

**THE INFLUENCE OF DIGITAL MARKETING, ELECTRONIC WORD OF MOUTH (E-WOM) AND PRICING ON PURCHASING DECISIONS  
(Study of Tokopedia Consumers in Denpasar City)**

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**Abstract**

Purchasing decisions are a series of processes that start with customers identifying a problem, looking for information regarding a particular brand or product, and evaluating the brand or product to see how well existing alternatives can solve the problem. There are several factors that influence purchasing decisions, including digital marketing, Electronic Word of Mouth (E-WOM) and price. This research aims to explain the influence of digital marketing, E-WOM and price on purchasing decisions simultaneously or partially. The population in this research is all Tokopedia E-commerce consumers in Denpasar City, the exact number of which is not known. The number of samples used in this research was 112 respondents. The sampling method used in this research is a non-probability sampling method with a purposive sampling technique. Data collection was carried out by distributing questionnaires online via Google Form. The data analysis technique used in this research is multiple linear regression analysis with the help of the SPSS 26 application. The results of this research show that digital marketing has a positive and significant effect on purchasing decisions, E-WOM has a positive and significant effect on purchasing decisions and price has a positive effect. positive and significant on purchasing decisions. The theoretical implications of this research provide support for consumer behavior theory and expand empirical knowledge regarding digital marketing, E-WOM, prices and purchasing decisions. Practically, it is hoped that Tokopedia will provide consideration regarding the importance of online marketing systems, E-WOM and prices in Tokopedia's marketing strategy to improve consumer purchasing decisions.

**Keywords:** Digital Marketing, E-WOM, Price, Purchasing Decisions

**INTRODUCTION**

The rapid digitalization of communication media has significantly changed the way people search for, receive and provide information. This phenomenon makes people switch from conventional media to digital media. This is supported by the increase in internet service users from year to year. Reporting from katadata.com (an online data

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media and research company), there were 150 million internet service users in Indonesia in 2019. This number increased exponentially, until 2020 it reached 175.4 million and peaked in 2022, the number increased significantly 204.7 million users. This increase occurred because it was triggered by changes in people's lifestyles from the conventional world to the digital world (Prasastio, 2021).

This also has an influence in the business world. According to (Gupta et al. (2021), the shift in people's lifestyles to the internet world has changed consumer behavior and forced businesses to adapt marketing strategies via the internet to remain relevant. Technological advances on the internet have led to changes in the lifestyle of consumers who have shifted the way they shop for products, who are more interested in shopping online (Gupta et al., 2021; Liu & Tsai, 2010).

Reporting from *WeAreSocial* (digital media survey agency), as many as 178.9 million Indonesians were recorded as making online purchases throughout the period 2022 to early 2023. This figure shows an increase of 12.8 percent compared to the previous year (year-on-year). The estimated total value of online shopping for Indonesians during 2022 will reach US\$55.97 billion or the equivalent of IDR 851 trillion. This data represents that the Indonesian population carries out more buying and selling transactions online. This condition shows a change in consumer behavior from conventional transactions to digital-based online transactions. Marketers use many digital media to market their products, one of which is through e-commerce. According to Fauzi & Lina (2021), e-commerce is online trading or the use of computer networks to carry out business activities, including the sale of products such as goods or services, and other business activities related to online media. Through e-commerce, consumers use it as a buying and selling media solution because it saves time and costs (Putri & Marlien, 2022; Wang & Yang, 2014).

E-commerce users in Indonesia are quite diverse, although only two e-commerce companies can control a larger market. It can also be seen that in 2022, Tokopedia e-commerce will dominate the e-commerce market in Indonesia. Tokopedia is in first place with the most visitors with an average number of visitors per month of 158.3 million. The large number of visitors to an e-commerce also shows that many e-commerce users choose that platform.

