

THE INFLUENCE OF E-WOM, E-PROMOTION, AND PRICE PERCEPTION ON PURCHASING DECISIONS AWICHO CHOCOLATE TEMPE

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Abstract

Purchasing decisions serve as a crucial measure of the effectiveness of marketing strategies, especially for innovative MSME products like Awicho Tempe Chocolate. This study aims to examine how Electronic Word of Mouth (E-WOM), E-Promotion, and price perception affect consumers' purchasing decisions for Awicho Tempe Chocolate in Ngawi Regency. The research utilizes a quantitative design with a descriptive approach, employing purposive sampling to target residents of Ngawi Regency who are either existing or potential consumers, totaling 384 respondents. Data were collected via questionnaires and analyzed using multiple linear regression with SPSS software. The findings reveal that E-WOM, E-Promotion, and price perception collectively have a positive and significant impact on purchasing decisions. Individually, each variable also shows a significant effect. These results highlight the importance of effective digital communication, consistent online promotions, and competitive pricing in motivating consumers to purchase tempe chocolate products. The study offers practical recommendations for MSME operators to enhance digital marketing strategies, broaden market reach, and strengthen customer loyalty.

Keywords: *Electronic Word of Mouth, E-Promotion, Price Perception, Purchasing Decision, Awicho Tempe Chocolate*

A. INTRODUCTION

The fast-paced development of technology has intensified competition in the business environment, both on macro and micro scales. With the rising number of businesses, consumers are presented with more choices, allowing them to select products that suit their preferences. To remain competitive in a rapidly expanding market, companies need to implement effective marketing strategies that attract consumer interest and ultimately influence their purchasing decisions.

In the food industry, factors such as changes in lifestyle, increased income, and product diversification significantly impact purchasing decisions. Innovative products like Coklat Tempe Awicho, which combines tempeh, a locally produced food known for its high nutritional value, with chocolate, have become an attractive choice for consumers. According to Delisa *et al.* (2022), products like Coklat Tempe Awicho captivate the attention of consumers, particularly millennials and Gen Z, who seek healthy, convenient, and affordable snacks.

E-WOM is a key factor influencing purchasing decisions. Susilowati (2023) defines E-WOM as communication or recommendations shared by consumers through digital media, which can shape consumer perceptions of a product. In this case, E-WOM is crucial in fostering consumer trust and interest, particularly when other buyers share favorable reviews of Coklat Tempe Awicho on social media platforms such as Instagram or TikTok.

E-Promotion also plays a major role in influencing purchasing decisions. According to Pramesti *et al.* (2021), promotions via social media and other digital platforms can increase consumer awareness of a product. In the case of Coklat Tempe Awicho, the promotional efforts carried out on social media help the product reach a wider audience, capture consumer attention, and ultimately drive purchases. Research by Aprila (2023) also reveals that effective digital promotions can enhance customer loyalty and encourage repeat purchases.

Price perception is another critical factor that impacts purchasing decisions. Mendur *et al.* (2021) indicate that consumers often evaluate whether the price of a product aligns with the value it offers. In the case of Coklat Tempe Awicho, competitive pricing that matches the product's quality will influence consumer perceptions and ultimately motivate them to make a purchase. With an

affordable price, Coklat Tempe Awicho can appeal to younger consumers who are more price-sensitive but still seek nutritious products.

Purchasing decisions are the processes consumers go through when deciding whether or not to buy a product. This process includes several stages, from recognizing a need, seeking information, considering alternatives, to ultimately making a decision to purchase and evaluating the decision after the transaction. These purchasing decisions are influenced by factors such as E-WOM, E-Promotion, and Price Perception, all of which play a crucial role in shaping consumer interest and driving purchasing decisions for Coklat Tempe Awicho.

B. METHOD

This research employs a quantitative method and conducts classical assumption tests to confirm the validity of the regression model used in analyzing the data. Multiple linear regression is applied to examine the effect of each independent variable on the dependent variable, namely the purchasing decision of Coklat Tempe Awicho. The study uses purposive sampling, selecting respondents based on predetermined criteria, totaling 384 participants. As explained by Sugiyono (2020), purposive sampling involves deliberately choosing samples according to specific characteristics that are relevant to the research objectives. In this case, respondents are individuals living in Ngawi Regency, aged 18–35, and have purchased Coklat Tempe Awicho.

