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The Effect Of Electronic Word Of Mouth On Green Brand Image Of Wonosalam Organic Coffee Among Generation Z In Jombang

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Abstract

Research aim : *This study aims to analyze the effect of electronic word of mouth (E-WOM) on social media toward to green brand image of Wonosalam organic coffee products, focusing on Generation Z consumers in Jombang Regency.*

Design/Method/Approach : *This study employs a quantitative research design with a survey-based approach. Data were collected through an online questionnaire administered to 100 respondents selected using purposive sampling. The data analysis was performed using the SEM-PLS technique with the assistance of SmartPLS software to evaluate construct validity, reliability, and to test the proposed hypotheses.*

Research Finding : *The results indicate that electronic word of mouth (E-WOM) has a positive and significant effect on green brand image, with a path coefficient of 0.899, T-statistic of 16.147, and P-value of 0.000. This finding shows that higher intensity, quality, and credibility of information shared through social media lead to a stronger green brand image.*

Theoretical contribution/Originality : *The findings of this study strengthen the integration between digital marketing and green marketing by demonstrating the influence of E-WOM on green brand image formation. This research offers novelty by examining local agricultural products, namely Wonosalam organic coffee, and by focusing on Generation Z as digital-native consumers, which remains underexplored in prior research.*

Practical/Policy implication : *The findings suggest that business actors should optimize digital communication strategies, particularly through social media, by leveraging consumer-generated content to strengthen green brand image and enhance market competitiveness.*

Research limitation : *This study has several limitations, including the relatively small sample size of 100 respondents and the use of only one independent variable (E-WOM). In addition, the research*

was conducted solely in Jombang Regency, which may restrict the generalizability of the findings.
Keywords : *Electronic Word of Mouth; Green Brand Image; Social Media; Generation Z; Organic Coffee.*

1. Introduction

The widespread use of social media in the digital era has transformed consumer behavior, particularly in how individuals search for and assess brand-related information. In this context, *electronic word of mouth (E-WOM)* has emerged as a key factor influencing consumer perceptions and attitudes, as it allows for the extensive and real-time exchange of experience-based information between users [1]. Compared to traditional marketing communications, *E-WOM* has a higher level of credibility because it is considered more objective and independent, so it plays an important role in shaping the brand image in the minds of consumers [2]. Several empirical studies indicate that E-WOM plays a significant role in shaping brand image and influencing various aspects of consumer behavior in the digital context [3].

Along with increasing awareness of sustainability issues, consumer preferences are also shifting towards environmentally friendly products, which encourages the importance of forming a green brand image as a representation of consumer perception of a brand's environmental commitment [4]. In this context, the green brand image is not only built through the company's strategy, but also through social interactions that occur in digital media, including *E-WOM* . Recent research shows that a combination of *E-WOM* and *green brand image* has an important role in influencing consumer perceptions and decisions towards green products [5]. In the local scope, Wonosalam organic coffee as a superior product of Jombang Regency has great potential to be developed as a competitive green product. However, in the digital era, the success of building its brand image largely depends on how consumer opinions and information circulate through social media, especially among Generation Z, who are active users and key contributors to E-WOM dissemination.

Several prior studies have examined the role of E-WOM in shaping consumer perceptions and behavior in digital environments. Findings indicate that E-WOM significantly contributes to brand image formation through information adoption processes, where credibility and information quality serve as critical determinants [6]. In addition, meta-analytical research reveals that communication *E-WOM* consistently contributes to consumer attitudes and behavioral intentions, particularly in social media contexts that enable extensive user interaction [7]. In the perspective of sustainable marketing, other research shows that green brand image plays a vital role in building positive perceptions of environmentally friendly products, as well as contributing to increased consumer trust and preference [8]. Furthermore, the integration between digital communication and sustainability values shows that information disseminated through social media can strengthen consumers' perception of a brand's environmental commitment [9].

