicates that the audience for stand-up comedy performances in Cirebon is predominantly male. The distribution of respondents by occupation is presented in Table 4.

Table 4. Respondent Characteristics by Occupation

Occupation	Frequency	Percentage
University Student	31	25.6%
High School Student	19	15.7%
Employee	28	23.1%

Entrepreneur	21	17.4%
Others	22	18.2%
Total	121	100%

Source: Processed from Google Forms data, 2026.

Based on Table 4, the majority of respondents were university students (31 respondents, 25.6%), followed by employees (28 respondents, 23.1%), others (22 respondents, 18.2%), entrepreneurs (21 respondents, 17.4%), and high school students (19 respondents, 15.7%). This composition indicates that the primary audience segment for stand-up comedy performances in Cirebon consists of young adults of productive age who are familiar with social media.

Outer Model Evaluation Results

The outer model evaluation was conducted to assess the relationship between the latent variables and their respective indicators. Convergent validity was first examined using outer loading values, where an indicator was considered valid if its loading exceeded 0.70. The results are presented in Table 5.

Table 5. Outer Loading Values

Variable	Indicator	Factor Loading	Conclusion
Electronic Word of Mouth (X1)	X1.1	0.901	Valid
	X1.2	0.850	Valid
	X1.3	0.875	Valid
	X1.4	0.882	Valid
	X1.5	0.871	Valid
	X1.6	0.894	Valid
	X1.7	0.873	Valid
e-Advertising (X2)	X2.1	0.909	Valid
	X2.2	0.906	Valid
	X2.3	0.868	Valid
	X2.4	0.911	Valid
	X2.5	0.911	Valid
Purchase Intention (Y)	Y1.1	0.882	Valid
	Y1.2	0.874	Valid
	Y1.3	0.859	Valid
	Y1.4	0.847	Valid

Source: Processed using SmartPLS 4.0, 2026.

Based on Table 5, all indicators of the e-WOM, e-advertising, and purchase intention constructs were considered valid because their outer loading values exceeded the minimum threshold of 0.70. For the e-WOM construct, loading values ranged from 0.850 to 0.901, with the highest contribution provided by indicator X1.1 (intensity). For e-advertising, loading values ranged from 0.868 to 0.911, with the highest contributions from indicators X2.4 and X2.5 (media and measurement). For purchase intention, loading values ranged from 0.847 to 0.882, with indicator Y1.1 (transactional intention) showing the highest loading. Convergent validity was further evaluated using the Average Variance Extracted (AVE), as presented in Table 6.

Table 6. Average Variance Extracted (AVE)

Variable	AVE	Conclusion
Electronic Word of Mouth (X1)	0.771	Valid
e-Advertising (X2)	0.812	Valid
Purchase Intention (Y)	0.749	Valid

Source: Processed using SmartPLS 4.0, 2026.

Based on Table 6, all variables achieved AVE values above the recommended threshold of 0.50, with values of 0.771 for e-WOM, 0.812 for e-advertising, and 0.749 for purchase intention. These results indicate that each construct explained more than 50% of the variance of its indicators, thereby satisfying the criterion for convergent validity. Furthermore, discriminant validity assessed through cross-loadings showed that each indicator loaded more strongly on its own construct than on any other construct, confirming that all constructs were empirically distinct (Ghozali, 2023). The reliability test results are presented in Table 7.

Table 7. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Electronic Word of Mouth (X1)	0.951	0.953	0.959
e-Advertising (X2)	0.942	0.945	0.956
Purchase Intention (Y)	0.888	0.890	0.921

Source: Processed using SmartPLS 4.0, 2026.

Based on Table 7, all constructs demonstrated Cronbach's alpha and composite reliability values above the minimum threshold of 0.70. Cronbach's alpha values for e-WOM, e-advertising, and purchase intention were 0.951, 0.942, and 0.888, respectively, while composite reliability (rho_c) values were 0.959, 0.956, and 0.921. These findings indicate that all constructs possessed satisfactory internal consistency and can therefore be considered reliable measurement instruments.

Inner Model Evaluation Results

The inner model evaluation was conducted to determine the extent to which the exogenous variables explained the endogenous variable. The R-squared results are presented in Table 8.

