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The Influence of Digital Marketing and Electronic Word of Mouth (E-WOM) on Purchasing Decisions at the Shopee RY29_Variasi Online Store in Cinere, Depok City

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Abstract

The purpose of this study was to determine the effect of digital marketing and electronic word of mouth on purchasing decisions at the Shopee RY29_Variasi Online Store in Cinere, Depok City. The method used was quantitative. The sampling technique used the Slovin formula and obtained a sample of 99 respondents. Data analysis used validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficients, determination coefficients and hypothesis tests. The population in this study were consumers at the Shopee RY29_Variasi Online Store in Cinere, Depok City and the number of saturated samples was 99 respondents. Data collection methods were through questionnaires with a Likert scale, observation, and literature studies. The results of this study were digital marketing had a significant effect on purchasing decisions with a determination coefficient value of 38.1% and the hypothesis test obtained t count > t table or (7.719 > 1.985). Electronic word of mouth has a significant effect on purchasing decisions with a coefficient of determination of 38.4% and the hypothesis test obtained t count > t table or (7.770 > 1.985). Digital marketing and electronic word of mouth simultaneously have a significant effect on purchasing decisions with the regression equation Y = 6.155 + 0.424X1 + 0.433X2, the coefficient of determination value is 54.7% while the remaining 46.3% is influenced by other factors. The hypothesis test obtained the value of F count > F table or (57.880 > 3.090).

Keywords: Digital Marketing; Electronic Word of Mouth; Purchasing Decisions.

INTRODUCTION

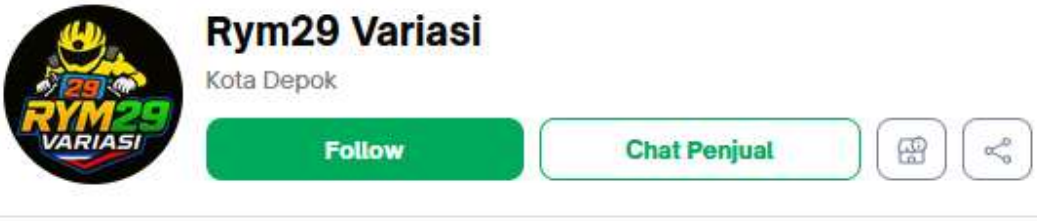
In the era of globalization, business competition is increasingly intense and complex. This creates opportunities for competition, but also presents challenges in finding innovative ways to maintain market position and market share. Manufacturers must be able to implement diverse marketing strategies to create products that meet consumer needs and preferences. Competition in the food and beverage industry, especially in Indonesia, is currently highly competitive. Therefore, companies need the ability to implement multi-channel marketing strategies, both conventional and digital. Modern businesses are also increasingly focusing on connecting customers with companies through digital platforms.

In today's era, micro, small, and medium enterprises (MSMEs) are one of the sectors increasingly utilizing e-commerce platforms to expand their market reach. However, many MSMEs face challenges in increasing their sales volume through e-commerce platforms. One important factor that can influence MSME sales volume increases through e-commerce is the digital marketing literacy of these business actors. Digital marketing literacy plays a crucial role in understanding online consumer behavior. By understanding various digital platforms, online consumer behavior, and effective marketing techniques, business actors can increase the visibility, appeal, and consumer trust in their brands and products, thereby supporting optimal sales.

Shopee is a commercial electronic site, in 2015 Shopee was first launched in Singapore as a marketplace that carries the concept of consumer to consumer (C2C). Shopee became one of the e-commerce business players, where Shopee was launched simultaneously in 7 (seven) countries, namely: Singapore, Indonesia, Malaysia, Taiwan, Vietnam, Thailand and the Philippines. To be able to make a purchase transaction through Shopee, consumers can access it through the site or website for laptop and computer users, and for smartphone users can access it through the application. And in this study will focus on Shopee transactions via smartphone and mobile devices.

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Over time, this often occurs, especially related to the level of purchases with a lot of competition, making the same business actors implement various appropriate strategies in capturing consumers. Therefore, marketing that initially relied on offline and door-to-door has now evolved online through e-commerce platforms such as Shopee and TikTok, Instagram. Advertising strategies that were initially only word of mouth now use the TikTok and Shopee platforms to promote their products more widely. As time goes by, to meet consumer needs ranging from basic needs to tertiary needs, including the need for motorcycle accessories and spare parts can be sold online. This path is also utilized by the Shopee Online Store RYM29_Variations in the use of media are diverse as in the example image below:

