The Effect of Electronic Word of Mouth on Purchase Decisions at Shopee at Toko Akar Sari Cosmetics Pekanbaru

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Abstract

In this study, two variables were used, namely Electronic Word Of Mouth as the independent variable (X) and Purchase Decision as the bound variable (Y). This research was conducted with the aim of determining the influence of electronic word of mouth on purchase decisions at Shopee Toko Akar Sari Cosmetics Pekanbaru. The hypothesis of this study is that there is an influence of electronic word of mouth on purchase decisions at Shopee Toko Akar Sari Cosmetics Pekanbaru. The data obtained from this study are through observation, questionnaires, interviews, documentation. In this study, the researcher used the Purposive Sampling sampling technique with a sample of 96 respondents. Then the data processing technique used in this study was SPSS 25 software. Based on the results of the analysis using the simple linear regression statistical method Y = 24.791 + 1.044X, it shows that the influence of electronic word of mouth (X) on purchase decisions (Y) is positive. Furthermore, the results of the hypothesis test of the t-test were 7.191 with a significance of 0.001. It was found that ttable was 1.985 which means tcount > ttable (7.191 > 1.985). So it can be concluded that Ha is accepted and Ho is rejected, in other words the independent variable (X) partially affects the bound variable (Y). and in the determination coefficient test (R2), it was concluded that R2 was 0.355 or 35.5%. This means that the electronic word of mouth variable affects the purchase decision at Shopee Toko Akar Sari Cosmetics Pekanbaru by 35.5% and 64.5% is influenced by other variables that are not discussed in this study such as promotion, product, price, service, location.

Keywords: Electronic Word Of Mouth, Purchase Decision, Shopee

1. Introduction

The evolution of infrastructure, productivity, and innovation cannot be separated from the dynamics of the economic sector. The development of increasing science makes technology more advanced, sophisticated and innovative. So that it makes it easier for the community to carry out activities. The existence of gadgets and the tendency to engage in online purchases are examples of how these advancements have impacted society as a lifestyle. The shift in consumer shopping habits from traditional to online has become consumer behavior, especially trends.

The habit of buying online has both positive and negative effects. Consumers should be careful when making choices about what to buy in online stores to mitigate these effects. Therefore, customers should have as much information as possible. There is a lot of information regarding the online store, available products, prices, shipping methods, and payment options. Online stores make it easier for customers to find stores because purchases there are not limited by remote location limitations and can be reached from anywhere.

Indonesia has become a more accessible target for e-commerce businesses due to the country's growing population of internet users. Indirect evidence of the increasing public interest in e-commerce in Indonesia can be found in the growth of the e-commerce industry which has experienced a very large increase. There are currently 9 applications that originate from domestic or domestic, including Shopee, Lazada, Bukalapak, Jd.id, and Tokopedia.

Shopee is a business owned by Garena, which originated in Southeast Asia. The official creation of shopee in Indonesia is under the auspices of PT. Shopee International Indonesia. This company runs as a means of buying and selling various products or brands for daily needs including fashion, cosmetics, gadgets, electronic devices, household appliances, and cosmetics to sports. Shopee provides a "review sharing" feature that is given to consumers, where in this feature consumers are given the space to express freely what consumers feel after buying or enjoying a product that has been purchased previously from one store so that the reviews given by consumers can be read by other consumers and potential consumers so that from these reviews consumers can monitor or find information first before online purchases are made. The attraction of buying online is more successful and attracts people to shop, because it can be done anytime and anywhere as long as there is an internet connection (V. M. Sari, 2012).

Electronic word of mouth is one of the other things about marketing strategy, this is very important for online marketing so that buyers are interested and eventually buy (Nur et al., 2022). The existence of

an ewom strategy allows buyers to trust and be comfortable for online shopping, because they can find a lot of detailed information. Previous research by Taharu, Barusman, and V. Saptarini (2019), obtained results that electronic word of mouth (e-WOM) has a positive and substantial influence on purchase decisions on Shopee. This strategy is widely used by all agencies because the effect of changing the buying behavior is quite large.

