

# **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH COMMUNICATION ON PURCHASING DECISIONS AT THE GFSHOP ONLINE STORE**

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## **Abstract**

The increasingly tight business world requires business actors to follow technological developments in order to compete with other competitors. The emergence of the marketplace and the high number of marketplace users in Indonesia are opportunities to market and attract consumers' attention by using communication strategies in their sales. Through the marketplace, someone can share their experiences of products that have been purchased with the hope that potential consumers who read them will be influenced. This study aims to determine the level of electronic word of mouth communication, the level of purchasing decisions of Gfshop followers and the influence of electronic word of mouth communication on purchasing decisions at the Gfshop online store. The theory used in this study is Electronic Word of Mouth, with the valence of opinion dimension, according to Goyette. This study uses a survey method with a simple regression technique. The data collection technique used a Google Forms questionnaire that was given to 100 respondents who follow the Gfshop account, using an accidental sampling technique. Data processing and analysis using SPSS Statistics 22 software. The results of this study indicate that the level of E-WoM communication among Gfshop followers is very high, with a percentage of 66%. The purchasing decisions of Gfshop followers are very high, with a percentage of 52%. There is an influence of E-WoM communication on purchasing decisions at the Gfshop online store, as evidenced by the regression

coefficient of 1.243 with a t value of 8.052, which means that the high and low purchasing decisions at the Gfshop online store can be explained through E-WoM communication.

*Keywords: Electronic Word of Mouth Communication; Purchasing Decisio; Gfshop.*

## **Abstrak**

Perkembangan dunia bisnis yang semakin ketat membuat pelaku bisnis dituntut untuk mengikuti perkembangan teknologi guna bersaing dengan kompetitor lainnya. Munculnya *marketplace* dan tingginya pengguna *marketplace* di Indonesia menjadi peluang untuk memasarkan dan menarik perhatian konsumen dengan menggunakan strategi komunikasi dalam penjualannya. Melalui *marketplace* seseorang dapat berbagi pengalamannya akan produk yang telah dibeli dengan harapan calon konsumen yang membacanya akan terpengaruh. Penelitian ini bertujuan untuk mengetahui bagaimana tingkat komunikasi *electronic word of mouth*, tingkat keputusan pembelian *followers* Gfshop dan pengaruh komunikasi *electronic word of mouth* terhadap keputusan pembelian di toko online Gfshop. Teori yang digunakan dalam penelitian ini adalah *Electronic Word of Mouth*, dengan dimensi *valence of opinion* menurut Goyette. Penelitian ini menggunakan metode survei dengan teknik regresi sederhana. Teknik pengumpulan data menggunakan kuesioner bentuk *google form* yang diberikan kepada 100 responden pengikut akun Gfshop dengan teknik *accidental sampling*. Dalam pengolahan dan analisis data menggunakan *software SPSS Statistics 22*. Hasil penelitian ini menunjukkan tingkat komunikasi E-WoM *followers* Gfshop berada pada kategori sangat tinggi dengan persentase 66%. Tingkat keputusan pembelian *followers* Gfshop berada pada kategori sangat tinggi dengan persentase 52%. Dan terdapat pengaruh komunikasi E-WoM terhadap keputusan pembelian pada toko online Gfshop, dibuktikan dari koefisien regresi sebesar 1,243 dengan nilai t sebesar 8,052 yang berarti tinggi rendahnya keputusan pembelian di toko online Gfshop dapat dijelaskan melalui komunikasi E-WoM.

Kata Kunci: Komunikasi *Electronic Word of Mouth*, Keputusan Pembelian, Gfshop.

## **Introduction**

Currently, technological developments are increasingly advanced, one of which is having an impact on the business world, where competition is increasingly rapid and tight (Siregar & Nasution, 2020). So, every company that produces goods or services needs a better marketing system (Ritonga et al., 2023). Research conducted by Eisha

Magfiruha Rachbini said digital technology must enter MSMEs because of the potential of the Indonesian population, which 191.80 million people of productive age currently dominate. Of the 345.3 million people, 125.6% use cellular connections, and 212.35 million people in Indonesia use the internet in March 2021 (Prasetyo & Syabany, 2023). Competition in MSMEs arises due to technological advances and innovations to develop their business (Sawitri et al., 2023). This phenomenon gives rise to a symptom, namely that MSMEs are required to follow technological developments because consumers are currently looking for information about a product through online reviews (Avriyanti, 2021).

