

## THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PROMOTIONS ON PURCHASING DECISIONS AT THE SHOPEE MARKETPLACE IN BATAM

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### Abstract

*Technological developments have brought many changes, especially to the business world, where this progress has been taken advantage of by entrepreneurs who market their products online. One of them is marketing through the Shopee marketplace which makes it easy for consumers to purchase a product. As for the aim of this research is to determine the influence of electronic word of mouth and promotions on purchasing decisions on the Shopee marketplace in Batam. This research is of a quantitative descriptive type. And the sample used in this research was 400 respondents where this sampling was based on the population in Lubuk Baja District, Batam City. The sampling technique used is non-probability sampling, namely purposive sampling. The test techniques that will be used in this research are validity test, reliability test, multicollinearity test, heteroscedasticity test, R<sup>2</sup> test, T test and F test. From this research the results show that electronic word of mouth has a positive effect on purchasing decisions, promotions have there is a positive influence on purchasing decisions. And simultaneously electronic word of mouth and promotions influence purchasing decisions, with a large influence of 53% while 47% is influenced by other variables.*

**Keywords:** *Electronic word of mouth; Promotion; Buying decision*

### INTRODUCTION

The increasingly rapid development of technology, especially in the business world, is used by business owners in carrying out their marketing activities. Currently, more and more business people are selling through e-commerce and marketplaces in Indonesia. Online shopping provides many benefits for consumers when looking for a product and quality features without requiring a lot of time or excessive costs. (Lefiani & Wibasuri, 2021). With the convenience and sophistication offered by technology today, shopping transactions have become very easy, just by accessing the application from your cellphone and of course it is not difficult, one of the shopping applications that is widely used today is Shopee. Shopee is a non-profit online market which has its head office in Singapore and is led by Sea Limited. In 2009 by Forrest Li the first Shopee store was created, while in 2015 in Singapore it began to be launched. Cris Feng is the CEO of Shopee, where Cris Feng was also the CEO of Zalora and Lazada and was the leader of the internet rocket campaign. In 2015 Shopee also began to spread to Southeast Asian countries such as Malaysia, Thailand, Taiwan, Indonesia and the Philippines. In 2018 Shopee had a new record, namely for the e-commerce sector, which was able to complete 1.5 million transactions in less than 24 hours. Shopee provides convenience which is expected to be a boost in overall public spending (Kumparan.com, 2022).

Apart from Shopee, there are many types of e-commerce that are well known to the public, such as Shopee, Lazada, Blibli, Tokopedia and many more. The following are the top brands using e-commerce in Indonesia:

Table 1. Top Brand Applications *E-commerce Q2 2023*

No	Ecommerce	Number of Users
1.	Shopee	167,000,000
2.	Tokopedia	107,200,000
3.	Lazada	74,500,000
4.	Blibli	27,100,000
5.	Bukalapak	15,600,000

Source:(Databoks.katadata.co.id, 2023)

It can be seen from table 1.2 above that in the second quarter of 2023, the largest number of e-commerce users will be for the Shopee application, namely 167 million, while in second position is Tokopedia with the number of users, namely 107.2 million users, in third position is Lazada, namely 74 .5 million, fifth position is blibli with 27.1 million users and the last is bukalapak with 15.6 million. This is overall influenced by buyers, where each consumer certainly has a different view, therefore every business owner or seller must understand or analyze what factors can influence consumer actions in making purchasing decisions.

Purchasing decisions are several stages of consumer behavior before making a purchase. Consumers will consider several things, for example product quality, price, place of purchase, brand and many more, so that when the decision occurs, consumers will feel that the product or service purchased provides their own satisfaction. for consumers(Nyoko & Samuel, 2021). Another understanding of purchasing decisions according to(Prihadini et al., 2023), a purchasing decision is a consumer's steps or stages in choosing an alternative to make a purchase of a good or service. Kotler in(Lulu, 2020)explained that purchasing decisions have several indicators, namely stability of a product, habits in purchasing products, giving recommendations to other people, and making repeat purchases