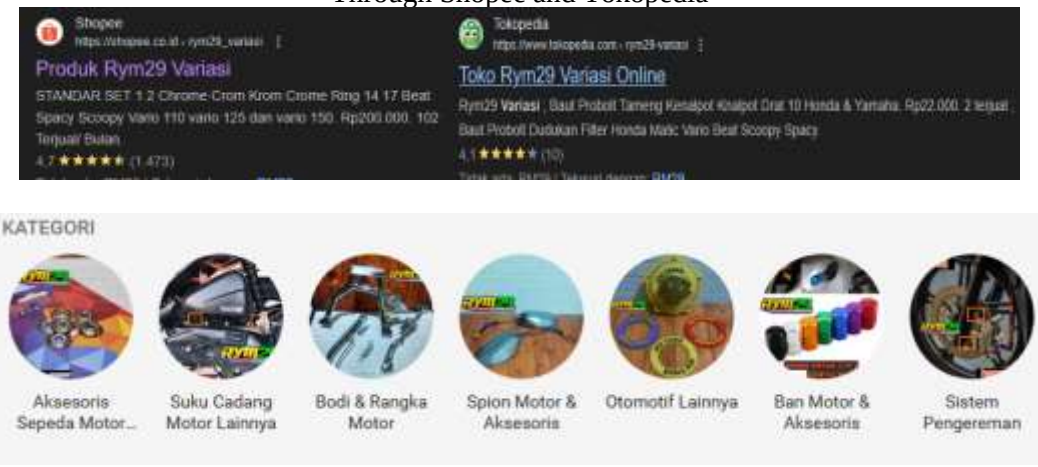


Source: Shopee Online Store RYM29_Variasi, 2026.

Figure 1: Display Image of RYM29_Variation on Social Media

The image above displays the RYM29_Variasi Cinere Depok store, which specifically lists popular items sought after by riders looking to modify or repair their motorcycles. For a more detailed product list, consumers can visit the RM29 Variasi online store on platforms such asShopee Indonesiaor Tokopedia, if available. Here's an example of an RM29 online store with variations in social media usage:

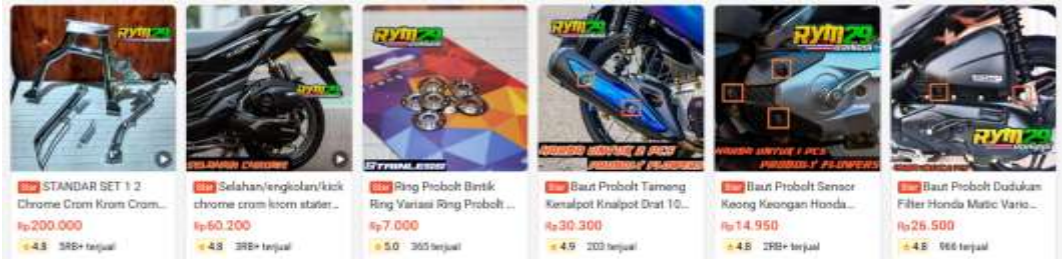
Through Shopee and Tokopedia



Source: Shopee Online Store RYM29_Variasi. 2026.

Figure 2: RYM29 Product Category Selection Display - Variations in Digital Media

The image data above explains that with the many choices of types of spare part accessories products desired, consumers just need to click on the desired feature and it will contain various types of products they are looking for, in addition, RYM29-Variasi also offers spare part prices at the prices listed in the display.



Source: Shopee Online Store RYM29_Variasi. 2026.

Figure 3: RYM29 Product Category Selection Display Feature-Variations in Digital Media

The data above shows examples of types of spare parts with various models, colors, and prices, even selling genuine spare parts. The Shopee RYM29_Variasi Online Store uses various media that can be accessed by consumers so that consumers do not need to bother buying spare parts by coming directly to the outlet but it is quite easy, namely online. The Shopee RYM29_Variasi Online Store on shoppe is one of the motorcycle spare parts or spare parts providers that has opened services on the Shopee RYM29_Variasi Online Store on shoppe where consumers can browse products and product types, prices, and others that consumers can choose according to their needs.

As competitors grow, based on sales volume data, businesses should be able to maximize their sales. However, the number of sales in units or pieces at the Shopee RYM29_Variasi online store fluctuates and tends to fall short of targets. The following is the related data attachment.

Table 1: Data on the Number of Sales of Shopee Online Store Products RYM29_Variation for 2023-2025

Year	Sales Target (Pcs)	Sales Realization (Pcs)	Sales Achievement Percentage (%)	Information
2023	17,200	13,320	77.4%	Did not reach the target
2024	17,350	15,840	91.3%	Did not reach the target
2025	17,475	14,400	82.4%	Did not reach the target

Source: Shopee Online Store RYM29_Variasi, 2026.

Based on the data in the table above, it explains that motorcycle spare part sales at the Shopee Online Store RYM29_Variasi have experienced fluctuating developments in the last five years and have a downward trend.

In 2023, sales targets were not achieved, reaching only 77.4%. Then, in 2024, sales saw a significant surge. This was the highest point in the past three years, influenced by the increasingly mature digital marketing strategy used, as well as the intensive and targeted use of e-commerce, reaching 91.3%. However, in 2025, sales were only achieved at 82.4%, a significant decline compared to the previous year.

