

THE INFLUENCE OF DIGITAL MARKETING AND ELECTRONIC WORD OF MOUTH ON PURCHASING DECISIONS IN ONLINE CUSTOMER RATING MODERATION AT BATIK ARTODOMORO PEKALONGAN

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ABSTRACT

This research aims to test and analyze the influence of Digital Marketing, E-WOM, and Online Customer Ratings on Purchasing Decisions at Batik Artodomoro Pekalongan. The population in this study is an unknown number of Artodomoro Batik consumers. Then a sample of 75 people was taken from this population using the Maholtra formula. The variables used in this research are the dependent variable Purchase Decision, the independent variable Digital Marketing, E-WOM, and the Moderation Variable Online Customer Rating. The sampling technique in this research used a purposive sampling approach assisted by SmartPLS 3 software, in testing the data. The research results show that 1) Digital Marketing has no influence on Purchasing Decisions 2) Electronic Word of Mouth has no influence on Purchasing Decisions 3) Online Customer Ratings have an influence on Purchasing Decisions 4) Online Customer Ratings are unable to moderate Digital Marketing and Electronic Word Of Mouth on Decisions Purchase.

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Digital Marketing, E-WOM, Online Customer Rating, Purchasing Decision.

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1. Introduction

The digital era began in the mid to late 20th century, this information era developed over time, from the discovery of the transistor in 1947 by John Bardeen, Walter Brattain and William Shockley to the development of the Internet and World Wide Web in the 1990s which became the main platform in communicate, exchange information, trade, strengthen the digital era. In the 2000s, smartphones emerged, continuing to develop today at the stage of artificial intelligence, cloud computing, Internet of Things (IoT), and blockchain technology, which continue to influence humans in their work and lifestyle according to (Danuri et al., 2019).

The internet has become a very important medium for humans, especially Micro, Small and Medium Enterprises (MSMEs), so they can develop and compete in the international market. This progress

changes people's lifestyle patterns, especially in shopping. This significance is driven by technological advances, changes in consumer behavior and global situations such as the Covid-19 pandemic. The presence of an online marketplace with e-commerce applications increases sales because goods can be delivered to your home without linger in the shop directly according to (Maulana et al., 2023).

One of the business actors who uses the marketplace is Artodomoro Batik with the marketplace name Artodomoro Official Shop. Since its founding in 2018 Artodomoro has used digital technology in its sales strategy, from regular promotions via social media, as well as vouchers, as well as the new live Shopee media which is carried out 3 times a week. However, when promoting its products, Artodomoro still has shortcomings in terms of content that is less interesting, live content that is not yet interactive. This can influence consumer purchasing decisions according to (Dianamurti & Damayanti, 2023)

Artodomoro has mixed reviews from shopee purchases. However, the use of E-wom is not optimal, such as reposting content or reposting comments that have been reviewed by consumers, providing replies to consumer reviews. This can help Artodomoro because other consumers can see testimonials when making purchases at Artodomoro. Based on store ratings, Artodomoro also received a high rating of 4.8 which can influence consumer purchasing decisions, according to (Rana et al., 2023)

Digital marketing plays a role in purchasing decisions by optimizing digital channels and strategies, business actors can access a wider range of consumers, have effective customer interactions and direct consumers to purchase products. Consumers can view it through various sources, such as consumer reviews via electronic word of mouth and online customer ratings, according to (Sudirjo & Hadiyati, 2023).

Digital marketing plays an important role for business actors, especially MSMEs. Digital marketing strategies start from increasing brand visibility and awareness, consumer interaction and engagement, personalization and segmentation, social influence and online reviews, ease of access and promotional transactions and special offers. With these things, business actors can survive and develop in the market so that they can support consumer decisions in purchasing a product, according to (Putri & Marlien, 2022).

Electronic word of mouth or e-WOM is the process of information about products, services or brands that is distributed using electronic media via the internet. Includes reviews, comments, recommendations and discussions used on e-commerce platforms. E-WOM has an important role in consumer perceptions and purchasing decisions. The characteristics of e-WOM itself are digital-based, user-generated content created by users or consumers, as well as social influences that have a role in new consumers such as recommendations from friends or influencers, according to (Anggraini Pramudya Putri & Dwijayati Patrikha, 2021).

Online customer ratings also play an important role, which are displayed in the form of stars or numbers, which briefly describe the consumer's experience with the product. The influence of online customer ratings on purchasing decisions includes, among other things, increasing trust and credibility, reducing purchasing risk, influencing perceived value, increasing quick purchasing decisions. So this rating can influence consumers in assessing the product before deciding to purchase and can provide a rating when the product reaches the consumer. according to (Prianga & Munawar, 2021).

