

EWOM, PRICE, PROMOTION, AND PRODUCT QUALITY EFFECTS ON EVANGELINE PERFUME PURCHASE DECISIONS VIA SHOPEE, MADIUN

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Abstrak

Tujuan penelitian ini adalah untuk mengetahui dampak e-word of mouth (e-WOM), harga, promosi, dan fitur produk terhadap keputusan pembelian online parfum Evangeline melalui platform Shopee di kalangan mahasiswa di Madiun. Penelitian ini menggunakan metodologi kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 384 responden yang dipilih melalui purposive sampling. Hasil survei menunjukkan bahwa e-WOM, promosi, dan kualitas produk memiliki dampak signifikan terhadap keputusan pembelian, sedangkan harga tidak berpengaruh. Temuan ini menunjukkan bahwa dalam konteks pembelian pelumas online, faktor kepercayaan yang berasal dari ulasan digital, strategi promosi, dan persepsi kualitas produk lebih berpengaruh daripada penilaian harga.

Kata Kunci: E-wom, harga, promosi, kualitas produk

Abstract

This study aims to investigate the influence of online word of mouth (e-WOM), price, promotion, and product features on purchase decisions of Evangeline perfume in the Shopee platform among university students in Madiun. A quantitative research method was used by distributing questionnaires to 384 purposively selected respondents. The findings indicate that e-WOM, promotion, and product quality have a significant impact on purchase decisions, whereas price does not. These results suggest that online perfume shopping opportunities, digital reviews, promotional strategies, and perceived product quality play a greater role than pricing on Siderations.

Keywords: e-WOM, price, promotion, and product quality.

A. INTRODUCTION

The rapid evolution of digital innovation has fundamentally altered the landscape of consumer shopping habits, notably through e-commerce giants like Shopee. The surge in online

shopping popularity is primarily driven by its inherent convenience, time efficiency, and the vast availability of diverse products. In the Indonesian context, the expansion of the beauty and personal care sector has further fueled digital transactions, even for products like perfume that traditionally rely on direct olfactory testing. Despite the subjective nature of choosing a scent, modern consumers display increasing self-assurance when buying fragrances online. This shift underscores the necessity of identifying the specific drivers that mold online buying behavior.

In the virtual marketplace, Electronic Word of Mouth (e-WOM) has become a decisive factor in shaping consumer trust and perception. Following the framework of Hennig-Thurau et al. (2004), e-WOM consists of user-generated feedback shared via internet channels, which heavily dictates the purchase intentions of others. Digital reviews, star ratings, and user testimonials frequently act as the primary benchmarks during the pre-purchase phase. Shoppers generally find peer-to-peer content more authentic and reliable than traditional corporate advertisements. Consequently, e-WOM is pivotal in establishing the attitudes and behavioral patterns observed in digital trade.

Aside from e-WOM, price continues to be a fundamental variable in consumer assessment. Price denotes the financial investment a buyer must make to acquire a product and is intrinsically linked to perceived value (Kotler & Keller, 2016). Within e-commerce environments, the ability to perform instant price comparisons across various vendors heightens consumer price sensitivity. However, the final choice is not merely a matter of the lowest cost but is also influenced by perceived fairness and how well the price aligns with the product's value. This suggests that the impact of price perception fluctuates based on the specific product type and the buyer's individual traits.

Promotion and product quality also serve as critical determinants of purchasing choices in the online sphere. Marketing tactics such as price deductions, discount vouchers, and limited-time flash sales can trigger immediate buying actions by fostering a sense of urgency and high-value acquisition. Concurrently, product quality—encompassing longevity, performance, and visual presentation—is essential for fostering customer contentment and brand loyalty. Kotler

and Keller (2016) note that quality is defined by a product's capacity to fulfill its intended purpose and satisfy consumer needs. In the fragrance industry, specifically, factors such as scent endurance and bottle aesthetics play a major role in how a product is evaluated.

This research is anchored in the Theory of Reasoned Action (TRA) formulated by Ajzen and Fishbein (1980), which suggests that human behavior is guided by intentions derived from personal attitudes and social pressures. In a digital shopping context, a consumer's stance toward e-WOM, pricing, promotional offers, and product excellence builds their overall purchase intention. Social influences, such as recommendations from peers and the consensus of online communities, further solidify these intentions. Utilizing this conceptual model, the study seeks to analyze the impact of e-WOM, price, promotion, and quality on the purchasing decisions of Evangeline perfume among university students in Madiun City. The results are intended to offer empirical data on digital consumer trends and assist in refining marketing strategies for the e-commerce industry.

B. METHOD

This investigation utilized a quantitative research design centered on a survey-based approach to analyze the impact of electronic word of mouth (e-WOM), pricing, promotional activities, and product excellence on consumer buying choices. Primary data was gathered via a digital questionnaire hosted on Google Forms, targeting university-level students in Madiun City who had verified experience purchasing Evangeline fragrance through the Shopee platform. A sample of 384 participants was recruited through a purposive sampling technique, ensuring that each respondent met the specific criteria necessary to fulfill the study's goals. The required sample size was calculated using the Lemeshow formula to maintain a 95% confidence interval and a 5% margin of error, ensuring the data's statistical representativeness. Subsequently, the accumulated data underwent rigorous statistical analysis to validate the formulated hypotheses and assess the correlations between the independent predictors and the dependent variable.

