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The Model of Digital Marketing and Electronic Word of Mouth Communication

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Abstract: The purpose of this study is to test whether digital marketing and electronic word-of-mouth influence purchase decisions. The type of research used in this study is quantitative research. The subjects of this study were students of the Faculty of Economics and Business, Winaya Mukti University, Bandung. The data collection method used a questionnaire survey with a sample of 100 respondents using the Tokopedia marketplace for FEB UNWIM Bandung students. Data analysis used in this study was multiple linear regression analysis with the SPSS 26.0 program. The results of this study indicate that digital marketing and e-WOM variables have a positive and significant impact on the purchasing decisions of Tokopedia market users among FEB UNWIM Bandung students.

Keywords: Digital Marketing, Electronic Word of Mouth, Purchase Decision

INTRODUCTION

Current technological advancements are leading to changes in the way people access different types of information. Easy Internet access allows people to search for information and find what they need. Changing business strategies from traditional marketing to digital marketing and changing the buying and selling of business products from physical stores to online media can take advantage of technological developments in the business world, Prasetya, Y. S. (2018). Rapid developments in technology and social media will undoubtedly influence changes in the way the public obtains information. Therefore, communication is very important to convey the impression information, advantages or suggestions of the enterprise. This is to make a good contribution to the company and create a close relationship between the consumer and the company, Islahwati, N. & Wibowo, S. (2020).). Online shopping is the purchase of products or services over the Internet. Online store customers simply access the marketplace app to get the items they want to buy. No need to go directly to the store. Prices in online stores are usually cheaper than in offline branches. This can shorten distribution costs from manufacturer to consumer. 5Consumers can find the products they need by simply browsing

the website, saving time in making purchasing decisions. Likewise, when purchasing goods in an online store, we can simply pay through a virtual account and then use the delivery services provided to have the goods we want delivered to our doorstep. With the development of Indonesia's digital economy, people's general attitudes are changing and they want to get the products they need more and more quickly, conveniently and easily, Rahmadhani, R., & Prihatini, A. E. (2019) People's current decisions, Shopping in stores not only relies on promotions, people also do it because they hear recommendations or advice directly from others, including family, friends, and the community. The information received is usually collected first and then the person making the purchase reviews the information received and ultimately decides on the purchase.

Budi Susilo (2018) explains that the use of social media in digital marketing is crucial for many businessmen and marketers who use many existing social media networks to market their products or services to strengthen their brand image, Ivana, V . & Sari, A., & Thio, S. (2014). The process by which consumers communicate through the Internet is called electronic word-of-mouth (e-WOM). Gruen (2006) states that electronic word-of-mouth is a form of communication that allows the exchange of information about the products or services used between consumers who do not know each other and have met before. Rahmadi, H., & Malik, D. (2016).

E-commerce is the transformation of physical marketing strategies to digital marketing concepts. The development of e-commerce business has led to a shift in consumer behavior towards the use of online media for shopping activities. Consumers can connect directly through the Internet and complete product or service purchase transactions without meeting in person. As long as they are connected to the Internet, consumers can get the goods or services they want without having to go to a store or store (Utama, 2023).

Tokopedia and Shopee continue to lead the Indonesian e-commerce market. As measured by average monthly visits, competition between the two is becoming increasingly fierce. iprice data shows that in the first quarter of 2022, the average monthly visits to the Tokopedia website reached 157.2 million times. This number was up 5.1% from 149.6 million visits in the fourth quarter of 2021. Shopee ranked second, with average monthly visits of 132.77 million in the first quarter of 2022, up 0.6% from 131.9 million in the previous quarter. In the first three months of this year, Lazada defeated Bukalapak and moved into third place. The average monthly visits to the two e-commerce platforms reached 24.68 million and 23.1 million respectively. Orami dropped to fifth, Blibli to sixth, Ralali to seventh and Zalora to eighth. JD.ID fell to ninth and Bhineka to tenth. The details of monthly visitors are shown in the table above. Sari, N., Saputra, M., & Husein, J. (2019). Tokopedia is a marketplace that makes it easy, free, secure, and convenient for anyone to create and run their own online store (Rahmadi & Malik, 2018). In 2021, Tokopedia holds the top spot in Indonesia's online retail space. Tokopedia's current success is undoubtedly inseparable from the marketing strategy it implements. Tokopedia's various marketing strategies are designed to get people interested in visiting the Tokopedia Marketplace website.