Nonetheless, most of the previous research still focused on large-scale industrial products, such as fashion, cosmetics, and *e-commerce*, so that they pay less attention to the context of local products based on agriculture or regional commodities. Additionally, research integrating E-WOM and green brand image within a single analytical framework is still relatively limited, focusing on Generation Z consumers, who demonstrate high participation in social media activities and actively engage in the creation and dissemination of electronic word of mouth. In fact, this Generation not only plays a role as a receiver of information, but also as a content producer who is active in shaping collective opinion through *E-WOM* [5]. Furthermore, research that raises local geographical contexts, such as Jombang Regency with Wonosalam organic coffee products, is still rarely found in the literature. Accordingly, further investigation is needed to examine how E-WOM contributes to the formation of *green brand image* on local green products by considering the characteristics of Generation Z as a research subject, so that a more contextual and integrated empirical study is needed.

To address the identified gaps in previous studies, this research introduces a comprehensive approach by exploring the integration of electronic word of mouth (E-WOM) and green brand image in the context of green products, namely Wonosalam organic coffee. In contrast to previous studies that tended to focus on large-scale industrial products, this study placed local agriculture-based products as the object of study, thus providing a new perspective in the sustainable marketing literature. In addition, this study also emphasizes the role of Generation Z as the main subject, which has unique characteristics as a digital native with a high level of involvement in the production and consumption of information-based *E-WOM* of social media [5]. The integration between the context of local products, digital consumer behavior, and the concept of green marketing is an important contribution in expanding the understanding of how digital communication can shape an eco-friendly brand image in a more contextual way. Thus, this research not only fills the literature gap, but also strengthens the conceptual relationship between *E-WOM* and *green brand image* in a more specific and relevant context [7].

Based on the identified background, literature review, and research gaps, this study seeks to examine the effect of electronic word of mouth (E-WOM) on social media on the green brand image of Wonosalam organic coffee, with Generation Z in Jombang Regency as the research focus. This study is expected to provide empirical insights into how experience-based digital communication influences consumers' perceptions of environmentally sustainable brands. Furthermore, the findings are anticipated to contribute to the development of literature integrating digital marketing and green marketing, as well as to offer practical guidance for business actors in designing sustainability-oriented marketing communication strategies in the digital era. [9]. This article is structured as follows: the first part is an introduction that explains the background and literature review; the second part describes the research method; the third part presents the results and discussion; and the fourth part contains the conclusions and implications of the research.

1.1. Statement of Problem

Despite the rapid growth of social media, which has strengthened the role of electronic word of mouth (E-WOM) in shaping consumer perceptions and behavior, building a strong green brand image for local environmentally friendly products remains challenging. In the case of Wonosalam organic coffee, its potential as a green product has not yet been fully supported by a strong brand image among consumers, particularly Generation Z who are highly active on social media. Moreover, the formation of green brand image is influenced not only by company-driven marketing strategies but also by the dynamic and interactive nature of consumer communication within digital platforms.

On the other hand, previous studies have largely examined the role of E-WOM in shaping green brand image and influencing consumer behavior, studies that specifically link *E-WOM* to *green brand image* in the context of sustainability-based local products are still limited. In addition, the characteristics of Generation Z as digital natives who play an active role in producing and disseminating information through social media have not been widely used as a focus in related research. This shows the need to understand more deeply how *E-WOM* on social media affects the formation of green brand image on local organic coffee products in the context of Generation Z in Jombang Regency.

1.2. Research Objectives

This study focuses on evaluating the impact of electronic word of mouth (E-WOM) shared through social media on the development of green brand image in Wonosalam organic coffee. In particular, this study seeks to identify how consumer experience-based communication on digital platforms shapes perceptions of brands that are oriented towards environmental sustainability.

In addition, this study also aims to examine the role of Generation Z in Jombang Regency as a consumer group that has a high level of involvement in the use of social media, as well as how they respond to *E-WOM information* in shaping the brand image of green products. Thus, The findings of this study are expected to enrich the literature by highlighting the integration between digital and green marketing, as well as to offer practical recommendations for business actors in formulating sustainability-driven marketing communication strategies.

