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# The Role Of Social Media Marketing And Electronic Word Of Mouth (E-Wom) In The Purchase Decision Of Axioo Laptops In Palembang

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**Abstract**

The development of digital media has transformed consumer behavior in the purchasing decision-making process, as consumers are increasingly active in seeking product information through social media and online reviews before making a purchase. This situation makes social media marketing and electronic word of mouth (E-WoM) important factors that can influence purchasing decisions, particularly for technology products such as Axioo laptops. This study aims to analyze the influence of social media marketing and E-WoM on the purchase decision of Axioo laptops in Palembang City. The study employed a quantitative approach using a survey method involving 120 respondents selected via purposive sampling. Data were collected through a questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics 26. The results show that social media marketing has a positive and significant effect on purchasing decisions, with a t-value of 7.189 and a significance level of 0.000, while E-WoM also has a positive and significant effect, with a t-value of 4.615 and a significance level of 0.000. Simultaneously, social media marketing and E-WoM have a significant effect on purchasing decisions, with an F-calculated value of 60.215 and a significance level of 0.000. These findings indicate that social media marketing strategies and positive online reviews can increase consumer confidence in purchasing Axioo laptops. Therefore, the company needs to optimize its digital marketing activities and encourage the creation of positive E-WoM to enhance consumer purchasing decisions.

**Keywords: Social Media Marketing, Electronic Word of Mouth (E-WoM), Purchase Decisions**



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## INTRODUCTION

Advances in digital technology have transformed the way companies interact with and market their products to consumers. Marketing activities, which were previously dominated by conventional media, have now shifted to digital media, enabling faster, broader, and more interactive communication between companies and consumers (Ali & Ortega-Gutierrez, 2025). Digital marketing also allows companies to reach markets more effectively through various digital platforms such as websites, marketplaces, and social media (Adhitya et al., 2024).

Among the various digital marketing strategies, social media marketing has become one of the most widely used approaches by companies in building relationships with consumers. Social media no longer functions merely as a means of communication but also as a platform for promotion and transactions capable of influencing consumer behavior in the purchasing decision-making process (Munarsih et al., 2025). The advantage of social media lies in its ability to create two-way interaction, increase consumer engagement, and expand the reach of product information at a relatively lower cost compared to traditional marketing media (Ansori et al., 2025; Khanom, 2023). Therefore, social media marketing is viewed as a key factor that can drive consumer purchasing decisions (Gshayyish, 2025).

In addition to social media marketing, the development of the internet has also given rise to the phenomenon of Electronic Word of Mouth (E-WoM), which refers to informal communication among consumers via electronic media that shares experiences, opinions, and evaluations of a product or service (Hennig-Thurau et al., 2004). Information obtained through online reviews is often considered more objective and trustworthy than information provided directly by companies (Ellitan, 2022). Through E-WoM, consumers can gain insight into a product's quality before making a purchase, thereby helping to reduce uncertainty in the decision-making process (Putri et al., 2024).

This phenomenon is particularly relevant in the laptop industry, which falls under the category of high-involvement products that is, products that require more in-depth consideration before a purchase is made (Feng et al., 2023). Laptop consumers tend to seek out various information regarding specifications, quality, price, and other user experiences before deciding on a product. In this context, social media marketing and E-WoM serve as critical sources of information in shaping consumers perceptions and purchasing decisions.



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**Table 1. Market Share and YoY Growth Laptops in Indonesia**

| Indonesia's PC Market, Top 5 Company Shipments, Market Share, and YoY Growth, 2024 | | | | | |
|---|---|---|---|---|---|
| **Brand** | 2024 Shipment | 2024 Market Share (%) | 2024 Shipment | 2024 Market Share (%) | YoY Growth |
| **Asus** | 972.3 | 23.60% | 791.3 | 20.90% | 22.90% |
| **Lenovo** | 913.5 | 22.20% | 817.9 | 21.60% | 11.70% |
| **Acer** | 825.2 | 20.00% | 753.5 | 19.90% | 9.50% |
| **HP** | 550.7 | 13.40% | 628.1 | 16.60% | -12.30% |
| **Axioo** | 176.9 | 4.30% | 108.3 | 2.90% | 63.40% |
| **Others** | 684.1 | 16.60% | 690 | 18.20% | -0.90% |

