

## IMPACT OF E-WOM, ONLINE CUSTOMER REVIEW, AND PRICE CONSCIOUSNESS THROUGH HYPER-PERSONALIZATION ON PURCHASING DECISIONS

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### ABSTRAK

Tujuan dari penelitian ini adalah untuk memberikan bukti empiris mengenai Dampak *Electronic Word Of Mouth* (E-WOM), *Online Customer Review*, dan *Price Consciousness* Melalui *Hyper-Personalization* Terhadap Keputusan Pembelian di *Marketplace* Shopee. Sampel dalam penelitian ini berjumlah 400 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data menggunakan kuesioner melalui *google form*. Teknik analisis data pada penelitian ini menggunakan alat uji berupa *software SmartPLS4.1.1.3*. Hasil penelitian membuktikan bahwa variabel *Electronic Word Of Mouth* (E-WOM), *Online Customer Review*, dan *Price Consciousness* berpengaruh positif dan signifikan terhadap *Hyper-Personalization* dan keputusan pembelian. *Electronic Word Of Mouth* (E-WOM), *Online Customer Review*, *Price Consciousness* melalui *Hyper-Personalization* berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

**Kata Kunci:** *Electronic Word of Mouth* (E-WOM), *Online Customer Review*, *Price Consciousness*, *Hyper-Personalization*, Keputusan Pembelian.

### ABSTRACT

*The purpose of this study is to provide empirical evidence on the impact of Electronic Word of Mouth (E-WOM), Online Customer Reviews, and Price Consciousness through Hyper-Personalization on Purchase Decision in Shopee Marketplace. The sample in this study consisted of 400 respondents. The sampling method used was purposive sampling. Data collection in this study used a questionnaire distributed via Google Form. The data analysis technique in this study used the SmartPLS4.1.1.3 software. The results of the study prove that the variables Electronic Word of Mouth (E-WOM), Online Customer Review, and Price have a positive and significant impact on Hyper-Personalization and Purchase Decisions. Electronic Word of Mouth (E-WOM), Online Customer Reviews, and Price Consciousness through Hyper-Personalization have a positive and significant impact on Purchase Decision.*

**Keywords:** *Electronic Word of Mouth* (E-WOM), *Online Customer Review*, *Price Consciousness*, *Hyper-Personalization*, *Purchase Decision*

### A. INTRODUCTION

Technological advancements in the era of globalization have driven significant changes in marketing, with the internet opening up widespread access to information. Companies now prefer digital marketing, perceived as more effective than traditional methods. This shift has also shifted people's lifestyles from offline shopping to online shopping through marketplaces, digital platforms that connect sellers and buyers for easy and convenient transactions.



**Figure 1. Most Popular E-Commerce Survey Data 2021-2024**  
Source: GoodStats (2024), GoodStats (2023), and KataData (2021)

Figure 1 shows that among the various e-commerce platforms available in Indonesia, people predominantly use Shopee. The increasing number of Shopee visitors in Indonesia indicates that Indonesia is becoming a large e-commerce market for Shopee. Some frequently used approaches include Electronic Word of Mouth (E-WOM), Online Customer Reviews, Price Consciousness, and Hyper-Personalization. Purchasing decisions are the full right of consumers to determine the products or services they want to buy. This decision is also a key element in consumer behavior because it is directly related to the act of buying and using a product or service.

The findings of Didin, et al., (2020), stated that Electronic Word Of Mouth has a positive and significant effect on purchasing decisions. (Zuliawati et al., 2023; Hariyanto, et al., 2020; Melati, et al., 2020; Angelique, et al., 2021; Ramadhan, et al., 2021) stated that Online Customer Reviews have a positive and significant effect on purchasing decisions. Lestari, et al., (2023) stated that the Price Consciousness variable has a significant positive effect on purchasing decisions. (Putta, et al., 2019; Maulana, et al., 2024; Hasanah, et al., 2024;

Damopolii, et al., 2025) stated that Hyper-Personalization or customer experience influences purchasing decisions.

Based on the explanations and previous research presented above, the author was inspired by the phenomenon of shopping experiences that can be expressed or aspired to through marketplace platforms as a form of buyer expression of the goods or services they have obtained through online shopping. Marketplaces that are able to provide services in accordance with consumer expectations and needs will build a positive image in the eyes of users. However, fundamentally, not all consumers are satisfied when shopping online.

