

# The influence of digital marketing and Electronic Word of Mouth (E-WOM) on purchase intention on the Tokopedia application

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## Abstract

In the current era of globalization, communication technology and the internet are developing very quickly. Thus, it has caused changes in various community activities, including purchasing behavior. People are starting to switch from conventional shopping (offline) to shopping online as a result of the increasing use of e-commerce such as Tokopedia, which is one of the first e-commerce providers in Indonesia. So this study aims to analyze the influence of digital marketing and electronic word of mouth (e-WOM) on purchase intention on the Tokopedia application. The theory in this study is to use social media marketing and marketing mix. This study uses a quantitative approach. The data collection technique used is distributing questionnaires and documentation. The respondents used in this study are people who will do research on the Tokopedia application. The research sample used a purposive sampling technique with a total of 110 respondents with criteria with an age range of 18-43 years. The data analysis technique used in this study is multiple linear regression analysis using SPSS 25. The results of this study show that digital marketing and electronic word of mouth (e-WOM) have a positive and simultaneous effect on purchase intention on the Tokopedia application.

## Keywords:

Digital marketing; *Electronic word of mouth* (e-WOM); Purchase intention; *e-commerce*

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## INTRODUCTION

In the current era of globalization, communication technology and the internet are developing very quickly. Thus, it has caused changes in various community activities, including purchasing behavior. People are starting to switch from conventional (offline) shopping to online shopping as a result of the increasing use of e-commerce. Shopping online has many benefits, one of which is the possibility to shop anywhere, anytime, and anywhere, which makes it very popular. With smartphones and internet connections, various necessities can be purchased without having to go to many places (Tiara & Nuvriasari, 2023).

Tokopedia is one of the first e-commerce providers in Indonesia to use the marketplace system and sell various types of products from different sellers. Tokopedia is a marketplace where everyone can easily, safely, for free and comfortably open and manage an online store (Izzah Nur Masyithoh & Ivo Novitaningtyas, 2021). Tokopedia's success cannot be separated from the strategy implemented by the company which aims to attract people to visit the Tokopedia marketplace site.

Tokopedia is the 2nd largest marketplace in Indonesia with the number of visits reaching 100.3 million in February 2024 with a total download of more than 100 million in October 2024, data taken from edot.id (2024). According to alinea.id (2024) that the last three semesters of Tokopedia's sales value have consistently decreased. In the first semester of 2024, Tokopedia only recorded sales of IDR 5.2 trillion, down from the second semester and the first semester of 2023, which recorded IDR 5.5 trillion and IDR 6.8 trillion, respectively.

The use of social media is inseparable from the existence of digital marketing. According to (Putri & Marlien, 2022) digital marketing is the use of the internet and other interactive technologies to generate and connect information. Word-of-mouth marketing, also known as "word of mouth", is an important component of product marketing, in addition to digital marketing. WOM which is spread through social media and communication applications is now called e-WOM or electronic word of mouth, and this is one of the factors that can affect consumer buying interest. The e-WOM strategy is attractive because it combines low financing and fast person-to-person communication through technology, such as the internet and social media.

Purchase Intention is influenced by customers' online searches and the time spent browsing e-commerce websites (Donni, Dastane, Haba, & Selvaraj, 2018). E-commerce companies like Tokopedia must attract new consumers and existing customers on their websites, this is achieved by understanding the impact of digital marketing on purchase intent. Innovative companies must develop a mix of communication with technological advancements and fierce competition (Dastane, 2020).

## **LITERATURE REVIEW**

### **Digital Marketing**

Social Media Marketing Theory developed by Tuten & Solomon (2017) provides a comprehensive framework for understanding how social media can be used as an effective marketing tool. This theory offers a systematic perspective on how companies can optimize their digital presence through various social media platforms. Social Media Marketing Theory is based on the premise that social media has created a new paradigm in digital marketing, where communication is two-way and interactive.

Digital marketing according to Heidrick & Struggles (2009) is the activity of marketing products using digital media such as Facebook, Instagram, Website. Digital marketing uses social media to promote a company's products and services. Utilizing the internet as a medium, this strategy is very influential in reaching consumers interactively by providing new access through advertising media (Hanifah & Susanti, 2023). Digital marketing is one of the effective marketing communication techniques in disseminating product information to consumers which aims to distribute value and consistency in marketing content in order to reach the desired target audience (Edwin, 2023).

According to Koiso-Kanttila (2004) in (Edwin, 2023) Digital Marketing indicators are recommended information, accessibility, navigation, interaction, and speed.

H1: Digital Marketing has a significant effect on purchase intention on the Tokopedia application.

