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Analysis of The Influence of Promotion and Electronic Word of Mouth (E-WOM) on Membership Growth (Study of Araya Stable's Instagram Social Media 2025)

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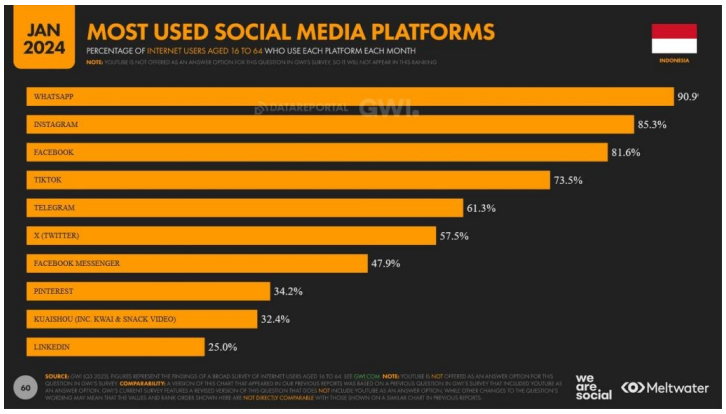
Abstract: This analysis investigates the effects of social media promotion and Electronic Word of Mouth (E-WOM) on member expansion at Araya Stable Yogyakarta in 2025. The rapid proliferation of social media and the efficacy of E-WOM as a marketing approach, especially in the expanding post-pandemic equestrian training sector, underpins this investigation. A descriptive quantitative methodology was utilized, with questionnaires given to 100 participants, encompassing prospective and current members of Araya Stable. The gathered data were processed using SPSS 15.0. The results indicate that social media impacts membership growth significantly, while E-WOM does not demonstrate statistically relevant influences. Combined, these two variables explain 25.7% of membership growth, with the balance influenced by other elements. Based on these findings, it is determined that refining social media promotional content is vital for attracting potential members, while E-WOM strategies need additional improvement. This study strives to offer practical suggestions to improve digital marketing effectiveness, consequently aiding the business growth of Araya Stable Yogyakarta.

Keywords: Social Media Promotion, Electronic Word of Mouth (E-WOM), Membership Growth, Araya Stable, Digital Marketing.

INTRODUCTION

In the rapidly growing digital era, social media has become an inseparable part of people's lives. Instagram, as one of the popular social media platforms, is not only used for social interaction but also becomes a strategic tool for businesses to reach customers. Based on data quoted from (*Hootsuite (We Are Social): Indonesia Digital Data 2024*) , social media users in Indonesia reached 139 million, with Instagram ranking as the second most-used platform. This phenomenon opens up new opportunities for businesses, by utilizing social media as part of their marketing strategy.

Figure



Source: Hootsuite (We are Social): Indonesian Digital Data 2024
https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/

On the other hand, Electronic Word of Mouth (E-WOM), or digital recommendations, is also a significant factor in influencing consumer decisions. E-WOM is considered more credible in influencing consumers because it is based on direct user experience, whether through internet reviews, comments, or posts related to a business on social media or digital platforms. In their book, Kotler & Keller (2022) stated that E-WOM can build trust and consumer interest in using a product more effectively than traditional advertising. In the context of the equestrian training service business, both social media promotion strategies and E-WOM can be key drivers in member growth, especially in the post-pandemic era, where equestrian sports have become an alternative outdoor activity chosen by the public because it is an activity that does not require direct physical contact with other people (Gunawan Sutanto, 2021) .

Araya Stable Yogyakarta is one of the horse-riding training providers actively using Instagram as a promotional medium. There has been no in-depth analysis of the role of social media promotion and e-WOM in Araya Stable's membership growth. Understanding the effectiveness of these two strategies can help businesses utilize marketing resources more efficiently. A study by Rahmah & Wibowo (2020) showed that social media promotion has a significant influence on visitor interest. Furthermore, research by Prasetiyo & Hidayat (2019) emphasized the role of e-WOM in consumer purchasing decisions.

This study aims to analyze the influence of Instagram social media promotion and E-WOM on the growth of Araya Stable Yogyakarta members in 2025. The results of this study are expected to provide strategic recommendations for Araya Stable in optimizing digital marketing, as well as providing academic literature related to the role of social media and E-WOM, especially in the service industry.