Purchasing decisions that will be determined by potential consumers basically have many factors that must be considered if they are going to make an online purchase in E-commerce, one of which is Electronic Word of Mouth (eWOM) which is defined as the response or assessment or responsiveness of consumers after purchasing or using the product, where the response can be positive or negative on social media that people can read(Purba & Paramita, 2021). Based onrelated mini survey*Electronic Word of Mouth (eWOM)*on Shopee which was carried out in Lubuk Baja District, Batam City, in question number 1 there were 12 respondents who provided reviews on Shopee as useful as information and 18 respondents stated the opposite. Next to question number 2, 14 respondents agreed that reviews on Shopee helped determine purchasing choices while the remaining 16 felt the opposite. In question 3, 13 respondents agreed that reviews on Shopee contained the required information, while the remaining 17 felt otherwise. Furthermore, in question number 4, 15 out of 30 respondents stated that shopping decisions could be influenced by reviews on Shopee and 15 respondents stated that these reviews did not influence shopping decisions. Furthermore, question number 5 obtained 10 respondents who stated that reviews on Shopee contained information about the advantages and disadvantages of the product, while 20 respondents stated that reviews on Shopee did not contain information about the advantages and disadvantages of the product.

Based on the explanation of the mini survey data above, it can be concluded that *Electronic Word of Mouth (eWOM)* contained in the reviews on Shopee still not optimal, especially in the aspect of information regarding the advantages and disadvantages of the product. So it can be ascertained that the presence of these factors can have an influence on the decline in shopping interest of Shopee consumers. It is known that competition between e-commerce will become increasingly fierce, therefore every e-commerce company must of course provide good quality service. This is so that consumers can have good commitment and loyalty to the company. According to (Sinaga & Sulistiono, 2020) As internet users and social networks increase, it is very important that this brings a lot of information easily, one of which is electronic word of mouth (E-WOM). Ewom is a person's response or assessment of an item or service that has been purchased or used, from which the response can be seen whether there is a positive or negative assessment, from this response it will later be able to be seen or read by other consumers via social media networks. We can understand that in essence, consumers will certainly need a lot of references in determining which product to use, one of which is by finding out how someone views the product. Consumers do this to ensure that consumers do not regret or make mistakes when purchasing a product (Lulu, 2020). According to (Putri & Fauzi, 2023) To assess electronic word of mouth, it can be linked to several indicators, namely Credibility, Quality and Quantity.

*E-Wom* is positive if there are good reviews from consumers who are satisfied with the product and will be negative if consumers give unfavorable reviews to the product. These reviews are the benchmark for consumers in making decisions. As in research (Arsyalan, 2019) which says that E-wom has a positive influence on purchasing decisions. However, this is different from research conducted by (Prihadini et al., 2023) who said that E-wom does not have a significant influence on purchasing decisions.

Besides *Electronic Word Of Mouth (eWOM)*, Promotion is one of the factors that can influence clients on the Shopee application. Promotion is an activity to communicate the benefits of a product and persuade customers to buy the product (Ilhamah et al., 2023). Promotion is a marketing action to introduce products to consumers where the final results will influence consumers in making purchasing decisions, this is carried out by sellers in order to realize the company's goals in achieving profits. (Widyanto & Albetris, 2021). Promotion is an effort made by sellers of goods or services with various things that can attract the attention of consumers. Promotions are carried out in order to achieve maximum sales, promotions are very important, this is because if there are no promotions this will cause some consumers to not have the attraction to buy the product or service. (Nasution & Kurniawati, 2022). According to (Widyanto & Albetris, 2021) Promotion can be measured by indicators, namely Advertising, Individual Sales, Short-term Incentive Promotion, Public Relations and Direct Marketing. The aim of promotion is to create or increase product or brand awareness, increase brand preference in the target market, increase sales and market share, encourage repeat purchases of the same brand, introduce new products, and attract new customers. (Nasution et al., 2019). From the mini survey that has been carried out, it is clear that the results of the promotions given are not 100% in accordance with what has been reported, for example the provision of free shipping at 0 rupiah, in reality there are still those who receive shipping costs, so consumers who shop are also subject to expensive costs. So this problem can influence consumer purchasing decisions so that consumers will move to other e-commerce sites where the costs are cheaper. From research (Ani et al., 2021) shows that the promotion variable has a positive and significant influence on purchasing decisions. Meanwhile, from research (Taufan & Azhari, 2022) states that promotions do not have a significant influence on purchasing decisions.

