

THE INFLUENCE OF DIGITAL MARKETING ON DECISIONS TO PURCHASE MOISTURIZER PRODUCTS USING ELECTRONIC WORD OF MOUTH AS MEDIATION

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ABSTRACT

This research aims to analyze the influence of digital marketing on purchasing decisions for moisturizer products using electronic word of mouth as mediation for The Originote moisturizer products on Tiktok social media. The method used in this research is a descriptive quantitative method. The data analysis technique uses Partial Least Square (PLS) and hypothesis testing using bootstrapping. The research results show that the Digital Marketing variable has a positive and significant influence on purchasing decisions for The Originote moisturizer on Tiktok social media. The Digital Marketing variable has a positive and significant effect on E-WOM. The E-WOM variable has a positive and significant influence on the decision to purchase The Originote moisturizer on Tiktok social media. The Digital Marketing variable mediated by E-WOM has a positive and significant influence on the decision to purchase The Originote moisturizer on Tiktok social media

Keywords: Digital Marketing, Electronic Word Of Mouth, Purchasing Decisions.

INTRODUCTION

The development of the times makes business in Indonesia is increasing increase . With support from advanced technology , then business can executed Good online or via offline. With existing technology There is moment this , then business can too run by all circles , both those who have age mature , or those who are still in their old age young . Businesses that are developing in Indonesia include: all field and have profit for their respective fields .

The general understanding of digital marketing is that it involves the use of various forms of media to promote or market goods and services in order to create a positive impression. Companies are now able to innovate quickly thanks to information technology.

Use of online media for marketing product known with E-Marketing terms . System sale is component trading emerging electronics Because the existence of the internet. Through e-commerce, the company can communicate offer they online , promote products and services as well as sell without limitation geographical or time (Arifin, 2003).

Reported from CNBC Indonesia, internet users continue experience increase from year to year . About 77% of Indonesia's population uses the internet, which means experience increase from before Covid-19 pandemic ie around 175 million become 210 million .

Business opportunities are increasing as seen from the large number of social media users in Indonesia, one of which is in the beauty sector, namely moisturizers. Moisturizer functions as a lock of moisture in the skin and protects the skin from the appearance of acne due to excess oil production or skin that is too dry, so the use of moisturizer is very important for healthy and safe skin. For used .

The originote is a local brand that has succeeded in attracting the attention of many people. Especially on social media because of the many good reviews about The Originote moisturizer. Not only are the prices affordable, but these local products also have good quality . T he Originote is a local product with a price that is suitable for school and college students, many teenagers are interested in trying and using The Originote moisturizer product .

Reported from mediaindonesia.com, industry beauty and care skin in Indonesia continues develop . Amount permission circulate product cosmetics the most in five years last , with 411,410 products , according to data from Agency Supervisor Medicine and Food (BPOM). Amount companies in the industry the increase of 20.6% on July 2022 compared year previous , incl enhancement significant from MSMEs by 83%. As a result , the amount seller moisturizers on the internet increasingly increase from time to time . Lots of new moisturizer products from abroad make difficult for customer For choose product which beauty should they buy and use , esp moisturizer product from The Originote .

In accordance in accordance the description has been given above . Researchers impressed do research with choose title "**The Influence of *Digital Marketing* on Purchase Decisions for Moisturizer Products Using *Electronic Word of Mouth* as Mediation**".

1. How does influence *Digital Marketing* towards Decision Purchasing The Originote brand moisturizer on Tiktok social media?
2. How does *Digital Marketing* to *electronic word of mouth* on The Originote brand moisturizer product on Tiktok social media?

3. How does *electronic influence word of mouth* towards Decision Purchase product moisturizer brand The Originote on Tiktok social media?
4. How is the influence of *Digital Marketing* mediated *electronic word of mouth* towards Decision Purchase The Originote brand moisturizer product on Tiktok social media?

