INFLUENCE OF BRAND AWARENESS, SOCIAL MEDIA MARKETING, WOM ON ONEMED PURCHASE DECISIONS

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Abstract

This study aims to analyse the influence of brand awareness, social media marketing, and word of mouth on purchasing decisions for OneMed Antiseptic products, with a focus on students and medical personnel in Surabaya. The increased use of antiseptics during the COVID-19 pandemic is thought to influence purchasing decisions for this product. This study examined 120 respondents consisting of medical students, doctors, nurses, and pharmacists who have purchased and used Antiseptic OneMed products. The data analysis technique used Structural Equation Modelling (SEM) with the help of SmartPLS. The results show that brand awareness and social media marketing have no significant effect on purchasing decisions, while word of mouth has a significant effect. Brand awareness also has a significant effect on word of mouth, but social media marketing does not have a significant effect. In addition, word of mouth plays an important role in mediating the effect of brand awareness on purchasing decisions, but social media marketing does not significantly influence purchasing decisions through word of mouth. This research provides insight into the factors that influence purchasing decisions for OneMed Antiseptic products, particularly in the context of a pandemic.
Keywords: Brand Awareness, Social Media Marketing, Word of Mouth, Purchase Decision

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh brand awareness, social media marketing, dan word of mouth terhadap keputusan pembelian produk Antiseptik OneMed, dengan fokus pada mahasiswa dan tenaga medis di Surabaya. Meningkatnya penggunaan antiseptik selama pandemi COVID-19 diduga turut memengaruhi keputusan pembelian produk ini. Penelitian ini meneliti 120 responden yang terdiri dari mahasiswa kedokteran, dokter, perawat, dan apoteker yang pernah membeli dan menggunakan produk Antiseptik OneMed. Teknik analisis data menggunakan Structural Equation Modelling (SEM) dengan bantuan SmartPLS. Hasil penelitian menunjukkan bahwa brand awareness dan social media marketing tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan word of mouth berpengaruh signifikan. Brand awareness juga berpengaruh signifikan terhadap word of mouth, tetapi social media marketing tidak berpengaruh signifikan. Selain itu, word of mouth berperan penting dalam memediasi pengaruh brand awareness terhadap keputusan pembelian, tetapi social media marketing tidak berpengaruh signifikan terhadap keputusan pembelian melalui word of mouth. Penelitian ini memberikan wawasan mengenai faktor-faktor yang memengaruhi keputusan pembelian produk Antiseptik OneMed, khususnya dalam konteks pandemi.
Kata Kunci: Kesadaran Merek, Pemasaran Media Sosial, Dari Mulut ke Mulut, Keputusan Pembelian

INTRODUCTION

In the current Digitalisation 4.0 era, competition within the health sector has intensified significantly. Maintaining personal health is a critical determinant of an individual's capacity to engage in daily activities. Healthcare institutions such as hospitals, clinics, and health centres have reinforced the widespread belief that maintaining health is an essential aspect of life. In addition to the vital role of medical professionals, the availability of medical devices and health products, including antiseptics, is indispensable. According to Dr. Raden Rara Endang Lukitaningsih from Universitas Gadjah Mada, antiseptics are chemical compounds that inhibit the growth of microorganisms on living tissues, such as mucous membranes and skin surfaces, thereby reducing the risk of infection, sepsis, or putrefaction.[1] Common antiseptics used in medical settings include alcohol, hydrogen peroxide, potassium permanganate, and povidone iodine, which are essential for wound cleaning and hand sterilisation. The Ministry of Health's Regulation No. 27 Year 2017 emphasises the importance of selecting antiseptics that are non-irritating, hypoallergenic, effective, and broad-spectrum to ensure the highest standards of hygiene in healthcare settings, thereby preventing infection and cross-contamination in both patients and health workers' environments.