The theoretical framework in this research can be described through a framework as presented in the image below:

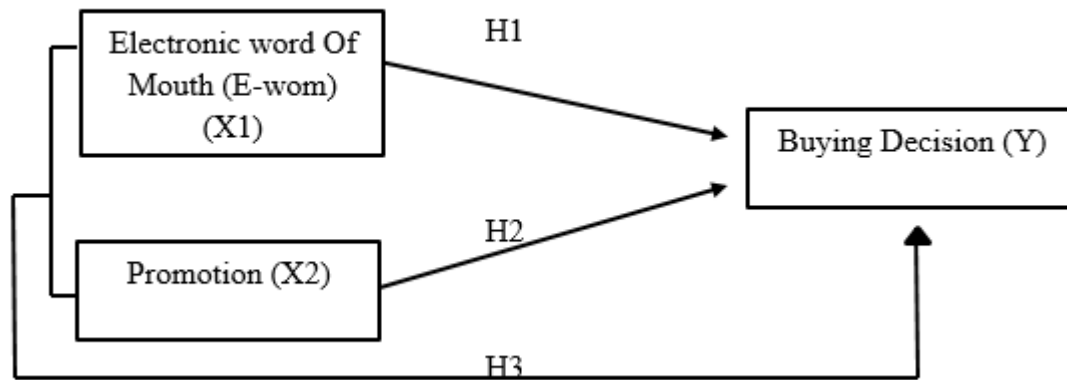


Figure 1. A Frame Of Mind

From the framework of thought, the researcher concludes that the hypothesis in this research is as follows:

- H1: It is suspected that there is a significant influence between electronic word of mouth on purchasing decisions on the Shopee marketplace in Batam.
- H2: It is suspected that there is a significant influence between promotions on purchasing decisions on the Shopee marketplace in Batam.
- H3: It is suspected that there is a joint influence of e-WOM and promotion on purchasing decisions on the Shopee marketplace in Batam.

Based on the explanation above, the author wants to know whether electronic word of mouth and promotions can influence purchasing decisions on the Shopee marketplace. Therefore, the author will conduct research with the title "The Influence of Electronic Word of Mouth and Promotion on Purchasing Decisions at the Shopee Marketplace in Batam"

## METHODS

This research will use quantitative descriptive research techniques. According to (Sugiyono, 2019) Quantitative descriptive research is a research technique used to analyze data which will later be carried out by describing or explaining it in detail without having the aim of making a general conclusion or generalization. The respondents in this research are respondents aged 18-30 years and live in the Lubuk Baja District area, Batam City, where the population in Lubuk Baja District is 90,560 people (BPS, 2021). To determine the sample that will be used, the researcher will use a purposive sampling method, one of which is non-probability sampling. data collection through distributing questionnaires distributed to all respondents, then the data that has been obtained will be analyzed using SPSS version 25 software.

## RESULTS AND DISCUSSION

### Validity and Reliability Test Results

Based on the existing population, the sample that will be used in this research consists of 400 respondents. To find out whether the independent variables, namely electronic word of mouth (X1) and promotion (X2), have an influence on the dependent variable, namely (Y), the researcher used a data quality test, classical assumption test, influence test and hypothesis test. Below are the results of these tests:

