

Buying Decisions on Online Shopping Platforms Influenced by Interesting Marketing Content and E-WOM

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Abstract

This study aims to analyze the influence of marketing content and E-WOM through the TikTok platform on purchase decisions on Shopee. The source of data in this study was obtained from the results of the distribution of primary questionnaires to student respondents of the STIE Wibawa Karta Raharja management and accounting study program for the 2020-2021 batch, with a research sample of 190 people. The analytical test tool used is SmartPLS 3.0. The results of this study show that marketing content has a significant positive influence ($O=0.450$) on the construction of purchase decisions. The value of t-statistics in the construct relationship is 9.750. E-WOM through the tiktok platform has a positive and significant influence ($O=0.563$) on the composition of purchase decisions. The value of t-statistics in this construct relationship is 13.071. Marketing Content and E-WOM through the TikTok platform have a significant effect on Purchase Decisions on shopee.



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1. INTRODUCTION

The increasing number of social media users has created an opportunity for business people to market their products through e-marketing, which is short for advertising on the internet through various forms of online social media. When a business uses the internet to disseminate information, advertise, and sell products and services, this practice is known as electronic marketing, or e-commerce. Many online marketplaces have recently sprung up in Indonesia, and Shopee is one of them. Study conducted by (Barata et al., 2022) Shopee is unlike any other C2C mobile marketplace app out there; The app is safe, entertaining, simple, and useful for all buying and selling needs. One example of an e-commerce platform that has made adjustments to attract users to buy and encourage more transactions is Shopee. To make it easier for consumers to shop, sell, and find goods while traveling, just by using their mobile phone.

Shopee provides various features such as live chat, social sharing, and hashtags to help customers and sellers connect and make items easier to find. Regarding the nature of consumer e-commerce-

Stricter consumer safety measures are needed. Such as, the security of personal information, financial transactions, and products that have been regulated by the rules.

According to (Juniar & Uci, 2021), consumers face a number of risks when shopping online. These risks include: the goods ordered do not match the description, the goods purchased are not immediately available due to delays in delivery, there are damaged or stolen goods during delivery, and there is a possibility of fraud. However, there are rules for the implementation of electronic systems and transactions regulated in Government Regulation Number 71 of 2019 (PP PSTE) which is stipulated in response to activities involving online transactions. If there is a problem with an item that a customer purchased through Shopee e-commerce, they can return it for a refund or exchange it for another item, which is a policy that is in line with government regulations.

According to (Dewi et al, 2023) that Shopee must continue to innovate to keep pace with the increasingly fierce competition in the e-commerce industry. Following the latest trends is Shopee's main strategy. Because that is why Shopee chose to promote itself on the TikTok platform which is currently quite popular among social media users. The increasing emphasis on content on the TikTok platform is a major factor in its immense popularity. The majority of social media users are Generation Z, who are often referred to as the Mobile Generation. This generation is very fond of short things and often includes videos (Wiska et al., 2022). In addition to containing videos, TikTok also has features such as adding friends and chatting within the application. The more people who upload their reviews to TikTok, EWOM will appear in the comments section of the video. Consumers choose from several viable solutions to a problem and then actively seek that answer. After this, the customer can assess the options and decide on the next course of action.

Research (Magdalena et al., 2021) states that if E-WOM occurs, potential new buyers may be encouraged to buy a product based on what they hear or see from others. Customers have time to think about a product before committing to buying it, especially if they already know about it because of marketing or word-of-mouth promotion on social media. After purchasing a product and using it, customers will share their thoughts and feelings about the product. If the product meets expectations and leaves a good impression, then it is likely that E-WOM will affect the purchase decision or vice versa (Aprianti & Avianti, 2023). This research was conducted on students, class of 2020 – 2021, considering the problems that occur when making purchase transactions, many users are worried about the information offered and the clarity of evaluation on the Shopee e-commerce site. Thus, this study aims to determine the influence of marketing content and e-wom through the tiktok platform on purchase decisions on shopee.

2. LITERATURE REVIEW

The Thinking Framework prepared in this study depends on the relationship between the dependent variable, namely the purchase decision (Y), and the independent variable, namely marketing content (X1) and E-WOM promotional product information (X2).