Tokopedia will no longer be in first place as e-commerce with the most visitors in 2023. First place in e-commerce with the most visitors will be replaced by Shopee with an average number of visitors per month of 216.8 million. Meanwhile, Tokopedia only saw an average number of visitors per month of 97.1 million. The decline in the number of Tokopedia visitors in 2023 is also supported by Tokopedia's gross merchandise value (GMV) data. GMV is the total transaction value of merchandise sold within a certain time period (Anonymous, 2023). GMV can be used as a reference for the growth of an e-commerce business as seen from the transaction value. The following is the Tokopedia GMV table:

**Table 1. Percentage and Amount of Tokopedia GMV Value from 2020-2023 (Q2)**

Year	GMV Value (Billion US\$)	Change
2020	14.2	
2021	15.6	13.21%
2022	18,17	16.47%
2023(Q2)	18	-0.94%

*Source: Momentum Works*

Table 1 shows that there are varying fluctuations in Tokopedia's GMV value from year to year. From 2020 to 2022, Tokopedia's GMV always experiences an upward trend, with the respective percentage increases in 2020 and 2021, namely 13.21 percent and 16.47 percent. However, this increase did not occur in 2023, in 2023 Tokopedia's GMV decreased by 0.94 percent. Even though the decline rate is small, this reflects that there are problems that occur in e-commerce. Related data concluded that the lack of visitors accessing e-commerce resulted in a decrease in the total value of transactions on Tokopedia e-commerce.

The decline in the GMV value on Tokopedia led to further research, namely by looking at consumer enthusiasm regarding searches for information about e-commerce on Google Trends. According to Brahmantyo et al. (2022), searching for information about a product will make consumers decide to buy a product. In Bali itself, especially in Denpasar City, Tokopedia does not attract the interest of the people of Denpasar City.

There are noteworthy negative fluctuations in Tokopedia search trends in Denpasar City. Even though the first quarter of 2023 shows a third place ranking, this trend is not consistent over a longer period of time. There was a significant decline in the third quarter of 2023, and Denpasar City fell to fifth place in Tokopedia search trends on Google Trends. This decrease of two rankings is considered a drastic decrease. The reason is, Denpasar City has the most internet users in Bali (BPS Bali, 2023). The Google Trends graph, especially in the third quarter of 2023, reflects a significant decline in Tokopedia search trends in Denpasar City. Searching for information about a product or brand is one of the pathways in making purchasing decisions (Brahmantyo et al., 2022). Based on several things observed, it can be interpreted that there has been a decline in purchasing decisions on the Tokopedia e-commerce platform. Interrelated data indicates a downward trend in purchasing decisions on these platforms.

The purchasing decision is one stage in a series of purchasing decision processes that occurs before the post-purchase behavior phase. Customers assess desired products or services, compare them to other options, and ultimately make a decision whether to make a purchase or not (Arfah, 2022). Purchasing decisions can be influenced by individual decisions, either directly or by other external factors (Simatupang et al., 2021).

Al-zazzam & Al-mizeed (2021) stated that purchasing decisions today are greatly influenced by up-to-date marketing systems such as digital marketing. This is also triggered by the increasing use of digital media by consumers, so that currently

marketers are using digital marketing more to reach their target market (Erlangga et al., 2021; Pradiani, 2017; Putra et al., 2023). Consumers today are more interested in digital promotions due to changes in consumer behavior when transacting online (Derivianti et al., 2022; Putri, 2021)

Another factor that consumers consider when making purchases is electronic word of mouth (E-WOM). According to Wu et al. (2013), currently marketers need to better understand that E-WOM can influence purchasing decisions. Consumers who feel uncertain about a product tend to look for online reviews (Noviandini & Yasa, 2021). Consumers today consider online reviews to gather information and recommendations in the purchasing decision process (Ladhari et al., 2020).

Albari & Safitri (2020) explains the factors that consumers consider in making subsequent purchasing decisions, namely price. Even though digitalization is developing, in fact consumers still consider the price when buying a product. According to Smith (2017), today's consumers will visit a website or e-commerce repeatedly when the e-commerce offers very competitive prices. Marketers need to maintain competitive prices and continue to carry out promotional activities effectively (Arumingtyas et al., 2023).

But behind it all, there are several inconsistent research results. Some studies find a significant effect but there are also findings that suggest the opposite. The results of research conducted by Listania & Zulfahmi (2023) and Hubbina et al. (2023) shows that digital marketing has no effect on purchasing decisions.