Consumers are one of the elements that determine whether a business actor is successful or not in achieving its goals because, without consumers, it is certain that a business actor will experience losses or even go bankrupt (Aditama & Yudhi Anggoro, 2023). Business actors must be able to encourage consumers so that consumers are encouraged to buy products sold in the store. Where consumer buying interest can arise as a result of the stimulus and strategy implemented (Diantari, 2023).

Strategy is basically a combination of planning and management to achieve goals that must be adjusted to market developments (Nabilla & Tuasela, 2021). One of the strategies in sales is communication because by communicating, you can establish relationships with all related parties (Mubarokah et al., 2022). Good communication is when the communicator conveys information to the recipient, which is then understood by the recipient with the same understanding (Iriantara et al., 2015). With communication, business actors can also build communication relationships with ongoing interactions (Revaldesnita et al., 2023).

In Islam, communication is one of the natural qualities of humans, and Allah SWT was the first to teach humans to communicate (Marwah, 2021). It is found in the Quran, Surah Ar-Rahman, verses 1-4:

الرَّحْمَنُ عَلَّمَ الْقُرْآنَ خَلَقَ الْإِنْسَانَ عَلَّمَهُ الْبَيَانَ

Meaning: "The Most Gracious God has taught the Qur'an. He created man, He taught him to be good at explaining".

The verse explains that the pleasure of teaching the Qur'an to humans is the greatest pleasure and benefit (Iqbal & Grahmayanuri, 2019). After Allah had given the blessing of teaching the Qur'an, Allah

created His best creatures, namely humans, and taught them to be good at expressing what is etched in their hearts and what is etched in their minds. Then, the fourth verse in the interpretation of Al-Misbah is explained by Quraish Shihab as the potential of al-bayan inherent in humans, allowing humans to live together in social life because the potential of human al-bayan produces sound and has a meaning that is mutually agreed upon. In turn, there is mutual understanding, and people can relate to each other to create a community of social life (Rustan & Hakki, 2017).

In the Qur'an, communication is not only about basic communication information but also about the forms of communication that humans need (Kurniawati, 2020). Because the information about communication patterns contained in the Qur'an aims to be a guide for believers, helping them achieve their goals. Therefore, humans can pay attention to the form of communication in order to achieve the desired goals (Mustofa & Purnama, 2024).

Nowadays, the development of information and science has a great influence in all fields, including the field of communication, which is currently increasingly sophisticated, starting from the means or media used. The existence of electronic commerce (e-commerce) has given rise to many marketplaces in Indonesia, which create opportunities to market and attract the attention of consumers (Sudaryono et al., 2020). *Marketplace is a new concept used for the act of purchasing and offering products and services online* (Prasetyowati et al., 2020).

Shopee is a marketplace that competes in the Indonesian market. Shopee was launched in Indonesia in 2015; it is an online shopping site with interesting features that make it easy for consumers to find what they want from other marketplaces, such as live chat, hashtags, and Shopee Live. Shopee has been successful in being in demand by the Indonesian people; this is based on SimilarWeb data (Suryati & Santo Hegiarto, 2023). In Indonesia, the number of Shopee visits was 190.7 million as of August 2022, where the number increased by 11.37% compared to the previous month. This places Shopee at the top of the Indonesian marketplace ranking, beating Tokopedia, which only received 147.7 million visits (Annur, 2023).

Based on the above explanation, before making a purchasing decision, consumers first look for information about a product or service. Therefore, researchers are interested in conducting research entitled The Influence of Electronic Word of Mouth (E-Wom) Communication on Purchasing Decisions at the Gfshop Online Store.

## **Method**

This study uses a survey method with a simple regression technique. The survey method is a process of determining knowledge that uses data in the form of numbers as a tool to find a framework for what we want to know (Lestari, 2023). The data collection technique used a Google form questionnaire that was given to 100 respondents who were followers of the Gfshop account, using an accidental sampling technique. Data processing and analysis using SPSS Statistics 22 software.

## **Result and Discussion**

Based on the research results, it is known that 66% of respondents consume E-WoM communication in the very high category, and 34% of respondents consume E-WoM communication in the high category. So it can be concluded from the whole, the level of E-WoM communication on followers of the Gfshop shopee account with a very high category is 66%. While in purchasing decisions, it is known that 52% of respondents have purchasing decisions in the very high category, 44% in the high category and 4% in the moderate category. So it can be concluded that the purchasing decision level is very high.