The Tokopedia website is open to all users. The site allows users to search, buy items, and even sell their own products. Users can start their business on the Tokopedia website, which also sells various items at affordable prices. To help customers and business owners, Tokopedia also uses search engine marketing to promote its products so that they can be found in search engine results. Email marketing is also used to get users to read product reviews to encourage consumers to buy. Tokopedia also adopts a marketing approach through the use of various social media platforms including Instagram, Twitter, YouTube and Facebook. In order for Tokopedia and other marketplaces to develop guidelines for digital marketing strategies, a deeper analysis is needed to determine which of the various digital marketing implementations undertaken by Tokopedia are most effective in driving consumer purchasing decisions.

METHODS

The type of research used in this study is correlational research. This research uses quantitative data and involves a process of positivism or activity that leads to clear and unambiguous conclusions. The population in this study is the student data from 2018 to 2021 at the Faculty of Economics and Business, Winaya Mukti University (FEB UNWIM), which is a user of Tokopedia.

RESULTS AND DISCUSSION

The Effect of *Digital Marketing* on Purchasing Decisions on Tokopedia

on results of the first hypothesis test, it shows that *Digital Marketing* has a positive and significant effect on purchase decision, meaning that H1 is accepted.

The Effect of *Electronic Word of Mouth* on Purchasing Decisions on Tokopedia

Based results of the second hypothesis test, it shows *electronic word of mouth* has a positive and significant effect on purchase decision, meaning that H2 is accepted. Evidenced from the results of the T test, the significance of 0.000 is smaller than 0.05 and the t count is 5.231 is larger than the t table of 1.984. It can be concluded that H2 is accepted, meaning that the *electronic word of mouth* has a positive and significant effect on purchasing decisions at α .

The Effect of *Digital Marketing* and *Electronic Word of Mouth* Simultaneously on Purchasing Decisions on Tokopedia

In the simultaneous significance test (F test) shows that the *Digital Marketing* variable and the *electronic word of mouth* simultaneously affect the purchase decision (Y) on α . This is known from the results of the hypothesis test using the F test, namely with an F count value of 57.382 more than F tabell, which is 3.09. While results of the deltelrmination coelisieln test, the R^2 value has cellbelsar value of 0.542 or in the calculation becomes 54.2%. The test results show that the *Digital Marketing* (X1) and *Electronic word of mouth* (X2) variables have influence the purchase decision (Y) of 54.2% while the remaining 45.8% of the purchase decision variable is influenced by other variables not examined in this research. This means that the more gelncar and melnarik *digital Marketing* and *Electronic word of mouth*, the higher the decision the product sold through Tokopedia.

CONCLUSIONS

Digital Marketing variable have a positive influence and significant impact on purchasing decisions. This is indicated the calculate value of 2.496 and a significance value of 0.015 more than 0.05. The average score of *digital Marketing* variable of 3.96 with respondents achievement rate of 79.2% so can be said that the *digital Marketing* variable in purchases decisions on FEB UNWIM students is a pretty good category. This means that *digital Marketing* is a factor that affects confidence in making purchase decision. *Electronic word of mouth* variable has a significant positive effect on purchasing decisions. This is indicated the calculate value of 5.231 with significance value of 0.000 less than 0.05. The average score of the *electronic word of mouth* variable is 3.8 with respondents achievement rate of 76% is a pretty good category. This can be said that the influence *digital Marketing* variables on decision buy FEB UNWIM Bandung students at Tokopedia *Digital Marketing* and *Electronic word of mouth* simultaneously have influence purchasing decisions (Y) at Tokopedia. This is known from the results of the hypothesis test using the F test, namely with an F count value of 57.382

bigger than from F tabell, which is 3.09.

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