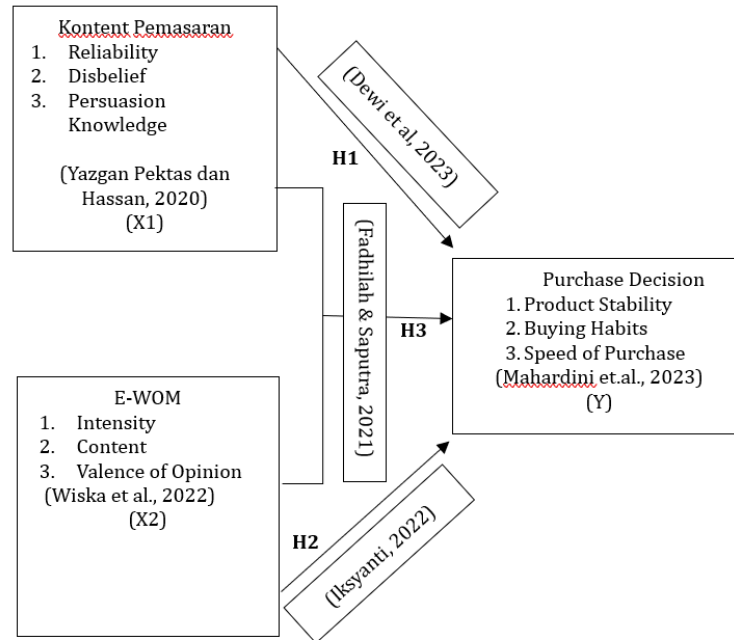


Figure 1. Thinking Framework

1. The Relationship of Marketing Content to Purchase Decisions

According to research conducted by (Dewi et al, 2023), the impact of marketing content on purchase choices is huge. In today's digital age, businesses need marketing content to attract customers and retain them as customers. Users have reaped the benefits of TikTok by learning about various new items and sales, and the content continues to arouse users' curiosity, which encourages them to buy. Nonetheless, content creators need to continue to produce consistent work. The chances of appearing on TikTok's FYP (For Your Page) users will be greater if they continue to make videos. Nicknames like "Shopee Poison" might pop up if the content ends up in the FYP due to higher visibility. This means more people will buy on Shopee.

2. Word of Mouth Electronic Relationship to Purchase Decisions

(Iksyanti's, 2022) found a significant impact of Electronic Word of Mouth on Purchase Decisions. Given that a positive electronic word of mouth results in positive purchase choices, these findings suggest that buying on Shopee is beneficial.

3. The Influence of Marketing Content and Electronic Word of Mouth on Purchase Decisions

According to research by (Fadhilah & Saputra, 2021), marketing content and E-WOM on TikTok social media influence the purchase choices of Generation Z customers. The use of marketing content and E-WOM simultaneously leads to the conclusion that they both influence purchasing decisions.

3. RESEARCH METHODS

Quantitative research is a method used to gain understanding through numerical data and this research uses decision calculations to answer certain research questions or hypotheses, with the main goal of determining the extent to which marketing content and E-WOM through the TikTok platform affect the purchase decisions of students for the class of 2020-2021 on the Shopee application in the STIE Wibawa Karta Raharja Student Environment. According to (Avianti, Widiya, et al.2023) the use of primary and secondary sources for data collection, i.e. primary data sources based on information directly to the researcher, and secondary sources are data and information that relies on other people, or papers, and other entities. In addition, the procedures or methods used to collect data include direct observation, in-depth interviews, written notes, or a mixture of these approaches.

In this study, data was collected using a questionnaire to obtain detailed data. The questionnaire will be distributed to respondents, namely TikTok and Shopee users who are members of the population, filling out the questionnaire is done directly or online with the help of a google form. One way to find out how individuals perceive a social problem is to give them a questionnaire. Each item on the exam has a Likert scale that receives answers ranging from very positive to very negative.

4. RESULTS AND DISCUSSION

RESULTS

Variable Descriptive Statistics in this study, are arranged as follows which consist of: Marketing Content, E-WOM, and Purchase Decisions. Below are presented descriptive statistics for each research variable.