The E-WoM communication variable (X) consists of two indicators, namely, reviews in the form of assessments and reviews in the form of recommendations. It was found that the highest average score was the review indicator in the form of recommendations, with a score of 4.39. Reviews in the form of recommendations come from the experience of consumers who have purchased products, so the information available is considered more reliable (Poernamawati, 2018). With recommendations from consumers, other people feel it helps them to make the right choice. Especially in today's digital era, many people get recommendations and make purchases online, one of which is through

Shopee. Shopee is a marketplace for online buying and selling easily and quickly, where Shopee has made changes to attract consumers to interact more. It has various features such as live chat, sharing, and hashtags to facilitate communication between sellers and buyers and help them find the desired product.

The review indicator in the form of recommendations with the highest statement score is "Through the review column; I feel helped to get information about the quality of Gfshop products". In this context, respondents who follow the Gfshop shopee account agree with reviews that recommend products from other people. So that people who read the review are helped to get information about its quality.

The purchasing decision variable (Y) consists of six indicators, namely product selection, brand selection, distributor selection, purchase time, purchase amount and payment method. It was found that the highest average score was the payment method indicator, with a score of 4.42. Payment method indicator, based on respondent data. Account follower respondents have an interest in making purchasing decisions. This is based on the statement with the highest score, namely, "The transaction process at Gfshop is easy". This states that respondents are influenced by easy transactions, resulting in purchasing decisions.

Gfshop consumers can pay for goods more easily and practically because of the variety of payment options available, including COD, bank transfers, credit card payments and cash payments at agent partners. The current transaction method is very simple, so many Gfshop consumers are interested in buying or making transactions. Both searching, paying and waiting for goods to arrive at the destination address.

Islam provides a code of ethics for communicating with others, ordering to do so with Qaulan Baligha, Qaulan Sadida, Qaulan Maisura, Qaulan Ma'rufa, Qaulan Layyina, and Qaulan Karimah. Qaulan Baligha (effective communication) means fluent speech, clear meaning, and clear and precise expression of what is desired. As Allah says in the letter An-Nisa' verse 63 which means: "Those are the people whom Allah knows what is in their hearts. Therefore, turn away from them, advise them, and speak to them words that will leave a mark on their souls." (Mustafa et

al., 2021). The verse above explains that we must speak with *Qaulan Baligha* or words that contain speech and are able to represent what we want fluently, clearly and precisely. Both expressing thoughts and communicating with others. These words will have an impact on others who unintentionally spread them to others (Octavia, 2019).

Then, with *Qaulan Sadida*, which means conveying opinions or words correctly and argumentatively. Islamic communication must inform or convey the truth, be factual, and not manipulate facts. *Qaulan Maisura* means words that are easy, smooth, and easy for the communicant to understand. *Qaulan Ma'rufa* means good words, which are words that are in accordance with the background status of a person and contain goodness. *Qaulan Layyina* means words that invite or encourage, where someone tries to convince others that what is conveyed is true and does not belittle the opinions or views of others. *Qaulan Karimah* means gentle and noble words, whereas, in Islamic ethics, communication is the main principle, namely respect.

In E-WoM theory, consumers will continuously seek information about goods based on user reviews posted on social media or the internet before deciding whether to buy them or not. Users of information reviews have expanded E-WoM communication, which is growing along with the increasing number of online media users, especially in Indonesia, where around 167 million people (Nasir, 2020). Regarding the characteristics of information through internet-based E-WoM communication, Shopee is a registered postal review information method (posted review) where, through commercial sites, consumers post product reviews on online store websites.

Gfshop consumer involvement in E-WoM is due to several motivations, namely altruism, self-improvement, social benefits and venting feelings (Ahmad & Febrina, 2018). Altruism is the act of Gfshop consumers to help others without expecting anything in return. Improving the welfare of one or more people outside of oneself is the goal of altruism.

Self-improvement is a fundamental human drive. Where Gfshop consumers expect to receive praise from others serves as a motivation for self-improvement. According to Sundaram, consumers seem to want to

share positive experiences in an effort to improve their reputation by portraying themselves as knowledgeable, intelligent and appreciated shoppers. The social benefits of Gfshop consumers can join virtual communities by sharing E-WoM online. Gfshop consumers can post comments on internet forums because it shows the involvement and presence of Gfshop consumers in the community and allows Gfshop consumers to gain social benefits from the community, namely membership.

