

The Role Of Electronic Word Of Mouth In Improving Product Purchase Decisions Which Social Media Activities, Easy Transactions, Product Quality, And Giveaway Promotions At The Kerinci Chic Shoes Store influence

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Abstract

This research aims to determine whether social media activities, ease of transactions, product quality, and giveaway promotion can influence purchasing decisions directly or indirectly mediated by electronic word of mouth (E-WOM). This research uses a quantitative approach with primary data collected with the help of an online questionnaire using Google Forms. The population of this research is Chic Shoes Shop customers, with a sample of 104 buyers. This research data was analyzed using the Structural Equation Model (SEM) using the SmartPLS 3.2.9 application. This research found that product quality directly positively and significantly affects purchasing decisions. Meanwhile, social media activities, ease of transactions, giveaway promotions, and word of mouth cannot influence purchasing decisions directly. This research also found that social media activities, product quality, and giveaway promotion positively and significantly affected E-WOM. In contrast, ease of transactions did not significantly affect purchasing decisions directly. This research also found that E-WOM cannot mediate the relationship between social media activities, product quality, ease of transactions, and giveaway promotion on purchasing decisions.

Keywords: Buying decision, Product quality, Giveaway Promotion, Social Media Activities, Electronic Word of Mouth, Ease of Transactions

INTRODUCTION

The transition from the industrial era 4.0 to the era of society 5.0 requires economic and business actors to master the field of technology as the primary platform for marketing their business products. This is marked by the emergence of various online business platforms that provide offers that attract consumers' interest. These business activities are the impact of technological and information developments in the current era and the impact of the COVID-19 outbreak that hit the world at the beginning of 2020, which, as a result, requires economic and business actors to have creativity in marketing their products. Initially, online business platforms were rarely looked at by consumers; however, since the COVID-19 outbreak, they have become a new field for business people who offer convenience in online transactions, where

these transactions do not require consumers to visit them in person. Business stall from the seller.

Likewise, women are currently the most active business actors in utilizing information technology as the primary medium to attract consumer purchasing interest in the women's clothing and equipment business. This is proven by the large number of business activities that utilize digital platforms to market business products by making sales via live streaming via social media such as Instagram, Facebook, Shopee, TikTok, and other digital platforms. This activity is expected to reach many consumers from within and outside the region, within the country, and even abroad. This is also strengthened by the support of delivery services, which are developing rapidly so that business people such as producers, distributors, and

consumers can freely choose delivery services that also provide attractive offers.

With sales activities carried out online, as previously mentioned, traders or product sellers hope that the products they offer can attract consumers' interest in purchasing. Therefore, product marketers should have distinctive and unique promotional abilities so that consumers are interested in using the products sold. In purchasing decisions, many things influence consumers before purchasing a product. The factors influencing consumer decisions in purchasing are product quality, attractive promotions, seller activity on social media, influence from other people, and ease of transactions.

As Hayati (2015) said, sellers must market products that suit the buyers' wishes, and when buyers get products that suit their needs, these buyers tend to feel satisfied with the products offered by the seller. The same thing was also conveyed by Martini et al. (2021), where consumer purchasing decisions will be higher if the quality of the product offered by the seller is in a good or quality category because one of the references for buyers in deciding to purchase a product is the existence of a quality product—Offered by the seller.

Apart from product quality factors, attractive promotions influence consumer interest in purchasing. One of the promotions widely used by sellers who utilize digital platforms as marketing media is the provision of accessible and random bonuses to their consumers. This promotion is known as a giveaway. Consumers tend to be interested in purchasing products, and

sellers often promote by giving away free prizes. This is satisfaction for consumers if they are chosen as the winner of the giveaway, as stated by Riswati et al. (2022), where one of the most effective ways to increase product sales is by conducting giveaway promotions. When sellers market their products online and lure consumers with various attractive prizes, this will increase the product's popularity and the seller's shop, increasing the shop's followers. As these followers increase, the possibility of increasing the number of sales will also increase. Sun et al. (2020) also said that giveaways or prizes offered by sellers to consumers can create brand awareness and add value, making it an effective promotional tool carried out by sellers to maximize consumers' positive shopping experience.