From various experiences, coupled with the lack of professionalism of service in delivering goods and an indifferent attitude when interacting with consumers, this attitude often makes consumers behave disrespectfully and tend to act (conatively) not intending to recommend to others to buy products offered at the Shopee RYM29_Variasi Online Store.

In such a situation, it's clear that the Shopee online store RYM29_Variasi must immediately make improvements to achieve optimal sales. One way to do this is by optimizing digital marketing and e-commerce to increase profits.

As an MSME, specifically in the motorcycle spare parts business, marketing activities need to be well-planned to maximize the success of the plan. This is especially true among the youth segment, where coffee shops tend to be a gathering place, and businesses also use them as a place to meet consumers. However, the number of consumers has been decreasing year after year, as shown in the following table:

Table 2: Data on the Number of Shopee Online Store Consumers RYM29_Variation 2023-2025

Year	Target Number of Consumers	Realization of Number of Consumers	Percentage (%)	Information
2023	14,500	10,440	72.0%	Did not reach the target
2024	14,575	12,600	86.4%	Did not reach the target
2025	14,950	11520	77.1%	Did not reach the target

Source: Shopee Online Store RYM29_Variasi, 2026.

Based on the data in the table above, it is clear that spare part sales at the Shopee RYM29_Variasi online store have fluctuated over the past five years and have shown a downward trend, reaching only 72.0% in 2023. This figure then rose to 86.4% in 2024, but declined to 77.1% in 2025.

The table above suggests that aspects of suitability, benefits, appropriateness in purchasing, and repeat purchases are poorly managed. Appropriateness and benefits indicate that some consumers still

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believe the product doesn't fully meet their needs and provide the benefits that would increase customer satisfaction. Furthermore, regarding the appropriateness of purchasing, some consumers still consider their purchasing decisions to be inadequate.

Digital marketing literacy skills enable the use of appropriate strategies to target relevant audiences, tailor marketing messages to be more persuasive, and optimize consumer experiences across various digital channels. Furthermore, with digital marketing literacy skills, businesses can measure and analyze their campaign performance in real-time, enabling them to make necessary changes to improve effectiveness and sales results. Thus, digital marketing literacy skills not only help increase brand awareness but also directly contribute to increased sales and overall business growth. Furthermore, managing engaging content and utilizing effective digital marketing tools and techniques will increase consumer appeal.

The phenomenon related to the decline or failure to achieve the target number of sales and also accompanied by a decrease in the number of consumers who buy as explained above, the author also suspects that this is a result of the use of e-commerce carried out by the Shopee RYM29_Variasi Online Store which is still not optimal.

The use of e-commerce is also a crucial factor in increasing the visibility and appeal of MSME products on e-commerce platforms. The right advertising strategy can help MSMEs reach their target audience. E-commerce strategies have a significant impact on sales volume in the e-commerce ecosystem. Through the right advertising strategy, businesses can increase the visibility of their products on busy e-commerce platforms. Smart strategies like targeting based on demographics, interests, and online behavior can help businesses reach potential consumers more efficiently. Furthermore, placing ads strategically at the right time and place, such as during promotional periods or on popular product pages, can increase consumer awareness and interest in specific products.

Searching for information about a desired product is crucial before making a purchase, whether offline or online. Information is the primary foundation that potential consumers must possess to ensure the desired product meets their expectations. Information serves as the foundation for creating marketing communications between consumers and companies. One of a company's online marketing communication strategies that consumers can use to seek information is through Electronic Word of Mouth (e-WOM) and Online Consumer Reviews (OCR).

*Electronic word of mouth (e-WOM)*Electronic word of mouth (e-WOM) is an informal activity of spreading information by word of mouth through online media such as the internet or the web (Lamba & Aggarwal, 2014). With this electronic word of mouth (e-WOM) strategy, consumers will be able to trust and feel comfortable shopping online, because they can find more detailed information about the items they want to buy. Many previous studies conducted by Taharu, Barusman, and V. Saptarini (2019) found that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions on the Shopee marketplace.

Electronic Word of Mouth (e-WOM) strategies have been used by almost all e-commerce companies today, demonstrating that word of mouth itself has a significant influence on consumer behavior patterns in making purchasing decisions. Previous research has found that e-WOM significantly influences purchasing decisions. This indicates that one of the important aspects influencing consumer purchasing decisions online is electronic word of mouth (e-WOM).

Not only should you pay attention to electronic word of mouth (e-WOM) before making an online purchase to find out what product you want, but you can also seek information through the opinions of consumers who have previously purchased the product, namely by paying attention to Online Consumer Reviews (OCR). This is one form of electronic word of mouth (e-WOM). Online Consumer Reviews (OCR) are product features and characteristics to achieve implicit purchase satisfaction. In the Shopee application, we can view electronic word of mouth (e-WOM) through the Online Consumer Reviews (OCR) feature.

