

# THE EFFECT OF E-WOM, PRICE AND SERVICE QUALITY ON PURCHASING DECISIONS MEDIATED BY MARKETING STRATEGY (THRIFT SHOP EMPIRICAL STUDY ON TIKTOK SOCIAL MEDIA)

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**ABSTRACT:** This study aims to determine the effect of EWOM, Price, and Service Quality on purchasing decisions mediated by marketing strategy (thrift shop empirical study on Tik Tok Social Media). The research data was obtained from distributing questionnaires via the Google form by providing twenty questions. Samples were taken using a purposive sampling technique with a total of 220 respondents. This research was distributed in the Banten area, namely Tangerang Regency, Tangerang City and South Tangerang by looking at the high level of internet usage. This study uses quantitative analysis techniques and is processed using AMOS. The purpose of this study is to see how EWOM, price and service quality can influence purchasing decisions. The results of this study indicate that EWOM and service quality have a positive and significant influence on purchasing decisions. However, Price do not have a positive and significant influence on purchasing decisions.

**Keywords:** EWOM, Price, Service Quality, Purchase Decision, Marketing Strategy.

## **INTRODUCTION**

Dissemination of information at this time is easy for any party to do. Because of the influence of social media that is easily applied so, anyone and whenever someone will easily get information. The Internet is so helpful in spreading information easily, even someone in any region can receive the same information. Internet help gives everyone equal access and the same information.

According to Goldsmith as quoted by (Ningsih, AP, & Sopiah, 2019) interpreting *E-WOM* is communication carried out informally addressed to customers through internet technology and related to the specific characteristics of goods and services offered by sellers. As a result of the use of the internet, the dissemination of information is easy to do. And with this *E-WOM*, other people or social media users easily see someone's view of something on social media. The information communicated by *E-WOM* consists of personal experiences stated, evaluations, discussions, and recommendations from users, as it relates to information about products, services, company brands, and so on.

In today's advanced era, everyone has certainly used the internet as a means of communicating and exchanging information. In fact, at the beginning of 2023 internet users around the world will reach 5.16 billion or around 64.4% of the total global population

(Annur, 2023). This indicates that

the majority of the population around the world is already connected to the internet which has a broad and significant influence on the development of the modern world.

When compared, in Indonesia the use of the internet is quite relatively dominant. This is because in Indonesia, social media is part of the lives of users. At the beginning of 2023, there are 212.9 million internet users or 77% of the total population in Indonesia (Septiani, 2023). Thus, the data shows that Indonesia has been assessed to have used the internet as a means of finding information and exchanging information with others.

The development of the internet, makes the development of social media increasing every year. As quoted in We Are Social and Hootsuite, social media users in the world reached 4.76 billion of the world's total population or around 59.4% (Annur, 2023). With this number, it can be indicated that half of the world's population is connected and uses social media as a place to get information both in the form of pictures and writing. Then, from the data above, it also includes information that the number of social media users in Indonesia is 60.4% of the total population.

With such a large population level, the Indonesian people already know and use social media as a place to get information. Social media that is often used or liked by people in Indonesia is Tik Tok (Kompas.com, 2023). Tik Tok is now a media that is often used to receive information from anyone and is a

medium that provides information through video and text, so young is accepted by the general public. By presenting visuals, audio and text that make it easier for all circles of society, this application is always on everyone's *smart phone*.

This application not only makes information alone, but becomes the right place to make buying and selling transactions similar to *e-commerce*. This is obtained through *live* features that can provide facilities for everyone to sell and promote their goods to a large audience. By using the features that have been provided by the Tik Tok application, everyone can sell the products they want to sell. According to Balkhi as quoted in (Meliawati, Gerald, & Aruman, 2023) stated that Tik Tok is an application that is widely used as a marketing tool because it provides unique and interesting effects; this is because Tik Tok has the right targeting to reach users.

The target market of sellers is active Tik Tok users. The sellers then determine the price for the product sold so that buyers only see and listen to additional information about the product presented by the seller. Price itself is the main basis for someone to make a purchase of a product. Price is formed as a very complex marketing cue and in some situations respondents discuss the feeling felt if they do not make a purchase (Sundström, Hjelm-Lidholm, & Radon, 2019). In other words, that the price is formed as legal tender for buyers and makes them feel

at a loss if they do not make a purchase at that time. Price has psychological power that affects a person's decision to make a purchase. Price is basically defined as the specification of what the seller wants in return for granting ownership or use rights to a product (Steinhardt, 2019). Determination of the selling price of an item becomes an exchange between the product sold and the material received by the seller in the form of money. Therefore, the seller sets a price on a product so that both parties accept each other.