2. Literatur Review

Theoretical basis

Purchase Decision

According to (Nguyen, T. T., Pham, H. H., Tran, 2023) Purchase Decision is a cognitive and emotional stage when consumers know needs, search for information, analyze alternatives, make choices, and make purchases by considering internal and external factors. Purchasing decision indicators according to (Syachreza et al., 2023), namely: interest in purchasing products, need for products, ease of product information, consideration of purchasing products

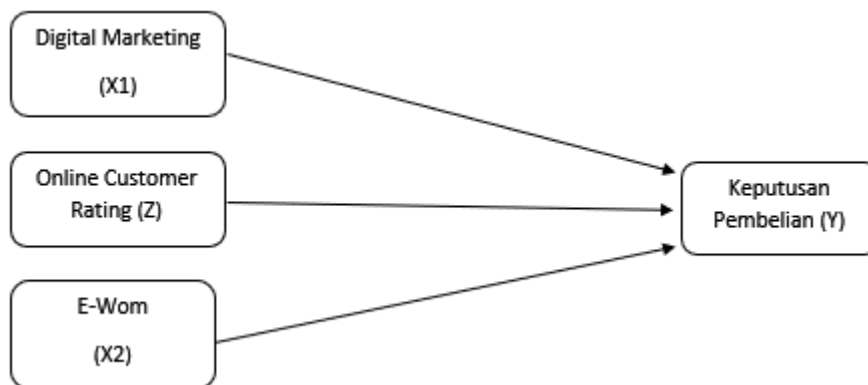
Digital marketing

According to (Qi & Liu, 2023), digital marketing includes digital platforms to promote products and services in an interactive and measurable way, thus enabling companies to access consumers globally, collect quality customer data, and adapt marketing techniques based on consumer behavior analysis. . According to (Putri Yolandha et al., 2022) digital marketing indicators are transactions, intensive programs and site and interactive design.

E-WOM

According to (Zhao et al., 2020) e-wom is meant by digital communication carried out by consumers in various experiences, reviews and recommendations about a particular product or service. This communication is carried out via several digital platforms, namely social media, forums, blogs and review sites, and has the ability to influence the purchasing decisions of other consumers. In terms of indicators, according to (Rachmah & Madiawati, 2022), e-wom indicators include: behavior towards products, trust in messages, quality of opinions, and valence of opinions.

Conceptual Framework



Research Hypothesis

In this research, the hypothesis will be used to provide the direction of the research to be carried out. The hypothesis formula proposed is as follows:

H1: Digital Marketing has a positive and significant effect on purchasing decisions at Batik Artodomoro.

H2: Electronic word of mouth (E-WOM) has a positive and significant effect on purchasing decisions at Batik Artodomoro.

H3: Online Customer Rating (OCR) has a positive and significant effect on purchasing decisions at Batik Artodomoro.

H4: Online Customer Rating is able to moderate Digital Marketing and Electronic Word of Mouth (E-WOM) on purchasing decisions at Batik Artodomoro.

3. Methods, Data, and Analysis

Research methods

Type, Location and Time of Research

This research was carried out in the Pekalongan region, precisely at the Batik Artodomoro Wiradesa outlet. This research was conducted approximately two months, namely May to June 2024.

Population, Sample and Sampling Technique

Population is a group of individuals or cases that are the target of research and from which researchers draw conclusions. A comprehensive population of elements that meet certain criteria and are determined by researchers according to (Creswell, 2024). Based on this description, the population in this research is Artodomoro Batik consumers. (Sekaran & Bougie, 2016) says a sample is a subset of the population selected for research. The sample must be an appropriate representation so that the conclusions drawn from the sample can be reflected in the entire population. The sample was selected using a non-probability method with purposive sampling, which uses certain criteria. There are 16 statement items, based on the Malhotra formula. This research used a sample of 75. The sample used the Malhotra formula (Hwang et al., 2010).

Method of collecting data

The instruments used and the methods used by researchers are observation, questionnaires, interviews and documentation.