Table 1 Distribution of marketing content variables (X1)

No.	Content Marketing (X1)	Mean (0,00)	Min (0,00)	Max (0,00)	Standar Deviasi (0,00)
X1.1	The content on the TikTok application has an interesting quality so I am interested in buying the products offered	3,97	1,00	5,00	0,98
X1.2	I feel satisfied if the content or information I see matches the benefits of the product I need	4,05	1,00	5,00	1,04
X1.3	The products I bought on Shopee were recommendations through review content on TikTok	3,94	1,00	5,00	0,92
X1.4	Product prices on Shopee match the products offered on TikTok content	3,77	1,00	5,00	0,99
X1.5	The product content offered by TikTok is of good quality, clear and easy to understand	3,93	1,00	5,00	0,92
X1.6	I feel dissatisfied if the product I buy on Shopee does not match the content I see on TikTok	3,97	1,00	5,00	0,97

Source: processed by the author (2024)

In table 1 above, the marketing content variable shows that the average score of respondents is in the good category with the highest score of 4,02 which is located in question number 2.

Table 2 Distribution of E-WOM variables (X2)

No.	E-WOM (X2)	Mean (0,00)	Min (0,00)	Max (0,00)	Standar Deviasi (0,00)
X2.1	Through reviews on TikTok, it helps me to find out information about the product I want to buy	3,93	1,00	5,00	1,07
X2.2	I often collect information about product reviews on TikTok before deciding to purchase a product	3,97	1,00	5,00	0,96
X2.3	Through recommendations given by previous consumers, I know the benefits and quality of the products I need	3,98	1,00	5,00	0,94
X2.4	Through information from previous consumers, I can find out the price of the product I purchased	3,97	1,00	5,00	0,97
X2.5	I am more interested in buying products that have positive reviews.	4,13	1,00	5,00	1,03
X2.6	I bought a product on Shopee that has a high rating	4,14	1,00	5,00	0,99

Source: processed by the author (2024)

In table 2 above, the E-WOM variable shows that the average respondent assessment is included in the high criteria with the highest value of 4,14 which is located in statement number 6. This study uses SmartPLS 3.0, a Partial Least Square (PLS) analysis method, for the test. The suggested strategy for the PLS program model is as follows.

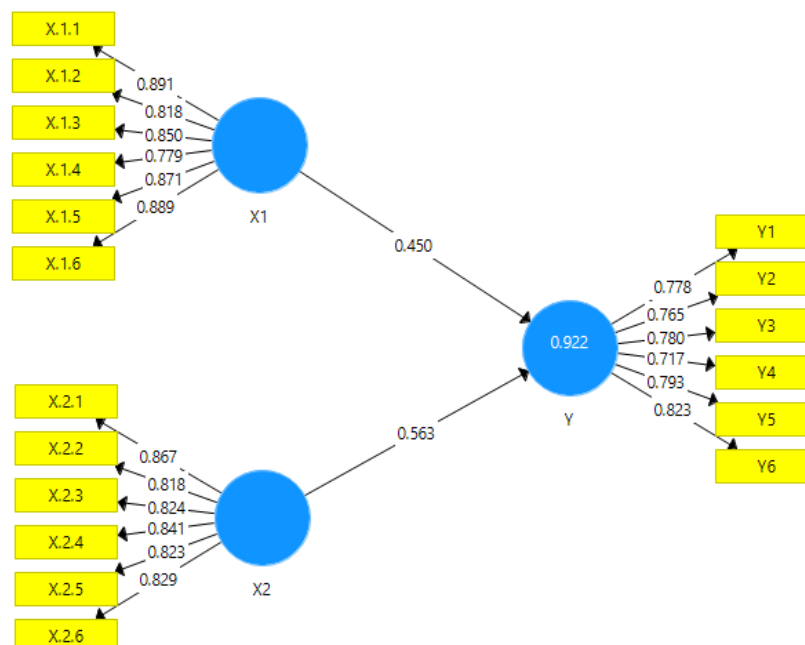


Figure 2. Structural model

Source : Data processed by the author in 2024

Structural Model Analysis (Outer Model)

The use of SmartPLS to assess the outer model requires a multi-stage process based on four criteria: convergent validity (a valid indicator if the coefficient value is greater than 0.70), discriminant validity (a valid variable if the Average Variance Extracted (AVE) value is greater than 0.50), composite reliability (a reliable variable if the composite reliability is greater than 0.70) and cronbach's alpha (a reliable variable if the Cronbach's alpha value is greater than 0.70). Here are the test results :

