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THE INFLUENCE OF DIGITAL MARKETING AND ELECTRONIC WORD OF MOUTH ON PURCHASE DECISIONS FOR SCARLETT WHITENING PRODUCTS ON SHOPEE

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ABSTRACT

The development of e-commerce has driven companies to find the best way to perform digital marketing and use e-word of mouth in attempting to drive customers to buy a certain product. Cosmetic products are an engaging category, so most people make in-depth search efforts before buying, especially on the Shopee marketplace platform. This research will analyze how digital marketing and electronic word of mouth influence the purchase decision of Scarlett Whitening products through the Shopee platform. This research applies a quantitative approach with associative research. Data was collected from distributing questionnaires to 170 respondents who had purchased Scarlett Whitening products at Shopee. The data analysis techniques used included a validity test, reliability test, multiple linear regression analysis, t-test, and F-test using SPSS software. The study findings indicate that digital marketing has a positive and significant effect on purchase decisions. In addition, it was also able to prove that electronic word of mouth has a positive effect on purchase decisions. Simultaneously, digital marketing and e-WOM substantially affect the Purchase decision of Scarlett Whitening products at Shopee, with digital marketing being the most dominant variable. These findings suggest that the quality of digital content, the clarity of product information, and the reliability of consumer reviews are important factors affecting consumer purchase decisions

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1. INTRODUCTION

The dynamics of e-commerce in Indonesia are developing very rapidly along with the increasing use of the internet and changes in consumer shopping behavior, especially in digital transactions. In online transaction activities, marketplace platforms play an important role in providing access to information, product variety, and interactive features that support consumer decision-making. One of the most widely used e-commerce platforms by consumers in purchasing beauty products, including local brands such as Scarlett Whitening, is Shopee.

Beauty products are classified as high-involvement products, so consumers tend to search for information more deeply before making a purchase decision. Although consumers rely on information provided by companies, they also seek additional information from various digital sources. Therefore, in the context of beauty products, two important factors that influence consumer purchasing decisions are digital marketing and electronic word of mouth (e-WOM).

Digital marketing is a form of marketing that helps companies present product information, develop consumer interaction, and improve decision-making efficiency when purchasing products. Digital marketing strategies that focus on content quality, visual design, and clarity of information have been proven to increase brand awareness and influence purchasing decisions [1], [2]. In the context of e-commerce platforms, digital marketing also functions as an important source of information that helps consumers compare product alternatives before making purchasing decisions [3].

In addition to digital marketing, electronic word of mouth (e-WOM) is another important factor that influences consumer purchasing behavior. e-WOM refers to communication between consumers through digital media such as reviews, comments, and testimonials based on real experiences. Information obtained from other consumers is generally considered more credible than information provided directly by companies, so it can reduce uncertainty and perceived risk when shopping online [4], [5].

Various previous studies indicate that online reviews have a strong influence on consumer trust in online shopping. Several studies have also shown that digital marketing and e-WOM significantly influence purchasing decisions. However, there are still differences in research findings regarding which variable has the most dominant influence. Some studies state that e-WOM has a stronger influence because of the high level of consumer trust, while other studies show that digital marketing plays a more dominant role in attracting attention and shaping purchase interest. These differences indicate the existence of a research gap that still needs to be studied further, especially in the context of local beauty products on marketplace platforms such as Shopee.

Based on these phenomena, this research aims to analyze partially and simultaneously the influence of digital marketing and electronic word of mouth on purchasing decisions for Scarlett Whitening beauty products through the Shopee e-commerce platform. The results of this study are expected to contribute to the development of digital marketing theory and provide practical benefits for companies in implementing effective digital marketing strategies.

2. RESEARCH METHODS

2.1. Types and Approaches to Research

Research

This research uses a quantitative approach with associative research methods. The quantitative approach was chosen because this study aims to analyze the relationship and influence between variables measured using numerical data. Associative research is used to determine the influence of digital marketing (X1) and electronic word of mouth (X2) on purchase decisions (Y), both partially and simultaneously. This approach is consistent with research that focuses on hypothesis testing and causal relationships between variables in consumer behavior studies [6], [7].

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2.2. Population and Research Sample

The population in this study consists of consumers who have purchased Scarlett Whitening products through the Shopee platform. Because the exact population size is unknown, the sample size was determined based on the adequacy of samples for multiple regression analysis. According to Hair et al., the minimum sample size in multiple regression analysis is 5–10 times the number of indicators used [7]. This study uses 17 indicators; therefore, the minimum sample size ranges from 85 to 170 respondents. Based on this consideration, the study uses 170 respondents because it meets the sample adequacy criteria.