Data analysis technique

Some of the instruments that researchers use are descriptive analysis techniques using the SmartPLS 3 application, with various tests used, including:

1. Use the Outer Model
2. Test Inner Model
3. Hypothesis testing

4. Results and Discussion

Research Results and Discussion

Use the Outer Model

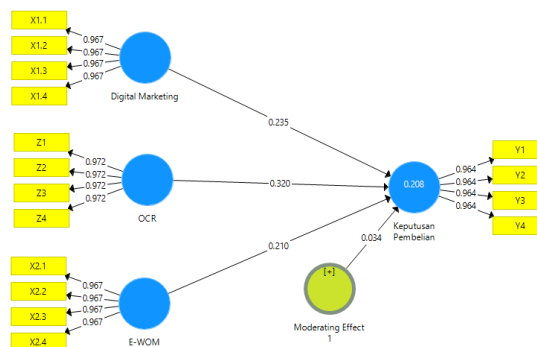
This is a test to ensure whether the model in this research can be used as a measurement tool, in this case valid and reliable. This analysis connects the indicators with the latent variables. The measurements carried out consist of three stages, namely convergent validity, reliability and discriminant validity.

Uji Convergent Validity

This value is the factor loading number on the latent variable of the indicator. This value is used to determine the validity of a construct. The indicator factor loading value above 0.7 is said to be valid according to the general rules of (Hair et al., 2019), test results in the following table:

Table 1: Convergent Validity Value Test Results

	Digital Marketing	E-WOM	Keputusan Pembelian	Moderating Effect 1	OCR
Digital Marketing * OCR				1.109	
X1.1	0.967				
X1.2	0.967				
X1.3	0.967				
X1.4	0.967				
X2.1		0.967			
X2.2		0.967			
X2.3		0.967			
X2.4		0.967			
Y1			0.964		
Y2			0.964		
Y3			0.964		
Y4			0.964		
Z1					0.972
Z2					0.972
Z3					0.972
Z4					0.972



Source: Data processed by the author using the SmartPLS 3 application, 2024

Reliability Test

It is a tool or instrument that is said to provide stable or constant measuring results, if it can be used or is reliable. Therefore, a reliability test was carried out, in this study the researchers tested it with composite reliability and Cronbach's alpha coefficient. According to (Hair et al., 2019) in assessing reliability the value must be more than 0.70 for confirmatory research in exploratory research, a value of 0.60 – 0.70 is still acceptable. The results obtained are as follows:

Table 2: Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing	0.977	0.977	0.983	0.936
E-WOM	0.977	0.977	0.983	0.935
Keputusan Pembelian	0.975	0.975	0.982	0.930
Moderating Effect 1	1.000	1.000	1.000	1.000
OCR	0.981	0.981	0.986	0.945

Source: Data processed by the author using the SmartPLS 3 application, 2024

From table 2 it can be seen that the results show satisfactory values where each value is above 0.70. This shows that the consistency of the instruments used is high. So that all research constructs or variables can be good measuring tools and have appropriate reliability or can be used.

Uji Average Variance Extracted (AVE)

The AVE value shows the ideal value, namely 0.5, this means good convergent validity, with the AVE criteria having to be above 0.50 according to (Hair et al., 2019) Table 2 shows that the AVE value is more than 0.5 so that the variable is said to have good construct validity.

Uji Discriminant Validity

It is a unit of factor cross loading value in knowing whether a construct has a good or ideal discriminant. There are two ways to look at this, namely with the Cross Loading value:

Table 3: Results of Cross Loading Values

	Digital Marketing	E-WOM	Keputusan Pembelian	Moderating Effect 1	OCR
Digital Marketing * OCR	0.058	-0.290	0.006	1.000	0.050
X1.1	0.967	-0.013	0.227	0.056	-0.001
X1.2	0.967	-0.013	0.227	0.056	-0.001
X1.3	0.967	-0.013	0.227	0.056	-0.001
X1.4	0.967	-0.013	0.227	0.056	-0.001
X2.1	-0.013	0.967	0.209	-0.281	0.061

X2.2	-0.013	0.967	0.209	-0.281	0.061
X2.3	-0.013	0.967	0.209	-0.281	0.061
X2.4	-0.013	0.967	0.209	-0.281	0.061
Y1	0.226	0.209	0.964	0.006	0.323
Y2	0.226	0.209	0.964	0.006	0.323
Y3	0.226	0.209	0.964	0.006	0.323
Y4	0.226	0.209	0.964	0.006	0.323
Z1	-0.001	0.061	0.326	0.048	0.972
Z2	-0.001	0.061	0.326	0.048	0.972
Z3	-0.001	0.061	0.326	0.048	0.972
Z4	-0.001	0.061	0.326	0.048	0.972

Source: Data processed by the author using the SmartPLS 3 application, 2024

It can be seen that all constructs have a greater correlation value with each variable itself compared to the correlation coefficient value of the indicator with other variables. This proves that each indicator in the table is a component of that column.

