



Online Shop Purchase Decision: How Do Social Media Marketing, Electronic Word of Mouth (EWOM), and Lifestyle Affect?

Whan Augustin Ainul Amri^{1*}, Firdaus Putra², Denny Saputera³, Dewiana Novitasari⁴, Jainuri⁵

^{1,2,4,5}Universitas Insan Pembangunan Indonesia, Indonesia

³Universitas Widyatama, Indonesia

*Corresponding email: whan.augustin@gmail.com

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Abstract

The research aims to analyze the effect of social media marketing, electronic word of mouth (EWOM), and lifestyle on purchasing decisions for MSME products sold online. This study uses a type of quantitative research with a sample of 127 student respondents in the city of Tangerang. The hypothesis is tested using structural equation modeling. Data processing uses the SEM method with SmartPLS 3.0 software. The results of the study show that electronic word of mouth (EWOM) and Lifestyle all influence the purchasing decisions of MSME products. Meanwhile, social media marketing has no positive or significant effect on purchasing decision variables. This study contributes to the existing literature by providing empirical evidence about the effect of electronic word of mouth (EWOM) and lifestyle on purchasing decisions. The results of this study also provide evidence that student consumers are more rational and unaffected by social media marketing in making purchasing decisions. The results of this study can also be used by MSME management to attract potential market share in the student segment.

Keywords: *Electronic word of mouth (EWOM), purchase decision, lifestyle, social media marketing, MSMEs*

INTRODUCTION

At this time the science of technology and knowledge globally is developing, especially in the field of information and technology such as the Internet (Asbari et al., 2020; Asbari & Purwanto, 2020; Hermansyah & Asbari, 2022; M et al., 2019; Novitasari, Hutagalung, et al., 2021; Novitasari, Johan, et al., 2021). The internet is a network that unites computer networks around the world and allows interaction and communication between one another (Suroso et al., 2021). Currently, the internet is an ideal infrastructure for processing and running e-commerce, so e-commerce has become synonymous with business on the Internet (Ahmad et al., 2020; Novitasari et al., 2022; Pebrina et al., 2021; Wiyono et al., 2021). One of the popular and growing online shop stores in Indonesia is Shopee, a B2C (Business to Consumer) company. Shopee is an online shopping center that sells and offers various types of products such as books, women's clothing, men's clothing, electronics, children's toys and baby equipment, beauty products and medical devices, sports equipment, and traveling equipment, household appliances and so on in various colors, various sizes, and various prices. Shopee also does a lot of Social Media Marketing to attract consumers' attention such as discounted prices, free shipping, and so on. According to Kotler, the purchase decision is the stage in the buyer's decision-making process where the consumer buys. Electronic Word of Mouth (E-WOM) Social Media Marketing, and Lifestyle can influence purchasing decisions (Kotler et al., 2014; Kotler & Armstrong, 2008; Kotler & Lee, 2008).

Competition in today's business world requires marketers to always innovate in disseminating ideas, goods, or services (Asbari et al., 2021a, 2021b; Tan et al., 2022). New ideas emerge by using social media as a new medium in presenting and non-personal Social Media Marketing for ideas, goods, or services carried out by certain companies which is commonly referred to as Social Media Marketing. Social Media has a direct impact on consumer buying decisions. In the consumer buying process, there is a consumer information search phase (Kotler & Lee, 2008). This information can be provided by marketers or sought by consumers through

social media. There are already many companies that use social media in business activities, the goal is to market products and establish relationships with customers. By using Social Media, companies can spread advertisements in the form of photos to other Instagram users, this will play a very important role because photos can describe many things, and are real-time, and with Social Media, entrepreneurs can carry out two-way communication with consumers. Social Media can effectively influence people to make purchases if the images displayed are attractive, and the captions or posts submitted contain an invitation to buy products and maintain existence. According to Wintang & Pasharibu (2021), Electronic Word of Mouth is a development of Word of Mouth communication that utilizes the power of persuasion from consumers digitally in a product. Around 95% of buyers review a product or service via cell phone before making a purchase, one of which is by looking for user reviews or testimonials of goods and services before making a purchase (Rachman, Raniawati Abdi, 2016). These reviews come from consumers who have made a purchase first. Lifestyle also plays an important role in purchasing decisions (Kurniawan, 2019). Lifestyle begins by identifying consumer behavior such as the desires, opinions, and interests of consumers. In urban societies, like Jakarta and Tangerang City, Lifestyle matters are a serious concern for almost everyone, especially teenagers and students (Noviyani et al., 2019b). The lifestyle that has a trend has a goal to look like other users. Teenagers have their satisfaction when they can shop directly at shopping centers, especially branded ones.