Medical devices exhibit varying quality across different brands, and Health Minister Budi Gunadi Sadikin has announced a government target for 50% to 60% of health products, medical devices, and medicines to be domestically sourced. Among these essential products, antiseptics play a key role in all medical facilities, as they are required in every hospital room to ensure sterility before medical procedures. In this context, the focus of research has been placed on OneMed antiseptic products, a premium brand in Indonesia's medical device industry. PT Intisumber Hasil Sempurna, founded by Dr. Jemmy Hartanto in 2002, began as a family-owned business in Surabaya's medical device and pharmaceutical sectors. Driven by a vision to provide reliable, affordable, and high-quality medical equipment, Dr. Hartanto launched the OneMed brand, which has since become one of the leading medical brands in Indonesia.

Initially focusing on producing urine bags, PT Jayamas Medica Industri (JMI) expanded its offerings to include antiseptic and disinfectant products in the form of rubbing alcohol. In 2006, JMI started manufacturing disposable syringes, which remain the company's core product. With the acquisition of a local manufacturer, JMI achieved ISO 13485 certification in 2013, alongside Indonesian quality standard GMP, underscoring its commitment to quality and safety. JMI continues to innovate and improve its product line to address healthcare challenges.

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[1] S. Priyatin and A.P Utomo, "Menteri Kesehatan Budi Gunadi Sadikin: Tahun Depan, 90 Persen Belanja Kesehatan Harus Produk Dalam Negeri," 2022, https://regional.kompas.com/read/2022/08/27/183309778/menteri-kesehatan-budi-gunadi-sadikin-tahun-depan-90-persen-belanja.

Building brand awareness is essential for business success, as it helps customers recognise and recall products or services, fostering loyalty and repeat purchases.[2] Customers' capacity to identify and recall brands or products is a part of this. Because it provides a solid foundation for marketing initiatives and customer interaction, brand awareness is important.[3] It is essential for every business or organisation to cultivate brand awareness, as it forms the foundation for building a customer base and driving sales growth. A strong brand awareness serves as a tool for businesses to identify their competitive strengths and effectively manage operations. This indicates that consumers are more likely to choose products or services from brands they are familiar with, ultimately contributing to higher sales.[4]

OneMed has firmly established itself as a leading brand in medical disposables, antiseptics, and disinfectants, consistently delivering high-quality yet cost-effective products. OneMed's reputation among hospitals, health centres, and health departments demonstrates the increasing reliance on its antiseptic products. Therefore, this research focuses on respondents who have purchased and used OneMed antiseptics, particularly medical students and healthcare professionals who rely on these products for sterilisation during medical activities.

To promote OneMed products, social media marketing serves as a crucial tool for building relationships with consumers through platforms such as Instagram. According to Valentika et al., social media has become an integral part of marketing strategies for businesses of all sizes, allowing them to deliver information, interact closely with consumers, and adapt to shifts in consumer behaviour.[5] Social media also plays a crucial role in fostering closer interactions between businesses and consumers, enhancing brand awareness, and broadening market reach. Moreover, these platforms enable companies to swiftly and accurately adapt to shifts in consumer behavior, while optimizing marketing strategies through direct consumer feedback. The primary objective is to ensure that products perform well in the market and attract a substantial customer base. Companies also leverage social media to monitor competitor activities and industry trends, which contributes to maintaining their competitiveness.[6]

Research indicates that social media marketing has a positive impact on purchase intent and brand loyalty, as consumers are more likely to engage with brands that actively maintain a social

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[2] T Annisa, "Ekrut Career: Brand Awareness," 2021, https://www.ekrut.com/media/brand-awareness-adalah.

[3] D. Iwan Riswandi et al., "Digital Marketing Transformation Optimization: Building Superior Brand Awareness for Hydroponic Products," *Sinergi : Jurnal Ilmiah Ilmu Manajemen* 14, no. 1 (2024): 8–19, https://doi.org/10.25139/sng.v14i1.7991.

[4] Annisa, "Ekrut Career: Brand Awareness."