## Validity Test Results

Table 2.Validity Test Results				
Electronic Word Of Mouth (X1)				
No	Statement	R-value count	R-table	Information
1.	X1.1	0.639	0.0981	Valid
2.	X1.2	0.726		
3.	X1.3	0.716		
4.	X1.4	0.616		
5.	X1.5	0.651		
6.	X16	0.780		
Promotion (X2)				
7.	X2.1	0.587	0.0981	Valid
8.	X2.2	0.680		
9.	X2.3	0.589		
10.	X2.4	0.559		
11.	X2.5	0.580		
12.	X2.6	0.595		
13.	X2.7	0.610		
14.	X2.8	0.672		
15.	X2.9	0.613		
16.	X2.10	0.582		
Purchase Decision (Y)				
17.	Y1	0.780	0.0981	Valid
18.	Y2	0.761		
19.	Y3	0.689		
20.	Y4	0.699		
21.	Y5	0.670		
22.	Y6	0.624		
23.	Y7	0.710		
24.	Y8	0.648		

Source: SPSS Data Processing Results 25, 2023

It can be seen from the validity test that each item belonging to the dependent variable, namely purchasing decisions (Y) and the independent variables, namely electronic word of mouth (X1) and promotion (X2) can be said to be valid because it has a calculated r that is greater than the r table.

## Reliability Test Results

Table 3. Reliability Test Results

No	Variable	Cronbach's Alpha	Conclusion
1.	<i>Electronic word of mouth</i> (X1)	0.780	Reliable
2.	Promotion (X2)	0.809	Reliable
3.	Purchase Decision (Y)	0.848	Reliable

Source: Data Output Results, 2023

From the table above it can be seen that each variable has a value *Cronbach's alpha* which is greater than 0.60, it can be concluded that electronic word of mouth, promotions and purchasing decisions can be said to be reliable.

## Classic Assumption Test Results

### Normality Test Results

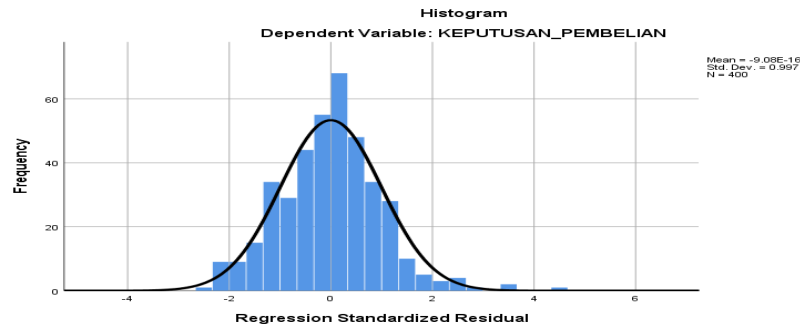


Figure 1. Histogram Regression Residuals

Source: SPSS 25 Data Processing Results, 2023

Based on Figure 2 above, it can be seen that the histogram test displays a diagram that is shaped like a bell in the middle of the bar graph and is in a line. So it can be said that the data used in this research is normally distributed. Furthermore, in terms of the p-plot test, it can be seen in the image below, which is as follows:

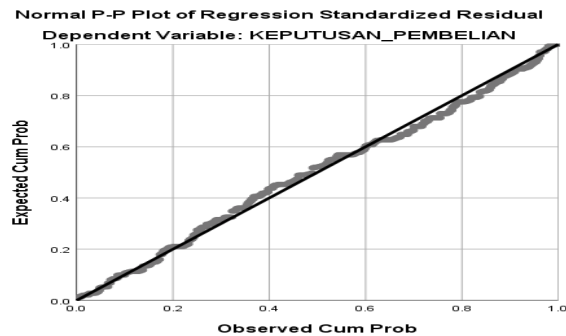


Figure 2. Normal PP Plot

Source: SPSS 25 Data Processing Results, 2023

If you look at the image above, there is a distribution of points that follow the diagonal line. Which is if the data is normally distributed if the points in the p-plot test follow the path of the diagonal line. So it can be ascertained from the p-plot test that the data used in this research is also normally distributed. To be more certain, the researcher used the one sample Kolmogorov-Smirnov test as in the table below:

Table 4. Test *One-Sample Kolmogorov-Smirnov Test*

<b>One-Sample Kolmogorov-Smirnov Test</b>		Unstandardized residuals
N		400
Normal Parameters <sup>a,b</sup>	mean	0.0000000
	Std. Deviation	3.51598745
Most Extreme Differences	Absolute	0.042
	Positive	0.042
	Negative	-0.039
Statistical Tests		0.042
Asymp. Sig. (2-tailed)		0.088c

Source: SPSS 25 Data Processing Results, 2023

From table 4 it can be seen that the glesjer test has a significant value greater than 0.05, so it can be said that the data used is normally distributed.