According to Kotler and Armstrong (2010:177) in (Joesyiana, 2018) Consumers in deciding to buy, are inseparable from several aspects, namely understanding the problems that will occur until payment. When consumers have decided to buy online, it means that they have taken risks that could occur in the future.

Information obtained from Asia Commerce by Aviccena Izzul (March 3, 2023) regarding "Best-Selling Products on Shopee 2023" said that skincare and bodycare are the number 2 best-selling products on Shopee because Shopee users are dominated by women.

Toko Akar Sari Cosmetics Pekanbaru (Kodim Market) was established in 1995 which is located at Jalan Masa. Alamudinsyah N0.8 is one of the distributor stores that sells various skincare and bodycare brands offline and online through the Shopee application. Toko Akar Sari Cosmetics Pekanbaru (Pasar Kodim) has been selling on Shopee for 4 years and has a rating of 4.9 and has 2 branches (Jalan Delima and Jalan Imam Munandar Harapan Raya) where each branch also sells through Shopee. The name of Shopee Toko Akar Sari Cosmetics Pekanbaru is "ANEKA COSMETICS", different from the name of the store because Shopee does not allow one of the same name to be owned by 3 different places.
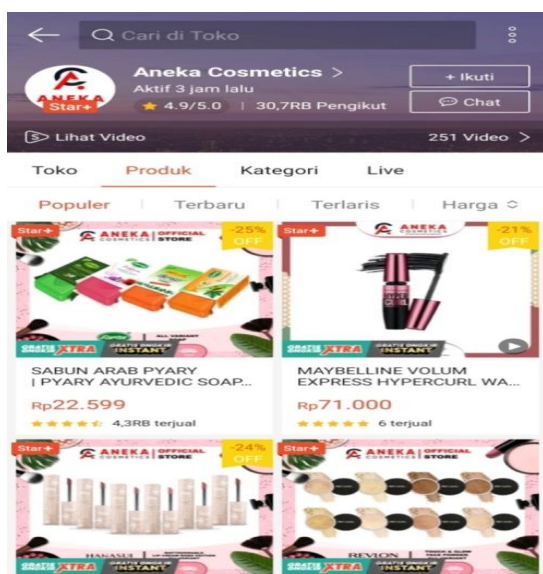

Figure 1. Shopee Toko Akar Sari Cosmetics Pekanbaru (Kodim Market).

1. Problem Formulation

Based on the background that has been described, it can be concluded that the formulation of the problem in this study is "does electronic word of mouth affect purchase decisions at Shopee at Toko Akar Sari Cosmetics Pekanbaru?"

2. Research Objectives

To analyze and explain whether electronic word of mouth affects purchase decisions on Shopee at Toko Akar Sari Cosmetics Pekanbaru.

2. Research Methods

1. Type of Research

This type of research is a survey. The survey method is used to obtain data from certain natural places, by collecting data such as distributing questionnaires and interviews, tests (Sugiyono, 2022).

The method used is a quantitative research method. According to Sugiyono (2022), the quantitative definition is a positivistic method because it is in line with the philosophy of positivism. Positivism as a scientific method is because it is fulfilled with empirical/concrete, measurable, rational, and objective scientific principles. This research has data in the form of numbers and statistical analysis. The purpose of using this research method is for researchers to understand concretely and clearly the effect of electronic word of mouth on purchasing decisions at Shopee.

2. Research Location

This research was conducted at Toko Akar Sari Cosmetics Pekanbaru. The reason why the author conducted research at Toko Akar Sari Cosmetics Pekanbaru because it has been established for a long time since 1995 is still crowded with consumers to shop directly to the store (offline) and is able to adapt itself to existing changes by following changes in product marketing using Shopee e-commerce.