[5] Nina Valentika et al., "Implementasi Sosial Media Marketing Dalam Meningkatkan Jaringan Pasar," *Jurnal Pengabdian Kepada Masyarakat (JPKM) - Aphelion* 1 (September 14, 2020): 68, https://doi.org/10.32493/jpka.v1i01.6907.

[6] Hilda Yunita Wono et al., "Social Media, Digital Literacy, and Business Innovation," *Jurnal Ilmiah Manajemen Dan Bisnis*, 2020, 77–86.

media presence.[7] This engagement is further enhanced by platforms like TikTok, which has been found to correlate positively with consumer purchase intentions, reinforcing the notion that social media is a powerful tool for influencing consumer behavior.[8] The interactive nature of social media enables companies to monitor consumer attitudes and preferences, allowing them to effectively adjust their marketing strategies.[9]

Additionally, the use of word of mouth (WOM) plays a pivotal role in influencing consumer decisions. Kotler and Keller (2012) describe WOM as a form of communication where individuals share personal experiences with others, which can strongly impact purchasing decisions due to the trusted nature of the source.[10] WOM not only enhances brand reputation but also strengthens consumer loyalty, making it a powerful instrument in modern marketing. One of the key advantages of word of mouth (WOM) is its capacity to foster trust among consumers. Research shows that positive WOM significantly influences consumer purchasing behavior, as individuals tend to place greater trust in recommendations from friends and family compared to traditional advertising.[11] This trust is further amplified in the realm of electronic word of mouth, where consumers share their experiences online, extending the reach and potentially impacting a broader audience.[12] The credibility of eWOM arises from its perceived authenticity, as consumers often view online reviews and recommendations as more trustworthy than promotional content produced by companies.

The ultimate goal of these strategies is to influence purchase decisions, a process in which consumers evaluate multiple options and choose the one that best meets their needs. Factors such as personal preferences, product information, and brand familiarity play a significant role in this decision-making process.[13] Thus, consumers carefully consider price, quality, and popularity before making a purchase decision, with brand preference and purchase intent serving as primary indicators.

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[7] Patria Laksamana, "I Will Always Follow You: Exploring the Role of Customer Relationship in Social Media Marketing," *International Review of Management and Marketing* 10, no. 3 (2020): 22–28, https://doi.org/10.32479/irmm.9662.

[8] Tiara Meliawati, Sweety Celendine Gerald, and Akhmad Edhy Aruman, "The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention," *Journal of Consumer Sciences* 8, no. 1 (2023): 77–92, https://doi.org/10.29244/jcs.8.1.77-92.

[9] Sultan Khamis Ali Al Mashrafi, Zaheer Ahmed Khan, and Corresponding Author, "Journal of Business and Management Studies Impact of Advantageous Campaigns on Customer-Brand Relationship Building Through Social Media Marketing," 2022, 34–41, https://doi.org/10.32996/jbms.

[10] P. Kotler and K.L Keller, *Manajemen Pemasaran*, 12th ed. (Jakarta: Erlangga, 2012).

[11] Tahir Matila, Aamir Shahzad, and None Saima, "Analyzing Consumer Buying Behavior Through Word of Mouth: An Empirical Assessment" 1, no. 1 (2023), https://doi.org/10.61503/cissmp.v1i1.14.

[12] Md. Shahed Mahmud et al., "Impact of Electronic Word of Mouth on Customers' Buying Intention Considering Trust as a Mediator: A SEM Approach," *Global Business Review* 25, no. 2_suppl (2020): S184–98, https://doi.org/10.1177/0972150920976345.

[13] C. J. Cobb-Walgren, C. A. Ruble, and N Donthu, "Brand Equity, Brand Preference, and Purchase Intent," *Journal of Advertising* 24, no. 3 (1995): 25–40; Philip. Kotler and Gary Amstrong, *Prinsip-Prinsip Pemasaran*, 13th ed. (Jakarta: Erlangga, 2016).