Data collection was conducted via a Google Forms questionnaire. Respondents were chosen based on their active social media use and prior experience with the product. The research includes three independent variables: E-WOM (Electronic Word of Mouth), E-Promotion, and Price Perception, while the dependent variable is Purchase Decision. Data analysis was performed using SPSS Version 25 to evaluate the influence of E-WOM, E-Promotion, and Price Perception on consumers' decisions to purchase Coklat Tempe Awicho

C. RESULTS AND DISCUSSION

VALIDITY TEST

Validity testing was conducted to measure the extent to which the questionnaire items were able to measure the intended variables. The testing was conducted using Pearson

correlation analysis between each item and the total score of the variable, ensuring that all statements were valid and suitable for use in research.

Table 1. Variable Validity Test

No	Item	r hitung	r tabel	Keterangan
1.	X1_1	0.615	0.100	Valid
2.	X1_2	0.777	0.100	Valid
3.	X1_3	0.799	0.100	Valid
4.	X1_4	0.800	0.100	Valid
5.	X1_5	0.734	0.100	Valid
6.	X2_1	0.876	0.100	Valid
7.	X2_2	0.864	0.100	Valid
8.	X2_3	0.837	0.100	Valid
9.	X3_1	0.789	0.100	Valid
10.	X3_2	0.790	0.100	Valid
11.	X3_3	0.761	0.100	Valid
12.	X3_4	0.784	0.100	Valid
13.	Y_1	0.839	0.100	Valid
14.	Y_2	0.836	0.100	Valid
15.	Y_3	0.798	0.100	Valid
16.	Y_4	0.803	0.100	Valid
17.	Y_5	0.794	0.100	Valid

Source: SPSS 25, 2025

Based on the results of the validity test in Table 1 above, all test items for each variable show valid results. This meets the requirement of the r-table value of 0.100, meaning that all questionnaire statements can be applied and are reliable in this research data.

RELIABILITY TEST

Reliability testing is a testing process aimed at determining the level of consistency or stability of a measuring instrument or research instrument. If an instrument is reliable, the measurement results obtained from it will be consistent and reliable when used repeatedly under the same conditions.

Table 2. Reliability Test

No	Variabel	Nilai Cronbach Alpha	Angka Kritis	Keterangan
1.	e-WOM	0,802	0.070	Reliable
2.	<i>e-Promotion</i>	0,820	0.070	Reliable
3.	Persepsi Harga	0,777	0.070	Reliable
4.	Keputusan Pembelian	0,871	0.070	Reliable

Source: Processed Primary Data (2025)

Based on Table 2, it can be seen that all variables have Cronbach's Alpha values greater than 0.70, thus all questionnaires for the research variables can be declared reliable.

NORMALITY TEST

The normality test is a statistical procedure used to determine whether the data in a sample or residual results of a regression analysis are normally distributed or not.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	0E-7

	Std. Deviation	2.859953 52
Most Extreme Differences	Absolute	.062
	Positive	.052
	Negative	-.062
Kolmogorov-Smirnov Z		1.217
Asymp. Sig. (2-tailed)		.103

Source: Processed Primary Data (2025)

Based on the results of the normality test presented in Table 3, it is known that the three variables examined in this study E-WOM, E-Promotion, and Price Perception have an Asymp. Sig. (2-tailed) value of 0.103, which is greater than the significance threshold of 0.05. Thus, it can be concluded that all these variables follow a normal distribution, indicating that the data for E-WOM, E-Promotion, and Price Perception are normally distributed and suitable for further statistical analysis in relation to the purchasing decision of Coklat Tempe Awicho.

MULTICOLLINEARITY TEST

Table 4. Multicollinearity Test

Coefficients ^a				
Model		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	E-WOM	.586	1.708	No Multicollinearity Occurs
	E-Promotion	.586	1.706	No Multicollinearity Occurs
	Persepsi Harga	.478	2.091	No Multicollinearity Occurs

Based on the results of the multicollinearity test in Table 4, it can be seen that the Variance Inflation Factor (VIF) values of the three variables are all less than 10:

1. The E-WOM variable does not exhibit multicollinearity, as evidenced by the VIF coefficient of $1.708 < 10$.

- The E-Promotion variable does not exhibit multicollinearity, as evidenced by the VIF coefficient of $1.706 < 10$.
- The Price Perception variable does not exhibit multicollinearity, as evidenced by the VIF coefficient of $2.091 < 10$.

