

THE INFLUENCE OF DIGITAL MARKETING AND ELECTRONIC WORD OF MOUTH ON PURCHASING DECISIONS WITH PURCHASE INTENTION AS AN INTERVENING VARIABLE ON THANKSINSOMNIA PRODUCTS ON SHOPEE (EMPIRICAL STUDY ON THE COMMUNITY IN MADIUN CITY)

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Abstrak

Penelitian ini menguji hubungan Digital Marketing dan Electronic Word of Mouth (e-WOM) terhadap keputusan pembelian produk Thanksinsomnia pada Shopee, dengan minat beli ditempatkan sebagai variabel intervening. Penelitian menggunakan pendekatan kuantitatif dengan 385 responden yang dipilih melalui teknik purposive sampling. Pengujian hubungan antarvariabel dilakukan menggunakan SEM-PLS melalui SmartPLS 3.0. Temuan menunjukkan bahwa Digital Marketing dan e-WOM berpengaruh signifikan terhadap minat beli sekaligus keputusan pembelian. Sebaliknya, minat beli tidak terbukti memengaruhi keputusan pembelian dan tidak menjadi mediator pada hubungan Digital Marketing maupun e-WOM dengan keputusan pembelian. Dengan demikian, pengaruh kedua variabel bebas terhadap keputusan pembelian berlangsung secara langsung.

Kata Kunci: *Digital Marketing, Electronic Word Of Mouth, Keputusan Pembelian, Minat Beli*

Abstract

This research examines how Digital Marketing and Electronic Word of Mouth (e-WOM) affect purchasing decisions for Thanksinsomnia products sold through Shopee, with purchase intention serving as an intervening variable. A quantitative approach was applied to 385 respondents, and the relationships among variables were examined using SEM-PLS with SmartPLS 3.0. The findings show that both Digital Marketing and e-WOM significantly influence purchase intention and purchasing decisions. However, purchase intention does not significantly affect purchasing decisions and does not mediate either the Digital Marketing or e-WOM relationship with purchasing decisions. The evidence therefore indicates that the two independent variables affect purchasing decisions directly.

Keywords: *Digital Marketing, Electronic Word Of Mouth, Purchase Decision, Buying Interest*

A. INTRODUCTION

Advances in information and communication technology have expanded internet use and reshaped both commerce and consumer behavior. Online shopping attracts consumers because transactions can be completed conveniently and flexibly. Products can be selected using smartphones, while payments are available through several channels, including ATMs and mobile banking (Wardoyo & Andini, 2017). Such activities form part of e-commerce,

where products, services, and information are exchanged through internet-based transactions (Ana Sapitri et al., 2024). The wider availability of internet access has consequently altered the way consumers shop and encourages a shift from conventional store visits toward online purchasing (Hermawati, 2021).



Figure 1 1 E-Commerce that is frequently accessed in Indonesia in 2025.

Source: goodstats.id

A 2025 survey conducted by the Indonesian Internet Service Providers Association (APJII) reported that Shopee was the marketplace most frequently accessed by Indonesian users, accounting for 53.22%. It was followed by TikTok Shop at 27.37%, Tokopedia at 9.57%, Lazada at 9.09%, Blibli at 0.29%, and Facebook Marketplace at 0.25%. The figures indicate that Shopee held a substantially stronger access position than the other marketplaces included in the survey.

Thanksinsomnia, an Indonesian streetwear label established by Mohan Hazian in 2011, is recognized for casual and relatively simple product designs and has expanded its market through fashion collections and collaborations. The streetwear phenomenon is also increasingly visible among Generation Z in Madiun, where clothing can function as a means of self-expression. On Shopee, promotional materials, customer reviews, ratings, photographs, and videos represent important forms of Digital Marketing and e-WOM that may shape consumer confidence and purchasing decisions. The combination of accessible transaction features, promotions, and product information can further reduce perceived purchase risk and support consumers when deciding whether to buy.

Teory and Hypothesis Study

1. This study adopts the Theory of Planned Behavior (TPB) as its grand theory. TPB extends the Theory of Reasoned Action (TRA) by incorporating Perceived Behavioral Control. The theory proposes that behavioral intention is a central determinant of whether an individual ultimately performs a behavior. Intention is formed through three principal components: Attitude Toward the Behavior, Subjective Norm, and Perceived Behavioral Control. In this research, the framework is applied to explain the process underlying consumers' purchasing behavior.

