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The Influence Of Electronic Word Of Mouth and Perceived Value on Online Purchasing Decisions Purchasing Decisions on the Shopee Marketplace

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Abstract

This research aims to test and analyze the influence of Electronic Word of Mouth and Perceived Value on Online Purchasing Decisions. This research was conducted on the Shopee Marketplace, a case study of Bandar Lampung University students. The sample for this research consisted of 65 respondents using random sampling techniques. Data were analyzed using multiple linear regression analysis, classical assumption test, T test, and coefficient of determination using SPSS software. The research results prove that partially there is a significant influence of the Electronic Word of Mouth variable on Online Purchasing Decisions, the Perceived Value variable has a significant impact on Online Purchasing Decisions.

Keywords: Electronic Word Of Mouth, Perceived Value, Marketplace Shopee

INTRODUCTION

Since the Corona Virus emerged, all activities throughout the world have experienced chaos, one of which is Indonesia, which has forced many businesses to switch to digital platforms and e-commerce. According to Safitri and Dewa (2020) in their study entitled "Digital Marketing and Its Influence on Consumer Behavior in the Technological Era" that digital marketing has significantly changed the mindset of companies and consumers. They emphasized that in an era of ever-developing

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technology, marketing no longer relies on traditional methods, but utilizes digital technology to reach a wider range of consumers.

In addition, as part of meeting needs during the COVID-19 pandemic, demand for shopping directly in stores has been reduced and shopping for necessities has been shifted online. Large-Scale Social Restrictions The PSBB regulations are an important step in controlling the spread of COVID-19. PSBB is regulated based on government regulations and regional heads' decisions to limit community activities to prevent the spread of the virus, PSBB stipulations which cause everyone to reduce activities outside the home, and shopping centers and several traditional markets are closed and shopping is shifted online,

Online sales are also a reason to maintain personal health and safety to avoid the pandemic. As a result of policies that reduce community activities, demand and use of online transaction services has increased rapidly.

THEORITICAL

E-WOM, as stated by Davidson and Sim. Elecronic and they identified e-WOM as an important mechanism in disseminating information about products and services in the digital era, which can significantly influence customer perceptions and decisions.

In their book "Marketing Management", Kotler and Keller (2020) define marketing as the process of identifying, satisfying, maintaining mutually beneficial business-customer relationships. They emphasize that marketing is about creating sustainable value for customers and the company, not just buying and selling. In Kotler and Keller's view, marketing is a fundamental function in modern business, encompassing a wide range of activities from market research to brand management and customer relationships.

However, according to Jalilvand and Samiei (2020), the term "electronic word of mouth" (e-WOM) refers to comments and recommendations to be given by a consumer via internet media, namely, for example, electronic media, online forums, blogs, or goods description websites. This e-WOM can be in the form of opinions, experiences, or reviews

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about products or services that are shared online with other people, both groups and individuals.

According to several explanations above, e-WOM is a customer statement regarding goods or services that can be accessed online and via social media, such as messages sent by customers, consisting of real, potential and previous consumers.

METHODOLOGY

This research is included in a type of quantitative research known as the explanatory method. This method involves hypothesis testing to explain the causal relationship between existing variables and carrying out tests on sample data. The results of this test are then applied to the population.

To test the proposed hypothesis, explanatory research was chosen. This research aims to test Electronic Word Of Mouth, known as the first independent variable (X1), and Perceived Value, known as the second independent variable (X2). The dependent variable (Y) is the aim of this research.

Table 1. Gender of Respondents

NO	***Gender***	Number of people	Presentation (%)
1	Man	18	42,9
2	Woman	24	57,1
	Amount	42	100.0

Of the 42 respondents, 18 men had a percentage of 42.9, and 24 women had a percentage of 57.1. Therefore, it is possible that the majority of Shopee users are female students in this study.

Table 2. Respondents based on study program

NO	Study Program	Number of people	Presentation (%)
	Management	5	11,9
	Accountancy	7	16,7
	Law	6	14,3
	Public Administration	4	9,5

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	Business Administration	12	28,6
	Communication Studies	6	14,3
	Architecture	2	4,8
Amount		42	100,0

Of the 42 people obtained, 5 people from the Management Program had a presentation of 11.9, 7 people from Accounting had a percentage of 16.7, 6 people from Law had a percentage of 14.3, 4 people from Public Administration had a percentage of 9.5, 12 people from Business Administration had a percentage of 28.6, 6 people from Communication Science had a percentage of 14.3, and 2 people from the Management Program had a percentage of 11.9. Therefore, it can be concluded that Shopee users at Bandar Lampung University are the main respondents of this research. Business Administration Study Program Students.