Another factor influencing purchasing decisions is activity on social media carried out by product sellers. This activity is intended to promote products sold online to followers via social media, such as Facebook, Instagram, TikTok, Shopee, and others. This will, of course, increase the popularity of seller traffic because it can reach many consumers. As sellers frequently promote their products on social media, the number of followers of these online shops will also increase because promotional activities make it easy for consumers or customers to access the goods being promoted without having to come to the seller's shop. Directly. Consumers will usually also share live-streaming videos on their personal social media accounts so that other consumers who previously did not follow or were not aware of promotions carried out by sellers

will indirectly be affected by the live-streaming activities shared by these consumers. This will, of course, increase the number of live-streaming viewers and followers on the seller's social media, so that, in turn, this will increase sales of products promoted through social media. This was also conveyed by Made et al. (2021), who state that online sales do not burden consumers with searching for information about products marketed by sellers because consumers do not have to go directly to the seller. Promotional activities are more effective and efficient because they can reach many consumers and do not require expensive promotional costs.

Word of mouth or consumer conversations about a product can also influence purchasing decisions. The existence of non-commercial promotions carried out by consumers or customers who feel satisfied after using a product will naturally shape behavior to convey good messages to other people, such as family, friends, and other close relatives. This is, of course, formed from a feeling of satisfaction after carrying out or using a product or service so that subconsciously, consumers will continue to talk about positive things about the product used to the people around them, as stated by Made et al. (2021) where, the excellent experience felt by consumers after using a product or service will have an impact on consumer confidence in the product, so in turn, consumers who feel satisfied will give praise and optimistic assessments. Finally, I will recommend the product to other people.

Another factor influencing the decision to purchase a product is the ease of transactions.

Nowadays, the tendency to conduct transactions online has become a real option for potential buyers. Therefore, the seller must offer convenience in transactions to attract potential consumers to make purchases. As stated (Lestari & Widyastuti, 2019), consumers tend to purchase products that are easy to use or transactions that make it easier for consumers in the purchasing process, where the process does not burden buyers. For example, when sellers offer online transactions, buyers do not have to go to the seller directly.

Kerinci Regency is one of the 9 (nine) regencies in the Jambi Province region. where Kerinci Regency is the westernmost area in the Province, which is known as Bumi Melayu Seshoot Jambi Sembilan Lurah. Kerinci Regency is directly bordered by South Solok Regency, Pesisir Selatan Regency, and also Sungai Banyak City, where its presence is quite strategic considering that Kerinci Regency is one of the trade access points that connects West Sumatra Province and Jambi Province. Therefore, it is unsurprising that Kerinci is currently a Jambi Province district experiencing relatively rapid development, especially in economy, business, and trade.

One of the businesses experiencing rapid development in Kerinci Regency is the women's clothing and equipment business, and one of the women's clothing stores that is quite popular and well-known among the people of Kerinci is Chic Shoes. Based on observations made by researchers, the products offered by Chic Shoes, including shoes, sandals, clothing, and other accessories, are beautiful to its customers. Apart

from unique products for women, Chic Shoes also offers products for children under 10. According to the owner of Chic Shoes, this strategy was implemented so that when parents visit Chic Shoes to shop, they usually bring their children. So, the possibility of purchasing transactions occurs not only with parents but also with children. The owner of Chic Shoes also said that children's clothing is one of the most significant sources of profit. This is because the capital required is less than adult clothing. Apart from that, children's clothing also tends not to experience significant changes in fashion (style) in a short time. However, adult clothing tends to experience fashion changes from year to year easily, so if it cannot be sold quickly, it potentially causes losses due to outdated models.