### **Electronic Word of Mouth (E-WOM).**

According to Kotler & Keller (2016) in his book Marketing Management, Marketing Mix is a set of marketing tools that companies use to achieve their marketing goals. This concept consists of the 4P's which later develop into the 7P's. These elements consist of product, price, place, promotion, people, process, and physical evidence. Electronic word of mouth (E-WOM) is part of the marketing mix, namely free promotion.

Electronic word-of-mouth refers to the rapid and informal dissemination of information between consumers and businesses. E-WOM is related to the number of consumer opinions expressed on social media platforms (Nurjamad & Wahyuni, 2023). According to (Iskandar & Kurdi, 2024) e-Wom can be considered a modern way to build a reputation, support for products or services, through the ongoing exchange of interactive information among potential customers, users, or existing customers in the online domain. Media such as text, images, and videos are used to disseminate

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these messages, creating conversational effects electronically and contributing to marketing strategies and the achievement of business goals.

According to Abd-Elaziz et al., (2015) the indicators that form e-WOM in this study are credibility, empathy and relevance of information sources.

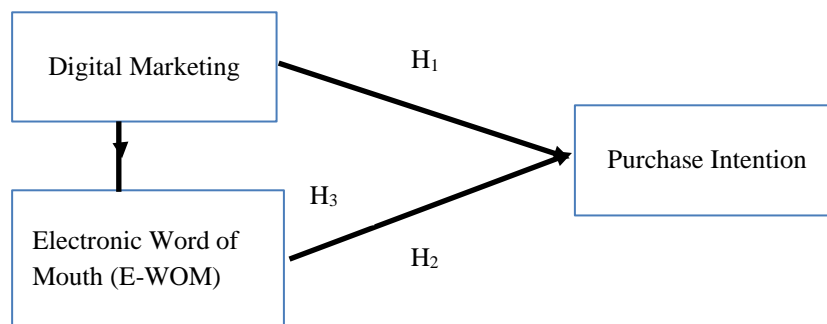
H2: Electronic Word-of-Mouth (E-WOM) has a significant effect on purchase intention on the Tokopedia application.

### Purchase Intention

Purchase intention is the impulse to acquire a product or service, contemplating future purchase potential by forming a perception (Edwin, 2023). According to (Arieantony & Ina Oktaviana Matusin, 2023) Purchase intention is one of the stages in considering a purchase before making a transaction. A clear purchase intent is essential before making any transaction. Before entering this stage, potential customers are faced with two choices: buy or not buy. Purchase intent is determined when potential customers show interest and take action to acquire a marketed product. The indicators of Purchase Intention according to (Karman, 2015) are interest, presence, and information.

### Figure 1.

#### Research Model



Source: Author work

Based on the formulation of the problem and the theoretical study that has been described above, the hypothesis in this study is as follows:

H<sub>1</sub> = It is suspected that digital marketing has a significant effect on purchase intention on the Tokopedia application.

H<sub>2</sub> = It is suspected that electronic word of mouth (e-WOM) has a significant effect on purchase intention on the Tokopedia application.

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H<sub>3</sub> = It is suspected that there is an influence of digital marketing and electronic word of mouth (e-WOM) simultaneously on purchase intention on the Tokopedia application.

### RESEARCH METHOD

This type of research is quantitative, which aims to observe a particular population or sample positively. Hypothesis testing is determined from the results of data analysis that has statistical properties (Sugiyono, 2019). The data used in this study is primary data obtained by distributing questionnaires with a Likert scale. Everything that is possible to be researched, regardless of the type, is determined by the researcher so that the information can be obtained and can also be concluded to be the so-called variable. The independent variable used in this study is digital marketing (X1) with indicators of recommendation information, accessibility, navigation, interaction and speed and another independent variable is electronic word of mouth (e-WOM) (X2) with indicators of credibility, empathy and relevance of information sources. The dependent variable in this study is purchase intention with indicators of interest, attendance, and information.

The population in this study is Tokopedia application users. Considering the time and efficiency of work, data is collected from respondents based on a sample. This study uses purposive sampling for sampling techniques. The number of samples used was 110 respondents. The sample criteria are individuals who use Tokopedia, at least 17 years old to 43 years old, domiciled in Indonesia, and fill out a questionnaire from the researcher. The reason for using the sampling technique is because not all samples meet the criteria that have been set, so Purposive Sampling is used to determine certain criteria that must be met by the samples in this study. Teknik pengambilan sampel mengacu pada rumus Yamane dalam Sugiyono (2018):

$$n = N/(1+N.e^2)$$

Where: n = 100 (number of samples desired)

e = 0.1 (error rate 10%)

N = Number of population to be searched

Thus, the number of samples taken from this study according to the calculation is 99.01 which is rounded to 100 respondents. However, the researcher took a sample with a total of 110 respondents to minimize inappropriate data.