Table 8. R-Squared Values

Variable	R-Squared	Adjusted R-Squared
Purchase Intention (Y)	0.674	0.669

Source: Processed using SmartPLS 4.0, 2026.

Based on Table 8, the R-squared value for purchase intention was 0.674, with an adjusted R-squared value of 0.669. These results indicate that e-WOM and e-advertising jointly explained 67.4% of the variance in purchase intention, while the remaining 32.6% was explained by variables outside the research model. According to the criteria proposed by Hair et al. (2022), this R-squared value falls within the moderate-to-substantial range, indicating that the model possesses adequate predictive capability.

Hypothesis Testing Results

Hypothesis testing was conducted using the bootstrapping procedure by examining the path coefficients, T-statistics, and p-values. The results are presented in Table 9.

Table 9. Hypothesis Testing Results

Relationship Between Variables	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistic	p-Value
e-WOM (X1) → Purchase Intention (Y)	0.585	0.587	0.052	11.229	0.000
e-Advertising (X2) → Purchase Intention (Y)	0.585	0.586	0.051	11.548	0.000

Source: Processed using SmartPLS 4.0, 2026.

Based on Table 9, e-WOM had a positive and statistically significant effect on purchase intention, with an original sample coefficient of 0.585, a T-statistic of 11.229 (greater than 1.96), and a p-value of 0.000 (less than 0.05). Therefore, H1 was supported. Likewise, e-advertising had a positive and statistically significant effect on purchase intention, with an original sample coefficient of 0.585, a T-statistic of 11.548, and a p-value of 0.000. Accordingly, H2 was also supported. Although both variables had identical path coefficients, the higher T-statistic for e-advertising indicates a stronger level of statistical significance, suggesting that it was the most influential variable in this study.

Unlike conventional multiple linear regression, which uses the F-test to examine simultaneous effects, PLS-SEM evaluates the collective influence of exogenous variables through the R-squared value together with the significance of individual path coefficients. The R-squared value of 0.674 indicates that e-WOM and e-advertising jointly explained 67.4% of the variance in purchase intention. Therefore, H3 was supported. Overall, all three hypotheses proposed in this study were accepted, demonstrating positive and statistically significant relationships. The outer model results, path coefficients, and R-squared value of the structural model are presented in Figure 2.

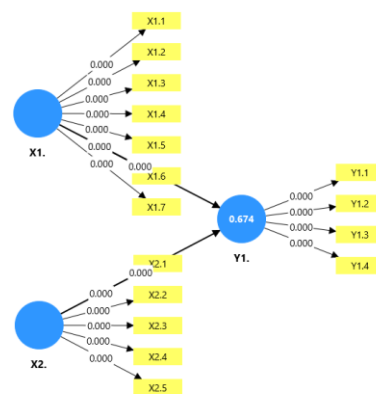


Figure 2. Bootstrapping Results of the Structural Model

Source: Processed using SmartPLS 4.0, 2026.

Effect of Electronic Word of Mouth (e-WOM) on Purchase Intention

The results of the first hypothesis test indicate that electronic word of mouth (e-WOM) has a positive and statistically significant effect on consumers' purchase intention for stand-up comedy performance tickets. Therefore, H1 was supported. This finding is consistent with the study by Ghosh et al. (2025), which reported that the credibility and engagement of e-WOM positively influence consumers' purchase intention in the context of social media marketing. It also supports the findings of Luthfiyatillah et al. (2020) and Yunikartika and Harti (2022), who observed similar results in the context of culinary products promoted through Instagram.

This effect occurs because e-WOM circulating on social media enables potential audiences to access reviews, comments, and recommendations from individuals who previously attended the *Sawelase Selawase* and *Irae Lucu Tah Vol. 3* events, including evaluations of the comedians' performances and the overall entertainment experience. This process is particularly important for products such as event tickets, which are inherently experiential and whose quality cannot be directly assessed before the event takes place. Prospective audiences cannot personally experience the performance prior to making a purchase decision. Consequently, positive reviews and testimonials from previous attendees reduce uncertainty regarding the quality of the entertainment and the suitability of the comedians' style of humor, thereby increasing consumers' purchase intention. From the perspective of marketing management, e-WOM functions as a mechanism for communicating value through consumers rather than event organizers. As a result, potential audiences develop perceived value based on information from sources considered more independent and credible.