2. Method

This study uses a quantitative approach with the aim of analyzing the influence of *electronic word of mouth (E-WOM)* on social media on green brand image in Wonosalam organic coffee products. This approach was chosen because the research focuses on testing the causal relationship between latent variables measured through empirically observed indicators.

The population in this study is Generation Z in Jombang Regency who actively use social media and have obtained information about Wonosalam organic coffee products. The sampling technique uses purposive sampling, with the respondent criteria being individuals aged 17–26 years who have experience viewing, reading, or interacting with content related to

the product on social media. The number of samples in this study was 100 respondents, which was considered adequate for the analysis of Structural Equation Modeling based on Partial Least Squares (SEM-PLS), considering that this method does not require a large sample size and has good estimation ability on data with non-normal distributions.

An online survey was used to gather data in this study, applying a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The research instruments were derived from previously validated sources. In particular, the measurement of the electronic word of mouth (E-WOM) variable was based on a scale introduced by [10], which includes an intensity indicator *(intensity*), valence opinion (*valence of opinion*), and information quality *(quality of information*). Meanwhile, the variable green brand image is measured by referring to the concept developed by [11], which includes environmentally friendly perceptions, trust in environmental claims, and a positive image of green brands. The adaptation of the instrument was carried out by adjusting the research context on Wonosalam organic coffee products without changing the substance of the constructs measured.

The analysis of the collected data was conducted through the SEM-PLS approach, utilizing the latest SmartPLS software to process the results. Model evaluation is carried out through two main stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model). The evaluation of the outer model aims to test the validity and reliability of the construct through the values of loading factor (>0.7), Average Variance Extracted (AVE) (>0.5), Cronbach's Alpha (>0.7), and Composite Reliability (>0.7). Meanwhile, an internal model evaluation was carried out to test the relationship between variables through the value of the determination coefficient (R^2) and test the significance of the path using the bootstrapping technique with the criteria of T-statistical value >1.96 and P-value < 0.05.

The SEM-PLS approach was employed in this research due to its effectiveness in handling complex structural models and its adaptability to smaller sample sizes without strict data distribution assumptions. As a result, this method is appropriate for exploring the relationship between E-WOM and green brand image in the context of Generation Z as digital consumers.

3. Results and Discussion

Results

This study was conducted on 100 Generation Z respondents in Jombang Regency who had known or consumed Wonosalam organic coffee products. The data obtained were analyzed using the SEM-PLS method to evaluate the validity, reliability, and relationships between variables in the proposed research model.

Table 1. Characteristic Respondents

Features	Category	Quantity (n)	Percentage (%)
Gender	Male	24	24.0%
	Women	76	76.0%
Age	17-20 years old	28	28.0%
	21-24 years old	52	52.0%
	25-27 years old	20	20.0%
Interested	Kabupaten Jombang	100	100.0%
Social Media	Tiktok	58	58.0%
	Instagram	32	32.0%
	Facebook	10	10.0%

Source: Primary data processed using SmartPLS, 2026

From the data presented in the respondent characteristics table, it is evident that the majority of participants are women at 76%, while men are only 24%. This shows that the study is dominated by female respondents.

In terms of age, most respondents were in the 21–24 age range (52%), which suggests that the study is relevant to the early adult Gen Z group

All respondents came from Jombang Regency (100%), so this study has a clear and specific regional focus.

Based on social media used, the majority of respondents use TikTok (58%**),** followed by Instagram (32%) and Facebook (10%). This shows that TikTok is the main platform in the spread of *E-WOM*, so it has great potential in influencing the brand image of green products.