Someone will voluntarily spend some money to pay for a product not just seen from the price set by the seller. Karmarkar et al as cited by (Dohaa, Elnahlaa, & McShanea, 2019) state that price is a major factor in most purchasing decisions. But Ruiz-Real et al as cited in (Rondan-Cataluña & Escobar-Perez, 2019) state that price is not the only determining factor in the consumer decision-making process.

This can also be seen from how the quality of service from sellers, especially on social media platforms. The quality of service determines for buyers to think whether they will make a purchase against the product being sold or not. According to Ahuja & Khamba as quoted in (Chien & Chi, 2019) states that improving service quality is one of the main factors for the success of a business. So, it is important for sellers to provide good quality service to give a good image to buyers.

These factors will determine the products sold are acceptable to buyers.

According to Parasuraman et al, as quoted in (Prenticea, Wang, & Loureiro, 2019) stated that service quality often reflects customer views and assessments of a product or service. The quality of the services provided by the seller is seen and considered by the buyer, so the seller must be able to represent his product very well and provide excellent service quality by providing various information needed by the buyer. By providing good service, the buyer will ultimately make a purchase based on the decision that has been made by looking at several aspects that are considered to represent asking to buy.

The purchase decision itself determines whether to buy the product or not. Consumers use a special process to search for product information, considering the size and quality as well as the quality of online purchasing decisions (Fernandes, Venkatesh, Panda, & Shi, 2021). This process makes consumers look from all sides before making a choice on a product, so that buyers are not wrong in choosing the product they want to buy. Sellers must provide excellent service so as to attract interest from potential buyers on social media. Because thus, it helps the seller to make a profit by way of buyers to buy the products described.

According to (Hua & Krishen, 2019) One of the unique characteristics of *online* product reviews is the freedom of consumers to freely see the reviews that will be read before making a purchase decision, so reviews are also important for potential buyers before

deciding whether to buy the product or not. So overall it can be said that someone will make a decision to buy an item seen from *E-WOM*, price and quality of service. Therefore, shopping containers have changed from physical to *online*. Consumers receiving sources of information regarding products to determine purchasing decisions have shifted from traditional media to social media (Chena & Lin, 2019). Thus, social media becomes one of the containers used by the community. On Tik Tok social media, many sellers trade the items they buy cheaply and sell the goods back and get a profit greater than the initial costs they spent to buy the item. *Thrift Shop* which is now known as a place for many people to buy goods that have international brands can be purchased at very affordable prices. Thus reducing the costs that must be incurred when buying the actual product. Even products that are *second* or still suitable for use are also sold, by providing affordable prices as a stimulus for buyers.

The survey shows that 86% of Indonesians have shopped through social media platforms with Tik Tok Shop by 45% (Infokomputer, 2022).

There are so many *Live* Tik Tok that provide and show traders or sellers who inform and trade used products that are still suitable for use at low prices. So it attracts the attention of many people and in the end try to buy. After buying, many spread information through social media, making many people who eventually try to buy through Tik Tok

social media. If there are 75 clothes that can be sold at an average price of IDR 50,000 per garment, it will get a profit of around IDR 3.75 million (iNews.id, 2022). Then the problem that arises states that *the Thrift Shop* is an illegal item that is not allowed to be traded freely.

According to Aldi Abidin, Special Staff of the Ministry of Cooperatives and SMEs, the reason the government asked several social media platforms to close the display of *thrifting* content was to reduce demand for imported used products (Hardiansyah, 2023). However, the value of imported used goods entering Indonesia has a value equivalent to twenty billion rupiah (Bisnis.com, 2023). Then, the reason for choosing *a Thrift Shop is the benefits provided by the Thrift Shop itself, namely reducing clothing waste, reducing chemical pollution and saving costs* (Katadata, 2021).

This research was conducted in three cities in the Banten region. This is because the highest internet penetration rate is the Banten region (DataIndonesia.id, 2023). Then the three largest cities in Banten that use the internet are Tangerang Regency, Tangerang City and South Tangerang (BPS, n.d.).

### **Research Hypothesis**

#### **The influence of *EWOM* on purchasing decisions**

According to Al Khasawneh et al., 2021; Alshurideh et al., 2022; Filieri et al., 2021 as quoted in (Kurdia, et al., 2022) stated that the role of digital marketing

channels and tools makes consumers to make purchases by looking at various influential factors such as Electronic Word of Mouth and information available from digital channels have an impact on purchasing decisions. According to Davis & Khazanichi as quoted in (Verma & Yadav, 2021) stated that previous studies have shown that there is a significant role of *EWOM* in influencing various stages of the decision-making process for consumers.