Convergent Validity

The convergent validity test aims to verify the validity of the relationship between the indicator and its latent variables. In assessing the validity of convergence, outer loading is used. When the outer loading is more than 0.70, it can be said that the indication is very good. Each indication in the research variable has the following outer loading values:

Variabel	Indicator	Outer Loadings	Description
Content Marketing (X1)	X1.1	0.891	Valid
	X1.2	0.818	Valid
	X1.3	0.850	Valid
	X1.4	0.779	Valid
	X1.5	0.871	Valid
	X1.6	0.889	Valid
E-WOM (X2)	X2.1	0.867	Valid
	X2.2	0.818	Valid
	X2.3	0.824	Valid
	X2.4	0.841	Valid
	X2.5	0.823	Valid
	X2.6	0.829	Valid
Buying Decision (Y)	Y1	0.778	Valid
	Y2	0.765	Valid
	Y3	0.780	Valid
	Y4	0.717	Valid
	Y5	0.793	Valid
	Y6	0.823	Valid

Source : Data processed by the author in 2024

As can be seen in table 1, the outer loading for all research variables was higher than 0.70. From this, it can be seen that all research indicators are valid and in accordance with convergent validity standards. Therefore, the research variables can be measured for use.

Discriminant Validity

There are two types of validity: convergent and discriminatory. The idea of each latent variable must be different from all other variables in order for discriminant validity testing to be performed. Each component must have a standard deviation higher than

0.70. The results of the discriminant validity assessment by checking the cross loading are as follows.

Table 4 Discriminant Validity Values

	Content Marketing (X1)	E-WoM (X2)	Buying Decision (Y)
X1.1	0.891		
X1.2	0.818		
X1.3	0.850		
X1.4	0.779		
X1.5	0.871		
X1.6	0.889		
X2.1		0.867	
X2.2		0.818	
X2.3		0.824	
X2.4		0.841	
X2.5		0.823	
X2.6		0.829	
Y1			0.778
Y2			0.765
Y3			0.780
Y4			0.717
Y5			0.793
Y6			0.823

Source: Data processed in 2024

The loading factor value of each indicator of each latent variable is highest when associated with the latent variable itself, as shown in table 2 above, compared to when combined with other latent variables. Each latent variable has strong discriminant validity.

The Average Variance Extraction (AVE) approach can also be used to determine discriminant validity, which states that each indicator must have a criterion greater than 0.50 to be considered valid. The Average Variance Extraction (AVE) approach yields the following results:

Table 5 Discriminant Validity Metode Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Description
Content Marketing	0,72	Valid
E-WoM	0,69	Valid
Buying Decision	0,60	Valid

Source: Data processed in 2024

It can be seen from table 3 above, that the AVE value of the marketing content variable shows >0.50 with a value of 0.724, while the E-WOM variable value is >0.50 with a value of 0.69, and the purchase decision variable >0.50 with a value of 0.60. It can be concluded that each variable already has good discriminant validity.

Composite Reliability

By using the composite reliability test, it can determine how reliable the indication of these variables is. If all the composite reliability values of a variable are higher than 0.70, it can be said that the variable has satisfied the composite reliability. The table below displays the composite reliability test results for each variable:

Table 6 Composite Reliability

	Composite Reliability	Description
Content Marketing	0,940	Reliabel
E-WoM	0,932	Reliabel
Buying Decision	0,901	Reliabel

Source: Data processed in 2024

From table 4, it can be seen that the marketing content variable has a composite reliability value of 0.940, the E-WOM variable has a value of 0.932, and the purchase decision variable has a value of 0.901. These three variables are trustworthy because their combined reliability value is greater than 0.70.