HETEROSCEDASTICITY TEST

Table 5. Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.910	0.589		8.340	0.000
e-Wom	-.093	0.050	-0.125	-1.867	0.063
<i>e-Promotion</i>	0.005	0.049	-0.009	0.101	0.920
Persepsi Harga	-0.019	0.019	0.054	-0.998	0.319

a. Dependent Variable: ABS_RES

Source: Processed Primary Data (2025)

Based on the results of the Glejser test in Table 5, it is proven that each variable used in this study has a significance value (α) > 0.05 . Therefore, it can be concluded that there is no heteroscedasticity problem in this research.

MULTIPLE LINEAR REGRESSION

Table 6. Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.972	.990		3.003	.003
E-WOM	.192	.055	.173	3.477	.001
E-Promotion	.474	.089	.266	5.349	.000
Persepsi Harga	.438	.071	.339	6.147	.000

Source: Processed Primary Data (2025)

Based on the results of the multiple linear regression analysis in Table 6, the data processing using SPSS 25 shows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 2.972 + 0.192X_1 + 0.474X_2 + 0.438X_3 + e$$

Explanation:

1. The constant value (a) of 2.972 means that if all independent variables (E-WOM, E-Promotion, and Price Perception) are assumed to be zero, the baseline value of the Purchasing Decision will be 2.972.
2. The regression coefficient for the E-WOM variable (X_1) of 0.192 indicates that for every one-point increase in the E-WOM variable, assuming the other variables remain constant, the Purchasing Decision will increase by 0.192 points. This shows that positive information from consumers via E-WOM positively contributes to the purchasing decision.
3. The regression coefficient for the E-Promotion variable (X_2) of 0.474 means that an increase of one point in the effectiveness of electronic promotion will increase the Purchasing Decision by 0.474 points, assuming the other variables remain constant. This suggests that digital promotion is an important factor in influencing consumer decisions.
4. The regression coefficient for the Price Perception variable (X_3) of 0.438 means that every one-point increase in positive price perception will increase the Purchasing Decision by 0.438 points. This indicates that consumers' price perception significantly influences the purchasing decision and is the most dominant factor in driving the purchasing decision.
5. Based on the standardized beta values (β), the variable that most dominantly affects the Purchasing Decision is Price Perception ($\beta = 0.339$), followed by E-Promotion ($\beta = 0.266$), and E-WOM ($\beta = 0.173$). This shows that the better the price perception, the higher the purchasing decision, while digital promotions and E-WOM also contribute positively as supporting factors.

PARTIAL TEST (T-TEST)

Table 7. T-test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.972	.990		3.003	.003
X1	.192	.055	.173	3.477	.001
X2	.474	.089	.266	5.349	.000
X3	.438	.071	.339	6.147	.000

Source: Processed Data (2025)

Based on the results of the partial test (t-test) in table 7, it can be concluded that:

1. The E-WOM variable (X_1) shows a t-value of 3.477, which is greater than the t-table value of 1.966, with a significance value of $0.001 < 0.05$, so H_1 is accepted. This indicates that the E-WOM variable has a positive and significant effect on the purchasing decision of Coklat Tempe Awicho by consumers in Ngawi Regency.
2. The E-Promotion variable (X_2) shows a t-value of 5.349, exceeding the t-table value of 1.966, with a significance value of $0.000 < 0.05$, so H_2 is accepted. This means that the E-Promotion variable has a positive and significant effect on the purchasing decision of Coklat Tempe Awicho.
3. The Price Perception variable (X_3) has a t-value of 6.147, which is greater than the t-table value of 1.966, with a significance value of $0.000 < 0.05$, so H_3 is accepted. This means that the Price Perception variable has a positive and significant effect on the purchasing decision of Coklat Tempe Awicho in Ngawi Regency.