RESEARCH METHODS

A research design is a systematic framework created to address research questions by examining the interaction between variables to provide accurate answers. This design ensures that every step in the research process is structured effectively, allowing the results to appropriately respond to the objectives and hypotheses set. Sialen defines quantitative methodology as a research procedure aimed at collecting numerical data, which is then analysed using both descriptive and inferential statistical methods to derive objective conclusions.[14] This approach enables researchers to quantify variables and perform detailed analyses based on statistical calculations. In this study, a quantitative method with a descriptive approach was employed to collect numerical data, which was then analysed to describe and explain the phenomenon being studied. The descriptive approach in quantitative research allows for the identification of patterns, trends, and relationships between relevant variables, thereby providing a comprehensive understanding of the research problem.

This study utilises primary data, which the researchers obtained directly from original sources. Data collection involved respondents who provided direct answers to questions posed in the research instrument. The use of primary data ensures the accuracy and relevance of the information collected, allowing the research findings to reflect the true condition of the phenomenon under investigation. Arikunto describes primary data as information in the form of verbal responses, gestures, or behaviours from credible subjects, specifically the research informants, related to the variables being studied. In this study, primary data were obtained through questionnaires distributed to predetermined respondents, including medical students from the Faculty of Medicine (FK) and Faculty of Public Health (FKM), as well as healthcare professionals such as general practitioners, specialists, nurses, and pharmacists in Surabaya who have experience purchasing and using OneMed Antiseptic products.[15] This method was chosen to ensure that the data collected are relevant and representative of the target population. The respondents' questionnaire responses were numerically assessed and processed into statistical data using a Likert scale.

According to Sugiyono, the population refers to a group of individuals or subjects with specific characteristics relevant to the research.[16] This population consists of objects or subjects that meet predetermined criteria and possess the necessary qualities. In this study, the population includes general practitioners, specialists, nurses, and pharmacists residing in Surabaya who have purchased and used OneMed Antiseptic products. The population was selected to be analysed, and conclusions were drawn based on the data collected. Research should be conducted on well-defined

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[14] Valentika et al., "Implementasi Sosial Media Marketing Dalam Meningkatkan Jaringan Pasar."

[15] Valentika et al.

[16] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatig, Dan R&D* (Bandung: Alfabeta, 2018).

or limited populations to ensure that the data can be effectively analysed, providing results that accurately represent the population. By limiting the population, researchers can focus on gathering relevant information and drawing precise conclusions. The population for this study was 12,142 individuals, as reported by the Central Bureau of Statistics, comprising students from FK/FKM and health professionals who use OneMed Antiseptic products.

The sample is a subset of the population with the same characteristics. When the population is too large for comprehensive study due to time, energy, or financial constraints, researchers can select a sample.[17] In this study, the sample size was determined using the Isaac and Michael formula, resulting in a sample of 120 respondents drawn from the population of health workers and students in medicine and public health.[18] This sample was deemed sufficient to represent the population and provide reliable data for analysis.

RESULTS AND DISCUSSION

Convergent Validity

Convergent validity refers to the degree to which a measure of a construct correlates with other measures of the same construct within a model. It assesses the reliability of a composite score, which is the sum or average of several measures, in estimating the underlying latent variable. A loading factor value above 0.6 indicates that the indicator is valid and suitable for further analysis. However, if the loading factor value is below 0.6, the indicator should be excluded from the model to avoid complications in subsequent testing processes. This procedure ensures the accuracy and reliability of the analysis. Strong convergent validity confirms that the indicators accurately measure the intended construct, thereby preserving the integrity of the research findings.[19]

Table 1. Convergent Validity

	Brand Awareness (X1)	Purchase Decision (Y)	Social Media Marketing (X2)	WOM (Z)
X1.1	0.645			
X1.2	0.837			
X1.3	0.874			
X1.4	0.842			
X1.5	0.615			

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[17] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Bandung: CV. Alfabeta, 2017).