In the context of service marketing, the decision to visit can be interpreted as the same as making a purchase decision. According to Kotler & Keller (2022), there are five stages in the consumer purchasing decision process: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Formulation of the problem

According to Kotler & Keller (2022), there are five stages in the consumer purchasing decision process: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Based on the background phenomena described previously, the research questions are as follows:

1. How does Araya Stable Yogyakarta implement social media promotion?
2. What is the perception of Electronic Word of Mouth (E-WOM) from the social media promotion carried out by Araya Stable Yogyakarta?

3. How much influence do social media promotion and E-WOM have on membership growth at Araya Stable Yogyakarta?

Previous Research

In this literature review, the researcher examined several previous studies to establish a clear distinction and focus or the current research. These previous studies served as references for this study. The following is a detailed overview of these studies.

Table 1
Previous Research Table

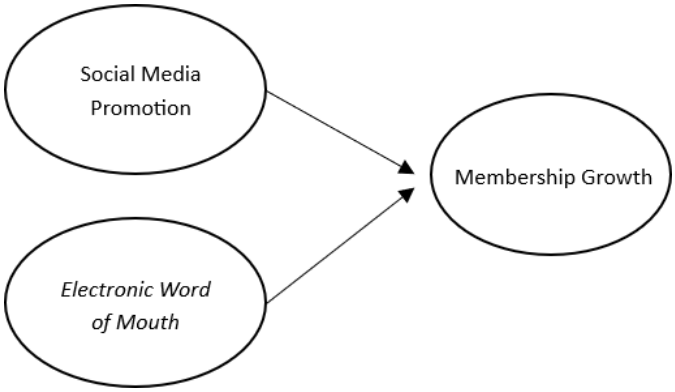
NO	NA%A DAN JUDUL	VARIABLE PENELITIAN	PERSA%AAN	PERBEDAAN
1	**Philip Kotler; Kevin Lane Keller. AleGander Chernev** **Judul:** #arketin+ #ana+e,ent	#arketin+ #ana+e,ent science	E0plain basic ,arketin+ concept	Research object as the book only covers basic concept in ,arketin+
2	**SaEpurno Wibowo; S.E.; %.Si** **Judul:** Introduction to Business #ana+e,ent	Introduction to Business #ana+e,ent Science	E0plains basic business conceptsG service ,arketin+ ¸ ana+e ¸ ent de ¸ andG supplyG and ,arketin+ ,iO	Different research objects as the book only covers basic concepts in business ,ana+e,ent
3	**Nurul Fauziyah RahEah; SaEpurno Wibowo; S.E.; %.Si2** **Judul:** Pen+aruh Pro,osi Sosial #edia Insta+ra, Dan Facebook Terhadap Keputusan Berkunjun+ Wisatawan Di TA,an Wisata Ala, Gunun+ Papandayan Tahun 2020	Social ,edia pro,otion and its influence on visitation decisions	Analyzes social ,edia pro,otions by co,panies and their i,pact on tourists	Different research objects
4	**GreNi´c; %.Q Bobi´c; T.Q Gantner; R.Q Gantner; V.** **Judul:** The Use of Di+ital #edia in Equestrian Clubs in Croatia.	Social ,edia usa+e and its i,pact on club ,e,bers	Analyzes social media platforms used by equestrian clubs and their impact on member	Different research objects
5	**Nurrizkia nabila iEbawandono; SaEpurno Wibowo** **Judul:** Analisis Electronic Word Of #outh di Sosial #edia Insta+ra, dan Twitter Terhadap #inat Beli (Studi pada Produk IndiHo,e Kota Purwakarta Tahun 2021)	Analyzes E-WO# on Insta+ra, and Twitter social ,edia accounts re+ardin+ purchase interest	Analyzes Electronic Word of #outh on social ,edia	Different research objects
Y	**Abas Sunarya; dkk** **Judul:** #edia Video Seba+ai Sarana Pro,osi Pada Kasaya Equestrian Kabupaten Tan+eran+	Pro,otional ,edia used by Kasaya Stable to increase visitor nu,bers	E0palains pro,otional tools to boost vistors	Different research objects and qualitative research ,ethods