Therefore, the owner of Chic Shoes needs to carry out promotions so that the products being marketed can reach all consumers both in Kerinci and outside Kerinci and so that the possibility of losses can be minimized. The owner of Chic Shoes said that the promotions carried out so far had utilized technology, namely promotions via social media such as Facebook, Instagram, and TikTok. This promotional strategy is considered adequate and efficient because it can reach consumers from various regions in Indonesia, and the costs required are not significant. Apart from that, the promotion carried out by Chic Shoes to attract consumer interest is by holding a giveaway, where consumers who want to take part in the giveaway are required to post photos of items they have purchased at Chic Shoes on the consumer's social media by marking the official social media account. From Chic Shoes.

The announcement of the giveaway winner is live on Chic Shoes' social media to increase the popularity of traffic from the official Chic Shoes social media account.

Apart from that, Chic Shoes also offers convenience in transactions, making it easier for every consumer who wants to shop at Chic Shoes. The ease of transactions offered by Chic Shoes is that buyers can make transactions directly or online. For buyers outside the area, transactions can be done online, and buyers in Kerinci can choose whether to shop online or directly in the store. Buyers who shop online are also given convenience, namely the Cash on Delivery (COD) system, so buyers do not need to worry if the goods do not arrive or are not suitable.

METHOD

This research is a type of causality research, namely research that attempts to see the influence between variables. Meanwhile, this research approach is quantitative, where the data used is in the form of numbers. The data source for this research is primary data collected directly from research objects or subjects using tools in the form of questionnaires.

The population of this research is consumers who shop at the Chic Shoes store, the number of which is unknown. In contrast, the sample for this research is part of the consumers of the Chic Shoes store, namely 104 people who were determined using the formula proposed by Hair et al. (2015), where the minimum sample size for Multiple linear regression analysis can be determined by multiplying the number of

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independent variables by 15-20 so that the minimum sample size in this study is 100 respondents (5 x 20). However, 104 respondents filled out the research questionnaire, so that number was used as the sample. Meanwhile, the sampling technique is the accidental/convenience sampling method, namely a sampling technique where the researcher coincidentally met the respondent at the Chic Shoes shop while the researcher was conducting the research.

To analyze this research data, the researcher used the Structural Equation Model (SEM) with the help of the SMARTPls 3.2.9 application.

RESULTS AND DISCUSSION

Construct Validity and Reliability

This test aims to ensure that the validity and reliability of the questions in the questionnaire used as a research instrument can be ascertained in measuring research variables.

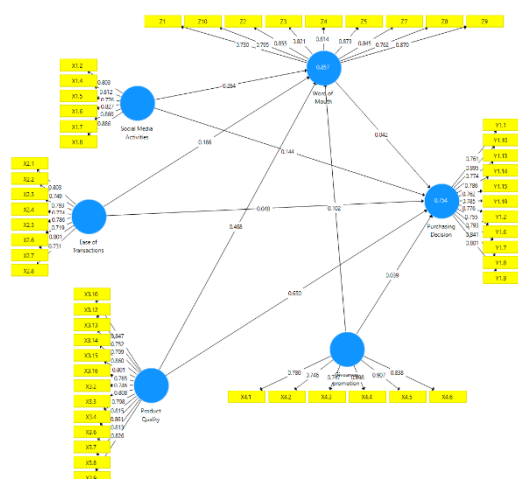


Figure 1. Construct Validity and Reliability

Initially, the research instrument used to measure purchasing decisions consisted of 20 questions, but only 11 met the validity and

reliability requirements. Likewise, with the Word of Mouth variable, of the 12 questions asked, only 9 questions passed the research instrument test. Meanwhile, of the 10 questions tested, only 6 were declared valid and reliable for the social media activities variable. Meanwhile, of the 15 questions tested, only 13 met the validity and reliability assumptions for the product quality variable. Meanwhile, all 8 questions asked were declared valid and reliable for the ease of transaction variable.