Consumers can share their previous experiences through this feature, which potential customers can then use as a consideration before making a purchase decision. However, sometimes potential customers still hesitate to make a purchase, even after reading reviews from previous customers. A common doubt is the discrepancy between the product shown and the product received. Therefore, not only paying attention to reviews from previous customers, but also by considering these two online marketing strategies, potential customers can feel more comfortable and guaranteed satisfaction when

making online purchases.

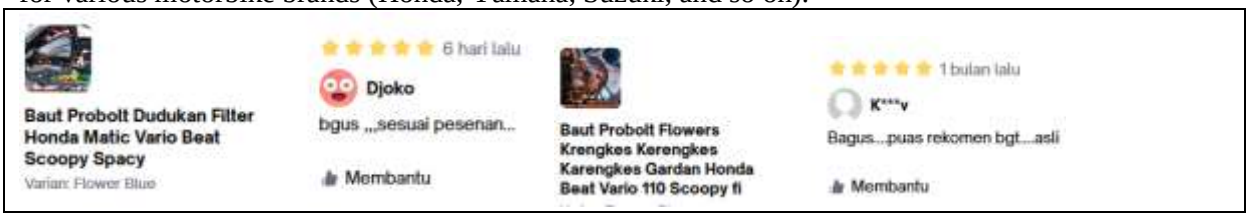
Thus, e-Wom can be considered a modern way to build image and support for a product or service, through an interactive and continuous information exchange process among potential customers, users, or existing consumers in the online realm. Media such as writing, images, and videos are used to disseminate these messages, creating an electronic word-of-mouth effect and contributing to marketing strategies and the achievement of business goals.



Source: Shopee Online Store RYM29_Variasi. 2026.

Figure 4: RYM29-Variation Product Price Category Selection Display

The example of the image data above explains that with the many choices of types of daily replacement spare parts with important components such as spark plugs, brake pads, air filters, batteries, chains and gear sets, as well as engine oil, as well as accessories and variations: to improve the appearance or functionality of the motorbike, such as light brackets, oil cap variations, hand grips, motorbike seats, racing exhausts, and shockbreakers accompanied by product list prices accompanied by price information, availability status (latest items, sales, or popular), and perhaps compatibility details for various motorbike brands (Honda, Yamaha, Suzuki, and so on).



Source: Shopee Online Store RYM29_Variasi. 2026.

Figure 5: Display of Positive Consumer Reviews on Social Media

The image data above explains that with the many choices of spare part types, one of those ordered by consumers received positive appreciation from consumers where the product arrived in good condition and was packaged neatly and safely, reducing the risk of damage during shipping and the product was in accordance with the description which stated that the product received, even though it was non-original or super/local KW, was in accordance with the description given in the online store.



Source: Shopee Online Store RYM29_Variasi. 2026.

Figure 6: Display of Negative Consumer Reviews on Social Media

The image data above illustrates that consumer reviews are still frequently found regarding the delivery of different products. When responding to consumer posts about receiving the wrong product,

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it's crucial to be prompt, empathetic, and solution-focused. Avoid arguing in public; redirect the conversation to a private channel if necessary. Ensure the customer feels heard and supported, for example, by acknowledging the error and offering a sincere apology for the inconvenience. Then, provide a quick and specific solution with the next steps, such as resending the correct product or a full refund.

Based on the background explanation above regarding the relationship between digital marketing and purchasing decisions, digital marketing has a significant influence on purchasing decisions because it can provide easy access to information, reach a wider market, and stimulate consumer interest through effective promotions. Through various platforms such as social media, e-commerce, and online advertising, digital marketing helps consumers research and compare products, and influences them to make purchasing decisions.

Likewise, electronic word of mouth is closely related to purchasing decisions because electronic word of mouth (E-WOM) has a positive and significant relationship with purchasing decisions because online reviews and recommendations from other consumers build trust, reduce risk, influence brand perception, and provide practical information about products/services, which directly encourage consumers to buy or not buy a product in the digital era. Reviews on social media, forums, or marketplaces such as Shopee greatly influence decisions, where the more positive reviews, the greater the likelihood of a purchase occurring.

Regarding digital marketing, previous research conducted by Etty Zuliawati Zed, Selvi Indriani, Sefi Fefiana Wati (2025), then research conducted by Meisa Rosanti, Septiadi Wirawan (2024), then research by Nur Arya Alamsyah, Muhammad Ali Fikri (2024), then research from Sherly Rahma Putri, Adi Martono (2025), although the research objects were different, all resulted in the conclusion that partially digital marketing had a positive and significant effect on purchasing decisions. However, the results of research conducted by Listania, Ahmad Zulfahmi (2023) showed inconsistencies where the findings were that digital marketing had no significant effect on purchasing decisions.