3. Population and Sample

According to (Sugiyono, 2022), a population is an area that includes objects/subjects that have certain procedures and qualities that the researcher carries out to be studied, then conclusions are drawn. The population in this study is all consumers who have made purchases at Shopee Toko Akar Sari Cosmetics Pekanbaru.

According to Sujarweni (2020), the sample is part of the total characteristics possessed by the population used for research. For this reason, the sample taken from the population must be really representative and must be valid, that is, it can measure something that should be measured. The sample in the study is consumers at Toko Akar Sari

Cosmectis Pekanbaru who have shopped through Shopee stores and consumers who have given and read reviews about Toko Akar Sari Cosmetics Pekanbaru on Shopee.

4. Sample Drawing Techniques

The sampling technique used in this study is a non-probability sampling technique with purposive sampling. Non-probability sampling is a sampling technique that does not provide the same opportunity or opportunity for each element or member of the population to be selected as a sample, Sugiyono (2022).

Purposive sampling is a determination to consider several specific samples, Sugiyono (2022).

5. Types and Data Sources

The types of data used in this study are:

1) Primary Data

According to Sujarweni (2020), primary data. To collect primary data, data is obtained from questionnaires, focus teams, and panels, as well as data from interviews with informants. The way to get primary data is by distributing questionnaires or statement sheets to respondents — specifically, customers at Toko Akar Sari Cosmetics Pekanbaru.

2) Secondary Data

According to Sujarweni (2020), the definition of secondary data is data obtained from various records, books, and journals. The secondary data in. This research is the history of Toko Akar Sari Cosmetics Pekanbaru, a list of types of products at Shopee Toko Akar Sari Cosmetics Pekanbaru.

6. Data Collection Techniques

Some of the data collected applied to this study include:

1) Interview

Interviews are data collection to find a problem that will later be researched. At this stage, the researcher will interview the resource persons to explore more deeply the problems being researched. Sugiyono (2022). The researcher immediately conducted an interview with the informant, namely the owner of Toko Akar Sari Cosmetics Pekanbaru.

2) Questionnaire

Questionnaire is a technique that is carried out by conveying or giving a written question to respondents so that they answer it, Sugiyono (2022). This questionnaire will be distributed to consumers of Toko Akar Sari Cosmetics Pekanbaru.

3) Observation

Observation is an experience in which the researcher observes Shopee Toko Akar Sari Cosmetics Pekanbaru to see how Shopee is at Toko Akar Sari Cosmetics Pekanbaru based on the indicators in the study so that from the observation the researcher provides a questionnaire to the respondents to find out directly the respondents' answers regarding how consumers respond to the effect of E-WOM on purchase decisions at Shopee Toko Akar Sari Cosmetics Pekanbaru.

4) Documentation

The collection of data from publicly available sources is in the usual form such as letters, diaries, reports, images, as well as files on servers, falshdisks, and websites. The nature of this technique is not limited to time and space. In this case, the measurement used is the Likert Scale in this study to measure how individuals or groups feel about certain social situations or symptoms.

7. Data Analysis Techniques

The descriptive quantitative analysis method is the depiction and interpretation of data to give a clear picture of the problem. In order to analyze a data whose information has been collected by the researcher, the concept studied is the Influence of Electronic Word of Mouth on Purchase Decisions at Shopee TOKO AKAR SARI COSMETICS PEKANBARU.

The researcher conducted a descriptive analysis, which involved distributing the respondents' responses as a table to produce an appropriate description. The descriptive analysis carried out in this study is by distributing all the respondents' answers on a table so that the results of the picture are clearly visible.