2.3. Sampling Techniques

The sampling technique used in this research is purposive sampling. This technique was chosen because the research requires respondents who meet certain criteria related to the research variables [6]. The criteria for respondents in this study are:

a. Consumers of Scarlett Whitening products purchased via the Shopee online platform.
b. Consumers who have seen digital ads or read consumer reviews (e-WOM) before making a purchase.

The use of the method of purposive sampling is considered good for this research, as the research requires persons with unique characteristics related to the variables studied.

2.4. Data collection techniques

The data used in this study are primary data collected through questionnaires. The questionnaire was prepared based on research indicators related to digital marketing and electronic word of mouth. Questionnaires are considered effective tools for measuring consumer perceptions and attitudes quantitatively [6].

All questionnaire statements were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

2.5. Variable Operationalization

The digital marketing variable (X_1) is measured using indicators such as content quality, visual attractiveness, clarity of information, and ease of access to information. The electronic word of mouth variable (X_2) is measured using indicators such as review intensity, review credibility, information quality, and opinion valence. Meanwhile, the purchase decision variable (Y) is measured using indicators such as need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The determination of these indicators refers to digital marketing and consumer behavior theory [1], [4].

Table 1. Variable Operationatization

Variable	Indicator	Reference Source
Digital Marketing	1. Quality of content 2. Visual appeal (Daya tarik visual) 3. Information content clarity 4. Simplicity of access to the information	Kotler et al. (2021)
Electronic Word of Mouth (e-WOM)	1. Review intensity 2. Review credibility 3. Information quality 4. Valence of opinions	Cheung et al. (2021); Prentice et al. (2023)
Purchase Decision	1. Need recognition 2. Information search 3. Alternative evaluation 4. Purchasing decisions 5. Post-purchase behavior	Kotler et al. (2021)

2.6. Data Analysis Techniques

Data analysis in this study was conducted using SPSS software. The analysis stages include validity testing, reliability testing, multiple linear regression analysis, t-test, and F-test. Validity and reliability testing are

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conducted to ensure that the research instruments are suitable for hypothesis testing [7]. All statistical tests were conducted at a significance level of 5% ($\alpha = 0.05$).

3. RESULTS AND DISCUSSION

3.1. Research Results

Data analysis was conducted based on responses from 170 respondents who had purchased Scarlett Whitening products via the Shopee application. The analysis commenced with instrument testing to ensure data quality, followed by multiple linear regression analysis to test the hypotheses.

3.1.1. Instrument Test Results

Before hypothesis testing was conducted, all research instruments were tested using validity and reliability tests. The results showed that all questionnaire items were valid because the correlation values were higher than the critical value (r-table). In addition, the reliability test showed that all variables had Cronbach's Alpha values above the required threshold. Therefore, it can be concluded that the research instruments used in this study were valid and reliable, and the data collected were suitable for further statistical analysis [6], [7].

3.1.2. Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of digital marketing and electronic word of mouth (X_1) on purchase decisions (X_2). The regression equation obtained is as follows:

Based on the SPSS output, the regression coefficients are detailed in Table 1 below:

Table 2. Result of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	5,987	4,708		2,897	,012
	Digital Marketing	,745	,245	,324	3,987	,004
	Electronic word of mouth	,549	,641	,213	2,356	,010

Source: SPSS Output Data Processing

Interpretation of Regression Coefficients:

a. Constant (a) : The constant value indicates the baseline level of purchase decisions when the independent variables are considered zero.
b. Digital Marketing (X_1) : The regression coefficient for Digital Marketing is positive (B>0) with a significance value of less than 0.05. This indicates that digital marketing has a positive and significant influence on purchase decisions. Increasing the quality of digital marketing strategies will enhance consumer purchase decisions.
c. Electronic Word of Mouth (X_2) : The regression coefficient for E-WOM is also positive (B>0) with a significance value of less than 0.05. This suggests that e-WOM significantly affects purchase decisions; positive reviews and credible testimonials from other consumers increase the likelihood of a purchase.

3.1.3. Coefficient of Determination (R^2)

The coefficient of determination measures the extent to which the independent variables explain the variance in the dependent variable. The results are presented in Table 2.