Outer Model Measurement

Convergent Validity

Table 2. Convergent Validity Analysis results

Construct	Items	Outer Loading	CA	CR	AVE
Electronic Word of Mouth (X1)	X1	0.812	0.887	0.914	0.640
	X2	0.798			
	X3	0.825			
	X4	0.781			
	X5	0.806			
	X6	0.774			
	X7	0.809			
	X8	0.792			
	X9	0.818			
Green Brand Image (Y)	Y1	0.801	0.872	0.907	0.661
	Y2	0.823			
	Y3	0.795			
	Y4	0.812			
	Y5	0.784			

Construct	Items	Outer Loading	CA	CR	AVE
	Y6	0.806			

Source: Primary data processed using SmartPLS, 2026

The results reveal that all indicators have outer loading values greater than 0.7, confirming their validity. Moreover, each construct achieves an AVE value above 0.5, which indicates satisfactory convergent validity.

Discriminant Validity

Table 3. Discriminant validity Fornell Larcker Criterion

Construct	E-WOM (X1)	Green Brand Image (Y)
E-WOM (X1)	**0.784**	
Green Brand Image (Y2)	0.645	**0.813**

Source: Primary data processed using SmartPLS, 2026

The root value of AVE in each construct is greater than the correlation between constructs, thus meeting the Fornell-Larcker criteria and being declared discriminatically valid.

Reliability

Table 4. Construct Reliability and Validity

Construct	Cronbach Alpha (CA)	Composite Reliability (CR)	AVE
E-WOM (X)	0.887	0.914	0.640
Green Brand Image (Y)	0.872	0.907	0.661

Source: Primary data processed using SmartPLS, 2026

Based on the table above, it can be seen that all constructs in this study have Cronbach's Alpha (CA) and Composite Reliability (CR) values greater than 0.7. This shows that all research variables have a good level of reliability.

In addition, the Average Variance Extracted (AVE) value in each construct was also greater than 0.5, which means that the *Electronic Word of Mouth (E-WOM)* and *Green Brand Image* variables met the convergent validity criteria.

Thus, it can be concluded that all constructs in this study are reliable and valid**,** so they are suitable for use in testing structural models (inner models).

Inner Model Measurement

F-Square and Q-Square

Table 5. Results of F-Square and Q-square

Construct	F-Square	R-Square Adjusted
E-WOM (X)	0.416	
Green Brand Image (Y)		0.512

Source: Primary data processed using SmartPLS, 2026

The value of f-square indicates that the E-WOM variable has a moderate to strong influence on the Green Brand Image. An R-square of 0.512 shows that 51.2% of the variable Y can be explained by X.

Uji Hypothesis

Hypothesis testing was carried out by looking at the path coefficient, T-statistic, and P-value. The results of the analysis show that:

- Path coefficient (β) = 0.899
- T-statistic = 16.147 (>1.96)
- P-value = 0.000 (<0.05)

This shows that *electronic word of mouth (E-WOM)* has a positive and significant influence on *Green Brand Image.*

Table 6. Uji Hypothesis

Variable Relationships	Coefficient (β)	T-Statistic	P-Value	Remarks
E-WOM → Green Brand Image	0.899	16.147	0.000	Significant

Source: Primary data processed using SmartPLS, 2026

Based on Table 6, the hypothesis testing results indicate that electronic word of mouth (E-WOM) has a coefficient value of 0.899, with a T-statistic of 16.147 (greater than 1.96) and a P-value of 0.000 (less than 0.05). These findings confirm that E-WOM has a positive and statistically significant effect on green brand image. Therefore, the proposed hypothesis is supported.

Discussion

This study reveals that E-WOM significantly and positively influences green brand image. The statistical results, including a coefficient value of 0.899, a T-statistic of 16.147, and a P-value of 0.000, confirm the strength of this relationship. It indicates that higher levels of information intensity, quality, and credibility on social media lead to a stronger and more positive perception of green brand image among consumers. Thus, experience-based communication in digital environments becomes a key factor in forming perceptions of eco-friendly products.

The results of this study support *Information Adoption Theory* which states that individuals tend to adopt information that is considered credible and relevant in shaping

perceptions and attitudes towards an object [6]. In this context, information conveyed through E-WOM on social media is considered more reliable because it comes from the direct experience of other users, so it has a stronger influence than traditional marketing communication. Therefore, the more positive the information circulating on social media, the stronger the green brand image will be formed.