3. Results and Discussions

Electronic Word Of Mouth Recapitulation Variable (X)

Table 1. Recapitulation of Electronic Word Of Mouth Variables

No.	Indicators	Total
1.	Intensity	1.047
2.	Content	1.278
3.	Positive Opinion	1.275
4	Negative Opinion	1.236
Overall Total		**4.836**
Category		**Agree**

Source: Author Processed Data, 2024

Table 1. recapitulation of the Electronic Word Of Mouth measuring device stated that the intensity measuring device is in the weight of 1,047 in the agree group, the content measuring tool is in the weight of 1,278 with a very single group, the

positive opinion of the blbot is 1,275 groups strongly agree, the negative opinion is 1,236 in weight and the category strongly agrees. From the table, it can also be seen that the total weight of the E-WOM aspect is in the strongly agree group which has a total weight of 4,836. This means, according to 96 respondents, strongly agree that the electronic word of mouth on Shopee Toko Akar Sari Cosmetics Pekanbaru greatly influences consumers before making a purchase in finding or reading information about cosmetic products at Shopee Toko Akar Sari Cosmetics Pekanbaru provided by previous consumers.

Table 1. Recapitulation of Purchase Decision Variables

It	Indicators	Total
1.	Product	1.311
2.	Brand	1.276
3.	Dealer	1.242
4.	Purchase Amount	1.211
5.	Purchase Time	1.237
6.	Payment Methods	1.156
Total		7.433
Group		Agree

Source : Author Processed Data, 2024

The recapitulation data generated in table 1. on the Purchase Decision factor can be shown that the Product Choice indicator has a weight of 1,311 which is classified as strongly agreeing, and the Brand Choice weight of 1,276 is in the strongly agreeing group, the Distributor Choice weight of 1242 is in the strongly agreeing group, the Purchase Amount weight of 1211 is classified as strongly agreeing, the Purchase Time weight of 1237 is classified as strongly agreeing, and the Payment Method which is 1156 is in the group of agree. From the table, it can also be shown that the overall weight of the Purchase Decision is in the agree group, where the total weight is 7433. This means that according to 96 respondents agreed that the Purchase Decision at Shopee Toko Akar Sari Cosmetics Pekanbaru was good.

a. Validity Test
The validity test of this study is to test whether the questionnaire in the research is valid or false. The questionnaire is said to be correct if possible to reveal something that should be measured. The guideline for making decisions is to compare the score of r calculation with the table with degrees (n-2). This study tests its validity with the correlation of the moment product, the provision is that the score is calculated > the table, so the question item can be said to be clear.

1) Electronic Word Of Mouth Data Validity Test
The results of the validity test of the Electronic Word Of Mouth variable data can be seen in the table The following:

Table 3. Results of Validity Analysis of Electronic Word Of Mouth (X) Variables

Variable	Statement	Calculate	Table	Sig Value	Decision
Electronic Word Of Mouth (X)	X1	0,314	0,168	,002	Valid
	X2	0,496	0,168	<,001 reviews	Valid
	X3	0,523	0,168	<,001 reviews	Valid
	X4	0,382	0,168	<,001 reviews	Valid
	X5	0,618	0,168	<,001 reviews	Valid
	X6	0,544	0,168	<,001 reviews	Valid
	X7	0,646	0,168	<,001 reviews	Valid
	X8	0,358	0,168	<,001 reviews	Valid
	X9	0,418	0,168	<,001 reviews	Valid
	X10	0,517	0,168	<,001 reviews	Valid
	X11	0,450	0,168	<,001 reviews	Valid
	X12	0,441	0,168	<,001 reviews	Valid

Source : Author Processed Data, 2024

From table 3. above, the results of the observation in the table obtained a sample score (N) = 96 - 2 = 94 at 0.05%, namely 0.168. Looking at the results of the validity of the items in factor X, starting with X1, X2, X3, X4, X5, X6, X7, X8, X9, X10, X11, and X12 which show that they are valid because the score is calculated > the table.