[18] Stephen Isaac and William B Michael, *Handbook in Research and Evaluation: A Collection of Principles, Methods, and Strategies Useful in the Planning, Design, and Evaluation of Studies in Education and the Behavioral Sciences, 3rd Ed.* (San Diego, CA, US: EdITS Publishers, 1995).

[19] R. H Hoyle, *Handbook Of Structural Equation Modeling* (United States od America: The Guilford Press, 2021).

X2.1			0.841	
X2.2			0.822	
X2.4			0.677	
X2.5			0.830	
Y.1		0.760		
Y.2		0.748		
Y.3		0.805		
Y.4		0.681		
Z.1				0.696
Z.3				0.755
Z.4				0.687
Z.5				0.631

Source: SmartPLS Data Processing, 2024

In the initial Convergent Validity test, the indicators Z.2, Z.6, and Y.5 were found to be invalid, requiring their removal to prevent interference with subsequent test results. After excluding these indicators, the Convergent Validity test was conducted again, yielding values greater than 0.6. Consequently, all the remaining indicators in the table were deemed valid.

Composite Reliability

Composite Reliability assesses the reliability of a composite score, which is derived from the sum or average of multiple measures, as an estimate of the underlying latent construct. This metric considers both the reliability of individual measures and the correlations among them. To ensure acceptable reliability, the Composite Reliability value must exceed 0.6.[20]

Table 2. Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Awareness (X1)	0.825	0.860	0.877
Purchase Decision (Y)	0.739	0.748	0.836
Social Media Marketing (X2)	0.804	0.818	0.872
WOM (Z)	0.638	0.640	0.787

Source: SmartPLS Data Processing, 2024

The table indicates that all Composite Reliability values exceed 0.6, confirming that all variables are reliable and suitable for analysis. This demonstrates that the composite scores,

[20] Hoyle.

calculated as the sum or average of multiple measures, effectively estimate the underlying latent construct.

R-Square

R-Square measures the degree to which the variation in the dependent variable is explained by the independent variables within a model. It indicates the proportion of variance in the dependent variable that is predicted or accounted for by the independent variables, reflecting the strength of their relationship. A higher R-Square value indicates a stronger model's ability to explain the variance in the dependent variable. This measure is analogous to the coefficient of determination (R^2) in multiple regression analysis. For adequate explanatory power, the R-Square value should exceed 0.5.[21]

Table 3. R-Square

	R Square	R Square Adjusted
Purchase Decision (Y)	0.409	0.395
WOM (Z)	0.512	0.504

Source: SmartPLS Data Processing, 2024

The R-Square value of 0.409 for Purchase Decision indicates that Brand Awareness, Social Media Marketing, and WOM collectively explain 40.9% of the variation in purchasing decisions. In other words, these three variables account for 40.9% of the changes in purchasing decisions. Additionally, the R-Square value of 0.512 for WOM signifies that 51.2% of the variation in WOM is explained by Brand Awareness and Social Media Marketing, meaning these two variables contribute 51.2% to changes in WOM.

F-Square

The F-Square assesses the significance of the overall model fit to the data and the strength of the influence, which may be categorized as small, moderate, or large.[22]

1. If the F-Square value is less than or equal to 0.02, the effect is considered small.
2. If the F-Square value falls between 0.03 and 0.15, the effect is classified as moderate.
3. If the F-Square value exceeds 0.15, the effect is deemed significant or strong.

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[21] Hoyle.
[22] Hoyle.

Table 4. F-Square

	Brand Awareness (X1)	Purchase Decision (Y)	Social Media Marketing (X2)	WOM (Z)
Brand Awareness (X1)		0.036		0.150
Purchase Decision (Y)				
Social Media Marketing (X2)		0.009		0.036
WOM (Z)		0.618		

Source: SmartPLS Data Processing, 2024

The calculation results indicate the following:

1. Brand Awareness exerts a moderate influence on Purchase Decision, with a value of 0.036. Since this value falls within the range of 0.03 to 0.15, it is categorized as a moderate effect.