Cronbach's Alpha

In this study, to measure the reliability of a construct with the SmartPLS application, Cronbach's Alpha was used. Reliability is considered satisfactory if the coefficient reaches >0.90. According to the criteria (Sugiyono, 2019) Alpha Cronbach's Reliability coefficient is divided into several parts, including:

Table 7 Koefisien Reliability Alpha Cronbach

Criteria	Cronbach Alpha Value
Very Reliable	>0,900
Reliable	0,700-0,900
Quite Reliable	0,400-0,700
Less Reliabel	0,200-0,400
Unreliable	<0,200

Source: processed by the author (2024)

The test results on 190 respondents in this study are presented along with items on the research questionnaire that can be used to determine the level of consistency and reliability of the research instrument as explained in the statement:

Table 8 Cronbach's Alpha

	Cronbach's Alpha	Description
Content Marketing	0,92	Sangat Reliabel
E-WoM	0,91	Sangat Reliabel
Buying Decision	0,86	Reliabel

Source: processed by the author (2024)

Table 8 shows that all three variables—content marketing (with a value of 0.92), E-WOM (with a value of 0.91), and purchase decision (with a value of 0.86), all have a Cronbach's alpha value greater than 0.70. All variables meet a very reliable requirement, with cronbach's alpha value exceeding 0.70 and even exceeding 0.90 in some cases.

Multicollinearity Test

Multicollinearity testing aims to find out whether there is multicollinearity among independent variables by examining correlation values. The results of the multicollinearity test are as follows:

Table 9 Multicollinearity test

Inner VIF Values	VIF	Description
Content Marketing-> Buying Decision	2,728	<i>Non multicollinearity</i>
E-WOM -> Buying Decision	2,728	<i>Non multicollinearity</i>

Source: processed by the author (2024)

The result of the multicollinearity test with marketing content variables on purchase decisions was 2,728, according to table 4.14 above. Meanwhile, the E-WOM variable for purchase decisions is 2,728. The multicollinearity test is not violated when the VIF value is less than 5.

The analysis using SmartPLS to evaluate the inner model has several stages using 2 criteria, namely testing from R^2 and Goodness of Fit.

The determination of the coefficient, also known as the r-square, is used to determine how much other variables affect the dependent variable. The proposed research prediction model is better when the R^2 value is higher. If the R^2 value is in the range of 0.33 to >0.67, the endogenous variables of the structural model can be evaluated well. On the other hand, R^2 is considered weak if the value is 0.19 (Latan, 2015). The results of the R^2 test on the research variables are as follows:

Table 10 Coefficient of Determination

	R Squere (R^2)	R Squire Adjusment
Buying Decision	0,92	0,92

Source: processed by the author (2024)

Based on table 10, the R-Square value of 0.92 shows that there is a strong influence between marketing content factors and E-WOM through the TikTok platform on purchase decisions, which is considered a positive result because the value is more than 0.67.

Goodness of Fit (GoF)

The Q-Square test results show the quality of the match. Similar to the coefficient of determination (R^2), the Q-Square number indicates how well the model matches the data, a larger value indicates a better match. Here are the results of the Q-Square test :

Table 11 Goodness of Fit

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Content Marketing	1140,00	1140,00	
E-WOM	1140,00	1140,00	
Buying Decision	1140,00	522,34	0,54

Source: processed by the author (2024)

Based on the results shown in table 9, the Q-Square value is 0.542. These values can be used to find out how successful the model and limit assessment are in communicating perception values as explained by (Latan, 2015) An adequate model is indicated by a Q-Square value greater than zero, but a number less than zero is considered less significant. The endogenous variable of this study has strong predictive importance because it chooses a Q^2 value greater than zero.

The significance of the relationship between constructs is examined in the hypothesis test by looking at the T-Statistics value, which is generated by the results of the PLS calculation, especially in the bootstrapping part. When the p values are less than 0.05, it can be said that the indicator is valid. The T-Statistic value is determined using a bootstrapping test, which produces the following results:

Table 12 Path Coefficients					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0,450	0,450	0,046	9,750	0,000
X2 -> Y	0,563	0,563	0,043	13,071	0,000

Source: processed by the author (2024)

X1 = Content Marketing

X2 = E-WOM

Y = Purchase Decision

Based on Table 10 above, hypothesis testing can be carried out as follows:

1. First hypothesis: Marketing Content (X1) has an effect on Purchase Decisions (Y). The result of the P-Values is $0.000 < 0.05$, so it can be concluded that there is an influence of marketing content on Purchase Decisions on shopee
2. Second hypothesis: E-WOM (X2) has an effect on the Purchase Decision (Y). The result of the P-Values value is $0.000 < 0.05$, so it can be concluded that there is an influence of E-WOM on Purchase Decisions on shopee.