2) Test the Validity of Purchase Decision Data
The results of the validity test of the Purchase Decision variable data are seen in the following table:

Table 4. Results of Validity Analysis of Purchase Decision Variables (Y)

	Statement	Calculate	Table	Sig Value	Decision
	Y1	0,475	0,168	<,001 reviews	Valid
	Y2	0,408	0,168	<,001 reviews	Valid
Purchase Decision (Y)	Y3	0,419	0,168	<,001 reviews	Valid
	Y4	0,496	0,168	<,001 reviews	Valid
	Y5	0,517	0,168	<,001 reviews	Valid
	Y6	0,488	0,168	<,001 reviews	Valid
	Y7	0,641	0,168	<,001 reviews	Valid
	Y8	0,559	0,168	<,001 reviews	Valid
	Y9	0,551	0,168	<,001 reviews	Valid
	Y10	0,618	0,168	<,001 reviews	Valid
	Y11	0,453	0,168	<,001 reviews	Valid
	Y12	0,608	0,168	<,001 reviews	Valid
	Y13	0,655	0,168	<,001 reviews	Valid
	Y14	0,529	0,168	<,001 reviews	Valid
	Y15	0,628	0,168	<,001 reviews	Valid
	Y16	0,515	0,168	<,001 reviews	Valid
	Y17	0,524	0,168	<,001 reviews	Valid
	Y18	0,620	0,168	<,001 reviews	Valid

Source : Author Processed Data, 2024

In addition, for the variables that Y, namely Y1, Y2, Y3, Y4, Y5, Y6, Y7, Y8, Y9, Y10, Y11, Y12, Y13, Y14, Y15, Y16, Y17, and Y18 also show the value of the > table. Therefore, it can be concluded that the instrument applied to this study is valid.

a. Reliability Test

The Reliability Test is an experiment to measure questionnaires distributed in research that have indicators of variables. The questionnaire is arguably valid if the respondent answers questions in a targeted and consistent manner. This test was carried out with SPSS 25 with the Croncbach Alpha (a) statistical test.

- If the Cronbach Alpha Value is >0.6 (the limit of Cronbach's alpha value) then the observation instrument was declared reliable.

- If the Cronbach Alpha value is <0.6 (the limit of Cronbach's alpha value), then the observation instrument is declared unreliable.

Table 5. Reality Test Results

Variable	Cronbach's Alpha Values	Cronbach's Alpha Value Limit	Information
Electronic Word Of Mouth (X)	0,674	0,6	Reliable
Purchase Decision (Y)	0,848	0,6	Reliable

Source: Author Processed Data, 2024

Based on the results of testing the realism of an instrument in the table, it shows that all the instruments submitted for the electronic word of mouth (X) variable of 0.674 > 0.6 and the purchase decision (Y) of 0.848 > 0.6, the data in the study is declared realistic with a Cronbach Alpha value of > 0.06.

b. Simple Linear Regression Analysis

The Simple Linear Regression Test is used to determine the influence of the Electronic Word Of Mouth (X) variable on the Purchase Decision (Y) variable. The following is the formula for linear regression, namely:

$Y = a + bX$

Explanation:

Y = binding factor (Purchase Decision)
A = Constant
b = Regression coefficient, which states that the skot increases or decreases on the dependent variable or measures the magnitude of the influence of X at Y, if X increases by one percent.
X = free factor (Electronic Word Of Mouth).

Table 6. Simple Linear Regression Test Results

Coefficientsa		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	T	Sig.
1	(Constant)	24.791	7.319		3.387	.001
	Electronic Word Of Mouth	1.044	.145	.596	7.191	<,001 reviews
a. Dependent Variable: Purchase Decision						

Source : Author Processed Data, 2024

From table V. 19 above, the output results of SPSS 25 are obtained a simple linear regression equation, namely:

$$Y = 24{,}791 + 1{,}044X$$

The above equation yields the result, namely:

- A constant of 24.791 means that if the free variable X (Electronic Word Of Mouth) has a fixed score, then the bound variable Y (Purchase Decision) is 24.791.