Customer experience has a significant impact on consumer decisions when purchasing products online. In Madiun City, understanding Electronic Word of Mouth (E-WOM) and Online Customer Reviews is a particular and crucial concern. Price Consciousness, and Hyper-Personalization influence purchasing decisions. According to *The Theory of Planned Behavior (TPB)*, proposed by Ajzen, explains the causes of behavioral intentions. The Theory of Planned Behavior, a development of the Theory of Reasoned Action, states that intentions can be predicted from three constituent elements: attitudes, subjective norms, and perceived behavioral control.

### **Theory of Planned Behavior (TPB)**

Theory of Planned Behavior (TPB) it is stated that intention can be predicted from three constituent elements, namely attitude, subjective norms and perceived behavioral control. This is because, in addition to attitude and subjective norms, Individual behavior is also triggered by non-volitional control, namely the individual's feelings about the presence or absence of supportive resources and opportunities.

### **Buying decision**

Based on research by Lubis & Hidayat (2017), the decision to purchase is a choice made by considering the views of price, value, and quality. According to Kotler & Keller in Mucthar & Hasbullah (2020), there are several stages in the purchasing decision-making process, namely: problem identification, information search, alternative evaluation, decision-making to purchase, and post-purchase behavior. The decision to purchase is influenced by various indicators, while the indicators used in this study refer to research by Kotler & Keller (2012),

namely: Product stability, buying habits, providing recommendations, and making repeat purchases.

### **Electronic Word of Mouth (E-WOM)**

According to research by Prayoga & Yasa (2023), Electronic Word of Mouth (EWOM) is a form of communication that has developed from WOM, the exchange of information between customers regarding their experiences in using a product or service with positive and negative statements through internet -based technology. According to Goyette et al., (2010), the indicators of Electronic Word of Mouth are: Intensity, Content, and Value of Opinion.

### **Online Customer Review**

Online Customer Review is one of several factors that determine a person's purchasing decision, showing that people can take the number of reviews as an indicator of product popularity or value of a product that will influence the willingness to buy a product (Nainggolan & Purba, 2019). The Online Customer Review indicators used in this study refer to the research of Lackermair et al ., (2013), namely: Awareness, Frequency, Comparison, and Effect.

### **Price Consciousness**

Price consciousness is the negative role of price, where consumers focus solely on lower prices, thus disregarding product quality. According to Kusuma & Sutanto (2020) , the characteristics of price consciousness are: focus on price, price sensitivity, searching for the best price, and effective purchasing behavior. Indicators of price consciousness Kusuma & Sutanto (2020) are as follows: Comparing prices, Price search, and Attention to price.

### **Hyper- Personalization**

Jain et al., (2018) defines Hyper-Personalization Hyper-Personalization is defined as the use of big data to provide specialized and personalized products, services, and information to targeted segments. According to McKinsey (2020), several indicators of Hyper-Personalization are: Personalized Messages, Relevant Product Recommendations, Consistent Customer Experiences, In-Depth Customer Data Analysis, and Advanced Technology.

### **Conceptual Framework**

Based on the objective of this research, namely to find out Online Customer Reviews, Electronic Word of Mouth, and Price Consciousness, through Hyper-Personalization on

purchasing decisions, the variables that. used in this study there are 3 (three) including independent variables, dependent variables and intervening variables. The conceptual framework of this study is based on research that has been conducted by previous researchers referring to the research of Adma Fadna Rinaja, et al., (2022), stating that Word Of Mouth, Online Customer Review, and Price Consciousness have a positive and significant effect on purchasing decisions, in the research of Mohammad Abdul Ghoni, et al., (2022), stating that Online Customer Review has a positive and significant effect on purchasing decisions, in the research of Erwin & Muchtar (2025), stating that Personalization has a positive and significant effect on purchasing decisions Gabrielle Tjioe, et al., (2025), stating that Hyper-Personalization has a positive and significant effect on purchasing decisions.