*Source: IDC Worldwide, 2024 (processed)*

One local laptop brand experiencing rapid growth in Indonesia is Axioo. Based on Table 1, it shows that Axioo recorded a year-over-year (YoY) sales growth of 63.4% in 2024, the highest among several other major laptop brands. However, Axioo's market share remains relatively low compared to global brands such as Asus, Lenovo, Acer, and HP; therefore, the company needs to strengthen its digital marketing strategy to enhance its competitiveness and influence consumer purchasing decisions (Jati & Zaerofi, 2024). This situation indicates that the success in sales growth has not yet been fully accompanied by a strengthening of the brand's market position.

Theoretically, the influence of social media marketing and E-WoM on purchasing decisions has been extensively studied. Several studies have found that social media marketing and E-WoM have a significant positive effect on purchasing decisions (Anggrainy & Supriyono, 2024; Putra & Budiman, 2024; Sulaiman et al., 2025). However, other studies have shown different results, in which social media marketing was found to have no significant effect on purchasing decisions (Arsj, 2023; Bilgah & Joesah, 2022), while E-WoM was also found to have no significant effect in certain contexts (Nurniati et al., 2023). These differing research findings indicate that there remains a research gap that requires further investigation.

Palembang City was selected as the research location because it is one of the cities with a large student population and a high level of technology adoption. According to data from the Badan Pusat Statistik (2026), there are 47 higher education institutions with a total of 77,015 students in Palembang. These characteristics make Palembang a


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potential market for laptop products and a relevant setting for examining the influence of social media marketing and E-WoM on purchasing decisions for Axioo laptops.

Based on empirical findings and identified research gaps, this study aims to analyze the influence of social media marketing and Electronic Word of Mouth (E-WoM) on the decision to purchase Axioo laptops in Palembang. The results of this study are expected to contribute to the development of digital marketing literature and serve as a basis for companies to formulate more effective marketing strategies.

## LITERATURE REVIEW

### Social Media Marketing

Social media marketing is a marketing activity that utilizes social media platforms to create interactions, build relationships, and convey value to consumers (Tuten & Solomon, 2021). According to Gunelius (2011), social media marketing is a form of marketing that uses social media to create communication, share information, and build relationships with consumers. Kotler & Keller (2016) state that social media has become one of the key sources of information consumers use in the purchase decision-making process. Through social media, the reach of promotions becomes greater and has the potential to create a broader marketing impact compared to the use of traditional advertising channels (Rachmadhaniyati & Sanaji, 2021). In this study, social media marketing is measured using four indicators proposed by Gunelius (2011), namely content creation, content sharing, connecting, and community building.

### Electronic Word of Mouth (E-WoM)

Electronic word of mouth (E-WoM) refers to positive or negative statements made by actual or potential customers about a product or company that are accessible to many people via the internet Hennig-Thurau et al. (2004). E-WoM through various online platforms (such as reviews and social media) plays a crucial role in the exchange of consumer information, thereby fostering trust and influencing consumer behavior (Putri et al., 2024).

According to Goyette et al. (2010), E-WoM consists of three main indicators such as intensity, valence of opinion, and content. These three indicators describe the intensity of information dissemination, the tendency of the opinions expressed, and the quality of the information conveyed in online reviews.