2. Brand Awareness also has a moderate influence on WOM, with a value of 0.150, which lies within the same range, thus classifying the influence as moderate.

3. Social Media Marketing has a minor effect on Purchase Decision, with a value of 0.009. As this value is below 0.02, the effect is considered small.

4. Social Media Marketing has a moderate influence on WOM, with a value of 0.036. Since this value falls between 0.03 and 0.15, it is categorized as a moderate influence.

5. WOM has a significant influence on Purchase Decision, with a value of 0.618. Given that this value exceeds 0.15, it is classified as a strong effect.
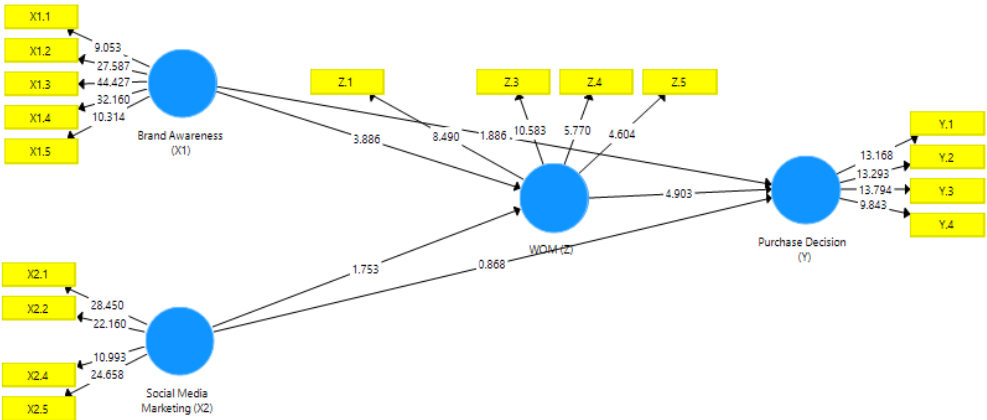

Figure. 1 Inner Model Path Coefficient

Source: SmartPLS Data Processing, 2024

Path Coefficent

The Path Coefficient is employed to assess the strength and direction of the relationship between two variables within a model, while considering the potential influence of other variables. Its purpose is to validate the direct relationship between the independent and dependent variables, excluding any mediating variables, in order to evaluate the accuracy of the proposed hypothesis.[23]

1. If the P-value is less than 0.05, this indicates a significant influence between the independent and dependent variables, including any intervening variables, thus supporting the hypothesis.
2. If the P-value is greater than 0.05, it suggests no significant influence between the independent and dependent variables, including intervening variables, leading to the rejection of the hypothesis.

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness (X1) -> Purchase Decision (Y)	-0.288	-0.280	0.153	1.886	0.060
Brand Awareness (X1) -> WOM (Z)	0.499	0.510	0.128	3.886	0.000
Social Media Marketing (X2) -> Purchase Decision (Y)	-0.134	-0.147	0.154	0.868	0.386
Social Media Marketing (X2) -> WOM (Z)	0.243	0.235	0.139	1.753	0.080
WOM (Z) -> Purchase Decision (Y)	0.865	0.872	0.176	4.903	0.000

Source: SmartPLS Data Processing, 2024

The table presents the following results:

1. The first hypothesis, which examines the effect of Brand Awareness on WOM, is accepted. This indicates a positive and significant relationship between Brand Awareness and WOM, as the P-value of 0.000 is less than 0.05.
2. The second hypothesis, regarding the influence of Social Media Marketing on WOM, is rejected. This suggests no significant relationship between Social Media Marketing and WOM, with a P-value of 0.080, which is greater than 0.05. The rejection of this hypothesis is attributed to the ineffective Social Media Marketing strategy of OneMed in generating WOM among students and medical personnel in Surabaya.