Questionnaires or questionnaires are used as research instruments, with classical assumption tests used to ensure the validity and reliability of the results. The linear regression test is multiple because it has more than 1 variable. The F test was used to the simultaneous influence while the t test for

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the partial relationship of independent and dependent variables in this study, and the determination coefficient test (R<sup>2</sup>). The test tool used is SPSS version 25.

## FINDINGS AND DISCUSSION

### Validity Test

The following are the results of the validity test of this study.

**Table 1.**

#### *Validity Test*

Variable	Dimension	Item	Corrected item total correlation	R Table	Information
Digital Marketing	Recommended Information	X1.1	0.487	0.157	Valid
		X1.2	0.348	0.157	Valid
		X1.3	0.698	0.157	Valid
	Accessibility	X1.4	0.596	0.157	Valid
		X1.5	0.850	0.157	Valid
		X1.6	0.641	0.157	Valid
	Interaction Navigation	X1.7	0.523	0.157	Valid
		X1.8	0.519	0.157	Valid
		X1.9	0.685	0.157	Valid
	Speed	X1.10	0.818	0.157	Valid
		X1.11	0.624	0.157	Valid
		X1.12	0.890	0.157	Valid
Electronic Word of Mouth (E-WOM)	Credibility	X2.1	0.546	0.157	Valid
		X2.2	0.428	0.157	Valid
		X2.3	0.418	0.157	Valid
	Empathy	X2.4	0.734	0.157	Valid
		X2.5	0.581	0.157	Valid
		X2.6	0.727	0.157	Valid
	Relevance Resource	X2.7	0.456	0.157	Valid
		X2.8	0.590	0.157	Valid
		X2.9	0.585	0.157	Valid
Purchase intention	Interest	Y1	0.895	0.157	Valid
		Y2	0.511	0.157	Valid
		Y3	0.808	0.157	Valid
	Presence	Y4	0.850	0.157	Valid
		Y5	0.481	0.157	Valid
		Y6	0.671	0.157	Valid
	Informationa	Y7	0.575	0.157	Valid
		Y8	0.554	0.157	Valid
		Y9	0.854	0.157	Valid

Source: Author work

Based on the results from the table above, it shows that all valid statements because the calculated r is greater than the r of the table 0.157.

### Reliability Test

The following are the results of the reliability test of this study.

**Table 2.**

#### Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.943	30

Source: Author work

Based on table 2 above, the results of the Reliability test show that Cronbach's Alpha is 0.943 greater than  $>0.60$ , so it can be considered reliable.

### Multiple Linear Regression Analysis

The determination of independent variables for dependent variables is important in this study, the determination of variables uses multiple linear regression analysis.

**Table 3.**

#### Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.042	1.364		1.497	.137
	_X1	.342	.058	.456	5.915	.000
	_X2	.502	.078	.497	6.447	.000

a. Dependent Variable: TOTAL\_Y

Source: Author work

Based on table 3, the regression equation Y can be written as follows:

$$Y = 2.042 + 0.342X_1 + 0.502X_2 + e$$

1. The constant value of 2.042 indicates that without an independent variable or when the value is 0, digital marketing and E-WOM still have a value of 2.042.
2. Digital Marketing (X1)  
A regression value of 0.342 indicates that if digital marketing (X1) experiences an increase of 1%, then the purchase decision (Y) will increase by 0.342.
3. E-WOM (electronic word of mouth) (X2)  
Regression value of 0.502 indicates that if e-Wom (X2) experiences an increase of 1%, then the purchase decision (Y) will increase by 0.502 and  $R$  Square ( $R^2$ ) can be seen in appendix 1.

It is known that the Adjusted R Square value is 0.847, so it is concluded that the contribution of the influence of the Independent Variable on the Dependent Variable simultaneously is 84.7%. The remaining 15.3% was influenced by other factors and *Uji Simultan (F)* can be seen in appendix 2.

It is known that the Sig. value is 0.000 ( $<0.05$ ), so it is concluded that the Independent Variable has a significant simultaneous effect on the Dependent Variable. So H3 is accepted because there is an influence of digital marketing and electronic word of mouth (e-WOM) simultaneously on purchase intentions on the Tokopedia application and Partial Test (T-Test) can be seen in appendix 3.

From the table above, it can be seen that the rate of  $\alpha = 5\%$  then  $n = 110$ ,  $df = n - 2$  i.e.  $df = 108$  is 1,982. So that the  $t_{\text{value}}$  of 5,915  $>$   $t_{\text{table}}$  1,982 means that the digital marketing variable partially has a significant impact on purchase intention in the Tokopedia application. Electronic word of mouth also had a significant partial impact on purchase intention getting a calculated  $t_{\text{value}}$  of 6,447  $>$   $t_{\text{table}}$  1,982.