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**Purchase Decisions**

A purchase decision is a process through which consumers determine their choice of a product or service through a series of stages, ranging from recognizing a need, searching for information, evaluating alternatives, to making the decision to buy (Veronica & Surianto, 2024). Kotler & Keller (2016) explain this concept by stating that the purchase decision is the stage in the decision-making process when consumers actually decide to buy a product. This process begins with recognizing a need, searching for information, evaluating alternatives, making a purchase decision, and ending with post-purchase behavior. According to Kotler & Keller (2016), the purchase decision has five indicators such as problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

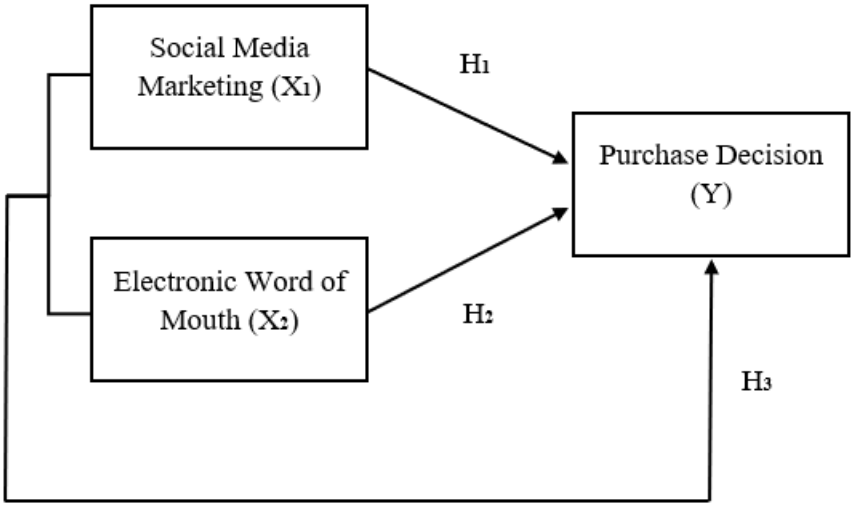



**Figure 1. Conceptual Framework**

**Hypotheses**

The quantitative hypothesis, formulated as a statistical hypothesis for the study entitled **"**The Role of Social Media Marketing and Electronic Word of Mouth (E-WoM) in the Purchase Decision of Axioo Laptops in Palembang**"** can be stated comprehensively and systematically as follows:

1. **$H_1$**: Social media marketing has a positive and significant effect on the decision to purchase Axioo laptops in Palembang.
2. **$H_2$**: Electronic Word of Mouth has a positive and significant effect on the purchase decision for Axioo laptops in Palembang.


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3. **$H_3$**: Social media marketing and Electronic Word of Mouth simultaneously have a positive and significant effect on the purchase decision for Axioo laptops in Palembang.

## METHODOLOGY

This study employs a quantitative approach with an associative research design aimed at analyzing the influence of social media marketing and electronic word of mouth (E-WoM) on the purchase decision for Axioo laptops in Palembang. A quantitative approach was chosen because the study focuses on measuring relationships between variables through statistical analysis (Sugiyono, 2023).

The population for this study consists of residents of Palembang City who have purchased and used Axioo laptops. The research sample consisted of 120 respondents selected using purposive sampling, with the following criteria, at least 17 years of age, residing in Palembang, having previously purchased and used an Axioo laptop, and having accessed information about Axioo laptops via social media or online reviews. The sample size was determined based on the guidelines proposed by Green (1991).

The research data consisted of primary data obtained through the distribution of an online questionnaire using Google Forms. The questionnaire employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The Social Media Marketing variable was measured using four dimensions proposed by Gunelius (2011), namely content creation, content sharing, connecting, and community building. The E-WoM variable was measured using the dimensions developed by Goyette et al. (2010), including intensity, valence of opinion, and content. Meanwhile, Purchase Decision was measured based on the consumer decision-making process proposed by Kotler & Keller (2016), consisting of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Prior to hypothesis testing, the research instrument was evaluated through validity and reliability tests. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also conducted to ensure the suitability of the regression model. The collected data were analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics 26 software. The research model used is formulated as:

$$Y = a + b_1X_1 + b_2X_2 + e$$


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where Y represents the purchase decision, $X_1$ represents social media marketing, $X_2$ represents electronic word of mouth, a is the constant, $b_1$ and $b_2$ are the regression coefficients, and e is the error term.

Hypothesis testing was performed using t-tests to examine the partial effects of independent variables and F-tests to assess their simultaneous effects on purchase decisions. The coefficient of determination ($R^2$) was used to measure the proportion of variance in purchase decisions explained by Social Media Marketing and E-WoM.