7	**R. $anik) S. Wibowo** **Judul:** NALISIS PENJUALAN BERDASARKAN PENGEFBANGAN KONTEN FEDIA SOSIAL (Studi UFK At5osphere Beauty Kota BukittinKKi pada 5edia Tiktokshop dan Shopee Tahun 2023)	Analyzes the influence of content develop5ent on sales	Analyzes the i5pact of social 5edia on sales	Different research object
8	**$ila Popi Purna7a) Sa7purno Wibowo** **Judul:** PenKaruh Electronic Word Of Fouth Di Sosial Fedia InstaKra5 Terhadap Proses Keputusan Pe5belian Paytv Transvision Studi Kasus : Transvision Kota BandunK 2020	Analyzes the influence of E-WOF on InstaKra5 social 5edia on purchasinK decisions	Both analyze the i5pact of social 5edia 5arketinK and Electronic Word of Fouth on product purchases/usaKe	Different research object
U	**Eren Nanda Sitepu) Sa7purno Wibowo** **Judul:** PenKaruh Electronic Word Of Fouth Dan Viral FarketinK Di InstaKra5 Terhadap Finat BerkunjunK Wisatawan Ke Kota BandunK (sebuah Studi TentanK KunjunKan Wisatawan Ke Kota BandunK Tahun 2020)	The influence of E-WOF and viral 5arketinK on social 5edia	Analyzes the i5pact of E-WOF on visitation interest	Different object
10	**O. Aprilianti) S. Wibowo** **Judul:** Analisis Iklan Pada Fedia Sosial InstaKra5 Dan Reputasi Ferek Terhadap Finat Beli Pada Indiho5e Buah Batu Kota BandunK Tahun 201U	Social 5ediaY brand reputationY and purchase interest	Related to social 5edia pro5otion and its influence on purchase interest	Different research object

Research Framework

This study aims to examine the influence of social media promotion and *word of mouth* on member growth, specifically focusing on horse training services. By understanding the role of social media promotion and *word of mouth* on member growth, this study aims to provide the most effective strategies for increasing and retaining members in horse training services, particularly at Araya Stable Yogyakarta.

Figure
Framework



Research Hypothesis

A hypothesis is a tentative assumption derived from theory and previous research, tested for accuracy within the study. A hypothesis serves as a guideline for proving the relationship between the variables being studied. According to Sekaran & Bougie (2016), in their book " *Method for Business,* " a hypothesis is a logical, testable statement that explains the relationship between two or more variables. A hypothesis functions as a tentative assumption based on theory or previous research findings, which will later be proven through data collection and analysis. The hypotheses developed by the authors in this study are as follows:

1. Hypothesis (H_0): social media and electronic word-of-mouth promotion strategies have no significant effect on membership growth at Araya Stable Yogyakarta.
2. Alternative hypothesis (H_1): social media and electronic word-of-mouth promotion strategies have a significant effect on membership growth at Araya Stable Yogyakarta.

METHOD

Based on the explanation above, it can be seen that this study uses a quantitative approach to objectively measure the influence of the variables of Social Media Promotion (X1) and *Electronic Word of Mouth* (X2). Furthermore, this study applies a descriptive method to describe the characteristics of the research variables without making broader generalizations. By combining these two approaches, this study can provide a detailed picture of the impact of digital promotion and *Electronic Word of Mouth* on member development at Araya Stable Yogyakarta.

This research uses a descriptive quantitative method to provide objective and measurable results. This aligns with the theory (Sekaran & Bougie, 2016) , which explains that descriptive research aims to systematically describe the characteristics of a particular market or phenomenon. In the context of this research, a descriptive quantitative method was used to analyze the position of the variables studied, namely the influence of social media promotion and *electronic word of mouth on member* growth at Araya Stable.

This research was conducted using a virtual case study approach, focusing on Araya Stable Yogyakarta as the research object. Data collection was conducted online through the distribution of questionnaire links, which were then collected and processed into primary data sources for this study. Based on the duration, this research was conducted for 3 months, calculated from the time the questionnaire was first distributed. The research questionnaire, containing statements related to the research variables, was distributed for validity and

reliability testing in March, followed by distribution of questionnaires to the entire sample until the researcher finally processed the data in June 2025.

RESULTS AND DISCUSSION

Descriptive Analysis

In order to analyze the influence of social media promotion and Electronic Word of Mouth on member growth (study at Araya Stable Yogyakarta 2025). Researchers distributed questionnaires to 100 respondents, where respondents were users of Araya Stable services, both prospective members and those who were already permanent members. The questionnaire applied a 5-point Likert scale: strongly disagree (SD), disagree (D), neutral (N), agree (A), and strongly agree (SA). Each statement in the questionnaire was adjusted to the research variables, namely: Social Media Promotion (X1), Electronic Word of Mouth (X2), and Member Growth (Y).