LITERATURE REVIEW

Digital Marketing

According to Chaakti (2019), the term digital marketing is used For describe every marketing strategy with digital media give service communication and delivery information with candidate consumer . According to Muljono (2018) Digital Marketing has 3 elements important in Digital Marketing concept , namely :

1. Traffic (Signs)
2. Conversion (Conversion)
3. Engagement (Relationship)

Electronic Word Of Mouth

Potter (2021:69-70) explains that the importance of e-WOM in decision purchase consumer make it tool Marketing is important . The more Lots brands that use e-WOM to use impact with customer with objective give customer new . EW OM indicator According to Priansa (2017) there are 3 E-WOM indicators , namely :

1. intensity
2. Content
3. Valence of Opinion

Buying decision

Consumer No realize his wish For buy product and determine choice the purchase Alone . Quality , price and knowledge general consumer about product is factor main driving force they For buy and use it (Kotler, 2002). Decision Purchase according to Kotler and Keller (2012) there are indicators , namely :

1. Choice brand

2. Choice distributor
3. Time purchase
4. Total purchase

RELATIONSHIP BETWEEN VARIABLES

Connection Digital Marketing Regarding Purchasing Decisions

Entire method marketing and tools digital media networks are utilized For communicate with candidate consumer through online channels , as defined by (Chakti , 2019). Majority consumer moment This review online products / services before do purchase or use their services want . Digital marketing is very important for business that offers information and directory online business , because they will lost with businesses that don't offer it .

Utilization of online platforms such as blogs, websites, email networks and social media For promote goods known as digital marketing (Sanjaya and Tarigan , 2009:47). In the technological era Now this , online marketing or lots of digital marketing used For makes it easier consumer in obtain information about products and services or buy goods in a way direct . Based on description it is visible that digital marketing give impact positive to decision consumer in buy or use goods and services . When digital marketing strategy something company the more mature , then consumer will the more interested For utilise service they

Connection Digital Marketing Against E-WOM

Text, images , audio and video are all form information available shared consumer through social media platforms (Kotler & Keller, 2012:568). Temporary that , Caleb T. Carr and Rebecca A. Hayes (2015) stated that social media is type possible online communication user For communicate and show mark they through method direct or not direct . Content artificial user and understanding about interaction with other people. It could be interpreted as social media namely online media that makes it possible user communicate and show mark they through method direct or No direct . Content artificial user and understanding about interaction with other people.

The Relationship of E-WOM to Purchasing Decisions

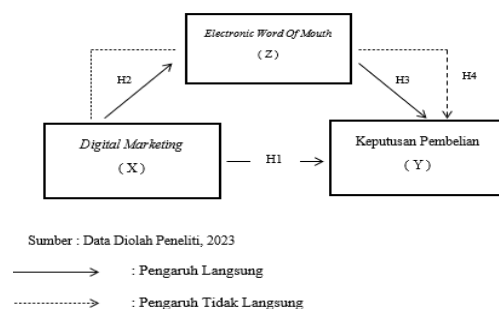
E-WOM is considered as tool marketing is important , because has increase interest consumer For buy product . Modern-day advances make it easier action question other buyers about credibility product choice they .

According to Wijaya et al. (2014) some consumer will more believe with product or services recommended by other people or trusted people compared with promotional media sales promoted by the seller formally . This matter because , recommendations from more people trusted will more Honest as well as objective if review A products and services .

The Relationship of Digital Marketing to Purchasing Decisions Mediated by E-WOM

Social media considered as element important in digital marketing. Consumer can exchange information , text , images , sound and video one each other and with business via social media . Social media possible marketer To use own voice public and known by many people. They can strengthen effort communication other with economical way cost Because public can with easy using social media , which can also be push company For still innovative and relevant . In creating source Power marketing period long ,.

HYPOTHESIS FRAMEWORK



METHODS

Types of Research

Descriptive method quantitative in study This . Study quantitative involve use number as tool main analysis , begins with collection analysis data and ends with with presentation findings research (Arikunto , 2006). Approach quantitative chosen because considered in accordance with objective study . Research purposes is use existing theories as test material with do study quantitative .

Location and Time

This research was carried out to consumers of The Originote moisturizer products on social media Tiktok. in the research period January 2023- December 2023 .