These findings also help explain the initial phenomenon identified in this study, namely the low level of ticket sales accompanied by limited e-WOM activity on the community's social media accounts. With only six comments generated from 6,404 Instagram followers, both the intensity and content dimensions of e-WOM remained extremely low, limiting the availability of references that could stimulate potential consumers' interest in attending the performances.

Effect of e-Advertising on Purchase Intention

The results of the second hypothesis test indicate that e-advertising has a positive and statistically significant effect on purchase intention and represents the variable with the strongest level of statistical significance in this study. Therefore, H2 was supported. This finding is consistent with the studies of Naruliza and Laleno (2020) and Sukaesih et al. (2024), both of which found that digital advertising has a positive and significant influence on consumers' purchase intention.

From a theoretical perspective, these findings reinforce the concept of advertising value, which suggests that the greater the informativeness and entertainment value perceived by prospective audiences from digital promotional content, and the lower the level of irritation caused by such advertising, the stronger their intention to purchase tickets. However, the findings also reveal that consumers do not perceive the frequency of advertisement exposure as equally important as the clarity of the information conveyed. This indicates that consumer trust in advertising is selective rather than unconditional, and that the clarity and quality of advertising messages play a more important role than merely increasing advertisement frequency. Consequently, the delayed adoption of e-advertising by the Standupindo Cirebon Community until 2026 provides a plausible explanation for why promotional activities had not been sufficiently effective in reaching a broader audience.

Simultaneous Effects of e-WOM and e-Advertising on Purchase Intention

The results of the third hypothesis test indicate that e-WOM and e-advertising jointly have a statistically significant effect on purchase intention, explaining 67.4% of the variance in the dependent variable. Therefore, H3 was supported. This finding is consistent with the study conducted by Adzhani et al. (2025), which demonstrated that e-WOM on social media and advertising appeal have positive and significant effects on consumers' purchase intention, both individually and simultaneously. The study further emphasized that the combination of these two marketing instruments produces a stronger influence than either variable operating independently.

From a practical perspective, these findings suggest that e-advertising serves to create awareness and reach a broad audience through promotional messages controlled by event organizers, whereas e-WOM validates those promotional messages through the authentic experiences of previous attendees. These two mechanisms complement one another: digital advertising introduces the event to prospective audiences, while consumer reviews strengthen their confidence that the event is worth attending. The remaining 32.6% of the variance in purchase intention is explained by factors outside the research model, such as ticket prices, event quality, the reputation of the performing comedians, and the image of the organizing community.

CONCLUSION

Based on the findings of this study on the effects of electronic word of mouth (e-WOM) and e-advertising on consumers' purchase intention for stand-up comedy performance tickets among purchasers of the Sawelase Selawase and Irae Lucu Tah Vol. 3 events organized by the Standupindo Cirebon Community, it can be concluded that e-WOM has a positive and statistically significant effect on purchase intention. This indicates that the better the intensity, valence of opinion, content, information, knowledge, answer, and reliability of e-WOM

disseminated through social media, the greater the purchase intention of prospective audiences. Likewise, e-advertising has a positive and statistically significant effect on purchase intention, with the clarity of information and the attractiveness of promotional content serving as its primary drivers. Moreover, e-advertising emerged as the most influential variable in this study. Simultaneously, e-WOM and e-advertising significantly influence purchase intention, jointly explaining 67.4% of its variance. These findings confirm that increasing consumers' purchase intention depends on the synergy between credible consumer-generated information and well-designed paid digital advertising.

The Standupindo Cirebon Community is encouraged to strengthen its e-advertising strategy by emphasizing the clarity of promotional information, the attractiveness of digital content, and the appropriate frequency of advertisement exposure to avoid excessive repetition, as e-advertising was found to be the most influential factor in enhancing purchase intention. The community is also encouraged to foster positive e-WOM by motivating audiences to share reviews, testimonials, and their experiences on social media, while integrating these activities with its digital advertising strategy. For future research, it is recommended to incorporate additional variables that may influence purchase intention, such as ticket prices, event quality, and community image, given that 32.6% of the variance in purchase intention remains unexplained by the current model. Future studies are also encouraged to employ qualitative or mixed-methods approaches to gain a more comprehensive understanding of consumer behavior and to expand the research context to other stand-up comedy communities or event organizers in order to enhance the generalizability of the findings.

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