According to Prasad et al. (2019), consumer decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is a choice that is presented cognitively as a desire to behave. Purchasing behavior is also a process of decisions and actions of the people involved in buying and using products (Rachmawati et al., 2019). In other words, the purchase decision is the consumer's evaluation stage in forming preferences among brands in the choice group, consumers also form purchase intentions to buy the most preferred brand (Mittal, 1989). Thus it can be concluded that the purchase decision is

the final decision in the act of purchasing or consuming an item or service.

According to Tuten & Solomon (2017), social media marketing is a form of marketing that is used to create awareness, recognition, memory, and even action toward a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking. This type of marketing uses social media to persuade consumers to a valuable company, product, or service. Social media marketing is marketing using social networks, marketing blogs, and more (Evans et al., 2021; Saravanakumar & SuganthaLakshmi, 2012).

According to Mittal (1989) word of mouth is a marketing effort that triggers customers to talk about, recommend, and sell a product/service/brand to other customers. Another definition of word of mouth is that customers will talk to other customers or other people about their experiences using the products they buy. So this ad is a reference from other people, and this reference is done by word of mouth. When viewed physically, this advertising activity is very simple, but it is a surefire way to sell products (Sari et al., 2017). Electronic word of mouth (EWOM) is informal communication directed at consumers through internet-based technology related to the use or characteristics of certain goods and services. So, electronic word of mouth (EWOM) is social communication on the internet where web browsers send and receive information related to products online. Thus it can be concluded that electronic word of mouth is social communication carried out by consumers via the internet where consumers can convey information and receive information about a product or service (Wintang & Pasharibu, 2021).

According to Chaterina (2016), lifestyle is broadly defined as a way of life that is identified by how a person spends their time (activity), what they consider important in their environment (interest), and what they think about themselves and also the world around them (opinion). In another meaning, lifestyle is defined as a way of life that is identified by how people spend their time, and what they think about themselves and also the world around them (Rachman,

Raniawati Abdi, 2016). From some of the opinions above it can be concluded that Lifestyle is how a person spends his money and how to allocate his time.

The communication process can influence consumers, one of which is through marketing. Social media marketing is a marketing activity that utilizes social media where social media can facilitate various interactions or two-way communication related to products being sold between companies and consumers or prospect prospects so that these products can be and are increasingly recognized. Social media marketing does not aim to directly create product or service sales, but only as marketing support by stimulating potential consumers or consumers to be interested in these products or services. Prasad et al. (2019) stated that in this digital era, the customer decision-making process can be influenced by social media, including influencing the decision to buy a product. This research is also supported by previous research which shows that showing social media influences purchasing decisions (Huda et al., 2021; Muhammad Arif, 2021; Wahyuningtyas, 2019; Wintang & Pasharibu, 2021). Likewise, previous research stated that EWOM and lifestyle significantly influence purchasing decisions (Huda et al., 2021; Muhammad Arif, 2021; Noviyan et al., 2019b; Rachman, Raniawati Abdi, 2016; Sari et al., 2017; Wahyuningtyas, 2019; Wintang & Pasharibu, 2021).

Therefore, based on the theory and evidence of previous research, this study proposes the following hypothesis:

H1: Social media marketing has a positive effect on purchasing decisions.

H2: Electronic word of mouth has a positive effect on purchasing decisions.

H3: Lifestyle has a positive effect on purchasing decisions.