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[23] Hoyle.

3. The third hypothesis, which explores the effect of Brand Awareness on Purchase Decision, is rejected. This shows no significant relationship between Brand Awareness and Purchase Decision, as the P-value of 0.60 exceeds 0.05. The rejection implies that OneMed's Brand Awareness has not effectively influenced purchasing decisions among students and healthcare professionals in Surabaya.

4. The fourth hypothesis, concerning the influence of Social Media Marketing on Purchase Decision, is also rejected. With a P-value of 0.386, which is greater than 0.05, this indicates no significant impact of Social Media Marketing on Purchase Decision. The rejection highlights that OneMed's Social Media Marketing strategy has not successfully impacted purchasing decisions among students and medical personnel in Surabaya.

5. The fifth hypothesis, examining the effect of WOM on Purchase Decision, is accepted. There is a positive and significant relationship between WOM and Purchase Decision, as indicated by the P-value of 0.000, which is less than 0.05.

Specific Indirect Effect

The Specific Indirect Effect is used to assess the indirect influence of one variable on another through a mediating variable. It is determined by multiplying the path coefficients along the indirect path. For mediation analysis, the Specific Indirect Effect must demonstrate statistical significance.[24]

1. If the P-Value is less than 0.05, it signifies that the independent variable influences the dependent variable through the mediating variable, and thus the hypothesis is accepted.

2. If the P-Value exceeds 0.05, it indicates that there is no influence of the independent variable on the dependent variable via the mediating variable, leading to the rejection of the hypothesis.

Table 7. *Speciffic Indirect Effect*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness (X1) -> WOM (Z) -> Purchase Decision (Y)	0.432	0.444	0.135	3.203	0.001
Social Media Marketing (X2) -> WOM (Z) -> Purchase Decision (Y)	0.210	0.208	0.136	1.546	0.123

Source: SmartPLS Data Processing, 2024

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[24] Hoyle.

The table presents the following findings:

1. The sixth hypothesis, which examines the effect of Brand Awareness on Purchase Decision mediated by WOM, is accepted. This indicates a positive and significant relationship between Brand Awareness and Purchase Decision through the mediation of WOM, as evidenced by a P-value of 0.001, which is below the 0.05 threshold.

2. The seventh hypothesis, concerning the effect of Social Media Marketing on Purchase Decision mediated by WOM, is rejected. This suggests no significant relationship between Social Media Marketing and Purchase Decision via WOM mediation, as the P-value of 0.123 exceeds 0.05. The rejection is due to the limited ability of OneMed's Social Media Marketing to generate WOM among students and medical professionals in Surabaya, which consequently fails to influence Purchase Decision.

CONCLUSIONS

Based on the analysis and discussion of the hypotheses, the following conclusions can be drawn: The first hypothesis, regarding the effect of Brand Awareness on WOM, is accepted. The second hypothesis, which examines the effect of Social Media Marketing on WOM, is rejected because OneMed's Social Media Marketing has been less effective in generating WOM among students and medical professionals in Surabaya City. The third hypothesis, concerning the effect of Brand Awareness on Purchase Decision, is also rejected, as OneMed's Brand Awareness has not sufficiently influenced purchasing decisions within the same demographic. Similarly, the fourth hypothesis, related to the impact of Social Media Marketing on Purchase Decision, is rejected due to the ineffectiveness of OneMed's Social Media Marketing strategy in shaping purchase decisions among students and healthcare professionals in Surabaya. The fifth hypothesis, assessing the effect of WOM on Purchase Decision, is accepted. The sixth hypothesis, which posits that Brand Awareness affects Purchase Decision through WOM mediation, is accepted. Finally, the seventh hypothesis, concerning the effect of Social Media Marketing on Purchase Decision mediated by WOM, is rejected because OneMed's Social Media Marketing has not effectively fostered WOM, thereby failing to influence purchasing decisions among the targeted group in Surabaya.

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