Differences in findings were also found in E-WOM. Research conducted by Fajriyah & Karnowati (2023) as well as Liu & Park (2015) which suggests that E-WOM does not significantly influence purchasing decisions. Likewise with the price variable, inconsistent research results were found. Research from Liyono (2022) and Mulyana (2021) said that price does not significantly influence purchasing decisions. The difference in the results above shows that a research gap exists.

Based on the phenomena described above and the existence of research gaps in previous research, it is necessary to carry out further research with the title "The Influence of Digital Marketing, E-WOM and Price on Purchasing Decisions (Study of Tokopedia Consumers in Denpasar City)".

## **RESEARCH METHODS**

The research design used in this research is research that uses a quantitative approach with the associative causality method. The associative causality approach itself is an approach that aims to determine the influence between two or more interrelated variables. This approach is used because this research aims to determine the influence of digital marketing, E-WOM and price on purchasing decisions.

The sampling method used in this research is nonprobability sampling with a purposive sampling technique.

This research uses a survey method using a questionnaire as the data collection method. Distribution of the questionnaire was carried out online by distributing the

Google Form link via messaging applications and social networking applications. The messaging application that will be used is WhatsApp. Information regarding the questionnaire and Google form link will be distributed to groups and personal contacts so that each respondent can complete it online.

## RESULTS AND DISCUSSION

### Classic Assumption Test Results

The classical assumption test aims to determine and test the feasibility of the regression model used in this research. The results of the classical assumption tests carried out in this research are the normality test, multicollinearity test and heteroscedasticity test. The three tests are presented as follows.

#### Normality test results

This test aims to determine whether the residual data in this study is normally distributed or not. Normality testing can be carried out using the Kolmogorov-Smirnov non-parametric statistical test with the SPSS version 26 program. The test results can be said to be normally distributed if the value of Asymp. Sig. (2-Tailed) greater than 0.05 ( $\alpha=5$  percent).

**Table 2. Normality Test Results**

	<i>Unstandardized Residuals</i>
N	112
<i>Statistical Tests</i>	0.052
<i>Asymp. Sig. (2-tailed)</i>	0.200

*Source: Processed data, 2024*

Based on the test results in Table 2, the Asymp results were obtained. Sig. (2-tailed) of 0.200 which is greater than 0.05 ( $0.200 > 0.05$ ). This shows that the residual data in this study is normally distributed.

#### Multicollinearity test results

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. If the regression model has a tolerance value  $> 0.10$  and has a VIF value  $< 10$ , then it can be stated that there are no symptoms of multicollinearity. The results of the multicollinearity test are shown in Table 3 below.

**Table 3. Multicollinearity Test Results**

Variable	Colinearity Statistics	
	Tolerance	VIF
Digital marketing(X1)	0.980	1,021
E-WOM(X2)	0.979	1,021
Price (X3)	0.990	1,001

*Source: Processed data, 2024*

Based on the test results in Table 3, it can be seen that the tolerance coefficient for each independent variable, namely digital marketing, E-WOM and purchasing decisions, is

greater than 0.10 and the VIF value is smaller than 10. These results indicate that there is no correlation between the independent variables. so that there are no symptoms of multicollinearity in the regression model.

#### Heteroscedasticity test results

The heteroscedasticity test is used to determine whether or not there are symptoms of heteroscedasticity between the residuals of the first observation and other observations which are carried out using the Glejser Test. If none of the independent variables have a significant influence on the absolute residual value or the significance value is above 0.05, then the regression model is said to be free from symptoms of heteroscedasticity. The results of the heteroscedasticity test can be seen in Table 4 below.

**Table 4. Heteroscedasticity Test Results**

Variable	Significance
Digital marketing(X1)	0.206
E-WOM(X2)	0.905
Price (X3)	0.402

Source: Processed data, 2024

Based on Table 4, it shows that each independent variable has a significance value greater than 0.05. These results indicate that the regression model does not contain symptoms of heteroscedasticity.