The second way is with the root value of AVE (Fornell Lacker Criterion)

Table 4: Results of Cross Loading Values

	Digital Marketing	E-WOM	Keputusan Pembelian	Moderating Effect 1	OCR
Digital Marketing	0.967				
E-WOM	-0.014	0.967			
Keputusan Pembelian	0.234	0.216	0.964		
Moderating Effect 1	0.058	-0.290	0.006	1.000	
OCR	-0.001	0.063	0.335	0.050	0.972

Source: Data processed by the author using the SmartPLS 3 application, 2024

It can be seen that the root AVE value of each variable is higher than the correlation value between that variable and the other variables in the model. Therefore, it can be said that the test with the AVE root value has a good value.

Test Inner Model

Analisis R Square

This analysis was carried out to find out how large the percentage of variability in the endogenous construct is by the reliability of the exogenous construct. The higher the R Square value means the higher the exogenous variable is in explaining the endogenous variable, so the better the structural equation. The resulting values are as follows:

Table 5 : Results of Cross Loading Values

	R Square	R Square Adjusted
Purchasing Decision	0.208	0.159

Source: Data processed by the author using the SmartPLS 3 application, 2024

The R Square value of Purchase Decisions is 0.208. It can be interpreted that the Purchase Decision variable that can be explained by the Digital Marketing, E-WOM, and Online Customer Rating variables is 20.8% while the rest is explained by other variables outside this research. This means that this model is only able to explain 20.8 percent of the total variation while the other 79.2 percent is explained by factors not included in this model. A value of 20.8 percent is generally considered low, so the model is not very good at explaining variability in the dependent variable according to (Hair et al., 2019). *Multivariate Data Analysis*. Cengage Learning.

Hypothesis testing between variables

This test is carried out by looking at the path coefficient with parameter coefficients and t-statistical significance values. The limit for rejecting and accepting the proposed hypothesis uses a probability of 0.05. the results are as follows:

Table 6: Direct Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Keputusan Pembelian	0.235	0.234	0.126	1.859	0.064
E-WOM -> Keputusan Pembelian	0.210	0.208	0.137	1.534	0.126
Moderating Effect 1 -> Keputusan Pembelian	0.034	0.034	0.133	0.257	0.798
OCR -> Keputusan Pembelian	0.320	0.321	0.124	2.575	0.010

Source: Data processed by the author using the SmartPLS 3 application, 2024

From table 6 it can be concluded that the hypothesis has the following meaning:

1. Digital marketing (X1) does not influence Consumer Purchasing Decisions (Y) in Artodomoro Batik, t-value < t-table (1.859 < 1.96) and P Values > 0.05 (0.064 > 0.05). which means that Digital Marketing has a positive and significant influence on Purchasing Decisions at Artodomoro Batik **rejected/unacceptable**.
2. E-WOM (X2) does not influence Consumer Purchasing Decisions (Y) in Artodomoro Batik, t-value < t-table (1.534 < 1.96) and P Values > 0.05 (0.126 > 0.05). which means that E-WOM has a positive and significant effect on purchasing decisions at Artodomoro Batik **rejected/unacceptable**.
3. OCR or Online Customer Rating (Z) influences Consumer Purchasing Decisions (Y) in Artodomoro Batik, t-value > t-table (2.575 > 1.96) and P Values < 0.05 (0.010 < 0.05). which means that OCR has a positive and significant effect on purchasing decisions at Artodomoro Batik **acceptable/acceptable**.
4. OCR or Online Customer Rating (Z) is unable to moderate Digital Marketing and E-WOM on Consumer Purchasing Decisions (Y) in Artodomoro Batik, t-value < t-table (0.275 < 1.96) and

P Values > 0.05 ($0.798 > 0.05$). which means that OCR cannot moderate Digital marketing and E-WOM on Purchasing Decisions at Batik Artodomoro stated **rejected/unacceptable**.

The Influence of Digital Marketing on Purchasing Decisions

Based on the research results, it was found that digital marketing has no influence on purchasing decisions at Artodomoro batik. It can be seen from the t-count results which are smaller than the t-table values, the t-count values $< t$ -table ($1.859 < 1.96$) and also the P values which are higher or greater than 0.05. P Values > 0.05 ($0.064 > 0.05$). So the hypothesis that digital marketing has a positive and significant influence on purchasing decisions at Artodomoro batik (Hypothesis 1) is not proven and is concluded to be rejected.