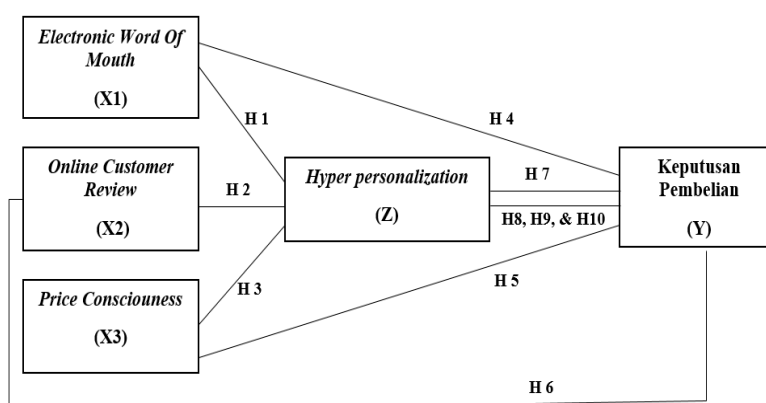


Figure 2 Conceptual Framework

## B. RESEARCH METHODS

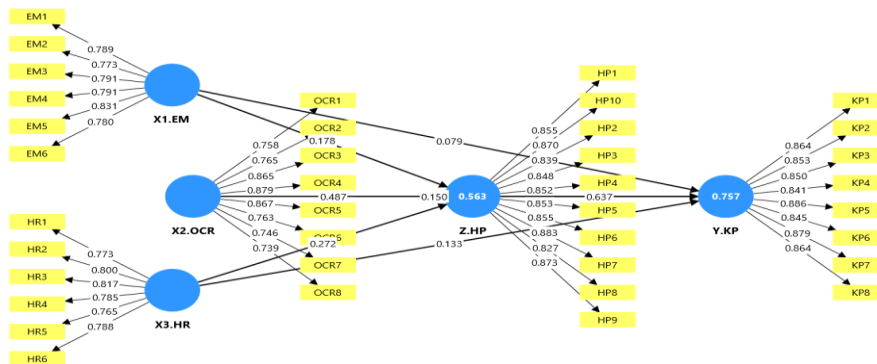
This research process aims to empirically test the impact of Electronic Word of Mouth, Online Customer Reviews, Price Consciousness, and Hyper-Personalization on Purchasing Decisions on the Shopee Marketplace in Madiun City. The population studied in this study was the residents of Madiun City with a total of 112,692 people. A sample of 400 respondents participated in the study. The steps of statistical analysis with SmartPLS include: Outer Model using the validity and reliability test approaches, Inner Model applying R-Square, and hypothesis testing.

## C. RESULTS AND DISCUSSION

Data analysis was carried out by applying the PLS-SEM method using SmartPLS 4 software.

### Measurement Model Testing ( Outer Model )

Internal consistency is declared valid if the correlation between indicators is greater than 0.7. The higher the factor loading value, the greater the similarity between indicators within the construct.



**Figure 3 SmartPLS Outer Loading Results**  
Source: Smart PLS Data Processing (2025)

Based on Figure 3 above, it can be seen that each indicator in the variable has a factor loading value greater than 0.7. This is declared valid because it meets the established correlation criteria. In addition to the outer loading value, the validity of the indicator can also be reviewed from the validity convergent value (Average Variance Extracted), which will be presented in Table 1.

**Table 1 Convergent Validity AVE ( Average Variance Extracted )**

	Average variance extracted (AVE)	Information
<i>Electronic Word of Mouth (X1)</i>	0.628	<b>Valid</b>
<i>Online Customer Review (X2)</i>	0.640	<b>Valid</b>
<i>Price Consciousness (X3)</i>	0.621	<b>Valid</b>
<i>Hyper-Personalization ( Z )</i>	0.732	<b>Valid</b>
<i>Purchase Decision (Y)</i>	0.740	<b>Valid</b>

Source: Smart PLS Data Processing (2025)

Based on the information in Table 1, it can be concluded that the AVE value is greater than 0.5, which indicates significant convergent validity. An AVE greater than 0.5 indicates that overall, the construct can explain more than half (50%) of the variation in each indicator.

**Table 2 Reliability Test Results**

Variables	Cronbach's alpha	Information
<i>Electronic Word of Mouth (X1)</i>	0.882	<b>Reliable</b>
<i>Online Customer Review (X2)</i>	0.921	<b>Reliable</b>
<i>Price Consciousness (X3)</i>	0.878	<b>Reliable</b>
<i>Hyper-Personalization ( Z )</i>	0.95 9	<b>Reliable</b>
Purchase Decision (Y)	0.950	<b>Reliable</b>

Source: Smart PLS Data Processing (2025)

Table 2 shows that all variables have values exceeding 0.7, indicating that all variables meet the internal consistency reliability standard. This allows for further testing of the measurement model (Inner model).

### Structural Model Testing (Inner model)

The inner model in PLS-SEM describes the relationships between latent variables and is evaluated to determine the strength and significance of these relationships. The evaluation covers two main aspects: relationship significance (Hypothesis Testing) and R-square.

### R Square Test

**Table 3 R Square Test Results**

	R-square	R-square adjusted
<i>Hyper-Personalization (Z)</i>	0.563	<b>0.559</b>
Purchase Decision (Y)	0.757	<b>0.754</b>

Source: Smart PLS Data Processing (2025)

This value indicates a very strong relationship, meaning that the model is able to explain most of the factors that influence Purchasing Decisions , even though there are still many influences from outside the model.