DISCUSSION

1. The Influence of Marketing Content on Purchase Decisions on Shopee

There was a statistically significant positive and significant relationship between the marketing content construct and the purchase decision construct ($O = 0.450$). The construct relationship has a t-statistic of 9.750, which is greater than 1.96, thus, a p value of 0.000 is less than 0.05. The first hypothesis that has been tested and proven to be true is that marketing content has a positive impact on purchasing choices.

Table 1 displays the findings of descriptive analysis; An average score of 4.02 for the marketing content variable placed it in the high criteria group. Statement no 2 "I am satisfied if the content or information I see matches the benefits of the product I need" gets the highest rating. From these findings, it can be concluded that consumers are quite influenced by content or information that is in line with the advantages of the product. In addition, "The content on the TikTok application has an attractive quality so I am interested in buying the products offered" has an average score of 3.97. The fact that people are interested in buying the items featured on the TikTok app shows that the content is of high quality.

This is reinforced in the results of research by Dewi et al. (2023) which states that the relationship between marketing content has a significant impact on purchase choices, in order for businesses to thrive in the modern digital market, marketing content is essential to attract and retain customers. Thanks to TikTok, customers have access to information about goods and sales, and the content is engaging enough to influence their purchasing decisions. However, content creators must continue to produce consistent work in order to have a greater chance of appearing on TikTok's FYP (For Your Page). So hashtags like "Shopee Poison" may appear if the content is FYP because of the increased visibility it will get. This means more people will buy on Shopee.

2. The Influence of E-WOM through the TikTok Platform on Purchase Decisions on Shopee

The results obtained were positive and statistically significant ($O = 0.563$) given to the purchase decision construct by the E-WOM construct through the TikTok platform. The t-statistic for the correlation between the two variables was 13.071 which was higher than the significance level of 1.96, and the p-values were less than 0.5, which was 0.000. Thus, according to the second hypothesis, E-WOM has a positive impact on Shopee's purchase decision.

According to the descriptive analysis of table 2 the average respondent placed the E-WOM variable in a high criterion with a value of 4.14. "I bought a product on Shopee that has a high rating" which is the statement no. 6 contains the most extensive study. This is in line with research conducted by Iksyanti (2022) which found that E-WOM significantly affects consumer purchasing decisions. Given that a positive electronic word of mouth leads to positive purchase choices, these findings show that Shopee purchases are beneficial.

According to the results of this study, consumers tend to make purchases if they have a positive experience with E-WOM, and vice versa if they have a negative experience, the purchase decision will be low.

3. The influence of marketing content and E-WOM through the TikTok platform on purchase decisions on shopee

As can be shown from the of table 10 from the determination coefficient (R^2) or R-Square test, the purchase decision construct is influenced by the marketing content and the E-WOM construct. With a score of 0.922 which is considered to have a good score because it is more than 0.67. It can also be interpreted that the contribution of marketing content variables and E-WOM through the TikTok platform to purchase decisions on shopee is 92.2%. This test is intended to determine the extent to which marketing content and E-WOM through the TikTok platform influence purchasing decisions on Shopee. It can be concluded that 92.2% of marketing content and E-WOM through the TikTok platform simultaneously have a positive and significant effect, with the remaining 7.8% coming from factors beyond the scope of this study.

5. CONCLUSION

From the results of the research that has been carried out on the influence of marketing content and E-WOM through the TikTok platform on purchase decisions on Shopee as follows:

1. Marketing content has good value and is significant to purchasing decisions. In today's digital age, businesses need marketing content to attract customers and retain them as customers. Thanks to TikTok, customers have access to information regarding goods and sales, and the content is engaging enough to influence their purchase decisions.
2. Electronic word of mouth has a significant influence and has a positive value on purchasing decisions on Shopee. This research shows that consumers tend to make purchases if they have a positive experience with E-WOM, and vice versa if they have a negative experience, the purchase decision will be reduced.

3. Marketing content and E-WOM through the TikTok platform have a significant effect on purchase decisions on shopee. Based on these results, the higher the quality of marketing content carried out by shopee and E-WOM provided, the better it is to potential consumers, the higher the enthusiasm of consumers to make a purchase decision

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