Population

Population study is group of people, event or thing that has characteristic features specific and selected For studied along with in conclusion (Kurniawan & Puspaningtyas , 2016). Therefore that , research this covers consumer the buy and use product moisturizer from The Originote on social media tiktok .

Sample

Samples are consists from population . Samsu (2017) stated that sample considered as need population , no organism Actually . Because of the population No known or not limited , then researcher determine minimum sample with use the formula explained . According to Malhotra (2006) the number member sample determined at least 4-10 times compared with amount indicators studied .

In research This done rounding to the top so amount sample is used are 60 respondents .

Data collection technique

a. Primary data

Study This based on primary data. In accordance Hasan's statement (2002:82), primary data is delivery information obtained in a way directly by researchers . Study This using primary data obtained direct through information , that is individual or sample as respondents . Questionnaire is means collection information with give answer on dozens question written (

Sugiyono , 2008). Perspective interview researched through questionnaire . In terms of This respondents only answer alternative the answer given with give mark certain .

b. Secondary Data

According to Hasan (2002: 58) the information obtained from existing and presented sources to public classified as secondary data . Literature , journals , books and materials library utilized For support primary information .

Data analysis technique

1. Statistics Descriptive

Researcher use technique statistics descriptive as study This . Statistics descriptive used For describe profile study . State that statistics descriptive usually involve measurement of two variables or more (Abdillah and Jogiyanto, 2015) . Study This based on technique modeling equality structural , also known as SEM, because need a model with more from One variable For verify its validity . Analysis done with using PLS with SmartPLS 4 software , meanwhile tool others are also used from the external model to a finite internal model testing hypothesis .

2. Statistics Inferential

Abdillah and Jogiyanto (2015) argue that statistics inferential is technique possible data analysis results varied samples can matched with results whole population . Based on proposed hypothesis , researcher using SmartPLS software For model creation (internal model), model measurement (external model) and testing hypothesis .

3. Measurement Model (Outer Model)

Abdillah and Hartono (2015) describe the external model as example of a measurement model , which illustrates How indicator linked with latent variable . Accuracy and reliability information is evaluated using a field model , which is also used For testing .

A. Validity test

Abdillah and Hartono (2015) stated that size most important science in something study is validity , validity categorized as into two groups that is internal validity and validity external. When relationships because consequence or correlation intertwined , p That considered as

internal validity . Between variables or construct being tested in chemistry only as one of them. Findings study can generalized based on variable external reflecting phenomenon contextual . Measured internal validity with validity construct used as a validity test in study This . Validity construct is level suitability between results measurement with underlying theory .

a. Convergent Validity Test

Validitas convergent is sizes in something construct must be closely related One each other or correlation tall . Parameters test validity convergent seen from AVE and Communality scores , preferably above 0.5 . In terms of This is a possibility enter variable second from indicator construction more low .

b. Discriminant Validity Test

Validity discriminant appear when believed that tall No can become factor in measurement various structure . Calculated parameters moment compare root AVE structure must more big compared to moment inspect point loading cross . Moreover, AVE is more big from mark correlation between construct , then mark validity discriminant said Good . Based on table score loading , every construct have set indicator myself who doesn't suitable with construct others and the total number of variables the .

B. Reliability Test

In addition to validity , objectives testing reliability in PLS is For verify internal stability of the tool measure , all at once test validity , continuity , accuracy and precision is three factor decisive key reliability something tools measure in do appropriate measurement . For obtain mark reliability used Cronbach's alpha for determine cut-off value. Meanwhile, the PLS reliability test uses reliability combined as mark integrity Actually from structure .

As rule practical , value alpha trust or combined must exceeds 0.7 although 0.6 still can accepted . Testing consistency internal no required For validity construct Because valid constructs tend to be No consistent , meanwhile reliable construct Can So No can reliable (Abdillah and Jogiyanto , 2015:209).

4. Structural Model (inner model)

Measurement variability change something variable independent compared to other variables are carried out with using R². The more big the R² value given to the research model, then the more big possible models used in a way effective. Coefficient value track or internal model is example main how much big hypothesis can tested.

5. Testing Hypothesis

Hypothesis testing done with using the t test. hypothesis can supported with the same way with using t- table and values appropriate comparison from second group For determine its significance.