### Hypothesis Testing

**Table 4 Hypothesis Test Results**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
H1	0.178	0.179	0.039	4,611	<b>0.00 0</b>
H2	0.487	0.486	0.039	12,411	<b>0.00 0</b>

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
H3	0.272	0.273	0.045	6,075	<b>0.00 0</b>
H4	0.079	0.079	0.03 0	2,644	<b>0.004</b>
H5	0.133	0.133	0.039	3,367	<b>0.00 0</b>
H6	0.15 0	0.15 0	0.029	5.15 0	<b>0.00 0</b>
H7	0.637	0.636	0.051	12,372	<b>0.00 0</b>
H8	0.113	0.114	0.027	4,181	<b>0.00 0</b>
H9	0.31 0	0.309	0.034	9,029	<b>0.00 0</b>
H10	0.173	0.174	0.032	5,356	<b>0.00 0</b>

Source: Smart PLS Data Processing (2025)

### **The Influence of Electronic Word of Mouth (E-WOM) on Hyper-Personalization .**

Electronic Word of Mouth has a positive and significant effect on Hyper-Personalization because the t statistics value  $>$  t table, namely  $4.611 > 1.96$  and p value of  $0.000 < 0.05$  . The implication of this study is that the author recommends that companies manage E-WOM and utilize customer data effectively, and consumers are advised to be wise in giving opinions online and protect their personal data.

This finding is consistent with previous research that stated that Electronic Word of Mouth has an impact on Hyper-Personalization. ( Jain, et al ., 2020) (Yulianto, et al ., 2019). Electronic Word of Mouth (E- WOM) with customer engagement in the use of Hyper-personalization.

### **The Influence of Online Customer Reviews To Hyper-Personalization**

Online Customer Review has a positive and significant effect on Hyper-Personalization because the t statistics value  $>$  t table, namely  $12.411 > 1.96$  and p -value of  $0.000 < 0.05$ . This means that Online Customer Review helping companies implement tailored personalization strategies through customer data. Business divisions like Shopee rely on reviews to increase consumer satisfaction and loyalty, as well as generate relevant product recommendations with AI technology.

This finding is consistent with previous research which stated Online Customer Review has an impact on Hyper-Personalization. (Alfian , et al ., 2025) (Kamisa, et al ., 2022). Online Customer Review states innovation and customer loyalty in the use of Hyper-personalization.

## **The Influence of Price Consciousness on Hyper-Personalization.**

Price Consciousness has a positive and significant effect on Hyper-Personalization This is because the t- statistics value is greater than the t- table value , which is  $6.075 > 1.96$ , and the p- value is  $0.000 < 0.05$ . This means that price-conscious consumers tend to be more sensitive to price changes. Companies must offer relevant offers to increase customer satisfaction. By analyzing consumer data, companies can understand price preferences and provide competitive prices, thereby influencing purchasing decisions.

This finding is consistent with previous research which stated Price Consciousness has an impact on Hyper-Personalization. (Setia, et al ., 2025) (Asti, et al ., 2020). Price fairness and customer experience has an impact on Hyper-personalization.

## **The Influence of Electronic Word of Mouth (E-WOM) on Purchasing Decisions.**

Electronic Word of Mouth has a positive and significant influence on purchasing decisions because the t statistics value  $>$  t table , namely  $2.644 > 1.96$  and p value of  $0.004 < 0.05$ . This shows that E-WOM (Electronic Word Of Mouth) has a positive effect on purchasing decisions. E-WOM is online communication where consumers share experiences about products. Positive reviews are an important asset for companies like Shopee to increase consumer trust and create a safe shopping experience.

This finding is consistent with previous research which stated Electronic Word of Mouth have an impact on purchasing decisions. (Rinaja, et al ., 2022) (Antarizkia , et al ., 2022). Electronic Word of Mouth has an important role in influencing a person's purchasing decisions through various social media.

## **The Influence of Price Consciousness on Purchasing Decisions**

Price Consciousness has a positive and significant influence on purchasing decisions because the t statistics value  $>$  t table , namely  $3.367 > 1.96$  and the p value is  $0.001 < 0.05$ . Price awareness is measured by price differences, price checking, and searching for the best price. Price conscious consumers tend to compare prices and do some checking. Companies like Shopee need competitive pricing strategies, transparency of pricing information, and support for price awareness to increase consumer satisfaction.