2. Purchasing decisions

A purchasing decision represents a sequence of consumer activities rather than a single action. The process begins when consumers identify a need or problem, continue by searching for

information about available products or brands, and then compare alternatives according to their ability to address that need. The process ultimately results in a decision to purchase (Tjiptono, 2018).

3. Purchase Intention

Schiffman and Wisenblit (2019) describe purchase intention as a consumer's tendency or willingness to buy a product after considering information, prior experiences, and attitudes toward the product. In other words, purchase intention reflects the consumer's readiness to consider a product as a purchase option after an evaluation has taken place.

4. Digital Marketing

Chaffey and Ellis-Chadwick (2019) explain Digital Marketing as marketing activity that makes use of digital technologies, digital media, and data to achieve marketing objectives while maintaining relationships with consumers.

5. Elektronik Word Of Mouth

Electronic Word of Mouth refers to consumer-to-consumer communication conducted through online channels in which people share favorable or unfavorable opinions about a product on the basis of their experiences (Wangsa, 2022).

Conceptual Framework

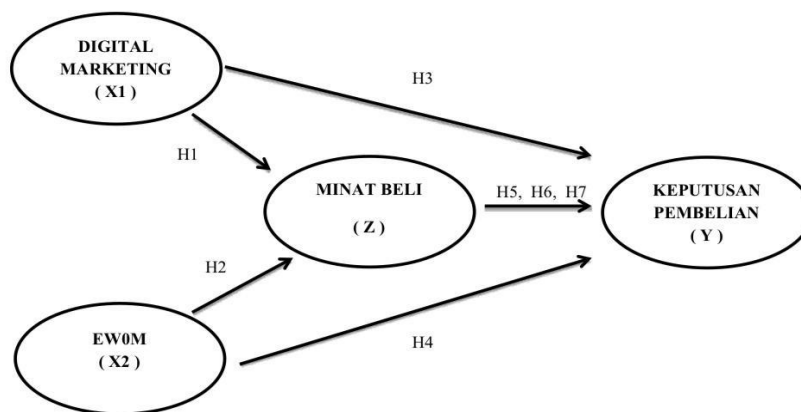


Figure 1 2 Framework of thinking

Source : Modification From Solikah et al.,(2025), Robani & Kamila., (2026), Febianti & Aqmala (2022), and Nu'man et al ., (2026).

Referring to the conceptual framework, the study formulates the following hypotheses:

H1: Digital Marketing is expected to have a significant effect on purchase intention.

H2: Electronic Word of Mouth is expected to have a significant effect on purchase intention.

H3: Digital Marketing is expected to have a significant effect on purchasing decisions.

H4: Electronic Word of Mouth is expected to have a significant effect on purchasing decisions.

H5: Purchase intention is expected to have an effect on purchasing decisions.

H6: Digital Marketing is expected to influence purchasing decisions indirectly through purchase intention.

H7: Electronic Word of Mouth is expected to influence purchasing decisions indirectly through purchase intention.

B. METHOD

The research employed a quantitative approach. The population consisted of Madiun City residents who use Shopee and have purchased Thanksinsomnia products through the platform. Because an exact figure for this population could not be established, the population was treated as unknown. Respondents were selected using non-probability sampling with the stated criterion that they had previously purchased Thanksinsomnia products on Shopee. The required sample was determined using the Lemeshow formula, resulting in 385 respondents. Primary data were gathered through questionnaires distributed to residents of Madiun City. Data processing used SmartPLS 3.0 with the Partial Least Squares (PLS) approach, covering evaluation of the outer and inner models.

C. RESULTS AND DISCUSSIONS

1. PLS (Outer Model) Analysis Measurement

a. Validity Test

The measurement model is reflective. Its validity was assessed through convergent validity, Average Variance Extracted (AVE), and discriminant validity (Wibowo, 2024). These procedures were used to determine whether the indicators adequately represented their respective constructs.

