

The role of digital marketing, word of mouth (WoM) and service quality on purchasing decisions of online shop products

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ABSTRACT

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The purpose of this study was to analyze the effect of digital marketing on purchasing decisions, word of mouth on purchasing decisions as well as the effect of service quality on online shop purchasing decisions. The variables studied include digital marketing, word of mouth, service quality and consumer purchasing decisions. The types in this study used quantitative survey research. This study used data collection techniques using online questionnaire methods distributed among online shop consumers. The number of samples in this study were 630 online shop consumers. The research used simple random sampling techniques. Variable measurement used a Likert scale from 1 to 5. The data analysis technique in this study implemented Structural Equation Modeling (SEM) analysis tool. The results of this study indicated that digital marketing had a positive and significant effect on purchasing decisions, Word of mouth had a positive and significant effect on purchasing decisions, and service quality had a positive and significant effect on purchasing decisions.

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1. Introduction

In the development of technology in this digital era, which is supported by the Internet, all fields have experienced rapid progress. Especially in the business field, the internet is one of the supporting factors for the success of companies and entrepreneurs to gain profits in a wider scope, for this reason one of the strategies that is widely used by entrepreneurs in trading is through digital marketing/online marketing (Jasin, 2022). Digital marketing is a technology in marketing products and services that must use digital media. The media used for digital marketing are websites, social media, e-mail marketing, video marketing, advertising, and search engine optimization (SEO). The right information will have a positive impact in encouraging product or service dissemination to reach the company's target market (Khan & Siddiqui, 2013). Marketing communication is a technique in digital marketing that plays an important role in attracting customer interest. Marketing communication is a business activity to convey information, persuade, influence, and remind the company's target market and its products to be willing to accept, buy, and be loyal to the products provided by related companies. The internet is growing rapidly and has become a source of information that can be accessed easily, which has resulted in changes in consumer lifestyles. Changes in consumer behavior are due to the benefits of online purchases which are more practical and efficient in time, effort and costs. As the current business develops, challenges and competition are getting sharper in seizing market share, companies are required to be able to empower their resources effectively and efficiently so that companies can have a competitive advantage. Every organization is expected to be able to develop a marketing strategy in order to survive in the face of competition, one of which is having a marketing strategy in the form of a marketing mix with digital marketing. The company's business

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strategy is expected to have an impact on financial, non-financial benefits, to survive in the industry, and to achieve the organization's long-term goals (Khwaja et al., 2020).

Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. Society gradually began to leave the marketing model conventional/traditional marketing to modern marketing, namely digital marketing. Digital marketing communications and transactions can be done at any time in digital marketing. A survey conducted by Safitri et al. (2017) found that 132.7 million Indonesians are connected to the internet, and currently the internet plays an important role in determining consumer purchasing decisions. The increasing number of internet and social media users is a huge opportunity for business people to market their products. Low costs and fast dissemination of information are expected to increase sales so that they can achieve targeted turnover. Digital marketers can also find out consumer responses to the products offered by looking at the testimonials or comments posted. Good communication can strengthen good relations with consumers. This indirectly will be a separate satisfaction for consumers because consumers feel cared for. When consumers are satisfied, consumers will give positive testimonials and then recommend them to others. Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks. Digital marketing is the use of the internet and other interactive technologies to create and link information between companies and consumers in the form of web sites, search engine marketing, web banners, social networking, viral marketing, e-mail marketing and affiliate marketing (Lee et al., 2017). At a time when the effectiveness of traditional marketing has decreased, new methods in the world of marketing have experienced significant growth. There are six digital marketing indicators: Website, Search Engine Marketing, Web Banners, Social Network, E-mail marketing. Levy and Gvili (2015) and Prendergast et al., (2010) state that digital marketing has a significant positive effect on purchasing decision variables.

Recommendations can be made through social media or from Word Of Mouth (WOM). WOM communication is where individuals exchange information, especially about good things so that they can influence consumer decisions and will make businesses achieve success (Wicaksono et al., 2021; Fuaddah et al., 2022). The effect of WOM is very large, even many marketers have used it because it comes from a trusted source. The company is expected to be able to provide good service in providing feedback on every post comment so that consumers feel well served. In making a purchase decision, the quality of service is an important thing to consider (Syahril et al., 2022). The quality of services provided by the company, which aims to provide convenience for consumers. Every time they carry out business processes, both goods and services, consumers must be given good service because service quality has a close relationship with purchasing decisions. The company can maintain its business and be able to compete with other competitors if they provide good service (Roy et al., 2019). Good and satisfying customer service must be the main mission in the service sector where customer satisfaction is the main priority.