According to Chu and Kim as quoted in (Fatma, Ruiz, Khan, & Rahman, 2020) it is stated that consumers look for electronic word of mouth (*EWOM*) to make purchasing decisions. Research also conducted by (Mahendra, ertama, & Idawati, 2022) states that *EWOM* has a positive and significant influence on purchasing decisions. Based on the research above, the following hypotheses can be compiled:

**H1: *EWOM* has a positive and significant influence on purchasing decisions**

#### **The Effect of Price on Purchasing Decisions**

According to (Putera, Tecoalu, & Soegeng, 2022) stated that price has a positive and significant influence on purchasing decisions. Then research conducted by (Maftuchach, Ghofir, & Ahmadi, 2020) states that price has a positive and significant effect on purchasing decisions, because affordable prices increase consumer purchasing decisions. Research

conducted by (Ferdinand, Ginting, & Effendi, 2021) states in its research that price has a significant influence on purchasing decisions. Research also conducted by (Mahendra, ertama, & Idawati, 2022) states that Price has a positive and significant influence on purchasing decisions. Thus, it can be concluded that price has a positive and significant influence on purchasing decisions. Based on the above research, the following hypotheses can be concluded:

**H2: Price has a positive and significant effect on purchasing decisions.**

#### **The Effect of Service Quality on Purchasing Decisions**

According to research conducted by (Dapas et al, 2019) states that service quality has a significant influence on purchasing decisions. Then, research also conducted by (Ali, Zainal, & Ilhamalimy, 2021) stated in the results of the research conducted that service quality has a positive influence on purchasing decisions. Research conducted by (Putri & Nilowardono, 2021) states that service quality has a positive influence on purchasing decisions.

According to (Anim & Indiani, 2020) states that service quality has a significant influence on purchasing decisions. Further research from (Widiyanto, Pono, & Alamszah, 2023) restates that service quality has a positive and significant influence on purchasing decisions. Research also conducted by (Mahendra, ertama, &

Idawati, 2022) states that service quality has a positive and significant influence on purchasing decisions. Then, research conducted by (Prabowo, Keke, & Istidjab, 2021) states that marketing strategies have a positive and significant impact on purchasing decisions on consumers. Based on the above research, the following hypotheses can be concluded:

**H3: Purchasing decisions have a positive and significant effect on purchasing decisions**

#### **The influence of *EWOM* on marketing strategy**

According to research conducted by (WULANDARI, 2020) states that *EWOM* has a positive influence on marketing strategies. According to (Karina, Hernaningsih, & Rivanto, 2022) stated that *EWOM* has a positive effect on marketing strategies. Research conducted by (Aynie, Hurriyati, & Dirgantari, 2021) states that *EWOM* has a positive and significant effect on marketing strategies. Based on the above research, the following hypotheses can be concluded:

**H4: *EWOM* has a positive and significant effect on marketing strategy**

#### **The effect of price on marketing strategy**

According to research conducted by (Saputra & Ardani, 2020) states that service quality has a significant influence on marketing strategies. According to research conducted by (Ilmiyah &

Krishernawan, 2020) states that price prices have a significant and positive influence on marketing strategies. Based on the above research, the following hypotheses can be concluded:

**H5: Price has a positive and significant effect on marketing strategy**

### **The Effect of Service Quality on Marketing Strategy**

According to (Febrian & Hapsari, 2019) stated that the marketing mix cannot stand alone in building influence on purchasing decisions, synergistic collaboration is needed in getting perfect results, such as with good service quality variables. According to research conducted by (Saputra & Ardani, 2020) states that service quality has a significant influence on marketing strategies. Research conducted by (Anim & Indiani, 2020) states that service quality has a significant influence on purchasing decisions. Based on the above research, the following hypotheses can be concluded:

**H6: Service quality has a positive and significant effect on marketing strategy**

### **The Influence of Marketing Strategy on Purchasing Decisions**

According to (Prabowo, Keke, & Istidjab, 2021) stated that marketing strategies have a positive and significant impact on purchasing decisions on consumers. research conducted by (Febrian1 & Hapsari, 2019) states that purchasing decisions are influenced by marketing strategies. Further research

from (Widiyanto, Pono, & Alamszah, 2023) restates that marketing strategies have a positive and significant influence on purchasing decisions. Research from (Pitri, 2023) states that marketing strategies have a positive and significant relationship to purchasing decisions.

