

## THE INFLUENCE OF INFLUENCERS, PRODUCT VARIANTS, FACILITIES, AND E-WOM ON PURCHASING DECISIONS IN MSMES AT GULUN, MADIUN CITY

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### *Abstrak*

Penelitian ini menganalisis pengaruh influencer, varian produk, fasilitas, dan electronic word of mouth (E-WOM) terhadap keputusan pembelian pada UMKM di kawasan Gulun, Kota Madiun. Pendekatan yang digunakan adalah kuantitatif dengan kuesioner kepada 384 responden melalui purposive sampling, serta dianalisis menggunakan uji asumsi klasik, regresi linear berganda, dan uji hipotesis. Hasil penelitian menunjukkan bahwa seluruh variabel berpengaruh positif dan signifikan. Temuan ini menegaskan pentingnya optimalisasi media sosial dan diferensiasi produk dalam strategi pemasaran UMKM. Penelitian ini bertujuan menganalisis pengaruh influencer, varian produk, fasilitas, dan electronic word of mouth (E-WOM) terhadap keputusan pembelian pada UMKM di kawasan Gulun, Kota Madiun. Menggunakan pendekatan kuantitatif dengan survei terhadap 384 responden melalui purposive sampling, data dianalisis menggunakan uji asumsi klasik, regresi linear berganda, uji t, dan koefisien determinasi. Hasil penelitian menunjukkan seluruh variabel berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai  $R^2$  sebesar 0,788. Temuan ini menegaskan pentingnya optimalisasi media sosial, keberagaman produk, fasilitas yang memadai, serta ulasan digital dalam memperkuat daya saing UMKM kuliner di Kota Madiun.

**Kata kunci:** *Influencer*, Varian Produk, Fasilitas, E-WOM, Keputusan Pembelian

### *Abstract*

*This study aims to analyze the influence of influencers, product variety, facilities, and electronic word of mouth (E-WOM) on purchasing decisions in MSMEs located in Gulun, Madiun City. Using a quantitative approach with survey data from 384 respondents selected through purposive sampling, the data were analyzed using classical assumption tests, multiple linear regression, t-tests, and the coefficient of determination. The results show that all variables have a positive and significant effect on purchasing decisions, with an  $R^2$  value of 0.788. These findings highlight the*

*importance of optimizing social media, product variety, adequate facilities, and digital reviews to strengthen MSME competitiveness in the culinary sector of Madiun City.*

**Keywords:** *Influencer, Product Variants, Facilities, E-WOM, Purchasing Decision*

## **A. INTRODUCTION**

MSMEs in Indonesia have long been the subject of various studies due to their significant role in supporting the local economy. However, most literature still focuses on general aspects such as capital access, training, or broad digital marketing strategies, and has yet to specifically explore the factors that influence consumer purchasing decisions in strategic locations like Gulun, Madiun City. In fact, Gulun is one of the most popular culinary and crowd centers for Madiun residents, comparable in popularity to the city's Alun-Alun (main square) and Jl. Pahlawan. Since 2023, the local government of Madiun City has actively developed a street vendor stall program that strengthens the role of MSMEs, particularly in Kejuron Subdistrict, Taman District. However, as competition among business players intensifies, there is a need for research that focuses more specifically on variables such as influencers, product variants, facilities, and electronic word of mouth (e-WOM), which have not been widely examined in this local context.

This study aims to analyze the influence of influencers, product variants, facilities, and e-WOM on consumer purchasing decisions at MSMEs in Gulun, Madiun City. The novelty of this research lies in its geographically specific and dynamic context, where the Gulun area is currently undergoing physical development in the western section of the field as part of the reinforcement of the local culinary tourism sector. Through this approach, the research offers not only practical contributions to MSME actors and local government, but also academic contributions by expanding the understanding of consumer behavior in an active and competitive MSME environment. It is hoped that the results of this study will serve as a basis for strategies to enhance the competitiveness of MSMEs through the utilization of modern marketing factors and collaborative approaches between consumers, vendors, and the government.

## **Literature Review**

### **Purchasing Decision**

According to (Tirtayasa et al., 2021) a purchasing decision is a series of steps that a buyer must go through during the buying process. These stages determine whether the consumer will make a purchase and whether they will be satisfied with the purchased product. Socio-cultural factors are among the influences that shape consumer purchasing decisions. Consumer behavior can be directly or indirectly influenced by changes in social and cultural dynamics, including norms, values, and societal trends. According to Menurut (Nurhayati, 2017) in David (2021).