These results are in accordance with research conducted by (Hubbina, 2023) and (Listania & Zulfahmi, 2023). Which states that digital marketing does not have a positive and significant effect on purchasing decisions, based on the facts that researchers found in the field through questionnaires and observations, namely that the quality of the content is still less attractive and market competition is strong and competitive where digital marketing is not enough to differentiate brands and products from other competitors. Thus reducing purchasing decisions.

The Influence of E-WOM on Purchase Decisions

Based on the research results, it was found that E-WOM has no influence on purchasing decisions at Artodomoro batik. It can be seen from the t-count results which are smaller than the t-table values, the t-count values $< t$ -table ($1.534 < 1.96$) and also the P values which are higher or greater than 0.05. P Values > 0.05 ($0.126 > 0.05$). So the hypothesis that E-WOM has a positive and significant effect on purchasing decisions at Artodomoro batik (Hypothesis 2) is not proven and is concluded to be rejected.

These results are in accordance with research (Fajriyah & Karnowati, 2023) and (Dewi et al., 2023). Which states that E-WOM does not have a positive and significant effect on purchasing decisions, based on the facts that researchers found in the field, namely that credibility is still low, namely the source of e-WOM is not known to potential consumers, the messages or reviews may not influence consumer purchasing decisions.

The Influence of Online Customer Rating (OCR) on Purchasing Decisions

Based on the research results, it was found that OCR has an influence on purchasing decisions at Artodomoro batik. It can be seen from the t-count results which are smaller than the t-table values, the t-count values $< t$ -table ($2.575 > 1.96$) and also the P values which are higher or greater than 0.05. P Values < 0.05 ($0.010 < 0.05$). So the OCR hypothesis has a positive and significant effect on purchasing decisions at Artodomoro batik (Hypothesis 3) is proven and concluded to be accepted.

These results are in accordance with research (Cahyono & Wibawani, 2022; Taj et al., 2024). Which states that OCR has a positive and significant effect on purchasing decisions, based on facts that researchers found in the field, namely social influence in the form of positive opinions and reviews from other consumers, and also network effects where the more positive reviews and ratings a product receives, the greater the possibility that the product will be accepted by other consumers. , so that the popularity and acceptance of the product can increase.

The Moderating Effect of OCR on Purchasing Decisions

Based on the research results, it was found that OCR was unable to moderate Digital Marketing and E-WOM on purchasing decisions at Artodomoro batik. It can be seen from the t-count results which

are smaller than the t-table value, the t-count value $< t\text{-table}$ ($0.275 < 1.96$) and also the P Values which are higher or greater than 0.05. P Values > 0.05 ($0.798 > 0.05$). So the hypothesis that OCR can moderate Digital Marketing and E-WOM purchasing decisions at Artodomoro batik (Hypothesis 4) is not proven and is concluded to be rejected.

Limited reach means that the available reviews are not visited by the main market or are not relevant to the context of the products and services offered, so that purchasing decisions are limited, besides that, the credibility of the reviews provided is not known to other potential consumers. Content that is less interesting means that potential consumers are not sure about purchasing a product whose appeal is not yet strong.

5. Conclusion and Suggestions

Conclusion

From the results of this testing and research, several points can be concluded, namely:

1. Digital Marketing (X1) does not have a significant effect on purchasing decisions for Artodomoro Batik consumers.
2. E-WOM (X2) does not have a significant effect on purchasing decisions for Artodomoro Batik consumers.
3. Online Customer Rating (OCR) (X3) has a positive and significant effect on purchasing decisions for Artodomoro Batik consumers.
4. OCR is unable to moderate Digital Marketing and E-WOM on Purchasing Decisions.

Suggestion

Based on the results and conclusions of the research that has been carried out, there are various suggestions as follows :

- a. For Artodomoro Batik Owners
 1. It is hoped that Batik Artodomoro will pay attention to the marketing process through digital marketing, by increasing the quality of interesting content when carrying out promotions, as well as responding better to questions from consumers so that consumers are satisfied with the services provided.
 2. It is hoped that Batik Artodomoro will pay attention to the responses given by consumers so that it can accelerate the number of positive comments, through appreciation of the responses given by consumers or by reposting these responses via social media which will be in line with increased purchasing decisions.
 3. It is hoped that Batik Artodomoro will pay attention to its ratings and be able to provide optimal service through good and fast responses according to existing questions so that consumers can give good ratings to Batik Artodomoro products.
- b. For Further Researchers
 1. Further research can add other variables such as product quality, promotions and so on so that it can increase the R-Square value.
 2. Future research can add respondents by expanding the population.
 3. Future research can add the latest phenomena according to research conditions.

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