#### Multicollinearity Test Results

Table 5. Multicollinearity test results

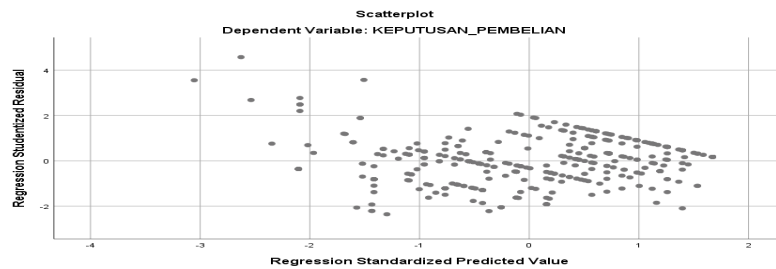
		<b>Coefficients</b>	
		Collinearity Statistics	
Model		Tolerance	VIF
1	(constant)	-	-
	EWOM	0.750	1,333
	Promotion	0.750	1,333

a. Dependent Variable: Purchase Decision

Source: SPSS 25 Data Processing Results, 2023

From table 5, it explains that the electronic word of mouth and promotion variables have a tolerance value greater than 0.1 and a VIF value smaller than 10, so it can be concluded that in this case there are no symptoms of multicollinearity.

## Heteroscedasticity Test Results



*Figure 4 Heteroscedasticity Test Results*  
Source: SPSS 25 Data Processing Results, 2023

It can be seen from Figure 4 that there is no pattern formed from the points on the scatterplot. The points on the Y axis are spaced above and below the value 0. So from the scatterplot test it can be concluded that the variables in this study do not experience heteroscedasticity. To confirm the scatterplot test, the researchers proved it using the glesjer test, as in the table below:

Table 6. Glesjer Test Results  
**Coefficients**

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	4,221	0.163	-	25,947	0,000
EWOM	-0.23	0.036	-0.038	-0.643	0.512
Promotion	0.015	0.022	0.040	0.672	0.502

a. Dependent Variable: ABS\_1

Source: SPSS 25 Data Processing Results, 2023

To find out whether the variables used do not have heteroscedasticity, look at the significant value, if the significant value is greater than 0.05 then it can be confirmed that there is no heteroscedasticity. From table 4.13, the values state that the electronic word of mouth variable (X1) has a significant value of  $0.512 > 0.05$  and promotion (X2) has a significant value of  $0.502 > 0.05$ , so it can be concluded that in the research each variable does not experience symptoms of heteroscedasticity.



Quantitative Analysis  
Multiple Linear Regression Analysis

**Table 7.**Multiple Linear Analysis Test Results  
**Coefficients**

Model	Unstandardized Coefficients		standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (constant)	4,057	1,436	-	2,825	0.005
EWOM	0.319	0.056	0.226	5,685	0,000
Promotion	0.515	0.035	0.589	14,857	0,000

a. Dependent Variable: Purchase Decision

Source: SPSS 25 Data Processing Results, 2023

Based on table 1 which was processed using SPSS version 25 software, the results of this research can be formulated using the following regression equation:

$$Y = 4.057 + 0.319.X1 + 0.515X2 + e$$

From the results of the equation above, it can be concluded:

- The constant has a regression coefficient of 4.057, so it can be concluded that when electronic word of mouth and promotions have a value of 0, then the purchasing decision has a value of 4.057.
- The electronic word of mouth variable has a coefficient value of 0.319. From this value, it is clear that when the electronic word of mouth variable (X1) experiences an increase in value every 1%, the purchasing decision variable (Y) will also experience an increase of 0.319. So it can be concluded that the electronic word of mouth variable (X1) has a positive influence on purchasing decisions so that when electronic word of mouth increases, purchasing decisions also increase.
- The promotion variable has a value of 0.515. This figure has a meaning which explains that for every 1% increase in the promotion variable, purchasing decisions experience an increase of 0.515. So it can be interpreted that the promotional variable has a positive influence on purchasing decisions. By increasing promotional variables, this will also increase purchasing decisions.