The analysis of the T (partial) test is as follows:

1. The value of the digital marketing variable (X1) of 0.000 is smaller than  $<0.05$ , so it is concluded that the digital marketing variable (X1) has a significant effect on the purchase intention variable (Y). So that H1 is accepted, digital marketing has a significant effect on purchase intention on the Tokopedia application.
2. The value of Sig. The e-Wom (electronic word of mouth) variable X2 of 0.000 is smaller than  $<0.05$ , so it is concluded that the e-Wom variable (X2) has a significant effect on the purchase intention variable (Y). So that H2 is accepted, electronic word of mouth (e-WOM) has a significant effect on purchase intentions on the Tokopedia application.

## Discussion

### 1. The Influence of Digital Marketing on Purchase Intention

Based on the results of the research conducted by the researcher, it shows that the value of Sig. Digital Marketing 0.000 is smaller than  $<0.05$  and the calculated  $t_{\text{value}}$  of 5,915  $>$   $t_{\text{table}}$  1,982, so it can be concluded that, H1 is accepted, which means that there is a significant influence of the digital marketing variable on the purchase intention variable. Digital marketing variables have a positive and significant effect on purchase intention in the Tokopedia application.

This is in line with research (Arieantony & Ina Oktaviana Matusin, 2023) that digital marketing has an effect on purchase intention.



## **2. The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention**

Based on the results of the research conducted by the researcher, it shows that the value of Sig. E-Wom 0.000 is smaller than  $<0.05$  and the calculation  $t_{\text{value}}$  of 6,447  $>$   $t_{\text{table}}$  1,982, so it can be concluded that, H2 is accepted, which means that there is a significant influence of the E-WOM variable on the purchase intention variable. The electronic word of mouth (E-WOM) variable has a positive and significant effect on purchase intention in the Tokopedia application.

This is in line with research (Romadhoni et al., 2023) that electronic word of mouth (E-WOM) has an effect on purchase intention.

## **3. Pengaruh Digital Marketing dan Electronic Word of Mouth (E-WOM) Terhadap Purchase Intention**

It is known that the value of Sig. for the influence of Simultaneous (F), digital marketing (X1) and E-WOM (X2) on purchase intention (Y) is 0.000 less than ( $<0.05$ ), so it can be concluded that H3 is accepted means that there is an simultaneous influence of digital marketing and electronic word of mouth (E-WOM) on purchase intention on the Tokopedia application. Digital marketing and electronic word of mouth (E-WOM) have a positive and significant influence on purchase intention by 84.7% and the remaining 15.3% are influenced by other variables that are not studied.

## **CONCLUSIONS**

Based on the results of the research entitled "The Influence of Digital Marketing and Electronic Word of Mouth (e-WOM) on Purchase Intention on the Tokopedia Application". Then it can be concluded as follows:

1. The results of the statistical test show that the significance value of digital marketing (X1) 0.000 is less than 0.05 and the  $t_{\text{value}}$  of 5,915  $>$   $t_{\text{table}}$  1,982, so it can be concluded that, H1 is accepted, which means that the lower and higher the value of the digital marketing  $t_{\text{table}}$ , it can affect the purchase intention on the Tokopedia application.
2. The results of the statistical test show that the significance value of electronic word of mouth (E-WOM) 0.000 is less than 0.05 and the calculation  $t_{\text{value}}$  of 6,447  $>$   $t_{\text{table}}$  1,982, so it can be concluded that, H2 is accepted, which means that the lower and higher the  $t_{\text{table}}$  value of electronic word of mouth (E-WOM), it can affect the purchase intention on the Tokopedia application.
3. Based on the results of the research conducted using the F (simultaneous) test, it is known that the Sig. value for the influence (simultaneous), digital marketing (X1) and electronic word of mouth (e-WOM) on purchase intention (Y) is 0.000 less than 0.05 so it can be concluded that H3 is accepted, which means that there is an simultaneous influence of digital

marketing (X1) and electronic word of mouth (e-WOM) (X2) on purchase intention on the Tokopedia application.

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## Appendix 1.

*R Square (R<sup>2</sup>)*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922 <sup>a</sup>	.850	.847	1.727

a. Predictors: (Constant), E-WOM (X2), Digital Marketing (X1)

b. Dependent Variable: Purchase Intention (Y)

Source: Author work 2024

It is known that the Adjusted R Square value is 0.847, so it is concluded that the contribution of the influence of the Independent Variable on the Dependent Variable simultaneously is 84.7%. The remaining 15.3% was influenced by other factors.

**Appendix 2.***Uji Simultan (F)*

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1802.512	2	901.256	302.322	.000 <sup>b</sup>
	Residual	318.979	107	2.981		
	Total	2121.491	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Author(s) 2024

**Appendix 3.***Partial Test (T-Test)*

Model		t	Sig.
1	(Constant)	1.497	.137
	X1	5.915	.000
	X2	6.447	.000

Source: Author work 2024