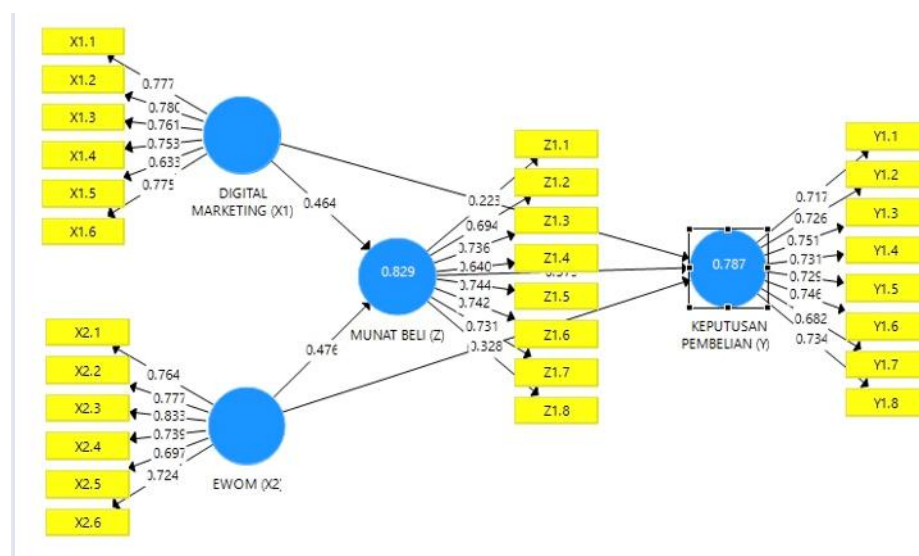


Figure 3.1 Measurement Model (Outer Model)

Source: Processed Primary Data (2026)

The initial outer-loading results show that several indicators were below the 0.70 threshold, namely X1.5 (0.633), X2.5 (0.697), Z1.2 (0.694), Z1.4 (0.642), Z1.8 (0.328), and Y1.7 (0.682). Because these values did not satisfy the stated convergent-validity criterion, the indicators were

removed and the model was estimated again.

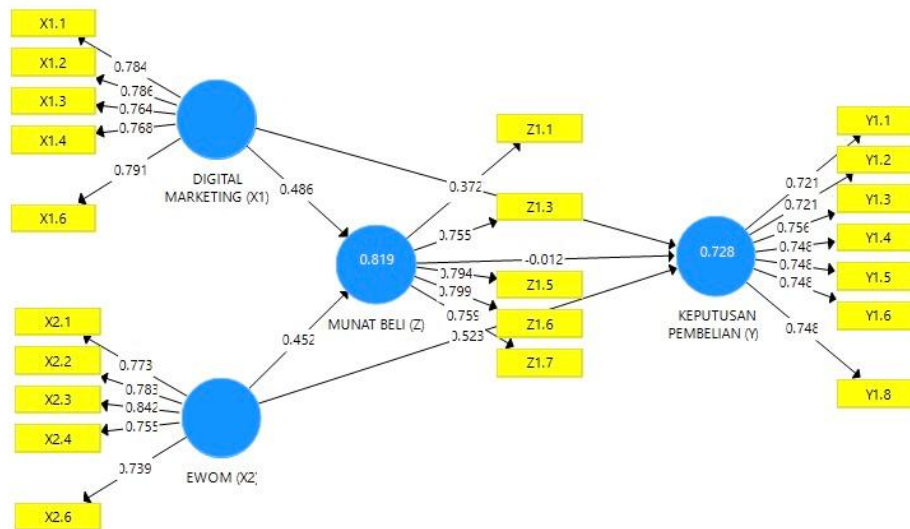


Figure 3.2 Measurement Model (Outer Model)

Source: Processed Primary Data (2026)

After the indicators with insufficient loading values were excluded, the second estimation produced loading-factor results that satisfied the required criteria. The retained indicators therefore met the conditions for continued analysis.

Convergent Validity

Convergent validity was examined from the outer-loading or loading-factor values. An indicator is generally considered to demonstrate adequate convergent validity when its outer loading exceeds 0.70 (Ghozali & Latan, 2015, in Hamid & Anwar, 2019). The resulting loading values for the retained indicators are presented in the following table.