## RESULTS AND DISCUSSION

### Research Instrument Testing

### Validity Test

**Table 2. Validity Test**

| Variable | Statement Number | r value | r table | Results |
|---|---|---|---|---|
| Social Media Marketing ($X_1$) | X1.1 | 0.658 | 0.179 | Valid |
| | X1.2 | 0.515 | 0.179 | Valid |
| | X1.3 | 0.639 | 0.179 | Valid |
| | X1.4 | 0.447 | 0.179 | Valid |
| | X1.5 | 0.282 | 0.179 | Valid |
| | X1.6 | 0.454 | 0.179 | Valid |
| | X1.7 | 0.571 | 0.179 | Valid |
| | X1.8 | 0.517 | 0.179 | Valid |
| Electronic Word of Mouth ($X_2$) | X2.1 | 0.682 | 0.179 | Valid |
| | X2.2 | 0.536 | 0.179 | Valid |
| | X2.3 | 0.668 | 0.179 | Valid |
| | X2.4 | 0.574 | 0.179 | Valid |
| | X2.5 | 0.617 | 0.179 | Valid |
| | X2.6 | 0.653 | 0.179 | Valid |
| Purchase Decision (Y) | Y1.1 | 0.504 | 0.179 | Valid |
| | Y1.2 | 0.409 | 0.179 | Valid |
| | Y1.3 | 0.510 | 0.179 | Valid |
| | Y1.4 | 0.545 | 0.179 | Valid |
| | Y1.5 | 0.401 | 0.179 | Valid |
| | Y1.6 | 0.486 | 0.179 | Valid |



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| | | | | |
|---|---|---|---|---|
| | Y1.7 | 0.439 | 0.179 | Valid |
| | Y1.8 | 0.449 | 0.179 | Valid |
| | Y1.9 | 0.587 | 0.179 | Valid |
| | Y1.10 | 0.600 | 0.179 | Valid |

*Source: Data processed by SPSS (2026)*

Based on table 2, it is known that all statements from the variables Social Media Marketing ($X_1$), E-WoM ($X_2$), and Purchase Decision (Y) are valid. This can be seen by the r value of each statement item is greater than r table (0.179) with a significance level below 0.05 or 5% level. Thus, all indicators in the questionnaire can be used to measure the three research variables accurately.

**Reliability Test**

**Table 3. Reliability Test**

| No | Variable | Cronbach's Alpha | N of Items | Information |
|---|---|---|---|---|
| **1** | Social Media Marketing ($X_1$) | 0.608 | 8 | Reliable |
| **2** | Electronic Word of Mouth ($X_2$) | 0.679 | 6 | Reliable |
| **3** | Purchase Decision (Y) | 0.647 | 10 | Reliable |

*Source: Data processed by SPSS (2026)*

Based on the results of the reliability test, all variables in this study were proven reliable. The Social Media Marketing variable ($X_1$) obtained a value of 0.608, the Electronic Word of Mouth variable ($X_2$) of 0.679, and the Purchase Decision variable (Y) of 0.647. Because all three values are greater than the minimum limit of 0.60, it can be concluded that all statements in the research instrument have good internal consistency and can be relied upon to measure the intended variables.



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**Multiple Linear Regression Analysis**

Multiple linear regression analysis was conducted to determine the influence of social media marketing and electronic word of mouth (E-WoM) on the decision to purchase Axioo laptops in Palembang.

**Table 4. Results of Multiple Linear Regression Analysis**

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 10.246 | 3.034 | | 3.377 | .001 |
| | SMM | .655 | .091 | .512 | 7.189 | .000 |
| | EWOM | .412 | .089 | .328 | 4.615 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

*Source: Data processed by SPSS (2026)*

Based on Table 1, the following regression equation was obtained:

$$Y = 10.246 + 0.655X_1 + 0.412X_2 + e$$

This equation indicates that social media marketing and E-WoM have a positive relationship with purchase decisions. The higher the respondent perceptions of social media marketing and E-WoM, the higher their decision to purchase an Axioo laptop.