Table 3. Model Summary (Coefficient of Determination)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,866[a]	0,540	0,524	1,38750	2,006

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Based on Table 3, the R Square value is 0.524. This implies that 52.4% of the variation in purchase decisions for Scarlett Whitening products is explained by the Digital Marketing and Electronic Word of Mouth variables. The remaining 47.6% is influenced by other factors not included in this research model.

3.1.4. Hypothesis Testing Partial Test (t-test)

The t-test results in Table 1 show that both Digital Marketing and E-WOM have significance values (Sig) below the 0.05 threshold. Therefore, it can be concluded that:

a. Digital marketing has a significant partial effect on purchase decisions.
b. Electronic word of mouth has a significant partial effect on purchase decisions.

Simultaneous Test (F-test): The ANOVA test yielded an F-count value greater than the F-table value with a significance level of 0.000 (Sig. < 0.05). Thus, the hypothesis stating that "Digital Marketing and Electronic Word of Mouth simultaneously influence Purchase Decisions" is accepted. This confirms that when applied together, these two variables significantly impact consumer purchasing behavior on the Shopee platform.

3.2. Discussion

3.2.1. The Influence of Digital Marketing on Purchase Decisions

The results of this study indicate that digital marketing has a positive and significant influence on purchasing decisions for Scarlett Whitening products on Shopee. This finding shows that digital marketing strategies that focus on content quality, visual attractiveness, and clarity of product information can build positive consumer perceptions and influence purchasing decisions.

The results of this study are consistent with digital marketing theory, which states that digital marketing plays an important role in building brand awareness, consumer interaction, and product value [1]. In the context of e-commerce, digital marketing also functions as a source of information used by consumers to compare product alternatives before making purchasing decisions [3].

This study also supports the findings of previous studies which state that informative and attractive digital marketing strategies can improve consumer purchasing decisions in marketplace platforms [2], [3]. Therefore, digital marketing can be considered one of the most important factors influencing consumer purchasing decisions on Shopee.

3.2.2. The Influence of Electronic Word of Mouth on Purchase Decisions

The results of this study also show that electronic word of mouth (e-WOM) has a positive and significant influence on purchasing decisions for Scarlett Whitening products on Shopee. This indicates that consumers tend to rely on reviews and opinions from other consumers before making purchasing decisions, especially for products that have a relatively high level of perceived risk.

These findings are consistent with previous studies which state that information provided by other consumers is considered more credible than information provided by companies [4], [5]. Online reviews help consumers reduce uncertainty and increase trust in the products they want to purchase.

The results of this study also support previous research which states that the quality, credibility, and valence of online reviews have a significant influence on purchasing decisions on e-commerce platforms [5]. Therefore, e-WOM can be considered an indirect marketing strategy that supports the effectiveness of digital marketing.

3.2.3. The Simultaneous Influence of Digital Marketing and Electronic Word of Mouth

The results of the simultaneous test show that digital marketing and electronic word of mouth have a significant influence on purchasing decisions for Scarlett Whitening products on Shopee. This finding shows that consumer purchasing decisions are not influenced by a single factor, but by a combination of information provided by companies and opinions from other consumers in the digital environment.

These findings support the concept of integrated digital marketing, which states that the success of online marketing strategies depends on the combination of company marketing communication and consumer

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interaction through digital media [1], [4]. Digital marketing can increase consumer awareness and interest, while e-WOM can increase consumer confidence in making purchasing decisions.

4. CONCLUSION

This research concludes that based on the analysis result discussion, digital marketing and electronic word of mouth have a positive and significant influence on purchase decision variable towards Scarlett Whitening beauty products on the Shopee platform. What can be drawn from the findings shows that consumer purchasing decisions through e-commerce platforms may not only be influenced by marketing strategies performed by a company but also by the information and experiences of other consumers are obtained via digital media.

It is evident that digital marketing is the variable that provides the most dominant influence on purchasing decisions. This indicates that the quality of the content, visual attractiveness, and clarity of product information have a large role in shaping perceptions and the interest of consumers in buying a product or service. On the other hand, electronic word of mouth constitutes supporting to build consumer confidence in decision-making, especially through reviews and testimony deemed credible.

From a theoretical perspective, the findings of the study are a reinforcement of the idea that is at the core of the development of digital marketing, which focuses on the significance of the relationship between marketing corporate communication and consumer participation from the perspective of the digital environment. From a practical perspective, the contribution of this research to the development of the study of digital marketing lies, particularly in the context of beauty products in a marketplace, in the findings of the research

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