Furthermore, regarding electronic word of mouth, previous research conducted by Chiko Ryanda, Dede Solihin (2025), research by Dinda Angelica LB, Inna Fahina, Farhad Amirul Choir, Nilam Ayu Larasati (2025), research by Eisa Rizki Yulindasari, Khusnul Fikriyah (2022) and also research by Muhammad Rafi Ariqoh, Rahadian Tajudien (2025) although the research objects were different, all resulted in the conclusion that partially electronic word of mouth had a positive and significant effect on purchasing decisions. However, the results of research conducted by Ahmad Yoga Dimam Abror, Moh Sulton (2025) showed inconsistencies where the findings were that electronic word of mouth had no significant effect on purchasing decisions.

Then, simultaneous research between digital marketing variables and electronic word of mouth on purchasing decisions was conducted by Jasmani, Umi Narimawati, Azhar Affandi, Sidik Priedana, Heri Erlangga (2022) which raised the use of promotions and services, then research by Ahmad Khoerul Muttaqin, Veta Lidya Delimah Pasaribu (2024) then research by Frisca Fricilia, Wahyu Nurul Faroh, Jaja Suteja (2025), then Roni Iskandar, Moh. Kurdi (2024) then research by Roni Iskandar, Moh. Kurdi (2024), although the research objects were different, all of them resulted in the conclusion that simultaneously digital marketing and electronic word of mouth had a positive and significant effect on purchasing decisions. However, the results of research conducted by Ni Putu Aprilia Dewi, Faizatul Fajariah, I Made Suardana (2023) showed inconsistencies where the findings were that simultaneously digital marketing and electronic word of mouth had no significant effect on purchasing decisions.

Several studies have examined the influence of digital marketing and electronic word of mouth on purchasing decisions. The results show inconsistencies, with some showing a significant positive effect, others insignificant, and even a significant negative effect. Therefore, this study seeks to fill this gap by gaining a deeper understanding of the factors influencing purchasing decisions.

Method

This type of research is quantitative, according to Sugiyono (2020:8) who argues that "quantitative research is a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses". This research is an empirical study that aims to test the influence of digital marketing variables and electronic word of mouth on purchasing decisions at the

Shopee RY29_Variasi Online Store in Cinere, Depok City. The population and sample in this study amounted to 99 respondents, data collection used primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument testing (validity and reliability), classical assumption testing (normality, multicollinearity, and heteroscedasticity), multiple linear regression testing, determination testing and hypothesis testing (t-test and F-test).

RESEARCH RESULTS AND DISCUSSION

Research result

Validity Test

Validity testing was used to determine whether the questionnaire was valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

a. If the calculated r value > r table then the statement item is said to be valid.
b. If the calculated r value < r table then the statement item is said to be invalid.

The following presents the results of the validity test calculations for each variable used by the researcher in this study, namely digital marketing variables, electronic word of mouth and purchasing decisions with the following details:

Testing the Validity of Digital Marketing Variables (X1)

Based on the results of the validity test, the following results were obtained:

Table 3: Validity Testing of Digital Marketing Statement Instrument (X1)

No Statement	r count	r table	Information
KX1-1	0.344	0.198	Valid
KX1-2	0.538	0.198	Valid
KX1-3	0.502	0.198	Valid
KX1-4	0.501	0.198	Valid
KX1-5	0.618	0.198	Valid
KX1-6	0.499	0.198	Valid
KX1-7	0.729	0.198	Valid
KX1-8	0.692	0.198	Valid
KX1-9	0.695	0.198	Valid
KX1-10	0.441	0.198	Valid

Source: Data Processing, 2026.

Based on the table above, if r count > r table then it is declared valid and vice versa, if r count < r table then it is declared invalid. In this study, the number of samples (n) to be tested was 99 respondents with a two-way significance level of 0.050 with the provision of df = n-2, then df = 99 - 2 = 97 then the r table was obtained at 0.198. From the table above, it shows that the statements on the digital marketing variable can be said to be valid because all statements have a calculated r value > 0.198.

Testing the Validity of the Electronic Word of Mouth Variable (X2)

Based on the results of the validity test, the following results were obtained:

Table 4: Validity Testing of Electronic Word of Mouth Statement Instrument (X2)

No Statement	r count	r table	Information
KX2-1	0.330	0.198	Valid
KX2-2	0.476	0.198	Valid
KX2-3	0.421	0.198	Valid
KX2-4	0.501	0.198	Valid
KX2-5	0.627	0.198	Valid
KX2-6	0.524	0.198	Valid
KX2-7	0.764	0.198	Valid
KX2-8	0.552	0.198	Valid
KX2-9	0.464	0.198	Valid
KX2-10	0.646	0.198	Valid

Source: Data Processing, 2026.