Table 1.1 Convergent Validity

Indikator	(X1) <i>Digital Marketing</i>	(X2) <i>e-WOM</i>	(Y) <i>Keputusan Pembelian</i>	(Z) <i>Minat Beli</i>
X1.1 <- X1	0,784			
X1.2 <- X1	0,786			
X1.3 <- X1	0,764			
X1.4 <- X1	0,768			

X1				
X1.6 <- X1	0,791			
X2.1 <- X2		0,773		
X2.2 <- X2		0,783		
X2.3 <- X2		0,842		
X2.4 <- X2		0,755		
X2.6 <- X2		0,739		
Y1.1 <- Y			0,721	
Y1.2 <- Y			0,721	
Y1.3 <- Y			0,756	
Y1.4 <- Y			0,748	
Y1.5 <- Y			0,748	
Y1.6 <- Y			0,748	
Y1.8 <- Z			0,748	
Z1.1 <- Z				0,728
Z1.3 <- Z				0,755
Z1.5 <- Z				0,794
Z1.6 <- Z				0,799
Z1.7 <- Z				0,759

Source: Processed Primary Data (2026)

The results in Table 1.1 show that all retained questionnaire indicators have loading-factor values above 0.70. This indicates that the indicators provide an adequate representation of the

constructs measured in this study.

Diskriminant Validity

Discriminant validity was evaluated using the Average Variance Extracted (AVE). A construct is considered to meet the stated criterion when its AVE exceeds 0.50 (Wibowo, 2024). The AVE values obtained for the research variables are presented below.

Table 1.2 Diskriminant Validity

VARIABEL	<i>Average Variance Extracted (AVE)</i>
<i>Digital Marketing (X1)</i>	0,606
<i>e-WOM (X2)</i>	0,607
Keputusan Pembelian (Y)	0,550
Minat Beli (Z)	0,589

Source: Processed Primary Data (2026)

The AVE values for Digital Marketing, e-WOM, Purchasing Decision, and Purchase Intention are all above 0.50. The results therefore indicate that the constructs meet the required AVE criterion and demonstrate acceptable discriminant validity.

b. Reliability Test

Cronbach's Alpha

Reliability was assessed using Cronbach's Alpha. A construct is considered reliable when its Cronbach's Alpha coefficient exceeds 0.70 (Wibowo, 2024). The coefficients obtained for each variable are shown in the following table.

Table 3.3 Cronbach's Alpa

VARIABEL	<i>Cronbach's Alpha</i>
<i>Digital Marketing (X1)</i>	0,838
<i>e-WOM (X2)</i>	0,838
Keputusan Pembelian (Y)	0,864
Minat Beli (Z)	0,825

Source: Processed Primary Data (2026)

Table 3.3 indicates Cronbach's Alpha coefficients of 0.838 for Digital Marketing, 0.838 for e-WOM, 0.864 for Purchasing Decision, and 0.825 for Purchase Intention. Since every coefficient is greater than 0.70, all variables satisfy the reliability requirement.

2. Structural Model (Inner Model)

The inner model is used to examine the structural relationships among latent variables and to evaluate the explanatory and predictive performance of the proposed model. The structural model was assessed with SmartPLS 3.0 using the relevant PLS-SEM criteria.