#### Multiple Regression Analysis Test Results

The multiple linear regression method is used to obtain regression coefficients which will determine whether the hypothesis created will be accepted or rejected. The results of this analysis refer to the results of the influence of digital marketing variables (X1), E-WOM (X2), and price (X3) on purchasing decisions (Y). The regression equation is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 \dots\dots\dots(1)$$

- Information: Y = purchasing decision
- α = constant
- β1, β2, β3 = regression coefficient
- X1 = digital marketing
- X2 = E-WOM
- X3 = Price
- e = error

The results of the regression analysis using the SPSS version 26 program can be seen in Table 5.

**Table 5. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients	
	B	Sig.
(Constant)	8,072	0,000
Digital marketing(X1)	0.158	0,000
E-WOM(X2)	0.209	0,000
Price (X3)	0.168	0,000

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2024

Based on the results of multiple linear regression analysis in Table 5, the following regression equation is obtained:

$$Y = 8,072 + 0,158X_1 + 0,209X_2 + 0,168X_3 \dots \dots \dots (2)$$

- Information: Y = purchasing decision  
α = constant  
β<sub>1</sub>, β<sub>2</sub>, β<sub>3</sub> = regression coefficient  
X<sub>1</sub> = digital marketing  
X<sub>2</sub> = E-WOM  
X<sub>3</sub> = price

The multiple linear regression equation above can be explained as follows:

The constant value is 8.072 shows that if the purchasing decision variable (Y) is not influenced by the three independent variables or digital marketing (X<sub>1</sub>), E-WOM (X<sub>2</sub>) and price (X<sub>3</sub>) or has a value of zero (0), then the purchasing decision value of Tokopedia consumers in Denpasar City amounting to 8,072.

The regression coefficient for the independent variable digital marketing (X<sub>1</sub>) is positive, indicating that there is a unidirectional relationship between digital marketing (X<sub>1</sub>) and purchasing decisions (Y), the regression coefficient for the digital marketing variable (X<sub>1</sub>) is 0.158, which means that for every increase in digital marketing it is one unit will cause an increase in purchasing decisions for Tokopedia consumers in Denpasar City by 0.158 assuming other independent variables are constant.

Regression coefficient for independent variables E-WOM (X<sub>2</sub>) is positive, indicating that there is a unidirectional relationship between E-WOM (X<sub>2</sub>) and purchasing decisions (Y), the regression coefficient for the E-WOM variable (X<sub>2</sub>) is 0.209, which means that for every one unit increase in E-WOM it will cause the increase in purchasing decisions of Tokopedia consumers in Denpasar City was 0.209 assuming other independent variables were constant.

Regression coefficient for independent variables price (X<sub>3</sub>) has a positive value, indicating that there is a unidirectional relationship between price (X<sub>3</sub>) and purchasing decisions (Y), the regression coefficient for the price variable (X<sub>3</sub>) is 0.168, which means that for every one unit increase in price it will lead to an increase in Tokopedia consumer purchasing decisions in Denpasar City it is 0.168 assuming the other independent variables are constant.

Based on the equation above, it can be explained that of the three independent variables, the E-WOM variable (X<sub>2</sub>) is the most dominant variable. This means that purchasing decisions (Y) are more influenced by the E-WOM variable (X<sub>2</sub>) which has a regression coefficient of 0.209. This can be seen from the comparison of the regression coefficient (beta) values between one variable and another variable.

#### **Simultaneous test results (F Test)**

The simultaneous test or also called the F test is carried out to show whether all the independent variables intended in the model have a joint influence on the dependent variable. If the sig value  $F < \alpha = 0.05$  then it can be interpreted that the independent variables jointly influence the dependent variable and can be said to be suitable for use to predict the dependent variable. The F test results are shown in Table 6 below.

**Table 6. F Test Results  
ANOVA**

Model	Sig.
Regression	0,000

*Dependent Variable: Purchase decision*

*Source: Processed data, 2024*

Based on the F test results in Table 6, the significance value obtained is smaller than 0.05 ( $0.000 < 0.05$ ). So it can be concluded that the model used in this research is fit. These results also show that digital marketing, E-WOM and price variables simultaneously influence purchasing decisions.

**Hypothesis test results (t test)**

Hypothesis testing or what is called the t test is used to partially test the influence of digital marketing, E-WOM and price variables on purchasing decision variables. The t test results are shown in Table 7 below.