Emotional venting can deal with unpleasant or negative events that cause unpleasant sensations by expressing the feelings of Gfshop consumers. Emotions can be expressed in motivation to interact with E-WoM. They share E-WoM and express good emotions as part of the Gfshop consumer experience. E-WoM is closely related to Gfshop consumer purchasing decisions. E-WoM communication is an effective means of attracting the attention of recipients, generating interest that ultimately results in sales at the Gfshop online store, which automatically influences Gfshop consumers' purchasing decisions. Where E-WoM communication greatly influences Gfshop consumers who are interested in recommendations from others who have used Gfshop products. Currently, the internet greatly empowers customers to act on the various information available and most Gfshop consumers can share their experiences online and use E-WoM to influence other buyers.

Based on the results of data processing using SPSS Statistics 22 between the E-WoM communication variable and the purchasing decision variable, the results are as follows. Based on Table 4.16, it is known that the significance value of the Kolmogorov-Smirnov normality test results is 0.088, meaning  $0.088 > 0.05$ . So, it can be concluded that the residual value is normally distributed. Based on Table 4.17, it is known that the significance value of the deviation from linearity is 0.443, meaning  $0.443 > 0.05$ . So, it can be concluded that there is a linear relationship between E-WoM communication and purchasing decisions.

Based on the table, it is known that the tcount is 8.052, while the ttable value is 1.987. The regression coefficient of 1.243 states that for every 1% increase in E-WoM communication value, the value of the purchasing decision at the Gfshop online store increases by 1.243. Based



on the significance value of  $0.00 < 0.05$ , it states that the E-WoM communication variable affects purchasing decisions.

The results of this study support previous research conducted by Santika Andriani Budiman entitled *The Influence of Electronic Word of Mouth (E-WoM) on Product Purchase Decisions at TikTok Shop Among Young Women in Semarang City*. From this study, it was concluded that E-WoM influenced purchasing decisions by 12.1%, while other variables outside this study influenced 87.9%. So, it can be said that the hypothesis in this study is accepted (BUDIMAN, 2022). In addition, Raihan Amil conducted other supporting research entitled *The Influence of Electronic Word of Mouth on Purchasing Decisions*. From this research, it was concluded that there was an influence of E-WoM on purchasing decisions of 52.1%, while other variables outside this research influenced 47.9% (Amil, 2021). In line with the research conducted by Salma Soleha entitled *The Influence of Electronic Word of Mouth (E-WoM) and Trust on Purchasing Decisions on the Lazada Marketplace (Community Survey in Bandung City)* (SOLEHA & STAN-INDONESIA, 2021). Furthermore, research conducted by Sholihah Asri Wijayani entitled *The Influence of Electronic Word of Mouth Communication on Purchasing Decisions at the Tars.id Online Store*. From this research, it was concluded that there was an influence of E-WoM on purchasing decisions of 6.1%, while other variables outside this research influenced 93.9% (Wijayani, n.d.). Moreover, the research conducted by Annisa Putri Aminda with the title *The Influence of Electronic Word of Mouth by Beauty Vloggers on Interest in Buying Wardah Cosmetic Products*. From the research, it was concluded that there was an influence of E-WoM beauty vloggers on interest in buying Wardah products by 4.4%, while other variables outside this research influenced 95.6% (Aminda et al., 2019).

Thus, the contribution given in the E-WoM communication variable (X) to the purchasing decision variable (Y) can be seen in Table 4.21 above. From these results, the coefficient of determination (R Square) has a value of 0.398. This shows that the magnitude of the contribution of E-WoM communication to purchasing decisions is 39.8%, and the remaining 60.2% comes from other contributions.

## Conclusion

Based on the research findings and discussion above, it can be concluded that the level of E-WoM communication of Gfshop followers is very high. This is based on a score between 33 - 40 with a percentage of 66%. The purchasing decisions of Gfshop followers are very high. This is based on a score between 64 - 80 with a percentage of 52%.

The results of the study found that E-WoM communication influences purchasing decisions at the Gfshop online store. This is based on the results of  $t\text{-count} > t\text{-table}$ , namely  $8.052 > 1.987$ . The results of the regression analysis with the equation  $Y = 22.645 + 1.243X$  means that for every 1% increase in the value of E-WoM communication, the value of the purchasing decision at the Gfshop online store increases by 1.243. Moreover, the results of the coefficient of determination in the equation are 39.8%. This figure means that the influence of the E-WoM communication variable on the purchasing decision variable is 39.8%. At the same time, the remaining 60.2% comes from other variables not examined in this study.

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