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Based on the table above, it is known that all statement items in the electronic word of mouth variable are declared valid, this is proven by the calculated r value > r table, (n-2) = 99 - 2 = 97, namely 0.198. Thus, the data is worthy of being continued as research data.

Validity Testing of Purchase Decision Variable (Y)

Based on the results of the validity test, the following results were obtained:

Table 5: Validity Testing of the Purchase Decision Statement Instrument (Y)

No Statement	r count	r table	Information
KY-1	0.369	0.198	Valid
KY-2	0.370	0.198	Valid
KY-3	0.654	0.198	Valid
KY-4	0.366	0.198	Valid
KY-5	0.721	0.198	Valid
KY-6	0.499	0.198	Valid
KY-7	0.724	0.198	Valid
KY-8	0.476	0.198	Valid
KY-9	0.620	0.198	Valid
KY-10	0.580	0.198	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statement items in the purchasing decision variable are declared valid, this is proven by the calculated r value > r table, (n-2) = 99 - 2 = 97, namely 0.198. Thus, the data is worthy of being continued as research data.

Reliability Test

Reliability is an index that indicates the extent to which an instrument can be trusted. This test compares the obtained Cronbach's alpha value with a critical standard of 0.600. A value greater than 0.600 is considered reliable and a value less than 0.600 is considered unreliable. The following table shows the instrument's reliability results:

Reliability Test of Digital Marketing Variable (X1)

Based on the results of the reliability test, the following results were obtained:

Table 6: Reliability Test of Digital Marketing Variables (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,733	10

Source: SPSS 26 data processing

From the table above, it can be seen that the digital marketing variable is said to be reliable, because the test obtained a Cronbach alpha value greater than 0.600, namely 0.733 > 0.600.

Reliability Test of Electronic Word of Mouth Variable (X2)

Tabel 7: Uji Reliabilitas Variabel Electronic Word of Mouth (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,710	10

Sumber: Pengolahan data SPSS 26

Dari tabel di atas dapat dilihat bahwa variabel electronic word of mouth dikatakan reliabel, karena pengujian diperoleh nilai cronbach alpha lebih besar dari pada 0,600, yaitu 0,710 > 0,600.

Uji Reliabilitas Variabel Keputusan Pembelian (Y)

Tabel 8: Uji Reliabilitas Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,710	10

Sumber: Pengolahan data SPSS 26

Dari tabel di atas dapat dilihat bahwa variabel keputusan pembelian dikatakan reliabel, karena pengujian diperoleh nilai cronbach alpha lebih besar dari pada 0,600, yaitu 0,710 > 0,600.

Uji Asumsi Klasik

Uji asumsi klasik ini terdiri atas uji normalitas, uji heteroskedastisitas, dan uji multikolinearitas. Adapun alat yang digunakan untuk mengolah data yaitu menggunakan program SPSS 26.

Uji Normalitas

Uji normalitas dilakukan untuk mengetahui apakah populasi data berdistribusi normal atau tidak, uji normalitas dilakukan dengan 2 (dua) metode yaitu: 1) Kolmogorov-Smirnov dengan ketentuan jika nilai signifikansi > 0,05 maka data dinyatakan normal. 2) Motode grafik dengan ketentuan titik-titik sebaran data dikatakan normal apabila data atau titik menyebar berada pada sekitar garis diagonal dan mengikuti arah garis diagonal, sebaliknya data dikatakan tidak terdistribusi normal jika data menyebar jauh dari arah garis atau tidak mengikuti garis diagonal. Adapun hasil pengujiannya sebagai berikut:

Tabel 9: Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

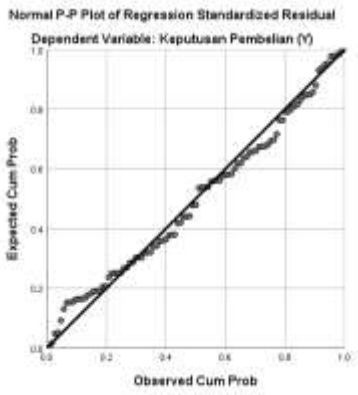
		Unstandardized Residual
N		99
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.76134621
Most Extreme Differences	Absolute	.088
	Positive	.069
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.058c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Sumber: Pengolahan Data, 2026.

Dari tabel di atas dapat diperoleh nilai signifikan (2-tailed) sebesar 0,058. Karena signifikannya lebih dari 0,050 atau (0,058> 0,050) maka disimpulkan data tersebut berdistribusi normal.

Selanjutnya uji normalitas juga dilakukan dengan menggunakan grafik Probability Plot (P-P Plot) yang prinsipnya normalitas dapat dideteksi dengan cara melihat pola penyebaran data (titik) pada sumbu diagonal grafik atau dengan melihat histogram dan residualnya atau dengan kata lain mengikuti arah garis diagonal. Adapun hasil ujinya sebagai berikut:



Sumber: Pengolahan Data, 2026.