For this reason, the authors built a research model as shown in Figure 1 below:

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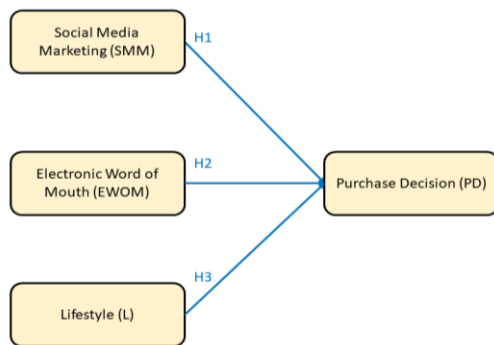


Figure 1. Research Model

RESEARCH METHOD

A quantitative approach and survey methodology were used to collect respondent data. For this study, 210 sets of questionnaires were given and 127 sets were returned and valid. So, as many as 60.48% of students were involved in this study as respondents. Respondents were asked to voluntarily fill out a questionnaire containing statements about demographics, social media marketing, electronic word of mouth (EWOM), Lifestyle, and online shop purchasing decisions. The questionnaire contains the names of the respondents on the back which are only used for identification and matching purposes. Complete guaranteed confidentiality where the names of the respondents are owned only by the researcher.

All research constructs were measured on a five-point Likert scale. All measurement items were adapted from previous studies after studying the evolution of the variables studied. Measuring tools for social media marketing (SMM) variables are SMM1-SMM4 (4 items), electronic word of mouth (EWOM) are EWOM1-EWOM8 (8 items), and purchasing decisions are PD1-PD5 (4 items) adapted from the study by Wintang & Pasharibu (2021). While the measuring instrument for lifestyle variables is L1-L6 (6 items) adapted from Inayati et al. (2022).

RESULTS AND DISCUSSION

Results

In total 127 students participated as respondents, who were mostly women (71.65%), then men (28.35%). The measurement model testing phase includes convergent validity

testing and discriminant validity. Meanwhile, to test construct reliability, Cronbach's alpha and composite reliability were used. The results of the PLS analysis can be used to test the research hypothesis if all indicators in the PLS model meet the requirements of convergent validity, discriminant validity, and reliability testing. A convergent validity test is done by looking at the value of the loading factor of each indicator against the construct. In most references, a factor weight of 0.7 or more is considered to have strong enough validation to explain latent constructs (Chin W, 1998; Flury et al., 1988; Imam Ghozali, 2017). In this study, the minimum limit for the size of the loading factor received is 0.7, with the condition that the AVE value of each construct is > 0.5 (Imam Ghozali, 2017). After going through SmartPLS 3.0 processing, all indicators have a loading factor value above 0.7 and an AVE value above 0.5. The fit or valid model of this study can be seen in Figure 2. Thus, the convergent validity of this research model meets the requirements (A Purwanto et al., 2020a, 2020b; Agus Purwanto et al., 2020, 2021b, 2021a). The full loadings, Cronbach's alpha, composite reliability, and AVE values for each construct can be seen in Table 1.

Discriminant validity is carried out to ensure that each concept of each latent variable is different from other latent variables. The model has good discriminant validity if the AVE squared value of each exogenous construct (value on the diagonal) exceeds the correlation between that construct and other constructs (value below the diagonal) (Imam Ghozali, 2017). The results of discriminant validity testing are by using the squared AVE value, namely by looking at the Fornell-Larcker Criterion Value obtained as shown in Table 2. The results of the discriminant validity test in table 3 show that all constructs have an AVE square root value above the correlation value with the other latent constructs (via Fornell-Larcker criteria). Likewise, the cross-loading value of all items from an indicator is greater than the other indicator items as mentioned in Table 1, so it can be concluded that the model meets discriminant validity (Fornell & Larcker, 1981).

Furthermore, a collinearity evaluation is carried out to determine whether there is a collinearity problem in the model. To find the collinearity,

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VIF collinearity statistics are needed for each construct. If VIF is greater than 5, then the model has collinearity (Hair et al., 2014). As shown in Table 3, all VIF scores are less than 5, that is, the results of the collinearity structural model reveal VIF values below 5. This indicates that this research model has no multicollinearity problem.

Construct reliability can be assessed from Cronbach's alpha and composite reliability of each construct. The recommended composite reliability and Cronbach's alpha values are more than 0.7 (Imam Ghazali, 2017). The results of the reliability test in Table 1 shows that all constructs have composite reliability and Cronbach's alpha values greater than 0.7 (> 0.7). In conclusion, all constructs have met the required reliability.