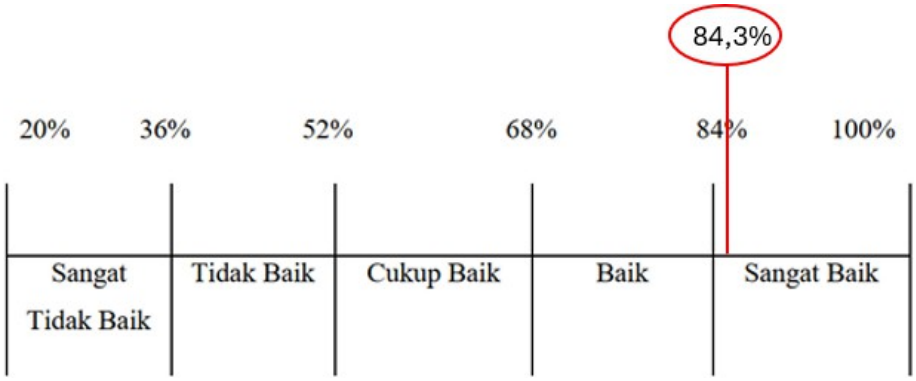
Descriptive Analysis Results

This study uses descriptive statistical analysis, to provide an overview or description of questionnaire data seen from the average (mean), standard deviation, variance, maximum, minim`um, sum, range, kurtosis and skewness. The questionnaire contains statements related to each research variable, using 100 samples. Responses for each variable Social Media Promotion (X1), Electronic Word of Mouth (X2), and Membership Growth (Y) can be seen through data that has been processed and converted into a continuous line, namely as follows:

Social Media Promotion Analysis (X1)

Figure

Continuum Line Diagram of Social Media Promotion Variable (X1)



Source: Data processed by the author, 2025

Based on the calculation results of the Social Media Promotion variable statement (X1), the average percentage is 84.3%. When measured through the assessment continuum line, the percentage results for this variable fall into the very good category. This indicates that the majority of respondents gave positive responses to each statement indicator related to the social media promotion variable. Through these assessment results, it can be indicated that the quality of information and content in social media promotions has a high influence in guiding potential loyal customers. The more informative and interesting the content on social media, the higher the member growth rate .

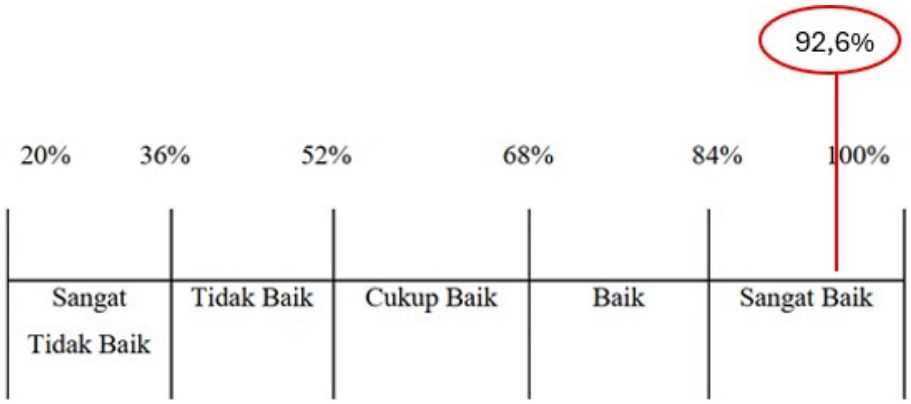
These findings align with Wibowo's (2021) research, which concluded that positive content from other users can increase trust and purchase intention. Purnama & Wibowo (2020) research found that electronic word of mouth, particularly on Instagram, influences the decision to use Transvision services. This is likely because consumers consider reviews on social media to be more credible than traditional advertising. In the context of horse training services at Araya Stable, e-WOM not only increases appeal but also influences the interest of potential

members through testimonials and content shared by others. This aligns with Kotler & Keller's (2022) e-WOM theory on the role of digital marketing communications. In the context of the horse training service business at Araya Stable, using an e-WOM strategy indicates that Araya Stable has succeeded in converting consumer interest into tangible member growth.