2. Literature review and Hypothesis Development

2.1 Digital marketing

Digital marketing is a type of activity in marketing that is used to promote or market a product or service and to reach potential consumers using digital media (Roy et al., 2019; Stephen, 2016). Digital marketing is a type of marketing that is widely used to promote products or services and to reach consumers using digital channels. In the era of globalization, it is very important to implement digital marketing because the scope is broad and easy to use (Wicaksono et al., 2021). Digital marketing is an element of the promotional mix that enables interactive or two-way interaction of information where users can participate and modify the form and content of the information they receive at that time. The benefits of digital marketing for companies, namely marketing using digital marketing can be done very quickly, the results of marketing activities can be immediately known and evaluated as well as the geographical reach of digital marketing wide area with just a few easy steps by utilizing the internet (Syahril et al., 2022). Digital marketing has dimensions and indicators including websites, search engine optimization (SEO), paid search click-based advertising, affiliate marketing and strategic partnerships, social networks and e-mail marketing.

2.2 Word Of Mouth (WoM)

According to Alwan and Alshurideh (2022) Word Of Mouth Communication is a communication process in the form of providing recommendations both individually and in groups for a product or service that aims to provide personal information. According to Rangkuti (2010) Word Of Mouth is an effort to market a product or service using viral marketing so that customers discuss, promote, and recommend a product and service to others enthusiastically and voluntarily. This technique is very good to use because consumers before buying goods will seek recommendations from friends, relatives or family to purchase products. Word of mouth has a very influential or effective role in the survival of a company. Because word of mouth can spread quickly and is trusted by potential customers. The spread of word of mouth can not only be done by providing information through word of mouth communication but can also be disseminated through social media. existing internet. The spread of word of mouth through internet social media is very easy, it spreads widely due to very relatively efficient access, one of which is through the YouTube application, whatsapp, line, google, facebook, and other applications found on devices that are connected to other internet connections. Word of mouth is said to be more effective in marketing activities

because word of mouth activities are based on a person's experience in consuming a product or service from a company (Roy et al., 2019). Satisfaction and dissatisfaction with a consumer is very influential on the impact of word of mouth both positive and negative that will arise, thereby affecting the company. According to Balakrishnan et al. (2014), word of mouth is a powerful, effective and the cheapest type of promotion. Satisfied consumers will tell and recommend others by word of mouth about a good experience with a product. Word of mouth marketing has often a more competitive advantage in conveying information about a business. This is because word of mouth marketing arises naturally from social opinion that is felt to be more honest and there are no specific motives in conveying information to other consumers. The emergence of increasingly sophisticated technology no longer limits word of mouth marketing in face-to-face conversation situations but can be via telephone or social networks. The lifestyle of today's people who are more inclined to take advantage of their smart devices which are already known as smartphones to access the internet. According to Chen and Xie (2008), word of mouth through internet media is called electronic word of mouth, e-WOM via social media is done by giving product reviews, providing recommendations to other consumers or just sharing experiences (testimonials). Experience or review other people provide information or input before making a purchasing decision. Purchasing decisions are actions taken by consumers to buy a product.

2.3 Service Quality

Service quality is the expected level of excellence and control over that level of excellence to fulfill desires, customer. According to Bartschat et al. (2022) service quality is the expected level of excellence and control over that excellence for fulfilling customer desires. There are two main factors that influence service quality: expected service and perceived service. The implication is that good or bad service quality depends on the ability of service providers to meet customer expectations consistently. According to Chen and Xie (2008), service quality is a measure of how well the level of service provided is able to match customer expectations. Service quality can be realized through meeting customer needs and desires as well as the accuracy of delivery to match customer expectations. Chen and Xie (2008) stated that service quality is an assessment of global attitudes regarding the superiority of a service. According to Bartschat et al. (2022) and Chen et al. (2008), dimensions and indicators of service quality consist of: a). Tangible (Physical Evidence), regarding physical attractiveness, equipment, materials used, and employee appearance. b). Empathy (Empathy), the company understands the problems of its customers and acts in the interests of customers, gives personal attention to customers and has comfortable operating hours. c). Responsiveness, the willingness and the ability of employees to help customers and respond to their requests, inform when services will be provided and then provide services quickly. d). Reliability, related to the company's ability to provide accurate services from the first time without making any mistakes and delivering services in accordance with the agreed time. e). Assurance, employees can foster customer trust in the company and the company can create a sense of security for its customers.