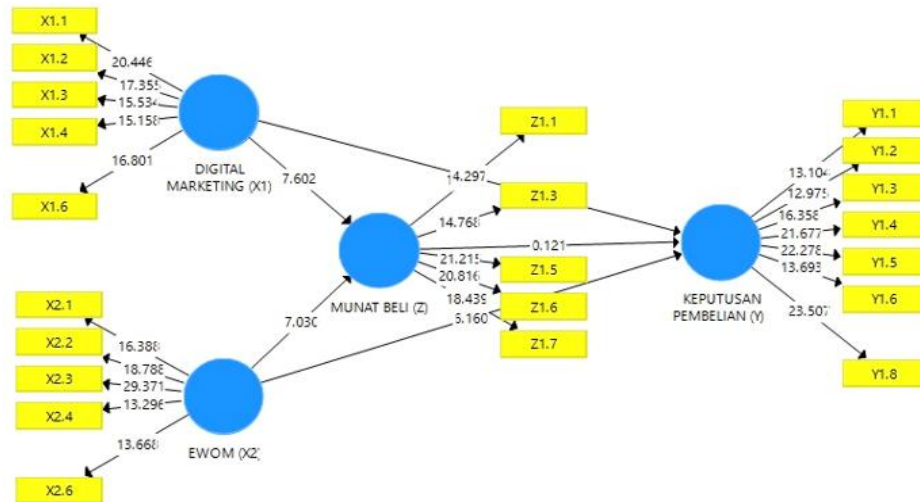


Figure 3.3 Tructural Model (Outer Model)

Source: Processed Primary Data (2026)

The second-stage structural-model evaluation indicates an acceptable result because the reported Q-square value exceeds 0.33.

Discriminant Validity Test

Discriminant validity is considered adequate when a construct's relationship with its own measure is stronger than its relationships with other constructs (Wibowo, 2024). The corresponding values for the research variables are displayed in Table 3.4.

Table 3.4 Discriminant Validity

Variabel	(X1) <i>Digital Marketing</i>	(X2) <i>e-WOM</i>	(Y) <i>Keputusan Pembelian</i>	(Z) <i>Minat Beli</i>
(X1) <i>Digital Marketing</i>	0,779			
(X2) <i>e-WOM</i>	0,861	0,779		
(Y) <i>Keputusan Pembelian</i>	0,812	0,833	0,742	
(Z) <i>Minat Beli</i>	0,875	0,870	0,768	0,768

Table 3.4 shows the correlations among the constructs. The reported relationship between e-WOM (X2) and Digital Marketing (X1) is 0.861, while the relationship involving Purchase Intention (Z) and e-WOM (X2) is 0.875. The values reported for Purchasing Decision (Y) and Purchase Intention (Z) are also consistent with the criteria used in the assessment. Overall, the construct relationships satisfy the stated discriminant-validity requirement.

R-Square Test

The R-square values generated by SmartPLS 3.0 are presented in the following table.

Table 3.5 R-Square

Variabel	R-square	R-square adjusted
Keputusan Pembelian (Y)	0,728	0,728
Minat Beli (Z)	0,819	0,819

Source: Processed Primary Data (2026)

The R-square for Purchasing Decision is 0.728, indicating that the model explains a substantial proportion of the variance in this construct through the variables included in the model. The remaining variance is attributable to factors outside the present research model. For Purchase Intention, the R-square is 0.819. R-square is used to assess the extent to which the independent variables explain variation in the endogenous constructs.

Q-Square

The Q-square values calculated from SmartPLS 3.0 are presented below.

Table 3.6 Q-Square

Variabel	SSO	SSE	Q^2 (=1-SSO/SSE)
<i>Digital Marketing</i> (X1)	1920.000	1920.000	
<i>Ewom</i> (X2)	1920.000	1920.000	
Keputusan Pembelian (Y)	2688.000	1643.7054	0,389
Minat Beli (Z)	1920.000	1013.222	0,472

Table 3.6 reports Q-square values of 0.389 for Purchasing Decision and 0.472 for Purchase Intention. Both values are positive, indicating that the proposed model possesses predictive relevance according to the criterion used in this study (Duryadi, 2021).

Goodness Of Fit Or Fit Model

Table 3.7 Goodness Of Fit

Fit Summary	Estimated Model
SRMR	0,076
D_ ULS	1,460
D_ G	2,716
Chi-Square	2863,370
NFI	0,597

Source: Processed Primary Data (2026)

The model-fit results show an SRMR of 0.076, which is below 0.10 and therefore meets the criterion applied in this study. The NFI is 0.597; because the value is considered better as it approaches 1, the result is interpreted in the study as indicating an acceptable model fit.

1. Pengujian Hipotesis

T-Statistik Test

For hypothesis testing, the original-sample coefficient indicates the direction of the relationship, while the t-statistic and p-value are used to determine statistical significance. With $\alpha = 5\%$ and a two-tailed test, the critical t-value is 1.96. A relationship is considered significant when t-statistic > 1.96 and p-value < 0.05 (Wibowo, 2024).