COEFFICIENT OF DETERMINATION TEST

Table 8. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.448	.444	2.871

- a. Predictors: (Constant), X3, X1, X2
- b. Dependent Variable: Y

Source: Processed Data (2025)

Based on the results of the Coefficient of Determination test in Table 8, it is known that the Adjusted R Square value is 0.444, which indicates a fairly strong influence between the independent variables, namely E-WOM, E-Promotion, and Price Perception, on the dependent variable, Purchasing Decision. The percentage of this influence can be calculated as follows:
 $R^2 \times 100\% = 0.444 \times 100\% = 44.4\%$

This means that 44.4% of the variation in Purchasing Decision can be explained by these three independent variables, while the remaining 55.6% is explained by other factors not examined in this study. Therefore, the regression model used has a fairly good ability to explain the influence of the independent variables on consumer purchasing decisions.

D. DISCUSSION

The Influence of e-Wom on the Purchase Decision of Awicho Tempe Chocolate among Consumers in Ngawi Regency

Based on the t-test results, the e-WOM variable has a positive and significant effect on the purchase decision of Coklat Tempe Awicho products. The t-test shows values exceeding the significance threshold, indicating that the more positive the e-WOM communication received by consumers, the higher the likelihood that they will purchase the product. Therefore, the first hypothesis in this study is accepted.

This study aligns with the findings of Nafisah & Murniningsih (2021), which show that e-WOM significantly influences purchasing decisions on Shopee, as does the finding by Maulana et al. (2021), which states that e-WOM is a credible source of information for potential buyers.

The Influence of e-Promotion on Consumers' Purchase Decisions for Awicho Tempe Chocolate in Ngawi Regency

The results of the t-test show that the E-Promotion variable has a positive and significant effect on the purchase decision of Coklat Tempe Awicho. The t-test values exceed the significance threshold,

indicating that the more effective the promotion conducted through electronic media, the higher the consumer interest in purchasing the Coklat Tempe Awicho product. Therefore, the second hypothesis in this study is accepted.

These findings align with the research of Mustapa et al. (2022), which shows that the reach and quality of e-promotion messages significantly influence purchase decisions. Studies by Yasmina Firdausa et al. (2024), and Rauf (2023) further confirm that digital promotion through social media can shape positive perceptions and increase consumer purchasing interest.

The Influence of Price Perception on Consumers' Purchase Decisions for Awicho Tempe Chocolate in Ngawi Regency

Based on the t-test results, the Price Perception variable has a positive and significant effect on the purchase decision of Coklat Tempe Awicho products. The t-test results exceed the significance threshold, indicating that the better the consumer's perception of the product price, the higher the likelihood they will make a purchase. Therefore, the third hypothesis in this study is accepted.

This finding is supported by previous research, such as that conducted by Mendur et al. (2021), Winarsih & Mandey (2022), and Nurwisesa & Andhika Feby (2023), which indicates that price perception positively and significantly influences purchase decisions. Consumers tend to consider price affordability, clarity of price information, and comparison with competitors before making their final decision. Therefore, an appropriate pricing strategy is a key element in the success of marketing innovative local products such as Coklat Tempe Awicho.

E. CONCLUSION

The findings of this study indicate that each of the variables E-WOM, E-Promotion, and Price Perception individually exerts a positive and significant effect on consumers' decisions to purchase Coklat Tempe Awicho.

F. SUGGESTION

For future research, it is recommended that the following be considered:

1. Add other variables that may also influence purchasing decisions, such as brand image, consumer satisfaction, or consumer loyalty. These additional variables could provide a more comprehensive understanding of the factors influencing purchasing decisions regarding Coklat Tempe Awicho.
2. Use a mixed-method approach to achieve deeper insights, such as incorporating interviews to understand the underlying reasons behind consumer decisions. This will help uncover the motivations behind E-WOM, E-Promotion, and Price Perception in relation to purchasing decisions more thoroughly.
3. Conduct research in other cities or with other local brands to compare whether the factors influencing purchasing decisions in Ngawi also apply in other regions. This could provide valuable insights into whether the findings related to E-WOM, E-Promotion, and Price Perception are specific to the local market or if they can be generalized to a wider audience.

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