2.4 Purchase Decision

According to Novitasari (2022), purchasing decisions are based on how consumers perceive prices and what the current actual prices are that they consider, not the prices stated by marketers. Meanwhile Alwan and Alshurideh (2022) argue that purchasing decisions are a process of consumer behavior, according to consumer behavior is a performance framework or something that represents what consumers believe in making buying decisions. In consumer purchasing decisions, there are dimensions and indicators, including: Product choice, Brand choice. Choice of dealers Purchase amount or quantity Time of purchase and Method of payment. According to Balakrishnan et al. (2014), purchasing decisions are consumer decisions regarding preferences for brands in the choice set. Purchase decisions are made by consumers through five stages presented in the figure, namely: need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Sulthana & Vasantha, 2019).

Bartschat et al. (2022) found that digital marketing has a positive effect on purchasing decisions. They analyzed the effect of the e-marketing mix strategy on buying decisions. They reported that digital marketing has a positive and significant effect on ease of use while those that have a negative and significant effect are price, product, and website atmosphere. Variables that have no influence are trust and promotions. Research conducted by Alwan and Alshurideh (2022) examined the effect of digital marketing on purchasing decisions. The results showed the E-Commerce variable had a positive effect on the purchasing decision variable. Based on this research, the formulation of the hypothesis used is:

H₁: *Digital marketing has a positive and significant effect on purchasing decisions.*

Ismagilova et al. (2017) reported that WOM communication has a significant effect on purchasing decisions. This is in line with research conducted by Ibrahim and Yuliati (2017) who found that WOM had a positive and significant effect on consumer purchasing decisions. Research conducted by Dewi et al. (2022) examined the relationship between WOM communication and purchasing decisions. The results of the study stated that the factors that most influenced the purchasing decision were brand awareness and public reception. While the factors that did not affect the purchase decision was word of mouth communication. Rahmi (2017) examined the effect of WOM Communication on consumer purchasing decisions. The results showed that there was a relationship between WOM communication and consumer purchasing decisions. Based on this research, the formulation of the hypothesis used is:

H₂: *Word Of Mouth has a positive and significant effect on purchasing decisions.*

According to Sunarsi et al. (2020) and Fulgoni and Lipsman (2015), service quality has a positive and significant effect on consumer purchasing decisions. Research conducted by Ismagilova et al. (2017) shows that promotion has a positive and insignificant effect, while service quality has a negative and insignificant effect on consumer purchasing decisions. According to Yuliantoro et al. (2019) and Ismagilova et al. (2017) Price, Promotion, Location and Service Quality simultaneously have a significant effect on consumer purchasing decisions.

H₃: *Service Quality has a positive and significant effect on purchasing decisions.*

3. Method

This study was designed to determine the relationship between the influence of digital marketing, Word of Mouth and service quality on consumer purchasing decisions using a quantitative approach method. The variables in this study consist of independent variables and dependent variables. The variables studied include digital marketing, WOM, service quality and consumer purchasing decisions. The study uses quantitative survey research. The study uses data collection techniques through a distributed online questionnaire method. The population studied in this study is online shop consumers. The number of samples in this study were 630 online shop consumers. This research uses simple random sampling techniques. Variable measurement uses a Likert scale from 1 to 5. Each respondent's answer choices are given a score which is arranged in stages based on the Likert Scale arranged as follows: Strongly agree (5), agree (4), Neutral (3), disagree (2) and strongly disagree (1). The data analysis technique in this study will use the Structural Equation Modeling (SEM) analysis tool from the IBM SPSS AMOS 26 statistical software package in the model and hypothesis testing. stages of modeling and analysis of structural equations into seven steps namely: (1) theoretical model development, (2) compiling a path diagram, (3) converting a path diagram into a structural equation, (4) selecting input matrix for data analysis, (5) assessing model identification, (6) evaluating model estimates, (7) interpretation of the model.

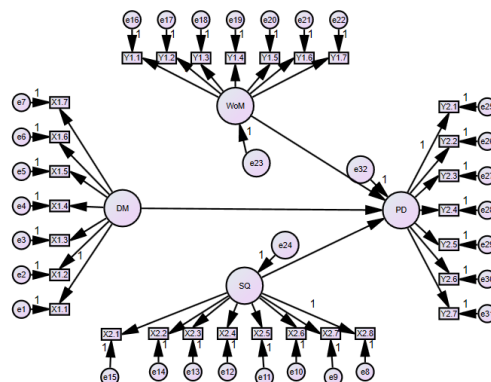


Fig. 1. Research Model

4. Result and Discussion

Analysis of the results of data processing at the full model SEM stage is carried out by conducting suitability tests and statistical tests. The results of data processing for the full SEM model analysis are shown in Fig 2.