DATA ANALYSIS RESULTS

1. Measurement Model (Outer Model)

Variable	Item Pengukuran	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE	Keterangan
Digital Marketing	X1	0,811	0,838	0,846	0,608	Reliabel
	X2	0,848				
	X3	0,726				
	X5	0,755				
	X6	0,751				
Keputusan Pembelian	Y1	0,711	0,786	0,787	0,539	Reliabel
	Y2	0,728				
	Y3	0,752				
	Y4	0,733				
	Y5	0,746				
Electronic Word Of Mouth	Z1	0,781	0,864	0,865	0,596	Reliabel
	Z2	0,751				
	Z6	0,722				
	Z7	0,784				
	Z8	0,781				
	Z9	0,763				

Sumber: primer(ditolah,2023)

This means, all the variables above said reliable because cronbach's alpha is above 0.6 value Composite Reliability more big of 0.70 and level validity converges as indicated by value AVE more of 0.50 has fulfill condition validity good convergence, then questionnaire can produce results stable measurement or const.

2. Structural Model (Inner Model)

Variable	R square	R Adjust
Keputusan Pembelian	0,743	0,734
E-WOM	0,491	0,483

Sumber: Primer (diolah,2023)

Based on the table above, the R square value for the Purchase Decision variable amounting to 0.743 or 74.3% which is meaningful that the Digital Marketing variable is 74.3% and 25.7 % explained by other variables not including in research This. Furthermore The R-square value of the E-WOM variable is 0.491 or 49.1%, which means that the Digital Marketing variable is 49.1% and 50.9% , explained by other variables who does not including in study This.

1. Testing Hypothesis

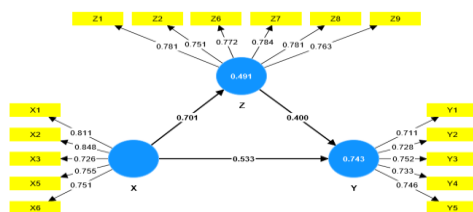


Image : Smart PLS 4 processing results

Total Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P values
X → Y	0.814	0.822	0.044	18.682	0.000
X → Z	0.701	0.709	0.078	8.971	0.000
Z → Y	0.400	0.412	0.118	3.403	0.001
X → Z → Y	0.281	0.96	0.102	2.745	0.006

Sumber: Hasil Output SmartPLS

Based on the results of hypothesis testing, the results of the Partial Least Square (PLS) bootstrapping analysis are obtained as follows:

- Testing the first hypothesis (H1) The results of testing the first hypothesis, Digital Marketing on Purchasing Decisions, have an original sample of 0.814. With a T-Statistics value of 18.682 > 1.96 and a P-Value value of 0.000 < 0.05. This means that Digital Marketing has a significant positive influence on Purchasing Decisions and the hypothesis is accepted.
- Testing Hypothesis (H2) The results of testing the second hypothesis, Digital Marketing on E-WOM, have an original sample of 0.701. With-Statistics value 8.971 > 1.96 and P-

Value value $0.000 < 0.05$. This means that digital marketing has significant positive on i -WOM and hypothesis is accepted.

- c. Testing hypothesis (H3) The results testing the third, E-WOM on Purchasing Decisions, have an original sample of 0.400. With -Statistics value $3.403 > 1.96$ and P-Values $0.001 < 0.05$. This means E-WOM has positive influence on Purchase Decision and hypothesis is accepted.
- d. Testing Fourth Hypothesis (H4) The results testing from the fourth hypothesis, Digital Marketing mediated by E-WOM on Purchasing Decisions has an original sample of 0.281. With value $2.745 > 1.96$ and P-Values $0.006 < 0.05$. This means that Digital Marketing mediated by E-WOM on Decision a positive effect and the hypothesis is accepted.