Table 1. Construct Validity and Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE	Information
Ease of Transactions	0,902	0,903	0,921	0,593	Valid & Reliable
Giveaway promotion	0,902	0,908	0,926	0,676	Valid & Reliable
Product Quality	0,955	0,956	0,961	0,653	Valid & Reliable
Purchasing Decision	0,941	0,943	0,949	0,631	Valid & Reliable
Social Media Activities	0,909	0,920	0,929	0,686	Valid & Reliable
Word of Mouth	0,938	0,941	0,948	0,672	Valid & Reliable

Sources: Data Processed by SMARTPls 3.2.9, 2024

Table 1 above shows that each variable's Cronbach's Alpha value is above 0.7, and the Average Variance Extracted (AVE) value is

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above 0.5. So, with this, all question items in this research are declared valid and reliable.

Evaluation of Structural Model R Square

Table 2. Coefficient of Determination

Variable	R Square	Adjusted R Square
Purchasing Decision	0,754	0,741
Word of Mouth	0,857	0,851

Sources: Data Processed by SMARTPLs 3.2.9, 2024

Table 2 above provides information that the influence of social media activities, ease of transactions, product quality, giveaway promotion, and word of mouth on purchasing decisions is 74.1%. Meanwhile, the influence of social media activities, ease of transactions, product quality, and giveaway promotion on word of mouth is 85.1%.

T-Statistics (Bootstrapping) Direct Effect

Table 3. Direct Effect

Relationship Between Variables	Original Sample (O)	T Statistics (O/S TDEV)	P Values	Information
Social Media Activities -> Purchasing Decision	0,144	1,184	0,237	H ₁ Rejected
Ease of Transactions -> Purchasing Decision	0,048	0,445	0,656	H ₂ Rejected

Product Quality -> Purchasing Decision	0,650	5,062	0,000	H ₃ Accepted
Giveaway promotion -> Purchasing Decision	0,039	0,386	0,700	H ₄ Rejected
Social Media Activities -> Word of Mouth	0,284	4,365	0,000	H ₅ Accepted
Ease of Transactions -> Word of Mouth	0,166	1,796	0,073	H ₆ Rejected
Product Quality -> Word of Mouth	0,468	6,555	0,000	H ₇ Accepted
Giveaway promotion -> Word of Mouth	0,102	1,522	0,129	H ₈ Rejected
Word of Mouth -> Purchasing Decision	0,042	0,233	0,816	H ₉ Rejected

Sources: Data Processed by SMARTPLs 3.2.9, 2024

The Effect of Social Media Activities on Purchasing Decisions

Based on Table 3 above, it is known that the t-statistic value is 1.184, which is smaller than 1.96, with a P-value of 0.237, which is more significant than 0.05. So, H₁ is rejected, meaning social media activities do not significantly affect purchasing decisions. In contrast, the intensity of social media for Chic shoe owners cannot create accurate purchasing decisions from consumers.

The Effect of Ease of Transactions on Purchasing Decisions

Table 3 above provides information that ease of transaction is not a variable that can predict changes in purchasing decisions; this is proven by the t-statistic value of 0.445, which is greater than 1.96, and the P-Value value, which is greater than alpha ($0.656 > 0.05$). So H2 is rejected, which means that ease of transaction does not significantly affect purchasing decisions.

The Effect of Product Quality on Purchasing Decisions

From Table 3 above, it can be concluded that product quality is a variable that can influence consumer purchasing decisions; the better the product quality, the greater the consumer's tendency to buy that product. This result is proven by obtaining a t-statistic value of $5.062 > 1.96$ and a P-value of $0.000 < 0.05$. So, H3 is accepted, which means that purchasing decisions will change every time there is a change in product quality.

The Effect of Giveaway Promotion on Purchasing Decisions

The information in Table 3 above shows that giveaway promotions cannot significantly increase consumer purchasing decisions; this is proven by the t-statistic value of $0.386 < 1.96$ and the P-value of $0.700 > 0.05$. So, H4 is rejected, meaning that giveaway promotions do not significantly affect purchasing decisions for Chic Shoes products.