#### Determination Test Results (R2)

The determination test (R2) is a test carried out to find out how much the number or percentage level of the independent variable is given to the dependent variable. For this reason, below are the results of the determination test (R2):

Table 8. Determination Test Analysis Results

<b>Model Summary b</b>				
Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	0.729a	0.531	0.529	3.52483

a. Predictors: (Constant), EWOM(X1), Promotion(X2),

b. Dependent Variable: Purchase Decision (Y)

Source: SPSS 25 Data Processing Results, 2023

From table 8, it shows that there is an adjusted R square value with a value of 0.529. This value means that the influence value given by the electronic word of mouth (X1) and promotion (X2) variables on purchasing decisions is 0.529 or in percentage form, namely 53%, while for the remaining 47.1% the purchasing decision variable is influenced by other variables not examined in this research.

### Hypothesis testing

#### T test

The T test is a test carried out to find out whether the independent variable partially influences the dependent variable so that later the t test can confirm the hypothesis that has been made. The dependent variable can be said to influence if the results of the t test have a calculated t value that is greater than the t table and a significant value that is greater than 0.05. To find out the size of the T table value that will be used as a reference,  $\alpha$  for the 2-sided test is 1.96595. The results of the t test can be seen in the following table:

1. The calculated t value for the electronic word of mouth variable has a value of  $5.685 > t$  table 1.96595 while the significant value is  $0.000 < 0.05$ . So it can be concluded that the hypothesis H1 is accepted while H0 is rejected. The electronic word of mouth variable has a partially significant effect on purchasing decisions.
2. In the promotion variable, there is a t table value of  $14.857 > 1.96595$  and a significant value of  $0.000 < 0.05$ . So it is concluded that H2 is accepted and H0 is rejected, this states that promotion has a partially significant effect on purchasing decision variables.

#### F test

The electronic word of mouth and promotion variables can be said to jointly influence the purchasing decision variable if they have a calculated F value that is greater than the table F value and a significant value that is greater than 0.05. Following are the results of the F test:

Table 9.F Test Results

<b>ANOVA</b>					
Model	Sum OF Squares	df	Mean Square	F	Sig
1 Regression	5591,473	2	2795,736	225,019	0,000b
Residual	4932,505	397	12,424		
total	10523,977	399			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Ewom(X1), Promotion (X2),

Source: SPSS 25 Data Processing Results, 2023

If you look at table 9, it explains that the f test shows that there is a calculated f result of 225.019, which is a value greater than the f table, which is 3.018 and a significant value of  $0.000 < 0.05$ , so it can be concluded that the electronic word of mouth variable (X1) and promotion (X2) have a simultaneously significant influence on purchasing decisions.

So from the results of each test that has been carried out, the following is the discussion:

#### **A. The Influence of Electronic Word of Mouth on Purchasing Decisions**

From the research that has been carried out, the electronic word of mouth variable (X1) has an influence on the purchasing decision variable in the shopee marketplace in Lubuk Baja District, Batam City. This conclusion is caused by the results of the t test which shows that the electronic word of mouth variable (X1) shows The calculated t value is  $5.685 > t \text{ table } 1.96595$  and the significant value is  $0.000 < 0.05$ . So it can be said that the first hypothesis is accepted and  $H_0$  is rejected. The results of this study are supported by research(Putri & Fauzi, 2023)The results of this research state that electronic word of mouth variables significantly and positively influence purchasing decisions. The existence of electronic word of mouth is one of the most important factors when someone makes a decision to buy because some people will be influenced by several opinions. This is done so that there are no mistakes when buying. Therefore, electronic word of mouth greatly influences purchasing decisions on the Shopee marketplace.