Research conducted by (Prabowo, Keke, & Istidjab, 2021) states that marketing strategies have a positive and significant impact on purchasing decisions in consumers. Research conducted by (Widyastuti, Pujiharto, Tubastuv, & Santoso, 2020) states that purchasing decisions are influenced by marketing strategies. Based on the above research, the following hypotheses can be concluded:

**H7: Marketing strategy has a positive and significant influence on purchasing decisions**

### **The influence of EWOM on purchasing decisions mediated by marketing strategy**

According to research conducted by (Yeo, Tan, Kumar, Tan, & Wong, 2022) stated that EWOM has a positive and significant influence on purchasing decisions. Then, according to research conducted by (Aynie, Hurriyati, & Dirgantari, 2021) stated that *EWOM* has a positive and significant effect on purchasing decisions mediated by marketing strategies. Then, according to research conducted by (Mishara & M, 2016) states that *ewom* has an influence on purchasing decisions mediated by marketing strategies

According to (Karina,

Hernaningsih, & Rivanto, 2022) stated that EWOM has a positive effect on marketing strategies. According to research conducted by (Aynie, Hurriyati, & Dirgantari, 2021) states that *EWOM* has a positive and significant effect on purchasing decisions mediated by marketing strategies. Based on the above research, the following hypotheses can be concluded:

**H8: *EWOM* has a positive and significant influence on purchasing decisions through marketing strategies**

#### **The effect of price on purchasing decisions mediated by marketing strategy**

According to the results of research conducted by (Tj, 2020) states that price has a positive and significant effect on purchasing decisions mediated by promotional strategies. According to research conducted by (Ilmiyah & Krishernawan, 2020) states that price prices have a significant and positive influence on marketing strategies. Similar research was also conducted by (Pranoto, Haryono, & Assa, 2022) also stated that price influences purchasing decisions. Then, research conducted by (Febrian1 & Hapsari, 2019) states that purchasing decisions are influenced by *marketing* strategies. According to research conducted by (Rivanni, Zamil, Yosephine, & Situmeang, 2021) states that price variables and marketing strategies both have an influence on purchasing decisions.

(Ilmiyah & Krishernawan, 2020)

stated that price prices have a significant and positive influence on marketing strategies. Then, research conducted by (Febrian1 & Hapsari, 2019) states that purchasing decisions are influenced by *marketing* strategies. Based on the above research, the following hypotheses can be concluded:

**H9: Price has a positive and significant influence on purchasing decisions through marketing strategies**

#### **The influence of service quality on purchasing decisions mediated by marketing strategy**

Similar research was also conducted by (Pranoto, Haryono, & Assa, 2022) also stated that service quality influences purchasing decisions. Then, research conducted by (Prabowo, Keke, & Istdjab, 2021) states that marketing strategies have a positive and significant impact on purchasing decisions on consumers.

According to research conducted by (Febrian & Hapsari, 2019) states that marketing strategies cannot stand alone in building influence on purchasing decisions and need collaboration such as with service quality variables. Further research from (Widiyanto, Pono, & Alamszah, 2023) also states that service quality has a positive and significant influence on purchasing decisions; and marketing strategies have a positive influence on purchasing decisions. Research conducted by (Prabowo, Keke, & Istdjab, 2021) states that marketing strategies have a positive and significant impact on purchasing decisions in



consumers. Based on the above research, the following hypotheses can be concluded:

**H10: Service quality has a positive and significant effect on purchasing decisions mediated by marketing strategy.**

## METHODS

### Population and Sample

#### Population

Population is the total number consisting of objects or subjects that have certain characteristics and qualities determined by researchers to be studied and then drawn conclusions (Sujarweni, 2018). The population in this study is consumers who buy products through *Thrift Shop* on Tik Tok social media domiciled in Tangerang. According to a Business of Apps report, until 2021 TikTok users around the world were dominated by the age group of 20 - >49 years (Katadata.co.id, 2022). The population criteria for this study are resource persons aged 20 years to 49 years and over who are divided into several age orders ranging from 20-29, 30-39, 40-49 and >49 years and those who buy at least twice a month. As well as the employment status of Tik Tok users in Indonesia are permanent workers, *freelancers*, students or students and *part-time workers* (Ginee, 2021)

#### Sample

The sample is part of a number of characteristics possessed by the population used for research (Sujarweni, 2018). Because the population studied is

large, researchers may not be able to collect data from all populations due to limitations in manpower, resources, space, and time. Therefore, researchers should use a representative and validated sample for the population. Samples are limited due to time and cost constraints in conducting research. Based on the region, the internet penetration rate is highest in Banten (DataIndonesia.id, 2023). So the sample selected is the Banten area with the highest level of internet usage.