DISCUSSION

1. The Influence of Digital Marketing on Purchasing Decisions

Based on testing hypothesis that has been done produce that Digital Marketing influential positive and significant against Decision Purchase . Distribution answer respondents who have processed using Smart PLS 4.0, you can is known that answer respondent with The highest average value is 4.58 on item X1 , namely Advertisement The Originote products on tiktok influence consumer in take Decision for buy moisturizer product The Originote and the lowest item X5 with an average of 4.43, namely The Originote capable guard trust consumer with guard quality product. So the respondent agree that Advertisement The Originote on TikTok can influence consumer in take Decision For buy The Originote moisturizer product on Tiktok . This is in line with research conducted by Rachma Putri NA and Bambang Munas (2023) Digital Marketing and Word of Mouth which are used as marketing strategies for Wingko Babat Pak Moel have a positive effect on Brand Image and Purchasing Decisions .

A business can using digital marketing as one tool the marketing . Chaakti (2019) explains that digital marketing includes all type marketing carried out through all strategies and connected with networking social media, which is included For communicate with online channel media users . Channels and consumers when inspect products / services on digital platforms before take decision For buy or use required services.

Reputation company in sight consumer can improved with effective digital marketing. Digital marketing for something company determined by style life, loyalty, hobbies and desires

know consumer. decision purchase Consumers are greatly influenced by problems the. Consumer can take decision purchase based on information with know which products are interesting and necessary.

2. Influence *Digital Marketing Against E-WOM*

Digital marketing has influence positive and significant towards the specified E-WOM through testing hypothesis. You can use digital marketing produce relationship social which is more personal and individual compared marketing traditional. In digital marketing, goals digital marketers are create interesting content attention consumers and motivate consumer For involved as well as share on social media accounts consumer.

Use Active digital marketing makes E-WOM effective. By No direct consumer influenced by convenience see delivered products via social media platforms Because spread fast and easy ordering. Creating E-WOM for A company is about use digital marketing with the right way , because can help interesting consumers and improve Power pull product they .

3. The Influence of E-WOM on Purchasing Decisions

E-WOM has significant and beneficial influence to decision purchase , as determined by the hypothesis being tested .

Distribution answer respondents who have processed using Smart PLS 4.0, you can is known that answer respondent with The highest average value is 4.60 on item Z4 , namely Content The Originote containing information choice product , and the lowest item Z7 with an average of 4.35 ie Security transaction purchase The Originote products are guaranteed . So the respondent agree that Content The Originote containing information choice product , so candidate consumer can consider The Originote moisturizer product type what consumers want to buy .

E-WOM is considered as tool marketing is important , because has proven own significant impact towards purchase consumer .

E-WOM especially used For communication between people. Every day , individual involved in various method communication and exchange . Knowledge consumer to something

products are strongly influenced by E-WOM. This matter triggered because candidate consumer Possible more depend on information from friends and consumers other .

4. The Influence of *Digital Marketing* mediated by E-WOM on Purchasing Decisions

Hypothesis testing show that digital marketing mediated i -WOM has the influence is significant and beneficial to decision purchase .

Social media considered as element important in digital marketing. Consumer can exchange information, text, images, sound and video One each other and with business through media social . Marketer can using social media as means speaker at the front general and explanatory to Lots individual . With using media social as tools , individuals can in a way effective strengthen initiative communication other in matter monetary , all at once inspiring company For teaching new ideas. Digital marketing utilizes E-WOM to create trust and ultimately get favorite to product .

Suggestion

1. For the perpetrator business

Research results show that Digital Marketing and E-WOM are capable influence purchasing decisions in a way significant . That is , the perpetrator business can more utilize Digital Marketing and E-WOM to marketing and improvement sale product .

2. For Companies

Quality product must still maintained and continuously improved For increase trust purchases from existing customers or consumer new

3. For researchers furthermore

The hope are researchers furthermore will investigate product maintenance skin other For determine exists subject study give same result . In research this is necessary more research extensive and sustainable For give more evidence substantial about direction linkages every variable . For researchers next , for minimize exists similarity method .

CONCLUSION

1. Studies show that digital marketing own significant and beneficial impact against decide purchase.
2. The study show that E-WOM has impact positive from digital marketing.
3. The study show that E-WOM has impact positive and significant against decision purchase.
4. The study show that digital marketing mediated by E-WOM has impact positive and significant against decision purchase .

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