Member Growth (Y)

Figure 1

Continuum Line Image of Member Growth Variable (Y)



Source: Data processed by the author, 2025

Based on the calculation results shown in the table above, the percentage points obtained from respondents' responses to the Member Growth variable were 92.6%. When viewed on a continuous line, this percentage value falls into the very good category. This indicates that the majority of respondents gave a positive assessment to the member growth variable statement indicator. This also reflects consumer satisfaction and willingness to continue using the service and recommend it to others.

This high presentation cannot be separated from the effectiveness of the promotional strategy implemented by Araya Stable, both through social and electronic media. Word of mouth , which can strengthen the trust and interest of potential members. This finding aligns with research (Rahmah & Wibowo, 2020a) , which states that easy-to-understand, accurate, and engaging social media content significantly impacts customer decisions in using a product. The combination of digital promotion and electronic word of mouth has been proven to create sustainable growth (Wibowo, 2021) . Therefore, the results of this analysis not only demonstrate Araya Stable's success in building member loyalty but also illustrate the importance of harmonizing digital promotion strategies with electronic word of mouth in the context of the horse riding training business, especially in Yogyakarta.

Data Analysis and Interpretation

According to (Sekaran & Bougie, 2016) , data analysis and interpretation are crucial steps in the research process, serving as a bridge between data collection and drawing valid conclusions. Data analysis and interpretation are conducted to ensure that research results are not only methodologically accurate but also provide academic and practical explanations of the data.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of linear analysis that has more than one independent variable. This study uses multiple linear regression analysis to determine the effect of the independent variables Social Media Promotion (X1) and Electronic Word of Mouth (X2) on the dependent variable Member Growth (Y) which was conducted on 100 respondents who

were prospective members and members of Araya Stable Yogyakarta. The results of the multiple linear regression analysis can be seen in the following table:

Table
Multiple Linear Regression Results

!"#$%C%#"()*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.013	.630		1.609	.111		
	Promosi Media Sosial	.045	.017	.354	2.700	.008	.445	2.249
	Promosi Electronic Word of Mouth	.055	.039	.185	1.407	.163	.445	2.249

a. Dependent Variable: Pertumbuhan Anggota

Source: Data processed by the author using SPSS 15.0 for Windows Evaluation Version

Based on the results of multiple linear regression analysis, it is known that there is an interesting relationship between the independent variables and the dependent variable in this study. The Social Media Promotion variable (X1) has a positive and significant influence on the Member Growth variable where the β value = 0.045 and p = 0.008, which means that every increase in one unit of social media promotion will increase member growth by 0.045 units. The Beta coefficient value is 0.354 which indicates that there is a strong influence on this variable.

The Electronic Word of Mouth (E-WOM) variable (X2) did not show a statistically significant effect on membership growth , where the β value = 0.055 and p = 0.163. The constant value of 1.013 which is not significant (p = 0.111) indicates that without these two types of promotions, member growth at Araya Stable Yogyakarta will tend to be stable. This finding is in line with the theory put forward by (Sekaran & Bougie, 2016) that not all independent variables have a significant influence on the dependent variable.

Hypothesis Testing

Partial Hypothesis Test Results (t-Test)

In this study, a t-test was conducted to determine the influence of each or partial independent variable (X1 Social Media Promotion and X2 (Electronic Word of Mouth) and the dependent variable Y (Member Growth). This hypothesis testing was carried out using the t-statistical test method, with the provision that the significance value is <0.05 and H0 is rejected if the calculated t> t table.

Based on the t-test results, Social Media Promotion (X1) significantly influences membership growth (t = 2.700 > 1.6607; p = 0.008 < 0.05). indicating that this variable has a statistically significant influence on member growth. This finding is in accordance with the theory put forward by Sekaran & Bougie (2016) that a variable is considered to have a significant influence when the probability value (Sig.) is smaller than the specified significance level (α = 0.05). The results show a positive regression of 0.045, meaning that every increase in one unit of social media promotion will increase member growth by 0.045 units, with a moderate influence strength (β = 0.354).

Conversely, Electronic Word of Mouth (X2) does not have a statistically significant effect on Membership Growth (Y), as shown by t = 1.407 and p > 0.05. er than 0.05 (1.407 > 0.05). This indicates that although numerically there is a positive influence, the results are not strong enough to conclude that the variable X2 (Electronic Word of Mouth) has a real impact on the Member Growth variable (Y). In line with the theory (Kotler & Keller, 2022) which states that E-WOM does not always have a direct impact on member growth, this is because its effectiveness depends on the credibility of the source, the intensity of interaction, and the suitability of the content to consumer needs. If E-WOM is not accompanied by a structured

marketing strategy to reach the right segment, it will not have a significant effect on member growth. This is also supported by the insignificant constant value of 1.013 (Sig. = 0.111) which means that without promotional efforts, member growth tends to not develop. Based on these findings, it can be stated that promotion using E-WOM alone without the support of other marketing strategies is not enough to encourage member growth.