Table 3.8 T-Statistic Test Data

HIPOTESIS	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (IO/STDEVI)	P-Values
Digital marketing (X1) ->	0,486	0,488	0,070	6,960	0,000

Minat Beli (Z)					
Digital Marketing (X1) -> Keputusan Pembelian(Y)	0,372	0,374	0,092	4,040	0,000
Ewom (X2) - > Minat Beli (Z)	0,452	0,452	0,071	6,385	0,000
Ewom (X2) - > Keputusan Pembelian (Y)	0,523	0,512	0,085	6,176	0,000
Minat Beli (Z) -> Keputusan Pembelian (Y)	- 0,012	-0,001	0,105	0,118	0,906

Source: Processed Primary Data (2026)

Based on table 3.8 above, the hypothesis in this study can be concluded that:

1. Digital Marketing (X1) significantly affects Purchasing Decision (Y), as shown by $t = 4.040$, which exceeds 1.96, with $p = 0.000$, below 0.05.
2. Digital Marketing (X1) significantly affects Purchase Intention (Z), with $t = 6.960 > 1.96$ and $p = 0.000 < 0.05$.
3. e-WOM (X2) significantly affects Purchasing Decision (Y), with $t = 6.176 > 1.96$ and $p = 0.000 < 0.05$.
4. e-WOM (X2) significantly affects Purchase Intention (Z), with $t = 6.385 > 1.96$ and $p = 0.000 < 0.05$.
5. Purchase Intention (Z) does not significantly affect Purchasing Decision (Y), because $t = 0.118$ is below 1.96 and $p = 0.906$ exceeds 0.05.

Intervening Test

The intervening analysis examines whether the effect of an independent variable on the dependent variable is transmitted through Purchase Intention. Thus, the analysis distinguishes a direct

relationship from an indirect relationship through the proposed intervening construct (Sulyanto, 2011, in Hamid & Anwar, 2019). The indirect-effect results are reported in Table 3.9.

Table 3.9 Intervening Test Data

HIPOTESIS	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (IO/STDEVI)	P- Values
<i>Digital Marketing</i> (X1) -> Minat Beli (Z) -> Keputusan Pembelian (Y)	-0,006	-0,001	0,053	0,114	0,909
<i>Ewom</i> (X2) - > Minat Beli (Z) -> Keputusan Pembelian (Y)	-0,006	-0,000	0,047	0,118	0,906

Source: Processed Primary Data (2026)

Based on table 3.7 above, the hypothesis in this study can be concluded that:

Digital Marketing (X1) does not significantly affect Purchasing Decision (Y) through Purchase Intention (Z), because $t = 0.114 < 1.96$ and $p = 0.909 > 0.05$.

e-WOM (X2) does not significantly affect Purchasing Decision (Y) through Purchase Intention (Z), because $t = 0.118 < 1.96$ and $p = 0.906 > 0.05$.

D. CONCLUSIONS

From the research above it can be concluded:

1. Digital Marketing has a significant effect on consumers' Purchase Intention for Thanksinsomnia products.
2. Digital Marketing has a significant direct effect on Purchasing Decisions for Thanksinsomnia products.

3. Electronic Word of Mouth has a significant effect on consumers' Purchase Intention for Thanksinsomnia products.
4. Electronic Word of Mouth has a significant direct effect on Purchasing Decisions for Thanksinsomnia products.
5. Purchase Intention does not have a significant effect on Purchasing Decisions for Thanksinsomnia products.
6. Digital Marketing does not significantly affect Purchasing Decisions through Purchase Intention.
7. Electronic Word of Mouth does not significantly affect Purchasing Decisions through Purchase Intention.

E. SUGGESTIONS

Suggestion

1. Purchase Intention: Management of Thanksinsomnia can make the purchasing process more convenient by simplifying checkout, offering varied digital-payment options, and creating appropriate urgency-based promotions.
2. Digital Marketing: The brand can strengthen direct-response campaigns by using clearer calls to action and providing relevant coupons or purchase incentives.
3. Electronic Word of Mouth: The credibility of customer feedback can be strengthened through visual testimonials, product guarantees, and better use of live-shopping features.

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