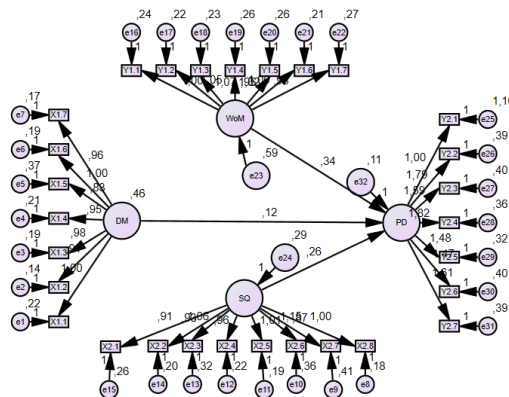


Fig. 2. Structural Equation Model Testing Results

The results of running data show the positive influence of each indicator on each endogenous variable. It is an obvious concern to support this research. This model is acceptable stating that the model is mutually acceptable, this can be agreed from the residuals and because prediction errors are allowed to enter the variable, the model is acceptable. With the existing model, the parameter test as hypothesized can be interpreted. Parameter test results obtained as follows,

Table 1
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PD	←	WoM	.344	.103	3.342	***	
PD	←	SQ	.262	.101	2.593	.010	
PD	←	DM	.219	.065	1.842	.026	
X1.1	←	DM	1.000				
X1.2	←	DM	.906	.088	10.311	***	
X1.3	←	DM	.982	.098	9.996	***	
X1.5	←	DM	.830	.112	7.408	***	
X1.6	←	DM	.995	.100	9.982	***	
X1.7	←	DM	.964	.095	10.105	***	
X2.8	←	SQ	1.000				
X2.7	←	SQ	.873	.149	5.875	***	
X2.6	←	SQ	1.145	.156	7.341	***	
X2.5	←	SQ	1.012	.125	8.095	***	
X2.4	←	SQ	.962	.126	7.649	***	
X2.3	←	SQ	1.065	.147	7.261	***	
X2.2	←	SQ	.933	.122	7.654	***	
X2.1	←	SQ	.914	.130	7.033	***	
Y1.1	←	WoM	1.000				
Y1.2	←	WoM	1.047	.096	10.910	***	
Y1.3	←	WoM	1.067	.098	10.920	***	
Y1.4	←	WoM	1.020	.098	10.381	***	
Y1.5	←	WoM	.950	.094	10.071	***	
Y1.6	←	WoM	1.000	.092	10.879	***	
Y1.7	←	WoM	.932	.095	9.844	***	
Y2.1	←	PD	1.000				
Y2.2	←	PD	1.790	.484	3.701	***	
Y2.3	←	PD	1.592	.436	3.651	***	
Y2.4	←	PD	1.823	.490	3.721	***	
Y2.5	←	PD	1.483	.404	3.668	***	
Y2.6	←	PD	1.474	.408	3.617	***	
Y2.7	←	PD	1.608	.439	3.662	***	
X1.4	←	DM	.950	.099	9.574	***	

Table 2
Details of different measures for evaluating the goodness of the fit

Goodness of fit index	Cut off Value	Model Result	Information result
2- Chi square	Expected to be small	698.454	deficient
Significance Probability	≥ 0.05	.313	ok
CMINDF	≤ 2.00	2.043	ok
GFI	≥ 0.90<1	.912	ok
AGFI	≥ 0.90<1	.914	ok
PGFI	≥ 0.05<1	.645	deficient
NFI	≥ 0.95<1	.9113	ok
RFI	≥ 0.95<1	.924	ok
IFI	approaching 1	.927	ok
TLI	≥ 0.95<1	.945	ok
CFI	≥ 0.95<1	.916	ok
PNFI	≥ 0.05<1	.054	ok
PCFI	≥ 0.05<1	.053	ok
NCP	- Chi square	363.116	ok
RMSEA	between 0.03-0.08	.087	ok
AIC. BCC. BIC. CAIC.ECVI.MECVI	≤ model independent =28.578	4.654	ok
Hoelter Critical N (1% and 5%)	≥ 200	212	ok

These results indicate that the model used is acceptable, where a chi-square value of 698.454 is obtained with a significance level of 0.313. Significant value of greater than 0.05 indicates a good structural equation model. The TLI, CFI, CMIN/DF, and RMSEA measurement indices are also within the range of expected values, although the GFI and AGFI values are

marginally accepted. This is due to variations in the data. Thus, the feasibility test of the SEM model meets the acceptance requirements.