Validity Test

Table 3. Electronic Word of Mouth Validity Test Results (X1)

Variabele	Item	R Count	R Tabele	Information
E-WOM (X1)	X1.1	0,619	0,304	Valid
	X1.2	0,600	0,304	Valid
	X1.3	0,784	0,304	Valid
	X1.4	0,754	0,304	Valid
	X1.5	0,808	0,304	Valid
	X1.6	0,667	0,304	Valid

The number of researchers on the validity of the Electronic Word Of Mouth variable shows important findings, the number shows that the calculated r is greater than the r table, and is found by looking at the Pearson product moment table r, with df (degree of freedom) (n-2) = (42-2) = 40 with a significance of 5%, so the Pearson correlation must be greater than 0.304 to get a valid code. So, all Electronic Word Of Mouth variables are said.

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Table 4. Respondents' Responses to Perceived Value (X2)

Variabel	Item	R Count	R Table	Information
Perceived Value (X2)	X2.1	0,45,7	0,304	Valid
	X2.2	0,799	0,304	Valid
	X2.3	0,801	0,304	Valid
	X2.4	0,827	0,304	Valid
	X2.5	0,771	0,304	Valid
	X2.6	0,839	0,304	Valid
	X2.7	0,786	0,304	Valid
	X2.8	0,739	0,304	Valid

The validity test of the Perceived Value variable shows an important number. The results show that the calculated r is greater than the r table, and the r table value is obtained using the Pearson product moment table r, with df (degree of freedom) (n-2) = 42-2 = 40 with a significance of 5%, so the Pearson correlation must be greater than 0.304 to get a valid code. Therefore, it can be concluded that all Perceived Value variables are valid.

Table 5. Purchasing Decision Validity Test Results (Y)

Variabel	Item	R Count	R Table	Information
Purchase Decision (Y)	Y.1	0,754	0,304	Valid
	Y.2	0,643	0,304	Valid
	Y.3	0,637	0,304	Valid
	Y.4	0,554	0,304	Valid
	Y.5	0,461	0,304	Valid
	Y.6	0,685	0,304	Valid
	Y.7	0,794	0,304	Valid
	Y.8	0,769	0,304	Valid
	Y.9	0,794	0,304	Valid
	Y.10	0,743	0,304	Valid

The value of the validity test on the Purchasing Decision variable shows that there is an important value, namely showing that r calculated is greater than r table; The r table

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value is obtained using the Pearson product moment r table, which has a significance of 5% and df (degree of freedom) (n-2) = (42-2) = 40. Therefore, the Pearson correlation must be greater than 0.304 to produce a valid code. So, all variables involved in purchasing decisions are considered valid.

Reliability Test

Table 7. Reliability Test Results
Reliability Statistics

Variabel	Cronbach's Alpha	N of Item	Criteria
E-WOM	0,790	6	Reliable
Perceived Value	0,864	8	Reliable
Buying Decision	0,870	10	Reliable

The Electronic Word of Mouth variable (X1) has a Cronbach Alpha number of 0.790. Furthermore, the Perceived Value (X2) variable from Cronbach has a number of 0.864. Furthermore, the Cronbach purchasing decision variable (Y) has a value of 0.870, and each variable in the research is considered reliable for each variable.

All data is valid and reliable, as shown by the validity and reliability tests written above. Therefore, there is not a single statement that is not included in this study.

Classical Assumption Test

Table 8. Multicollinearity Test Results

NO	Model	Collinearity Statistics	
		Tolerance	VIF
1	E-WOM (X1)	0,935	1,069
2	Perceived Value (X2)	0,935	1,069

According to Table 8, it is known that the independent variable has a VIF value of less than 10, namely electronic word of mouth value = 1.069 and perception value = 1.069. Their tolerance value is also less than 1, namely electronic word of mouth value = 0.935 and perception value = 0.935. These results make the conclusion that the linear regression models have no correlation with each other and multicollinearity.