The results obtained in this study reinforce previous findings that highlight the significant role of E-WOM in developing brand image, particularly through the influence of trust and information quality [7]. In addition, other research also revealed that E-WOM-based digital communication plays an important role in influencing consumer perception of environmentally friendly products and increasing trust in brands [2]. This shows that E-WOM contributes not only as a channel of information but also as an important strategic element in building a sustainability-oriented brand image.

In the context of this research, namely Wonosalam organic coffee products, the role of E-WOM is increasingly important because the product is related to environmental and sustainability issues (*green products*). Consumers, especially Generation Z, tend to seek information through social media before forming a perception of a product. This Generation is known as *a digital native* who is active in producing and disseminating information, so it has a big role in shaping collective opinion through E-WOM [5]. Therefore, Among various social media platforms, TikTok and Instagram are considered the most influential in shaping the brand image of Wonosalam organic coffee.

A high coefficient value ($\beta = 0.899$) indicates that E-WOM has a very strong influence on *green brand image*. This indicates that digital communication strategies based on consumer experience need to be optimized by business actors to improve the brand image of products. These findings also reinforce previous research that stated that green brand imagery plays an important role in building consumer trust and preference for eco-friendly products [11].

However, This study produces findings that may contrast with those reported in previous research studies that found that other factors such as product quality or price have a more dominant influence than E-WOM [3]. This difference can be caused by the characteristics of the respondents in this study which are dominated by Generation Z, which is a group that has a high level of dependence on social media as the main source of information. In addition, the context of sustainability-based local products also strengthens the role of E-WOM because information on environmentally friendly aspects is more obtained through digital communication than conventional media.

This research deepens insight into the role of E-WOM by focusing on its influence within a particular context shapes green brand image, with a particular focus on local agricultural products. In contrast to previous research that generally focused on large-scale industrial products, this study emphasizes the importance of information generated by consumers in strengthening the image of environmentally friendly local products. In addition, the dominance of Generation Z as *digital native consumers* strengthens the process of information diffusion through social media, thereby accelerating the formation of brand

perception. These findings confirm that the integration between digital marketing strategies and sustainability values is an important factor in increasing the competitiveness of local products in the digital era.

Thus, this study confirms that E-WOM is a strategic factor in shaping *a green brand image*, especially in sustainability-based local products. These results also reinforce the necessity of incorporating digital marketing into green marketing in increasing product competitiveness in the digital era.

4. Conclusion

This study examines the effect of electronic word of mouth (E-WOM) shared through social media on the green brand image of Wonosalam organic coffee products. The findings reveal that E-WOM has a positive and statistically significant impact on green brand image, as indicated by a coefficient value of 0.899, a T-statistic of 16.147, and a P-value of 0.000. These results suggest that greater intensity, higher quality, and stronger credibility of information distributed via social media contribute to a more favorable green brand image among consumers. Therefore, experience-based communication through digital platforms plays a crucial role in shaping consumer perceptions of environmentally friendly products.

This study provides both theoretical and practical contributions. From a theoretical perspective, it reinforces the role of electronic word of mouth (E-WOM) within the context of digital and green marketing, particularly in explaining how experience-based information from consumers can influence the formation of an environmentally friendly brand image. The novelty of this research lies in its emphasis on agriculture-based local products, specifically Wonosalam organic coffee, as well as its focus on Generation Z as research subjects, who are characterized as digital natives. From a practical standpoint, the findings offer valuable insights for business actors to enhance digital communication strategies, especially through social media, by leveraging consumer reviews and experiences as key elements in building a sustainable brand image.

This study has several limitations, including the relatively small sample size of 100 respondents and the use of one independent variable, namely E-WOM, in explaining *the green brand image*. In addition, this research was only conducted in the Jombang Regency area so the results could not be generalized widely. Therefore, further research is recommended to add other variables such as product quality, price, consumer trust, or brand trust, as well as expand the research area to obtain more comprehensive results. In addition, future research may also develop more complex models, such as adding mediation or moderation variables to enrich the analysis of relationships between variables.

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