C. RESULTS AND DISCUSSIONS

1. Classical Assumption Test

a) Reability Test

Table 3.1 Reability Test Table

Variabel	Cronbach's Alpha	Standar Cronbach Alpha	Keterangan
E-WOM (X1)	0,828	0,60	Reliabel
Harga (X2)	0,853	0,60	Reliabel
Promosi(X3)	0,869	0,60	Reliabel
Kualitas Produk (X4)	0,833	0,60	Reliabel
Keputusan pembelian (Y)	0,849	0,60	Reliabel

Source: SPSS Output (Processed)

All variables in this study demonstrated strong reliability, as indicated by Cronbach's Alpha values exceeding the minimum threshold of 0.60. Specifically, e-WOM (0.828), price (0.853), promotion (0.869), product quality (0.833), and purchase decision (0.849) were classified as highly reliable. These results confirm that the research instruments are consistent and capable of producing dependable findings.

b) Normality Test

Table 3.2 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.76534933
Most Extreme Differences	Absolute	.055
	Positive	.046
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.068 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Output (Processed)

A significance value of 0.68 was obtained. Since the significance value is greater than 0.05 (>0.05), it can be concluded that the residual data is normally distributed.

c) Multikolonieritas Test

Table 3.3 Multikolonieritas Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.503	.855		2.930	.004		
X1	.129	.054	.121	2.393	.017	.488	2.050
X2	.059	.053	.059	1.102	.271	.437	2.290
X3	.275	.048	.288	5.751	.000	.499	2.004
X4	.394	.050	.380	7.867	.000	.538	1.858

a. Dependent Variable: Y

Source: SPSS Output (Processed)

All independent variables had tolerance values > 0.10 and $VIF < 10$, indicating no multicollinearity in the regression model.

d) Hypothesis Testing

The research data has met the requirements, and heteroscedasticity and multiple linear regression tests. Therefore, the following hypothesis test was continued:

Table 3.4 T-test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.503	.855		2.930	.004
E-WOM	.129	.054	.121	2.393	.017
Price	.059	.053	.059	1.102	.271
Promotion	.275	.048	.288	5.751	.000
Product Quality	.394	.050	.380	7.867	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Output (Processed)

1. Testing of the First Hypothesis (H1)

The E-WOM variable (X_1) shows that the calculated t-value (2.393) is greater than the critical t-value (1.966), with a significance level of 0.017, which is below 0.05. This

indicates that E-WOM has a significant effect on Purchase Decision. Therefore, H1 is accepted.

2. Testing of the Second Hypothesis (H2)

For the Price variable (X_2), the calculated t-value (1.102) is lower than the critical t-value (1.966), and the significance level is 0.271, which exceeds 0.05. These results demonstrate that Price does not have a statistically significant influence on Purchase Decision. Consequently, H2 is rejected.

3. Testing of the Third Hypothesis (H3)

The Promotion variable (X_3) produces a calculated t-value of 5.751, which is higher than the critical value of 1.966, with a significance level of 0.000 below 0.05. This finding confirms that Promotion significantly affects Purchase Decision. Hence, H3 is accepted.

4. Testing of the Fourth Hypothesis (H4)

The Product Quality variable (X_4) has a calculated t-value of 7.867, exceeding the critical value of 1.966, and a significance level of 0.000, which is less than 0.05. This means that Product Quality has a significant impact on Purchase Decision. Therefore, H4 is accepted.

e) Coefficient of Determination Test

Table 3.5 Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.525	.520	3.785
a. Predictors: (Constant), Product Quality, E-WOM, Promotion, Price				

Source: SPSS Output (Processed)

The statistical data reveals an Adjusted R^2 value of 0.520, signifying a notable correlation between the set of independent variables and the dependent variable. This result implies that the combination of Electronic Word of Mouth (E-WOM), Price, Promotion, and Product Quality accounts for 52% of the variance in Purchase Decisions among university students in Madiun who use Shopee. Conversely, the other 48% of the fluctuations in buying behavior are influenced by external variables not included within the scope of this particular

research. Consequently, the regression model exhibits a moderate level of predictive strength in explaining the factors behind consumer purchasing choices.

D. CONCLUSIONS

The empirical analysis investigated how Electronic Word of Mouth (e-WOM), price, promotion, and product quality determine the purchasing choices of students in Madiun when buying Evangeline perfume via Shopee. The results indicate that e-WOM exerts a positive and statistically significant influence, suggesting that digital reviews, star ratings, and user testimonials serve to bolster consumer confidence and drive purchase intent. Conversely, price was found to have no significant impact on the final decision to buy, implying that students tend to prioritize the perceived advantages, overall quality, and peer recommendations rather than focusing on marginal price fluctuations. promotion demonstrates a positive and significant effect, as the availability of discount vouchers, cashback offers, and free shipping incentives successfully trigger consumer interest and enhance the perceived value of the transaction. Product quality also yields a positive and significant result, where elements such as the longevity of the scent, product authenticity, and the accuracy of the online description significantly reinforce customer satisfaction. Collectively, these findings suggest that while e-WOM, promotional strategies, and product excellence are the primary drivers of purchasing behavior, price serves merely as a secondary or background consideration in this specific consumer segment.

E. SUGGESTIONS

This investigation underscores that consumer behavior within the e-commerce landscape is not dictated exclusively by economic variables like price; instead, digital social drivers—specifically e-WOM and perceived quality—play a fundamental role in guiding purchase intentions. From a practical standpoint, the results indicate that domestic brands like Evangeline should focus on refining product excellence and actively managing digital testimonials to bolster

their online marketing effectiveness. Furthermore, enterprises are advised to adopt more interactive promotional tactics, such as live streaming and video-based content, while maintaining professional engagement with customer feedback to foster long-term consumer trust.

To advance this field of study, future research should consider employing mixed-methods approaches and expanding the demographic scope beyond university students. Including diverse regions and varied consumer segments would provide a more holistic and comprehensive perspective on fragrance purchasing patterns across the Indonesian market.

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