Gambar 7: P-Plot Uji Normalitas

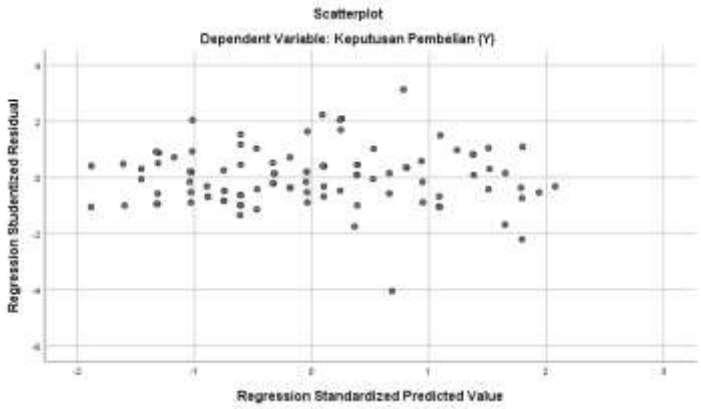
Dari grafik di atas dapat diketahui bahwa titik-titik menyebar sekitar garis dan mengikuti arah garis diagonal, maka dapat disimpulkan bahwa data residu dari variabel digital marketing (X1),

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electronic word of mouth (X2) dan keputusan pembelian (Y) yang diteliti adalah data yang berdistribusi normal.

Uji Heteroskedastisitas

Uji heteroskedastisitas yaitu untuk mengetahui ada atau tidaknya ketidaksamaan varian dari residual untuk semua pengamatan pada model regresi. Dalam penelitian ini uji heteroskedastisitas dapat dilihat pada grafik scatterplot sebagai berikut:



Sumber: Pengolahan Data, 2026.

Figure 8: Scatter Plot Graph of Heteroscedasticity Test Results

In the scatter plot image, it can be seen that the points are spread randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Testing

t-test (Partial Test)

To determine the influence of digital marketing (X1) and electronic word of mouth (X2) on purchasing decisions (Y), a t-test (partial test) can be conducted. The provisions are as follows:

1) If thitung > ttabel means Ho is rejected and Ha is accepted (there is an influence).
2) If thitung > t tabel means Ho is accepted and Ha is rejected (there is no influence)

Partial Hypothesis Test for Digital Marketing Variable (X1)

The hypothesis that will be tested in this section is:

H01 : There is no significant influence betweendigital marketing on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.

Ha1 : There is a significant influence betweendigital marketing on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 10:Partial Hypothesis Test Results Between Digital Marketing (X1) and Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,734	2,847		5,526	.000
	Digital Marketing (X1)	.595	.077	.617	7,719	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the t-count value is obtained > t-table or (7.719 > 1.985), this is also strengthened by a significance value of <0.05 or (0.000 <0.05). Thus, H01 is rejected and Ha1 is accepted, this shows that there is a significant influence between digital marketing on purchasing decisions at the Shopee RY29_Variasi Online Store in Cinere, Depok City.

Partial Hypothesis Test for Electronic Word of Mouth Variable (X2)

The hypothesis that will be tested in this section is:

H02 : There is no significant influence betweenelectronic word of mouth on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.

Ha2 : There is a significant influence betweenelectronic word of mouth on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 11:Partial Hypothesis Test Results Between Electronic Word of Mouth (X2) and Purchasing Decisions (Y)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	17,886	3,576		5,002	,000
	Electronic Word of Mouth (X2)	,469	,118	,402	7,770	,002

a. Dependent Variable: Purchase Decision (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the t-count value is obtained > t-table or (7.770 > 1.985), this is also strengthened by a significance value of <0.05 or (0.000 <0.05). Thus, H02 is rejected and Ha2 is accepted, this shows that there is a significant influence between electronic word of mouth on purchasing decisions at the Shopee RY29_Variasi Online Store in Cinere, Depok City.

Simultaneous Test (F Test)

The F-statistic test is a joint test of all independent variables (digital marketing and electronic word of mouth) against the dependent variable (purchase decisions). The F-statistic calculation from ANOVA is performed by comparing the crisis values obtained from the F-distribution table at a certain level of significance. The hypothesis formulation is as follows:

H03 : There is no significant influence betweendigital marketing and electronic word of mouth simultaneously on purchasing decisions at the Shopee RY29_Variasi Online Store in Cinere, Depok City.

Ha3 : There is a significant influence betweendigital marketing and electronic word of mouth simultaneously on purchasing decisions at the Shopee RY29_Variasi Online Store in Cinere, Depok City.

As a comparison to see the significant influence, a significance level of 5% (0.05) is used and F count is compared with F table with the following criteria:

1) If F count < F table, it means H0 is accepted and Ha is rejected.
2) If F count > F table, it means H0 is rejected and Ha is accepted.