**Table 7. Hypothesis Test Results**

Variable	Coefficient Beta	Sig. t
Digital marketing(X1)	0.158	0,000
E-WOM(X2)	0.209	0,000
Price (X3)	0.168	0,000

*Source: Processed Data, 2024*

Determining the test results in the form of acceptance or rejection of  $H_0$  can be done by comparing the significance value with the predetermined probability level, namely 0.05. The test criteria to explain the interpretation of the influence between each variable are described as follows.

If the Sig value.  $t < 0.05$  then  $H_0$  is rejected and  $H_1, H_2, H_3$  are accepted

If the Sig value.  $t > 0.05$  then  $H_0$  is accepted and  $H_1, H_2, H_3$  are rejected

(1) Influencedigital marketingon purchasing decisions

$H_0$  There is no influence of digital marketing on purchasing decisions

$H_1$  Digital marketinghas a positive and significant effect on purchasing decisions

Based on the results of digital marketing analysis ( $X_1$ ) on purchasing decisions ( $Y$ ), the significance value obtained is 0.000 with a beta coefficient value of 0.158. A significance value of 0.000 is smaller than 0.05 which means that  $H_0$  is rejected and  $H_1$  is accepted. These results show that digital marketing has a positive and significant effect on purchasing decisions.

(2) InfluenceE-WOMon purchasing decisions

$H_0$  There is no influence of E-WOM on purchasing decisions

$H_2$  E-WOMpositive and significant effect on purchasing decisions

Based on the results of the E-WOM analysis ( $X_2$ ) on purchasing decisions ( $Y$ ), the significance value was found to be 0.000 with a beta coefficient value of 0.209. A significance value of 0.000 is smaller than 0.05 which means that  $H_0$  is rejected and  $H_2$  is accepted. These results indicate that E-WOM has a positive and significant effect on purchasing decisions.

(3) The influence of price on purchasing decisions

$H_0$  There is no influence of price on purchasing decisions

H3 Price has a positive and significant effect on purchasing decisions

Based on the results of price analysis (X3) on purchasing decisions (Y), the significance value obtained is 0.000 with a beta coefficient value of 0.168. A significance value of 0.000 is smaller than 0.05 which means that Ho is rejected and H3 is accepted. These results indicate that price has a positive and significant effect on purchasing decisions

#### **Coefficient of determination test results (R<sup>2</sup>)**

The coefficient of determination is used to determine the magnitude of the contribution made by digital marketing, E-WOM and price to the purchasing decisions of Tokopedia consumers in Denpasar City. According to Sujarweni (2016: 117), if there are more than two independent variables in a regression model used, then to read the coefficient of determination using the adjusted r square value. However, if two or less than two independent variables are used, then to read the coefficient of determination, use the R square value. The following are the results of the coefficient of determination test which are shown in Table 8 below.

**Table 8. Coefficient of Determination Test Results**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
0.866	0.751	0.744	0.502

*Source: Processed data, (2024)*

The results of testing the coefficient of determination or R<sup>2</sup> are shown in the adjusted R square figure. A coefficient of determination of 0.744 means that 74.4 percent of the variation in purchasing decisions for Tokopedia consumers in Denpasar City is influenced by digital marketing, E-WOM and price, while the remaining 25.6 percent is influenced by other factors not included in the research model.

#### **Discussion of Research Results**

The results of research carried out on testing H1, H2 and H3 show that all hypotheses can be accepted. The discussion of each hypothesis can be explained as follows.

##### **The influence of digital marketing on purchasing decisions**

The first hypothesis (H1) states that digital marketing has a positive and significant effect on purchasing decisions. Based on the results of the analysis that has been carried out, it shows that the better the digital marketing carried out by Tokopedia, the greater the decision to purchase products on Tokopedia E-commerce. It was concluded that consumers tend to decide to buy products on Tokopedia E-commerce if Tokopedia carries out online marketing by presenting interesting content or advertisements so that it convinces consumers to make purchases on Tokopedia.