- The regression coefficient of the X variable (Electronic Word Of Mouth) of 1.044 means that if the electronic word of mouth increases by 1%, then the purchase decision will also increase by 1.044. The positive coefficient score occurs because of the good relationship between electronic word of mouth and purchase decisions.

The better the electronic word of mouth, the better the purchase decision.

a. Hypothesis Test

1) Coefficient of Determination test

This determination test is useful for testing and explaining the effect of the Electronic Word Of Mouth (X) factor to give the variable effect of Purchase Decision (Y). The greater the value of the determination coefficient produced by the Electronic Word Of Mourh variable (X), the ability to clarify the Purchase Decision variable (Y). The following determination test results can be seen in the following table:

Table 7. Determination Test Results

Model Summaryb				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596a	.355	.348	4.876
a. Predictors: (Constant), Electronic Word Of Mouth				
b. Dependent Variable: Purchase Decision				

Source : Author Processed Data , 2024

The determination test data in the table above obtained an R Square score of 0.355 (35.5%). This means that the expertise of the Electronic Word Of Mouth factor in this study has an effect on the Purchase Decision factor, which is 35.5%, while the remaining 64.5% is influenced by other factors that are not explained in this section including

goods, prices, locations and services.

1) Test t
The t-test is a test that is useful for understanding the substantial level of the Electronic Word Of Mouth (X) factor of the effect of the Purchase Decision variable (Y), substantial means that the effect that occurs can apply to the population, this study uses a significant level of 5% = 0.05. The t test is carried out by distinguishing the calculated t from the table t, namely:

Ho = no influence of X and Y, if t counts < t table
Ha = the influence of X and Y, if t counts>t table

Table 8. Test Results t

Coefficientsa		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	T	Sig.
1	(Constant)	24.791	7.319		3.387	.001
	Electronic Word Of Mouth	1.044	.145	.596	7.191	<.001 reviews
a. Dependent Variable: Purchase Decision						

Source : Author Processed Data, 2024

From table V.23 above, it is found that the result of the electronic word of mouth variable t calculation is 7.191 with a significant level of <0.001. In addition, to find out the score of the table can be searched with the formula, namely:

T table = a/2 = n-2
= 0.05/2 = 96-2
= 0.025 = 94
T table = 1.985523

For t table, the result is 1.985523, then it can be concluded that the t-score calculated on the electronic word mouth (X) is greater than the table, which is 7.191 > 1.985523 and significant 0.001 < 0.05, then Ho is rejected and Ha is accepted.

So it can be interpreted that the electronic word of mouth variable (X) has a significant influence on purchase decisions (Y). Therefore, it can be concluded that the hypothesis proposed:
Ha = It is suspected that Electronic Word Of Mouth has an effect on the Purchase Decision at Shopee Toko Akar Sari Cosmetics Pekanbaru.

4. Conclusion

a. The simple linear regression equation states that the Electronic Word Of Mouth factor has a significant tie to the purchase decision at Shopee Toko Akar Sari Cosmetics Pekanbaru, it can be said that if the Electronic Word Of Mouth factor = 0 (fixed) then the purchase decision is 24,791. In addition, if the change in Electronic Word Of Mouth is 1 unit, therefore the purchase decision factor can change by 1,044 units.

b. Calculation on the results of the questionnaire on 96 respondents, it was found that the determination coefficient (R2) of 0.355 (35.5%) is various of the dependent variables (purchase decisions) and the rest is 64.5% which means that the independent variables in this study are not explained, namely promotion, product, price, service, location.

c. The t-test is on the result of the Electronic Word Of Mouth factor (X), then the t-score of the Electronic Word Of Mouth factor is 7.191, on the other hand on t table 1.9855. Where t calculated > t table = 7.191 > 1.9855, with a significance level of <0.001 positions lower than 0.005 which indicates that there is a meaningful influence on purchase decisions.

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