#### **B. The Effect of Promotion on Purchasing Decisions**

Based on the research that has been conducted, there are results showing that the Promotion variable (X2) has a positive influence on the purchasing decision variable in the Shopee marketplace in Lubuk Baja District, Batam City. This result was obtained from the t test that the promotion variable (X2) had a calculated t value of  $14.857 > 1.96595$  and a significant value of  $0.000 < 0.05$ . So the second hypothesis is accepted and  $H_0$  is rejected. These results are also supported by research conducted by(Pangastuti et al., 2022)which explains that the promotional variable has a positive and significant influence on purchasing decisions. Promotion is a very important thing in the world of marketing where promotions are used to attract the attention of consumers to make purchasing decisions about the products we market, therefore this research has certainly proven that promotions influence purchasing decisions.

#### **C. The Influence of Electronic Word of Mouth and Promotion on Purchasing Decisions**

The research that has been conducted shows that the electronic word of mouth (X1) and promotion (X2) variables together have a significant influence on the Shopee marketplace purchasing decision variable in Lubuk Baja District, Batam City. This result is supported by the f test which has a result of 225.019, which is a value greater than the f table, which is 3.018 and a significant value of  $0.000 < 0.05$ . So the third hypothesis can be accepted and  $H_0$  is rejected. The results of this research are strengthened by the research results(Nasution & Kurniawati, 2022)which explains that simultaneously the electronic word of mouth and promotion variables together have a significant and positive influence on the purchasing decision variable. It can be concluded that there are many factors that influence purchasing decisions on the Shopee marketplace, one of which is electronic word of mouth and promotions. When electronic word of mouth produces a good assessment or contains good responses, of course purchasing decisions will experience an increase, plus the incessant promotions that are often carried out by the Shopee marketplace, it will be even easier for purchasing decisions to increase.

## **CONCLUSION**

From the research that has been carried out on how much influence electronic word of mouth and promotion variables have on purchasing decisions for the Shopee marketplace in Lubuk Baja District, Batam City, the researcher concludes as follows:

1. The electronic word of mouth variable (X1) has a positive and significant influence on purchasing decisions (Y) in the Shopee marketplace in Lubuk Baja District, Batam City. With the amount of influence given being 32%, therefore, if there is good electronic word of mouth on the Shopee marketplace, purchasing decisions will increase.
2. The promotion variable (X2) has a positive and significant influence on purchasing decisions (Y) in the Shopee marketplace in Lubuk Baja District, Batam City. With an influence of 51.5%, when promotions are carried out intensively by the Shopee marketplace, purchasing decisions will increase in the Shopee marketplace in Lubuk Baja District, Batam City.
3. The variables electronic word of mouth (X1) and promotion (X2) together have a positive and significant influence on purchasing decisions (Y) in the Shopee marketplace in Lubuk Baja District, Batam City. That is, with a large influence of 53%. So when electronic word of mouth contains positive responses and promotions are carried out well by the Shopee marketplace, purchasing decisions will increase in the Shopee marketplace in Lubuk Baja District, Batam City.

## **SUGGESTION**

Based on the conclusions above, researchers have several suggestions, namely as follows:

1. Because the results of the research show that electronic word of mouth and promotions have an influence on purchasing decisions, namely 53%, while the remaining 47.1% of purchasing decision variables are influenced by other variables not examined in this research. So that the research is perfect, further research will carry out research with other variables which can influence purchasing decisions.
2. In this research, the Shopee marketplace must provide the best service while marketing products that have good quality. This aims to ensure that the resulting electronic word of mouth is a good response from consumers. This is in order to maintain customer consistency in making purchases on the Shopee marketplace.
3. Apart from electronic word of mouth, of course the Shopee marketplace must also pay attention to marketing, especially promotions. Intensive promotions will increasingly attract consumers' attention when making purchases on the Shopee marketplace. Therefore, the industrial world must pay more attention to how company management increases customer interest.

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