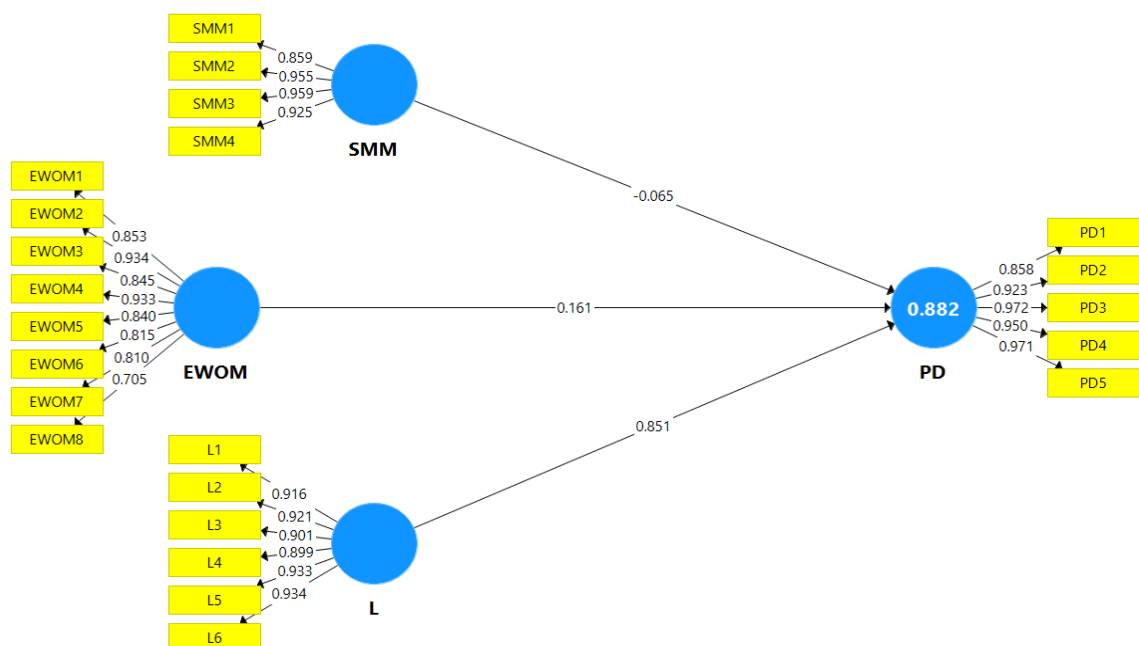


Figure 2. Valid Research Model
Source: SmartPLS Processing Results 3.0 (2023)

Table 1. Construct Reliability and Validity

Variables	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
EWOM	0,942	0,947	0,952	0,714
L	0,962	0,966	0,970	0,842
PD	0,964	0,968	0,972	0,876
SMM	0,943	0,943	0,960	0,857

Source: SmartPLS Processing Results 3.0 (2023)

Table 2. Discriminant Validity

Variables	EWOM	L	PD	SMM
EWOM	0,845			
L	0,881	0,917		
PD	0,851	0,937	0,936	

Variables	EWOM	L	PD	SMM
SMM	0,902	0,843	0,797	0,926

Source: SmartPLS Processing Results 3.0 (2023)

Table 3. Collinearity (VIF)

Variables	EWOM	L	PD	SMM
EWOM			2,362	
L			4,729	
PD				
SMM			2,710	

Source: SmartPLS Processing Results 3.0 (2023)

Table 4. R Square Value

Variables	R Square	R Square Adjusted
PD	0,882	0,881

Source: SmartPLS Processing Results 3.0 (2023)

Table 5. Hypotheses Testing

Hypotheses	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H1	SMM -> PD	-0,065	-0,062	0,065	0,997	0,319	Not Supported
H2	EWOM -> PD	0,161	0,164	0,071	2,270	0,024	Supported
H3	L -> PD	0,851	0,845	0,049	17,319	0,000	Supported

Source: SmartPLS Processing Results 3.0 (2023)

Discussions

Hypothesis testing in PLS is also known as the inner model test. This test includes a significance test of direct and indirect effects as well as a measurement of the magnitude of the influence of exogenous variables on endogenous variables. To determine the effect of social media marketing, electronic word of mouth (EWOM), and Lifestyle on purchasing decisions, a direct effect test is needed. The effect test was carried out using the t-test statistic in the partial least squared (PLS) analysis model using SmartPLS 3.0 software. With the bootstrapping technique, the R Square value and significance test values were obtained in Table 4 and Table 5. Therefore, the result is that the H1 hypothesis is not supported, while hypotheses H2 and H3 are supported.