## **Influencer**

Influencer marketing is a strategy that involves utilizing influencers—individuals who have influence over their followers—by leveraging social media as a promotional platform (Agustin & Amron, 2022). The main focus of influencer marketing is generally on using social media influencers to disseminate brand messages and reach the intended target market (Jarrar & Awobamise, 2020).

## **Product Variant**

Product variant refers to the availability of various options for a product offered to consumers in terms of size, shape, flavor, or packaging. According to (Indrasari, 2019) product variation has a significant influence on consumer purchasing decisions

## **Facilities**

Facilities refer to the physical features or supporting infrastructure provided by businesses to create a comfortable and pleasant environment for consumers. According to (Tjiptono & Chandra, 2016), the availability of good facilities such as seating, cleanliness, adequate lighting, and parking space significantly affects consumer perceptions and experiences, which in turn influence their purchasing behavior

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

Electronic Word of Mouth (e-WOM) is a form of online consumer communication that includes reviews, comments, and product recommendations shared via digital platforms such as social media, websites, or e-commerce platforms. According to (Goyette et al., 2010), e-WOM has a

strong influence on consumer decision-making because it is considered more objective and trustworthy than company-sponsored advertising.

The theoretical framework includes the relationships between variables:

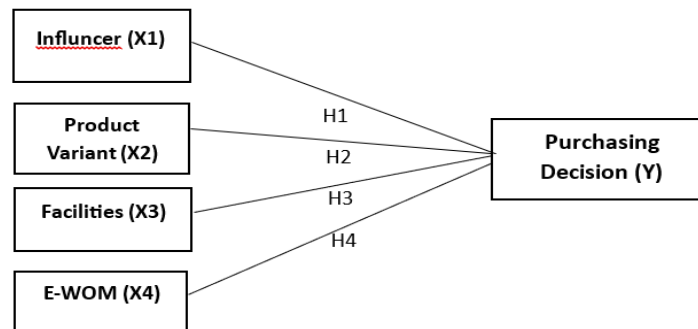


Figure 1: Conceptual Framework

Source : Modifications (Asfawi & Tuti, 2025), (Ambarwati et al., 2024), dan (Sari et al., 2024)

## B. METHOD

This study employs a quantitative approach using the survey method, as data collection was conducted through the distribution of questionnaires to predetermined respondents. This approach is grounded in the philosophy of positivism and is causal in nature, aiming to test the influence of independent variables—namely influencer, product variant, facilities, and electronic word of mouth (e-WOM)—on the dependent variable, which is purchasing decision. The data used in this research are primary data, obtained directly from consumers of MSMEs in the Gulun area of Madiun City, specifically from those who purchased products around the Gulun field area (including Jl. Kapten Saputra, Jl. Duku, Jl. Nanas, and Jl. Durian). The sampling technique applied was purposive sampling with certain criteria such as gender, age range (17–50 years), occupation, as well as income and expenditure levels. The total sample size was determined using the Lemeshow formula, resulting in 384 respondents. The research instrument consisted of a closed-ended questionnaire using a 5-point Likert scale to measure the respondents' level of agreement with various statements. Data collection was carried out directly with visitors who met the criteria and were willing to participate as respondents.

The theoretical framework was structured based on the independent variables (X1–X4) and the dependent variable (Y), with the operational definitions of each variable referring to established theories. The collected data were analyzed using SPSS version 25 through several stages including validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis. Hypothesis testing was conducted partially using the t-test and the coefficient of determination ( $R^2$ ) was calculated to measure the strength of influence of each variable. The credibility of the data was assessed through Pearson correlation and Cronbach's Alpha values to ensure the validity and consistency of the research instruments used.