The Effect of Social Media Activities on Electronic Word of Mouth

The results of hypothesis testing prove that the more often Chic Shoe owners carry out promotions on social media, the greater the

activity of conveying information about the product by word of mouth to consumers. This result is proven by obtaining a t-statistic value of $4.365 > 1.96$ and a P-Value value of $0.000 < 0.05$, so H5 is accepted, which means that social media activities have a positive and significant effect on word of mouth.

The Effect of Ease of Transactions on Electronic Word of Mouth

Based on the results of statistical testing, it is known that the ease of transactions offered by Chic Shoes cannot significantly increase word-of-mouth activity from its consumers. This is based on the t-statistic value of 1.796, more diminutive than 1.96, and a significance value of 0.073, more diminutive than 0.05. So H6 is rejected, which means ease of transaction has no significant effect on word of mouth.

The Effect of Product Quality of Transactions on Electronic Word of Mouth

Table 3 above shows a t-statistic value of 6.555, more significant than 1.96, with a significance value of 0.000, more diminutive than 0.05. So, H7 is accepted, meaning product quality positively and significantly affects word of mouth. The better the quality of the products Chic Shoes offers, the greater the activity of conveying good information among consumers.

The Effect of Giveaway Promotion on Electronic Word of Mouth

This research found that the giveaways often carried out by Chic shoe owners could not influence consumers to spread information about the product to other people. This is proven by the t-statistic value of 1.522, which is smaller than 1.96, with a P-value value of 0.129, so H8 is

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rejected, which means giveaway promotion has no significant effect on word of mouth.

The Effect of Electronic Word of Mouth on Purchasing Decisions

Table 3 above shows that the t-statistic value is $0.233 < 1.96$, and the P-value value is $0.816 > 0.05$, so H9 is rejected. This means that the information consumers convey to other consumers cannot create purchasing decisions for Chic Shoes products.

Indirect Effects

The indirect effect describes the indirect influence of variable X on variable Y, where variable Z mediates this influence.

Table 4. Indirect Effect

Relationship Between Variables	Original Sample (O)	T Statistics (O/ST DEV)	P Values	Information
Social Media Activities -> Word of Mouth -> Purchasing Decision	0,012	0,226	0,822	H ₁₀ Rejected
Ease of Transactions -> Word of Mouth -> Purchasing Decision	0,007	0,212	0,832	H ₁₁ Rejected
Product Quality -> Word of Mouth -> Purchasing Decision	0,020	0,234	0,815	H ₁₂ Rejected
Giveaway promotion -> Word of Mouth -> Purchasing Decision	0,004	0,168	0,867	H ₁₃ Rejected

Sources: Data Processed by SMARTPls 3.2.9, 2024

The Effect of Social Media Activities on Purchasing Decisions Mediated by Word of Mouth

Based on Table 4 above, it can be seen that the t-statistic value is $0.226 < 1.96$, and the P-

Value is $0.822 > 0.05$. So, H₁₀ is rejected, meaning that the word-of-mouth variable cannot mediate the relationship between social media activities and purchasing decisions. Therefore, it can be concluded that word-of-mouth information regarding Chic shoe products cannot increase consumers' desire to purchase.

The Effect of Ease of Transactions on Purchasing Decisions Mediated by Word of Mouth

The results of hypothesis testing prove that H₁₁ is rejected because the t-statistic value obtained is 0.212, more diminutive than 1.96, with a P-value value of 0.832, more significant than 0.05. So, it can be concluded that good information from Chic Shoes consumers' word of mouth regarding the marketed products cannot mediate the relationship between ease of transactions and purchasing decisions.

The Effect of Product Quality on Purchasing Decisions Mediated by Word of Mouth

The statistical results found that the t-statistic value of 0.234 was smaller than 1.96, with a P-value of 0.815, far above 0.05. So, H₁₂ is rejected, meaning that word of mouth cannot mediate the relationship between product quality and purchasing decisions.