Based on Table 4, the R Square Purchase Decision (PD) value is 0.881, which means that the Purchase Decision (PD) variable can be explained by social media marketing (SMM), electronic word of mouth (EWOM), and

Lifestyle (L) variables of 88.1%, while the remaining 11.9% is explained by other variables not discussed in this study. While Table 5 displays the t-statistics and p-values which show the influence between the research variables that have been mentioned.

The Influence of Social Media Marketing on Purchasing Decisions

The results of this study are in line with research conducted by Ayuningtyas (2020) and Noviyani et al. (2019). Even though it differs from most of the research results that have been conducted (Ayu Safika Dewi et al., 2022; Huda et al., 2021; Muhammad Arif, 2021; Wahyuningtyas, 2019; Wintang & Pasharibu, 2021). The results of this study are interesting because they contradict the results of most previous studies (Ayu Safika Dewi et al., 2022). The rationalization of the results of this study indicates that students in Tangerang City are not easily attracted to promotions and education that are only carried out through the mass media. Students feel the need to prove the truth of the promotion by testing it through

the opinions of colleagues, as well as through other things.

The Effect of Electronic Word of Mouth on Purchasing Decisions

This research is in line with research conducted by Prayoga & Mulyandi (2020) and Wintang & Pasharibu (2021). The results of this study indicate that Tangerang City students trust the opinions and opinions of their colleagues. Respondents were also more influenced by good news reviews from other people about a product in the online shop. The results of this study prove that Electronic Word of Mouth influences consumer decisions to shop (Ayu Safika Dewi et al., 2022; Iman Prayoga & M. Rachman Mulyandi, 2020; Muhammad Arif, 2021; Noviyani et al., 2019a, 2019b; Rachman, Raniawati Abdi, 2016; Sari et al., 2017; Sopiyan, 2022; Wintang & Pasharibu, 2021).

Effect of Lifestyle on Purchasing Decisions

The results of this study are in line with the results of research conducted by Mongisidi et al. (2019) and Wahyuningtyas (2019). The results of this study illustrate that consumer behavior is one of the attention trends of modern business people and is part of a marketing strategy that needs to be developed so that producers have room to survive (Ayu Safika Dewi et al., 2022; Muhammad Arif, 2021; Rido Kurniawan, 2019). As the results of this study have a significant effect on purchasing decisions at online stores.

CONCLUSION

Based on the results of the analysis that has been carried out in this study, it can be concluded that the Electronic Word of Mouth and Lifestyle variables influence the Purchase Decision of online shop consumers in student respondents in Tangerang City. Meanwhile, Social Media Marketing does not significantly influence the purchase decisions of online shop consumers. The results of this study conclude that in determining purchasing decisions for a product, student consumers will choose to buy based on the opinions of others through various online channels or Electronic Word of Mouth (EWOM). Positive reviews of an online shop attract more interest to buy than the incessant product advertisements in online

media.

In addition, the suitability of the products offered by the online shop and the style of service that suits the lifestyle of consumers attract more student respondents to buy and/or repurchase. The results of this study provide suggestions for MSME online shop management to provide a portion of marketing creativity in efforts to attract positive reviews from consumers or netizens. Instead of spending high costs for excessive promotion for online shops, according to the results of this study, it is suggested to provide more proof of the goodness of products and services that potential customers can see and trust. This student consumer behavior may indicate a more rational attitude than other consumer segments.

Based on the research results and conclusions, suggestions that can be conveyed are that the scope of this research only uses samples of students in Tangerang City, so this research is limited in its generalization to other samples and there may be differences in research results if the research is carried out using samples at different locations. For future research, it is expected to expand the research area and use more samples to get better research results. Collecting data in this study using a survey method with a questionnaire technique. It is hoped that further research will add interview techniques to strengthen the research results. There are only three variables used to test purchasing decisions in this study, therefore future research can add other variables related to making decisions to make purchases through online shops, such as variables of gender, social status, age, level of education, and so on. So that it can provide a broader picture of what factors influence the decision-making to make a purchase.

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