F Test Results

This study uses the F test to determine whether the independent variables (Social Media Promotion and Electronic Word of Mouth) simultaneously has a significant influence on the dependent variable Y (Member Growth). This test was conducted using a statistical method with the provision that the significance value F < 0.05 then H 0 is rejected and H 1 is accepted. Based on the provisions, the following results were obtained:

Based on the results of the F test presented in the table above, it shows that the regression model consisting of two independent variables X1 and X2 (Social Media Promotion and Electronic Marketing) Word of Mouth), together have a significant influence on the dependent variable Y (Member Growth). This can be seen from the calculated f value (16.795) > f table (3.09) with a significance value (0.000 < 0.05) indicating that this regression model is very statistically significant. This finding is in line with the theory of Sekaran & Bougie (2016) which states that the F test is used to test the significance of the combined influence of all independent variables on the dependent variable.

This is reinforced by the findings of Rahmah & Wibowo (2020) which stated that the combination of promotion and e-WOM simultaneously can increase tourist visits. Based on the findings of this study, it is crucial for Araya Stable to continue maintaining both marketing strategies. This will focus on improving the quality of content and promotions on Araya Stable's Instagram social media platform, while encouraging members to actively share their experiences on social media.

Coefficient of Determination

In line with the opinion of Sekaran & Bougie (2016) who said that the coefficient of determination measures how much variation in the dependent variable can be explained by the independent variables together. In the context of this study, the results of the coefficient analysis based on the table above of 0.257 (25.7%) indicate that both variables X1 and X2 (Social Media Promotion and Electronic Word of Mouth) together have an influence on the Member Growth variable (Y) of 25.7%, while the remaining 74.3% is influenced by other related factors.

According to Kotler & Keller (2022), member or consumer growth is not solely determined by promotion and e-WOM, but is also influenced by other factors such as service quality, product appeal, market competition, and external factors such as industry trends. This is reinforced by the theory of Sekaran & Bougie (2016) , which states that in social research, there are often many unmeasured external variables that can contribute significantly to the dependent variable.

Discussion and Evaluation

The results of this study provide partial support for the proposed hypothesis. Based on the analysis, it can be concluded that social media promotion (X1) has a significant influence on member growth (Y) at Araya Stable Yogyakarta. This is in line with the digital marketing theory proposed by Kotler & Keller (2022) , which states that social media is an effective tool for building brand awareness and increasing customer engagement. This is supported by the statistical test results table, where the t-value is 2.700 with a significance of 0.017, which is greater than 0.05 (Sig. 0.017 <0.05), indicating that promotional content on social media is very influential and significant in attracting potential members.

On the other hand, Electronic Word of Mouth (X2) did not show a statistically significant effect on member growth, although descriptively the majority of respondents gave a positive response. This can be seen through the results of the statistical test where the t-test was 1.407 with a significance above 0.05, which indicates that word of mouth recommendations have not been a major factor in the decision to join. This statistical insignificance indicates that prospective members tend to cross-check the information obtained before deciding to join (Astuti & Ernawati, 2020) . The results of this analysis can be explained by the characteristics of the equestrian training service business which requires direct experience, so that information from social media is considered more credible and easily accessible. In the context of the equestrian training service business, this emphasizes that visual evidence and direct experience displayed through social media have a greater influence on consumer decision-making, when compared to verbal recommendations alone.

Together, Social Media Promotion (X1) and E-WOM (X2) explained 25.7% of membership growth, while the remaining 74.3% was influenced by factors such as price, location, and service quality. This aligns with Kotler & Keller's (2022) marketing mix theory, which states that membership growth depends not only on promotion but also on other elements of the 7Ps, such as physical evidence and process. From the customer perspective, the descriptive analysis (84.3%) indicates that social media promotional content is viewed as informative and engaging. In line with consumer theory by Kotler & Keller, quoted in (Mirandani Rifkha & Fitria Eka, 2019) , visual and interactive content on social media can shape positive perceptions. Meanwhile, Electronic Word of Mouth has a score of 89.56% but does not have a statistically significant effect, indicating that consumers rely more on direct information from digital platforms than personal recommendations.