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Table 9. Multiple Linear Regression Analysis Test Results

NO	Variabel	B	Sig
1	(Constant)	0,746	0,671
2	E-WOM (X1)	0,750	0,001
3	Perceived Value (X2)	0,638	0,001

According to Table 4.11 above, the resulting regression equation is:

Y = a+b1X1+b2X2+e

Y = 0.746 + 0.750 Electronic Word Of Mouth + 0.638 Perceived Value

1. The constant of 0.746 indicates that the purchasing decision variable has a value of 0.746 if the independent variables Electronic Word of Mouth and Perceived Value are equal to 0.
2. Electronic Word of Mouth is able to increase purchasing decisions by 0.750 based on a regression coefficient of 0.750.
3. Perceived Value is able to increase purchasing decisions by 0.638 with a regression coefficient of 0.638

In this research, the E-wom level of 0.750 shows that it is the variable with the greatest influence on purchasing decisions.

Hypothesis Tester

Table 10. Determination Coefficient Results (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,845[a]	,714	,699	1,90451

According to Table 10, the coefficient of determination (Adjusted R2) is 0.699, or 69.9%, which aims to contribute to the influence of Electronic Word of Mouth and Perceived Value on purchasing decisions by 69.9%. Other variables not examined in this study contributed 30.1%.

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Table 11. Simultaneous Test Results (F)

No	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	361,379	2	180,690	49,816	001[b]
	Residual	145,086	40	3,627		
	Total	506,465	42			

The F test results show that the independent variables have a significant influence on the independent variables simultaneously, as shown in Table 11. At the real level α = 0.05 and df = 2, it can be proven that df = k (n-k-1) = 2; (42-2-1) = 2; and F table = 3.23 and F count 49.816.

The Electronic Word of Mouth and Perceived Value variables have a real influence on purchasing decisions simultaneously, as shown by the significance value (sig) of 0.001b, because the calculated F is greater than the F table.

The hypothesis is that Electronic Word of Mouth and Perceived Value simultaneously have a good and real impact on purchasing choices because the significance value (sig) is much smaller than 0.05.

Table 12. Results of Partial Significance Test (T Test)

Variabel	T Count	Sig	T Table	Information
E-WOM (X1)	5,175	,001	1,683	Significant
Perceived Value (X2)	,937	,001	1,683	Significant

The following research results explain the influence of the Electronic Word of Mouth and Perceived Value variables on decisions related to shopping.

a. The significance value of Electronic Word of Mouth is 0.001. The sigma t value is 5% (0.001 < 0.05). So the hypothesis is accepted to be tested. This proves that E-Word of Mouth has a real and positive impact on consumer purchasing decisions. A new type of communication, electronic word of mouth (eWOM), has emerged from word of mouth (WOM). eWOM is a cheap and effective marketing strategy in which potential, actual customers or previous clients provide positive or negative

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comments about a company or product. Many individuals and organizations can find these statements online.

b. The significance value for the Perceived Value variable is 0.001. the Sig t number is 5%, or 0.001 less than 0.05. Therefore, the hypothesis can be tested. This shows that Perceived Value influences purchasing decisions significantly and positively. Perceived Value is believed to be one way to differentiate an item from a marketing strategy. It is also one of the most important tools for achieving competitive advantage and is an important component of management strategy. Perceived Value is also a potential consumer's evaluation of all the costs offered and the choices available. Based on testing this hypothesis, the conclusion that can be drawn is that the Perceived Value and Electronic Word of Mouth variables greatly influence purchasing decisions, both overall and partially. Perceived Value also has the biggest influence.

CONCLUSION

According to research findings that have been carried out through various steps, namely data collection, data processing and data analysis, it can be concluded that:

1. The E-Wom variable has a positive effect on purchasing decisions, meaning that consumers are able to make better purchasing decisions if the E-Wom provided is better, whereas if the E-Wom provided is lower, then the purchasing decision will be lower in the Shopee market.
2. The Perceived Value Variable has a Positive Influence on Consumer Decisions: the higher the value the buyer has, the more purchasing decisions they make on the Shopee market, conversely, the lower the value they have, the fewer purchasing decisions they make.

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