### C. RESULTS AND DISCUSSIONS [Times New Roman 12, Bold]

#### Classical Assumption Test

##### a. Normality Test

The normality of the data was tested using the Normal P-P Plot of Regression Standardized Residual, which is interpreted as follows

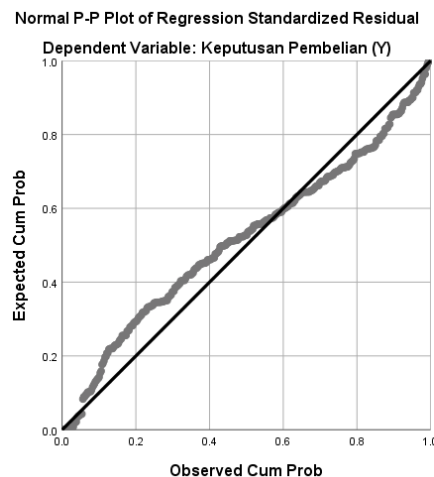


Figure 2. Normality Test Result

Source: Processed Data using SPSS 25.0 (2025)

From the graphical output, it can be observed that most of the residual points follow the diagonal line representing a normal distribution. The pattern closely aligned with the straight line indicates

that the residuals are normally distributed. Therefore, it can be concluded that the regression model meets the normality assumption, which means the model is appropriate for further testing.

## b. Multicollinearity Test

According to Ghozali (2021), in a valid regression model, the independent variables should not be correlated with each other. The criteria for detecting multicollinearity are as follows:

Table 1. Multicollinearity Test Results

		Coefficients <sup>a</sup>	
		Collinearity Statistics	
	Model	Tolerance	VIF
1	Influencer (X1)	.151	6.616
	Product Variant (X2)	.145	6.894
	Facilities (X3)	.934	1.071
	E-WOM (X4)	.568	1.761

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Processed Data using SPSS 25.0 (2025)

Based on the results shown in Table 1, it is indicated that the influencer variable (X1) has a tolerance value of  $0.151 > 0.10$  and a VIF value of  $6.616 < 10$ ; the product variant variable (X2) has a tolerance value of  $0.145 > 0.10$  and a VIF value of  $6.894 < 10$ ; the facilities variable (X3) has a tolerance value of  $0.934 > 0.10$  and a VIF value of  $1.071 < 10$ ; and the e-WOM variable (X4) has a tolerance value of  $0.568 > 0.10$  and a VIF value of  $1.761 < 10$ . Therefore, it can be concluded that no multicollinearity exists in the data, indicating that the regression model is appropriate for further analysis.

## c. Heteroscedasticity Test

Table 2. Heteroscedasticity Test Results using the Glejser Test

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	.724	.192		3.765	.000
	Influencer (X1)	-.032	.019	-.243	-1.638	.102
	product variant (X2)	.019	.025	.137	.753	.452
	Facilities (X3)	-.004	.007	-.031	-.509	.611
	E-WOM (X4)	-.010	.014	-.082	-.732	.465

a. Dependent Variable: ABS\_RES

Based on the results shown in Table 2, the influencer variable (X1) has a significance value of 0.102, the product variant variable (X2) has a significance value of 0.452, the facilities variable (X3) has a significance value of 0.611, and the e-WOM variable (X4) has a significance value of 0.650. Since all independent variables have significance values greater than 0.05, it can be concluded that the data does not exhibit heteroscedasticity.

## 2. Multiple Linear Regression Test

The multiple linear regression test is used to understand the correlation between the independent variables—influencer (X1), product variant (X2), facilities (X3), and e-WOM (X4)—and the dependent variable, which is purchasing decision (Y). In this study, the multiple regression analysis was processed using SPSS version 25.0.

Table 3. Results of the Multiple Linear Regression Test

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.990	.696		1.423	.155
	Influencer (X1)	.213	.053	.243	4.008	.000
	Product Variant (X2)	.165	.064	.160	2.562	.011
	Facilities (X3)	.129	.023	.139	5.685	.000
	E-WOM (X4)	.543	.033	.526	16.313	.000

a. Dependent Variable: Keputusan Pembelian  
Source: Processed Data using SPSS 25.0 (2025)

Based on Table 3, the  $\beta$  coefficients form the following multiple linear regression equation:

$$Y = 0.990 + 0.213 X_1 + 0.165 X_2 + 0.129 X_3 + 0.543 X_4 + e$$

This regression equation can be interpreted as follows:

- The constant value of 0.990 means that if all independent variables remain constant, the value of the purchasing decision (Y) is 0.990. A positive constant indicates a positive base level relationship between the independent and dependent variables.
- The regression coefficient for the influencer variable (X<sub>1</sub>) is 0.213, which means that if influencer increases by one unit, the purchasing decision increases by 0.213. A positive coefficient indicates a positive relationship between influencer and purchasing decision.