Overall, the research results support the alternative hypothesis (H1) , where social media promotion significantly impacts membership growth, while electronic word of mouth (E-WOM) has not yet provided a strong enough impact. These research findings provide practical implications for Araya Stable Yogyakarta to further optimize digital promotion strategies, such as involving influencers or creating referral programs.

The research is motivated by the rapid development of social media as an effective marketing tool, as well as the increasing public interest in equestrian sports after the Covid-19 pandemic. The focus of this research is to analyze the influence of social media promotion and electronic word of mouth (WOM) on member growth at Araya Stable Yogyakarta 2025. By using a descriptive quantitative approach method with data collection techniques through distributing questionnaires using 100 samples consisting of prospective members and permanent members of Araya Stable. The collected data was then processed using SPSS 15.0 software to test the relationship between variables.

This study found that social media promotion (X1) had a significant effect on member growth (Y), with a significance value of 0.008 (Sig. <0.05) and a positive regression coefficient of 0.045. This indicates that social media content plays an important role in attracting potential members. This media is considered effective because it is able to provide easily accessible information, present interesting videos, and interact directly with the audience. On the other hand, electronic word of mouth promotion (X2) did not show a significant effect on member growth (Y), despite receiving a positive response from respondents. The WOM significance value of 0.163 (Sign. >0.05) indicates that word of mouth recommendations have not been a dominant factor in the decision to join, this may occur because potential members may rely more on verification through digital media.

Overall, social media promotion (X1) and electronic word of mouth (X2) contributed 25.7% to member growth (Y). The remaining 74.3% was influenced by other factors such as price, location, service quality, and physical evidence . This finding aligns with the 7P marketing mix theory (Kotler & Keller, 2022) , which emphasizes the importance of the integrity of various marketing elements to achieve optimal results. Descriptive analysis also

revealed that consumers tend to prefer informative and interactive promotional content on social media, while WOM is considered less impactful without the support of digital evidence. This finding also answers the research problem formulation and can be explained as follows:

Implementation of Social Media Promotion at Araya Stable Yogyakarta

Araya Stable's social media promotions were deemed effective in attracting potential members, with an average response rate of 84.3%, which falls into the excellent category. Araya Stable's informative, visually appealing, and interactive promotional content was a key factor in attracting potential members. This aligns with the theory (Kotler & Keller, 2022) that social media can build brand awareness and customer interest through relevant content. These findings align with research (Rahmah & Wibowo, 2020) that found structured digital media promotions significantly increase both visitor and purchase interest. However, the effectiveness of this marketing strategy depends on consistent content updates and evolving trends.

Electronic Word of Mouth Perception of Social Media Promotion

Based on the results of the E-WOM analysis, a positive response score of 89.56% was obtained, with a statistical value indicating a less significant effect on member growth (Sig. 0.163 > 0.05). Through this, it can be stated that word-of-mouth recommendations on social media are not yet a dominant factor influencing consumers' decision to join. In theory (Kotler & Keller, 2022) explains that E-WOM requires source credibility and interaction intensity to have a real impact. This finding is supported by research by (Wibowo, 2021) which found that E-WOM is more effective when supported by direct visual evidence, such as video-based testimonials, compared to just text or speech.

The Influence of Social Media and E-WOM on Member Growth

Based on the research results, social media promotion has a significant influence (Sig. 0.008 < 0.05) with a regression coefficient of 0.045, while E-WOM is not significant enough. Together, the two variables only contribute 25.7% to member growth, leaving the remaining 74.3% influenced by other factors such as service quality, price, and location. This finding is in accordance with the theory stated by (Kotler & Keller, 2022) which emphasizes the importance of combining various marketing elements. This finding is also supported by research conducted by (Sitepu & Wibowo, 2020) which states that E-WOM needs to be combined with other strategies to achieve greater influence.

CONCLUSION

Based on the following research results, the author can provide some suggestions. This study focused on two independent variables social media promotion and electronic word of mouth. Future studies should include additional factors such as price, service quality, and location to provide a more comprehensive analysis based on the 7P marketing mix. is based on the 7P marketing mix. In addition, to make the data obtained more accurate, it can be supplemented by using interview results as secondary data, so that it can provide a broader perspective. Ultimately, the research was conducted to provide a comprehensive and measurable solution for the development of the horse-riding service business, especially Araya Stable Yogyakarta.

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