**Classical Assumption Test**

**Normality Test**

**Table 5. Normality Test**

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 120 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.65089422 |
| Most Extreme Differences | Absolute | .052 |
| | Positive | .041 |
| | Negative | -.052 |
| Test Statistic | | .052 |



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| | |
|---|---|
| Asymp. Sig. (2-tailed) | .200[c,d] |
| a. Test distribution is Normal. | |
| b. Calculated from data. | |
| c. Lilliefors Significance Correction. | |
| d. This is a lower bound of the true significance. | |

*Source: Data processed by SPSS (2026)*

Based on table 5, the One Sample Kolmogorov-Smirnov normality test, the significance value (Asymp. Sig. 2-tailed) for the Unstandardized Predicted Value is 0.200. Since this significance value is greater than 0.05, it can be concluded that the residual data is normally distributed.

**Multicollinearity Test**

**Table 6. Multicollinearity Test**

| Coefficients[a] | | | |
|---|---|---|---|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| | (Constant) | | |
| | SMM | .832 | 1.202 |
| | EWOM | .832 | 1.202 |
| a. Dependent Variable: Purchase Decision | | | |

*Source: Data processed by SPSS (2026)*

Based on table 5, the results of the multicollinearity test is that Tolerance value for both independent variables is 0.832, and the VIF (Variance Inflation Factor) value is 1.202. Since both VIF values are below the critical limit of 10 and the Tolerance value is close to 1, it can be concluded that there are no significant symptoms of multicollinearity between the two independent variables in this research model.


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**Heteroscedasticity Test**

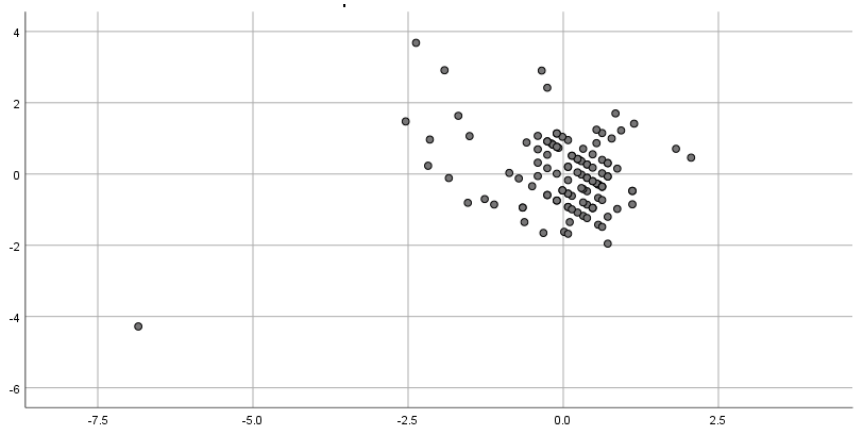



**Figure 2. Heteroscedasticity Test**

*Source: Data processed by SPSS (2026)*

Based on figure 5, it can be seen that the points on the scatter plot are randomly distributed and lie both above and below the value of 0 on the Y-axis. This indicates that there is no specific pattern in the data distribution. Therefore, it can be concluded that the regression model in this study does not exhibit heteroscedasticity, making it suitable for analyzing the influence of social media marketing and E-WoM on purchasing decisions.

**Hypothesis Results**

**Table 7. Hypothesis Test Results**

| Hypothesis | Analysis Results | Notes |
|---|---|---|
| It is hypothesized that Social Media Marketing ($X_1$) has a partial effect on Purchase Decision (Y). | $t_{value}$ 7,189 Sig 0,000 | H1 Accepted |
| It is hypothesized that Electronic Word of Mouth ($X_2$) has a partial effect on Purchase Decision (Y). | $t_{value}$ 4,615 Sig 0,000 | H2 Accepted |
| It is hypothesized that Social Media Marketing ($X_1$) and Electronic Word of Mouth ($X_2$) have a simultaneous effect on Purchase Decision (Y | $t_{value}$ 60.215 Sig 0,000 | H3 Accepted |

*Source: Data processed by SPSS (2026)*



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1. $H_1$: Social Media Marketing has a positive and significant effect on the Purchase Decision for Axioo laptops in Palembang.
2. $H_2$: Electronic Word of Mouth has a positive and significant effect on the decision to purchase Axioo laptops in Palembang.
3. $H_3$: Social media marketing and electronic word of mouth simultaneously have a positive and significant effect on the decision to purchase Axioo laptops in Palembang.