The Relationship between digital marketing and purchasing decisions

Based on the results of AMOS calculations, we understand that digital marketing had a significant positive effect on purchasing decisions. This can be seen from the coefficients of the path with a positive sign of 0.219 with a CR value of 1.842 and a significance probability (p) of 0.026 which is smaller than the specified significance level of 0.05. Therefore, there is a significant positive effect of digital marketing on purchasing decisions.

The Relationship between WOM relationship and purchasing decisions

Based on the results of AMOS calculations, it is clear that WOM had a significant positive effect on purchasing decisions. This can be seen from the coefficients of the path with a positive sign of 0.344 with a CR value of 3.342 and a significance probability (p) of 0.000 which is smaller than the specified significance level of 0.05. Thus, there is a significant positive effect of WOM on purchasing decisions.

The Relationship of Service Quality and purchasing decisions

Based on the results of AMOS calculations, it is evident that WOM had a significant positive effect on purchasing decisions. This can be seen from the coefficients of the path with a positive sign of 0.344 with a CR value of 2.293 and a significance probability (p) of 0.010 which is smaller than the specified significance level of 0.05. Obviously we can conclude that there is a significant positive effect of WOM on purchasing decisions.

This is supported by the research of Ferguson (2008), Abraham et al. (2022) and Ismagilova et al. (2017) which proves that word of mouth marketing had a positive effect on purchasing decisions. This was also found in the research of Mahdiasukma and Fauzi (2018) where word of mouth marketing influences purchasing decisions, so that talking about positive things about brands is one of the factors that influence consumers to make purchasing decisions. A similar study was conducted by Haudi et al. (2022) and Ismagilova et al. (2017) which proves that word of mouth has a positive influence on consumer purchasing decisions. Dewi et al. (2022) and Fulgoni and Lipsman (2015) also provided some evidence that partially word of mouth marketing had a positive and significant influence on purchasing decisions. The results of this research are also supported by Then and Felisa (2021) which states that word of mouth marketing variables had a significant influence on purchasing decision variables.

Promotion strategy in marketing activities using WOM may increase product awareness and generate a certain level of sales. Word of mouth communication spreads through business, social and community networks which are considered very influential (Prendergast et al., 2010). According to Ismagilova et al. (2017), WOM is the act of providing information by a consumer to another consumer. Word of mouth communication is the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercially for brands, products or services. WOM is the most powerful media in communicating products or services to two or more consumers. Word of mouth among consumers appears naturally and honestly which makes the resulting marketing messages much more effective than other media (Khiong, 2022). Word Of Mouth is a communication that produces good conversation. Someone will ask others about the quality of an item or service before they decide to buy or consume it. Therefore, WOM can influence a person's purchasing decision in making a purchase (Purwanto, 2023).

Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, adwords, or social networks. Digital marketing is the use of the internet advantages, and the use of other interactive technologies may create and link information between companies and consumers in the form of web sites, search engine marketing, web banners, social networking, viral marketing, e-mail marketing and affiliate marketing (Lee et al., 2017). At a time when the effectiveness of traditional marketing has decreased, new methods in the world of marketing have experienced significant growth. The lifestyle of today's people who are more inclined to take advantage of their smart devices which are already known as smartphones to access the internet.

5. Conclusion

There is a positive and significant influence between Digital Marketing and Purchase Decisions. This means that the use of Digital Marketing can improve Decisions Purchase. There is a positive and significant influence between Word of Mouth and Purchasing Decisions. This means that the use of Word of Mouth can improve buying decisions. There is a positive and significant influence between Service Quality and Purchasing Decisions. This means the better quality of service the better purchasing decisions. Based on the limitations contained in this study, the researcher proposes suggestions for the company, namely the management must further optimize the use of digital marketing in marketing their companies such as uploading interesting content on one of the existing social media. From a WOM point of view, companies must promote more to their

closest circle of benefits about what they get after using the service. From Service Quality, we must continue to provide excellent service to consumers or customers so that these consumers feel comfortable and satisfied. For future researchers, it is hoped that future researchers will not stick to the factors in this study, namely Digital Marketing and Word of Mouth, but to add other factors that might influence Purchasing Decisions. Future researchers are expected to be able to add or use other research subjects.

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