This finding is consistent with previous research which stated Price Consciousness have an impact on buying decision. (Rinaja, et al ., 2022) (Maharani, et al ., 2023). Price Consciousness has a positive and significant effect on purchasing decisions.

### **The Influence of Online Customer Reviews on Purchasing Decisions**

Online Customer Review has a positive and significant influence on purchasing decisions because the t statistics value  $>$  t table , namely  $5.150 > 1.96$  and the p value is  $0.000 < 0.05$ . Online Customer Review influence decisions through consumer awareness, comparison, and habits. Companies should leverage Reviews to improve customer satisfaction and business performance. Shopee users can make better purchasing decisions by reading reviews from other consumers.

This finding is consistent with previous research which stated Online Customer Review have an impact on purchasing decisions. (Hariyanto, et al ., 2020)) (Angelique , et al ., 2021). Online Customer Review has a positive and significant influence on purchasing decisions.

### **The Effect of Hyper-Personalization on Purchasing Decisions**

Hyper-Personalization has a positive and significant influence on purchasing decisions because the t statistics value  $>$  t table , namely  $12.372 > 1.96$  and the p value is  $0.000 < 0.05$ . Hyper-personalization uses technology and data analytics to deliver messages and recommendations tailored to each person's needs. Personalized shopping experiences significantly influence people's purchasing decisions on platforms like Shopee, Lazada, and TikTok.

This finding is consistent with previous research which stated Online Customer Review have an impact on purchasing decisions. (Fahera 2024) (Maulana, et al ., 2024). Lifestyle, shopping experience, and consumer trust have a significant influence on purchasing decisions.

### **The Influence of Electronic Word of Mouth (E-WOM) Through Hyper-Personalization on Purchasing Decisions**

Electronic Word of Mouth as an independent variable in this study on purchasing decisions through Hyper-Personalization as an intervening variable, the t statistics value can be seen  $>$  t table, namely  $4.181 > 1.96$  and p value of  $0.000 < 0.05$  . By utilizing technology and analyzing data, companies can adapt their communication methods to increase the positive

impact of e-WOM on purchasing decisions. This research provides strategic recommendations for companies in designing more effective marketing strategies, increasing consumer trust, and building customer loyalty.

This finding is consistent with previous research which stated Online Customer Review have an impact on purchasing decisions. (Nawastuti, et al ., 2023) (Yuliana, et al ., (2025). stated that the quality of electronic services has a positive and significant effect on E-WOM if mediated by trust.

### **The Influence of Online Customer Reviews Through Hyper-Personalization on Purchasing Decisions**

Online Customer Review as an independent variable in this study on purchasing decisions through Hyper-Personalization as an intervening variable, the t statistics value can be seen  $> t$  table, namely  $9.029 > 1.96$  and p value of  $0.000 < 0.05$  . Effective Online Customer Reviews can increase consumer awareness, influence purchasing habits, and provide relevant product comparisons. This makes it easier for users to make more appropriate purchasing decisions, increase shopping satisfaction, and encourage repeat purchasing habits and share positive experiences with others.

This finding is consistent with previous research which stated Online Customer Review have an impact on Purchase decisions. (Damayanti, et al ., 2023) (Sahabbudin, et al ., 2024). stated that product reviews have a positive and significant effect on consumer purchasing interest.

### **The Influence of Price Consciousness Through Hyper-Personalization on Purchasing Decisions**

Price Consciousness as an independent variable in this study on purchasing decisions through Hyper-Personalization as an intervening variable, the t- statistics value  $> t$ - table is  $5.356 > 1.96$  and the p- value is  $0.000 < 0.05$ . Personalization helps increase consumer purchasing interest, satisfaction, and loyalty, and makes it easier for users to find the best deals.

This finding is consistent with previous research which stated Online Customer Review have an impact on purchasing decisions. (Maharani, et al ., 2023) ( Yacob , et al ., 2024). stated that price through Customer experience has a positive effect on purchasing decisions.

## D. CONCLUSION

Based on the results of the analysis and discussion, the conclusions of the research that has been carried out are Electronic Word Of Mouth (E-WOM), Online Customer Review, and Price Consciousness has a positive and significant effect on Hyper-Personalization and purchasing decisions. Electronic Word Of Mouth (E-WOM), Online Customer Review, Price Consciousness through Hyper-Personalization has a positive and significant influence on Purchasing Decisions .

## E. SUGGESTION

This study recommends that companies like Shopee continue to improve product and service quality and innovate to meet consumer needs. Consumers are expected to actively seek and share product information. Future researchers are advised to expand the scope of their studies, use different analytical methods, and add relevant variables.

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