Based on Table 2, the calculated F-value is 60.215 with a significance level of 0.000. A significance level smaller than 0.05 indicates that social media marketing and E-WoM simultaneously have a significant effect on the decision to purchase Axioo laptops in Palembang.

**Coefficient of Determination Test ($R^2$)**

The coefficient of determination is used to determine the ability of independent variables to explain the dependent variable.

**Table 7. Coefficient of Determination Results**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.712 | 0.507 | 0.499 | 2.67346 |

*Source: Data processed by SPSS (2026)*

The Adjusted R-Square value of 0.499 indicates that social media marketing and E-WoM for 49% of the variation in Axioo laptop purchase decisions. Meanwhile, 51% is influenced by other variables outside the research model.

## DISCUSSION

### The Effect of Social Media Marketing on Purchase Decisions

The research results show that social media marketing has a positive and significant effect on purchase decision for Axioo laptops in Palembang. This is indicated by a t-value of 7.189 with a significance level of 0.000, which is less than 0.05. These findings suggest that marketing activities via social media can increase consumer interest and confidence in making a purchase. Product information shared via social media makes it easier for consumers to gain knowledge about product specifications, features, prices,


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and advantages before making a purchase. Additionally, interactions established through social media can also strengthen the bond between the company and consumers.

These research results align with the theory proposed by Gunelius (2011), who states that social media is an effective tool for building relationships with consumers through content creation, content sharing, connecting, and community building. These findings also support the research by Anggrainy & Supriyono (2024), which concluded that social media marketing has a positive and significant influence on purchase decisions.

**The Effect of Electronic Word of Mouth on Purchase Decisions**

The results show that E-WoM has a positive and significant effect on purchase decision Axioo laptops in Palembang. This is evidenced by a t-value of 4.615 and a significance level of 0.000. These findings indicate that reviews, comments, and recommendations shared by other users via digital media serve as an important source of information for consumers before making a purchase. For technology products such as laptops, consumers tend to seek out the experiences of other users to reduce the risk of making the wrong product choice.

The results of this study support the theory proposed by Hennig-Thurau et al. (2004), which explains that E-WoM is a form of electronic communication capable of influencing consumer perceptions and behavior. These findings are also consistent with the research by Changreani et al. (2024), which found that E-WoM has a significant effect on purchase decisions.

**The Influence of Social Media Marketing and E-WoM on Purchase Decisions**

The results of the simultaneous test indicate that social media marketing and E-WoM together have a significant effect on the decision to purchase Axioo laptops in Palembang. The calculated F-value of 60.215 with a significance level of 0.000 indicates that these two variables can explain purchase decisions significantly.

This finding indicates that consumers' purchasing decisions are influenced not only by promotional activities conducted by the company through social media but also by information derived from other consumers experiences via electronic media. The combination of these two factors enhances consumer confidence in selecting and purchasing Axioo laptops.


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## CONCLUSION

Based on the research results, it can be concluded that social media marketing and electronic word of mouth (E-WoM) have a positive and significant influence on the decision to purchase Axioo laptops in Palembang, both partially and simultaneously. These findings indicate that social media marketing activities which provide informative, interactive, and relevant content along with information disseminated through consumer reviews and experiences on electronic media, play a role in shaping consumer confidence when making purchase decisions. The research results also show that these two variables can explain part of the variation in purchasing decisions, although there are still other factors outside the research model that influence consumer purchasing decisions. Thus, social media marketing and E-WoM can be viewed as important factors that need to be considered in digital marketing strategies for laptop products, particularly for the Axioo brand in Palembang.

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