- c. The regression coefficient for the product variant variable ( $X_2$ ) is 0.165, meaning that if product variant increases by one unit, the purchasing decision increases by 0.165. A positive coefficient indicates a positive relationship between product variant and purchasing decision.
- d. The regression coefficient for the facilities variable ( $X_3$ ) is 0.129, indicating that if facilities increase by one unit, the purchasing decision increases by 0.129. A positive coefficient indicates a positive relationship between facilities and purchasing decision.
- e. The regression coefficient for the e-WOM variable ( $X_4$ ) is 0.543, which means that if e-WOM increases by one unit, the purchasing decision increases by 0.543. A positive coefficient indicates a positive relationship between e-WOM and purchasing decision.

### 3. Hypothesis Testing

#### a. Partial Test (t-test)

Table 4. Results of the Partial Test (t-test)

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	Unstandardized B	Coefficients Std. Error			
1 (Constant)	.990	.696		1.423	.155
Influencer (X1)	.213	.053	.243	4.008	.000
Product Variant (X2)	.165	.064	.160	2.562	.011
Facilities (X3)	.129	.023	.139	5.685	.000
E-WOM (X4)	.543	.033	.526	16.313	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data using SPSS 25.0 (2025)

Based on the results of the t-test in Table 4, the hypothesis testing results can be concluded as follows:

- 1) The hypothesis test for the influencer variable ( $X_1$ ) on purchasing decision (Y) shows a t-value of 4.008, which is positive, with a significance value of  $0.000 < 0.05$ .
- 2) The hypothesis test for the product variant variable ( $X_2$ ) on purchasing decision (Y) shows a t-value of 2.562, which is positive, with a significance value of  $0.011 < 0.05$ .

- 3) The hypothesis test for the facilities variable ( $X_3$ ) on purchasing decision (Y) shows a t-value of 5.685, which is positive, with a significance value of  $0.000 < 0.05$ . This indicates that facilities have a significant positive effect on purchasing decision.
- 4) The hypothesis test for the e-WOM variable ( $X_4$ ) on purchasing decision (Y) shows a t-value of 16.313, which is positive, with a significance value of  $0.000 < 0.05$ .

From these results, it can be concluded that all independent variables (influencer, product variant, facilities, and e-WOM) have a significant positive influence on purchasing decisions.

## b. Coefficient of Determination ( $R^2$ Test)

Table 5. Coefficient of Determination ( $R^2$ ) Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888 <sup>a</sup>	.788	.786	.86210

a. Predictors: (Constant), E-WOM, Fasilitas, Influencer, Varian produk

Source: Processed Data using SPSS 25.0 (2025)

Based on Table 5, the coefficient of determination test results show that the R Square value is 0.788, which means that 78.8% of the purchasing decisions at MSMEs in Gulun, Madiun City are influenced by the variables influencer, product variant, facilities, and electronic word of mouth (e-WOM).

## D. CONCLUSIONS

Based on the analysis conducted, it can be concluded that all variables in this study— influencer, product variant, facilities, and electronic word of mouth (e-WOM)—have a positive and significant effect on consumer purchasing decisions at MSMEs in the Gulun area of Madiun City. The presence of influencers has been shown to increase consumer interest and trust through relevant and persuasive promotional content. A wide variety of product options also strengthens the appeal of MSMEs in catering to diverse consumer preferences, particularly in the culinary sector. In addition, physical facilities such as seating, cleanliness, lighting, and parking access provide comfort that enhances the shopping experience. Meanwhile, e-WOM plays an essential

role in shaping consumer perceptions and decisions through positive reviews and digital recommendations. These findings emphasize the importance of strategic marketing and service approaches in MSMEs to enhance consumer purchasing decisions. This study is expected to serve as a reference for developing policies and promotional strategies for MSMEs, especially in urban areas with high culinary tourism potential such as Madiun City.

## E. SUGGESTIONS

For future research, it is recommended to expand the scope beyond culinary-based MSMEs in Gulun by involving other sectors and regions to enhance the generalizability of findings. Further studies may also include additional variables such as price perception, customer loyalty, or brand image, which could provide a more comprehensive understanding of consumer purchasing decisions. Moreover, employing qualitative or mixed-method approaches would offer deeper insights into consumer perceptions, motivations, and behavioral patterns that may not be fully captured through quantitative methods alone

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