*Digital marketing* obtained an average score in the good category. Judging from the indicators, there is a fourth indicator that received the highest score with the statement "Tokopedia displays advertising content to customers via social media". This means that respondents assess that Tokopedia is aggressively displaying its advertising content via social media, so this influences consumers in deciding to buy products on Tokopedia E-commerce.

The results of this research are in line with research from Al-azzam & Al-mizeed (2021), Batu et. al (2019),(Erlangga et al. (2021), Mubarak et al. (2024) And Zafar & Nawaz (2017) which states that digital marketing has a positive and significant influence on

consumer purchasing decisions, in other words, the more digital marketing increases, the consumer purchasing decisions will also increase.

### **The influence of E-WOM on purchasing decisions**

The second hypothesis (H<sub>2</sub>) states that E-WOM has a positive and significant effect on purchasing decisions. Based on the results of the analysis that has been carried out, it can be concluded that E-WOM has a positive and significant effect on purchasing decisions, so the second hypothesis is accepted. The results of this hypothesis show that the higher or better the E-WOM that Tokopedia has, the greater the decision to purchase products on Tokopedia E-Commerce in Denpasar City. This means that when consumers receive positive E-WOM such as positive reviews, strong recommendations and favorable testimonials about a product on Tokopedia, this will increase consumers' decisions in purchasing that product.

E-WOM obtained an average score in the good category. Judging from the indicators, there is a fourth indicator that received the highest score with the statement "Consumer reviews on Tokopedia can be trusted to be true." This means that respondents assess that Tokopedia's E-WOM as shown in consumer reviews is trustworthy, so this influences consumers in deciding to buy products on Tokopedia.

The results of this research are in line with research from Huang et al. (2018), Khalifa & Bahgat (2018), Napawut et. al (2022), Nurasmi & Andriana (2024), Nurfitriani et al. (2017), Queen et. al (2022) and Sosanuy et al. (2021) which states that E-WOM has a positive and significant effect on purchasing decisions. This shows that the better the E-WOM, the greater the consumer's desire to decide to buy a product.

### **The influence of price on purchasing decisions**

The third hypothesis (H<sub>3</sub>) states that price has a positive and significant effect on purchasing decisions. Based on the results of the analysis, it can be concluded that price has a positive and significant effect on purchasing decisions, so the third hypothesis is accepted. The results of this hypothesis show that the better the pricing provided by Tokopedia, the greater the purchasing decisions of Tokopedia consumers in Denpasar City. This means that when consumers find the product price determined by Tokopedia to be good, such as an affordable price compared to other e-commerce, the price determined is in accordance with the quality and benefits of the product provided. So this will increase consumer decisions in purchasing a product on Tokopedia E-commerce.

Price received an average score in the good category. Judging from the indicators, there is the first indicator that received the highest score with the statement "The product prices offered by Tokopedia are affordable for consumers". This means that respondents assess that the prices of the products offered by Tokopedia are affordable for consumers, so this influences consumers in deciding to buy products on Tokopedia.

The results of this research are in line with research from Aulia et al. (2023), Anggraini (2024), Albari & Safitri (2020), Mulyadi & Pasaribu (2024), Susilo et al. (2022), Yolanda et al. (2022) and Zulaicha & Irawati (2016). Price has a positive and significant effect on purchasing decisions. This means that the better the price given, the greater the consumer's purchasing decisions for that product.

## CONCLUSION

Based on the results of the research obtained, it can be concluded as follows:

- 1) *Digital marketing* has a positive and significant effect on purchasing decisions for Tokopedia consumers in Denpasar City. These results show that the more positive or better the digital marketing that Tokopedia has, the more it will increase consumer purchasing decisions for products on Tokopedia E-commerce.
- 2) *E-WOM* has a positive and significant effect on purchasing decisions for Tokopedia consumers in Denpasar City. These results show that the more positive or better the E-WOM that Tokopedia has, the better impact it will have and increase consumer purchasing decisions on products on Tokopedia E-commerce.
- 3) Price has a positive and significant effect on purchasing decisions for Tokopedia consumers in Denpasar City. These results show that the more positive or better the product pricing determined by Tokopedia, the more consumer purchasing decisions they will make for products on Tokopedia E-commerce.

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