The formula for finding the F table value is:

(df = k-1) = df1 = 3-1= 2 and (df2 = n – k) = 99 - 3 = 96

So with a significance level of 5% or 0.05, the F table of 96 = 3.090 is obtained from the statistical table. The following are the results of the ANOVA test or F test:

Table 12: Results of Simultaneous Test (F Test) Between Digital Marketing (X1) and Electronic Word of Mouth (X2) on Purchasing Decisions (Y)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	901,070	2	450,535	57,880	.000b
	Residual	747,253	96	7,784		
	Total	1648,323	98			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Electronic Word of Mouth (X2), Digital Marketing (X1)

Source: Data Processing, 2026.

Based on the test results in the ANOVA table above, the F count value > F table or (57.880 > 3.090) and strengthened by a significance of <0.05 or (0.000 <0.05). So it can be concluded that digital

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marketing and electronic word of mouth together have a significant effect on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.

Discussion

After the findings were known, we analyzed how well the data represented the research findings, particularly its ability to explain the impact of digital marketing and electronic word of mouth on purchasing decisions. The following is a discussion of the research findings:

The Influence of Digital Marketing (X1) on Purchasing Decisions (Y)

Based on the results of the analysis, the digital marketing research variable has a significant effect on purchasing decisions as evidenced by the results of the t-test = 7.719 while the t-table = 1.985 (t-test > t-table) with a significance level of 0.000 <0.05, then Ho1 is rejected and Ha1 is accepted. The results of this research by the author support or are in line with the results of research conducted by Etty Zuliawati Zed, Selvi Indriani, Sefi Fefiana Wati (2025). The Influence of Digital Marketing on Consumer Purchasing Decisions in the E-commerce Era. In their research, they concluded that digital marketing has a significant effect on purchasing decisions with a contribution of 54.5% and the hypothesis test obtained sig. 0.000 <0.05.

The Influence of Electronic Word of Mouth (X2) on Purchasing Decisions (Y)

Based on the results of the analysis, the electronic word of mouth variable has a significant effect on purchasing decisions as evidenced by the results of the t-test = 7.770 while t-table = 1.985 (t-count > t-table) with a significance level of 0.000 <0.05, then Ho2 is rejected and Ha2 is accepted. The results of this study support or are in line with the results of research conducted by Chiko Ryanda, Dede Solihin (2025). The Effect of Price and Electronic Word of Mouth (E-WOM) on Purchasing Decisions at Ragam Garden's in Bogor Regency. In his research, he concluded that price and electronic word of mouth simultaneously have a significant effect on purchasing decisions with a contribution of 21.9% and the hypothesis test obtained F count > F table (27.251 > 3.02).

The Simultaneous Influence of Digital Marketing (X1) and Electronic Word of Mouth (X2) on Purchasing Decisions (Y)

Based on the results of the Anova test, the F count value is obtained > F table or (57.880 > 3.090) and is also strengthened by a significant value <0.05 or (0.000 <0.05) then Ho3 is rejected and Ha3 is accepted. So it can be concluded that digital marketing and electronic word of mouth together have a significant effect on purchasing decisions at the Shopee RY29_Variasi Online Store in Cinere, Depok City. The results of this research by the author support or are in line with the results of research conducted by Ahmad Khoerul Muttaqin, Veta Lidya Delimah Pasaribu (2024). The Influence of Digital Marketing and Word of Mouth on Online Product Purchasing Decisions on Tokopedia E-commerce (Case Study on Undergraduate Management Study Program Students Regular C Thursday, Pamulang University). In his research, it was concluded that digital marketing and word of mouth simultaneously have a significant effect on purchasing decisions with a hypothesis test obtained F count > F table (67.287 > 3.11).

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion regarding the influence of digital marketing (X1) and electronic word of mouth (X2) on purchasing decisions (Y), it is as follows:

1. Partially, digital marketing has a significant effect on purchasing decisions, this is proven by the results of the hypothesis test obtained t count > t table (7.719 > 1.985) and is also strengthened by a significance of 0.000 < 0.05. Therefore, Ha1 is accepted. Thus, it can be concluded that the digital marketing variable has a significant effect on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.
2. Partially, electronic word of mouth has a significant effect on purchasing decisions, this is proven by the results of the hypothesis test obtained t count > t table (7.770 > 1.985) and is also strengthened by a significance of 0.000 < 0.05. Then Ha2 is accepted. Thus, it can be concluded that the electronic

word of mouth variable has a significant effect on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.

3. Digital marketing and electronic word of mouth simultaneously have a significant influence on purchasing decisions,This is proven by the results of the hypothesis test obtained F count > F table or (57.880 > 3.090) and is also strengthened by a significance of 0.000 < 0.05. Therefore, Ha3 is accepted. Thus, it can be concluded that digital marketing and electronic word of mouth variables simultaneously have a significant effect on purchasing decisions at the Shopee Online Store RY29_Variasi in Cinere, Depok City.

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