The Effect of Giveaway Promotion on Purchasing Decisions Mediated by Word of Mouth

From Table 4 above, it can also be seen that the t-statistic value is $0.168 < 1.96$, and the P-value is $0.867 > 0.05$. So, H₁₃ is rejected, meaning that word of mouth is not a variable mediating the

relationship between giveaway promotion and purchasing decisions.

Discussion

Based on the results of hypothesis testing, it is known that social media activities do not significantly affect purchasing decisions. This means that no matter how many activities sellers carry out to promote their products on social media, they cannot influence consumers to use the products being promoted. This proves that positive content about products wrapped in entertainment, good interaction between sellers and consumers, and delivering the latest information about the products being marketed cannot increase consumers' desire to purchase. The results of this research align with the results of research conducted by (Abdilla & Millanyanyi, 2022). However, the results of this research contradict the results of research conducted by (Jit, 2023; Mehta & Funde, 2014), which found that one of the factors that can influence consumers to make purchases is promotional activities carried out by sellers via social media. Likewise, based on the results of hypothesis testing, the ease of transactions variable found that transactions that are easy to learn, easy to understand, and easy to carry out cannot influence consumers to decide to use the product. This is due to the habits of consumers who do not consider the transaction method when purchasing a product. This research contradicts the results of research conducted by (Nagayo, 2022; Tecoalu et al., 2021), which states that the better the transaction method offered by the seller, the more consumers' interest in making purchases will increase. In testing the third

hypothesis, it is known that product quality has a positive and significant effect on purchasing decisions. This indicates that the products offered by Chic Shoes have good product quality, performance, and durability and are in line with what buyers expect so that these factors can form purchasing decisions. These results align with previous research conducted by (Arifin et al., 2022; Sukma et al., 2023), which found that when consumers get a product that suits their wishes, it will increase their decision to use it. The results of this research found that giveaway promotions cannot influence consumers to decide to buy a product. These results indicate that the prizes promised by the seller cannot attract consumers' interest in purchasing.

Based on the results of hypothesis testing, it is known that social media activities have a positive and significant effect on word of mouth. With these results, it is known that the product image built by sellers through activities on social media, such as going live, uploading attractive product images, and conveying good information about the product, can create positive conversations among consumers. Likewise, good product quality can encourage consumers to continue discussing good things about the products sold. Apart from that, giveaway promotions carried out by product marketers can also increase good conversations among buyers. These results show that the promised prizes, ease of giveaway conditions, and clarity of giveaway times set by sellers can increase positive conversations among consumers. Ultimately, these consumers will share information with other consumers, who can reach more other

consumers. However, the results of hypothesis testing do not prove that ease of transaction can increase positive conversations among consumers, so it can be concluded that transactions that are easy to learn, easy to understand, and easy to carry out are not able to influence consumers to share this information with other consumers. The results of this research support the Gift-Giving and Reciprocity Theory, where consumers tend to be influenced by the lure of gifts promised by sellers, which can influence buyers' behavior to continue talking positively about the product. As proof, when sellers carry out giveaway promotions, certain conditions will be set, for example, by uploading a video or photo of the product purchased accompanied by positive information and comments about the product. Consumers do this as an essential requirement for taking part in promotions carried out by sellers to get prizes that have been previously promised. Although these prizes are not guaranteed to be obtained by all consumers participating in the giveaway activity, this is undoubtedly a marketing strategy for sellers. It is effective for reaching more consumers and efficient because it does not require many costs to carry out promotions.

CONCLUSION

Based on the results of hypothesis testing, it is known that product quality directly influences purchasing decisions. Meanwhile, social media activities, ease of transactions, giveaway promotion, and word of mouth have no direct influence on purchasing decisions. The results of hypothesis testing also prove that social media

activities, product quality, and giveaway promotion directly affect word of mouth. In contrast, ease of transaction does not affect word of mouth. Meanwhile, word of mouth does not mediate the relationship between social media activities, product quality, ease of transaction, and giveaway promotion on purchasing decisions.

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