In data published by the Central Statistics Agency (BPS) states that there are three largest cities in Banten that use the internet, namely Tangerang Regency, Tangerang City and South Tangerang (BPS, n.d.). So that the distribution of questionnaires will be distributed to respondents living in three cities in the Banten region.

## Research Instrument Testing

### Validity Test

According to (Pardede & Manurung, 2015), validity can indicate the accuracy of a measuring instrument. In the questionnaire, the validity test aims to determine whether the study is adequate to measure relevant concepts. The Validity Test tests the accuracy of the data obtained (Bougie & Sekaran, 2020). According to Hair et al., (2020), the purpose of the validity test is to test whether each indicator can explain the existing structure, and this validity test 40 includes a *loading factor* value where the minimum value is greater than 0.5 and the value is greater than 0.7.

### Reliability Test

According to (Pardede & Manurung, 2015), the reliability test is the level of internal stability derived from the indicator, which proves how well each indicator tracks common variables. Reliability tests are performed to determine the consistent level of measurement. This test is intertwined with the accuracy, consistency, and predictability of the measuring instrument. A questionnaire measurement tool is said to be reliable if an individual's responses to the explanation are consistent over time. In this research, reliability tests have been used for each variable using Cronbach's alpha (CA) for the most common reasons (Hair et al., 2020). Cronbach's alpha is a measure of reliability with values between 0 and 1, and can only be relied upon if the maximum value is between 0.6 and 0.7.

### Test the hypothesis

In research, it is required to do hypothesis testing. The experiment was conducted using the value of t-value or *Critical ratio* (CR). In this case, at the level of 5% = 1.96 with a significance level of 0.05 (Ghozali, 2017).

According to (Haryono, SEM Method for Management Research with AMOS LISREL PLS, 2016), the criteria for interpreting the results obtained in the form of acceptance or rejection of hypotheses are:

1. Indicators that have a T Statistic value of  $\geq 1.96$  (Some round to 2) are said to be valid.
2. An indicator can also be said to be

valid if it has a P Value  $\leq 0.05$ .

Then, according to (Pardede & Manurung, 2014) conclusions are based on t-count values compared with t-table values, or by comparing significant values (p-values) with tolerance levels.

### Sobel Test

According to (Ghozali, 2017), in the AMOS program there is no mediation hypothesis testing so the Sobel test should be used to find out what are the indirect influences in a study. The sobel test formula that can be used to test the mediation hypothesis is:

$$\text{Sat} = \sqrt{(\mathbf{b})^2 (\mathbf{Sa})^2 + (\mathbf{a})^2 (\mathbf{Sb})^2 + (\mathbf{Sa})^2 (\mathbf{Sb})^2}$$

### Information:

Sat: The magnitude of the standard error is an indirect effect.

a : Regression coefficient of influence of independent variable on mediation variable.

b : Regression coefficient of influence of the mediating variable on the dependent variable.

Sa : Standard Error for coefficient A. Sb : Standard Error for coefficient B.

The CR value is very important because it helps measure the significance of indirect effects. The CR value of the coefficient should be estimated using the following formula:

$$\mathbf{CR} = \mathbf{a} \times \mathbf{b}/\mathbf{Sat}$$

The CR value of the calculation results must be  $\geq 1.967$  with a significance of 5% *cut off value* in this study. If the CR value  $\geq 1.967$ , it can be concluded that there is a mediation effect (Ghozali, 2017).

## RESULTS AND DISCUSSION

### Test Instruments

In testing instruments, there are three criteria that must be passed, namely validity tests, reality tests, and *goodness of fit tests*.

### Test Data Validity

According to Pardede and Manurung (2015), validity tests serve to show the accuracy of a measuring instrument. In addition, validity tests serve to improve viable research image

models. Testing the validity of data is very necessary in researching a study because this can determine how valid the level of an instrument that is considered to have the ability to determine something that existed before. This research requires Confirmatory Factor Analysis (CFA) to check the validity of data on a theoretical construct (Junaidi, 2018). According to Hair et al. (2020), the value of the loading factor declared valid is at least greater than 0.5 and better than 0.7.

**Table 1. Data Validity Test**

Variabel	Indikator	Loading Factor	Kesimpulan
E-WOM	EW1	0,875	Valid
	EW2	0,853	Valid
	EW3	0,789	Valid
Harga	H1	0,826	Valid
	H2	0,802	Valid
	H3	0,838	Valid
Kualitas Layanan	KL1	0,882	Valid
	KL2	0,811	Valid
	KL3	0,807	Valid
	KL4	0,846	Valid
	KL5	0,841	Valid
Strategi Pemasaran	SP1	0,812	Valid
	SP2	0,888	Valid
	SP3	0,893	Valid
	SP4	0,921	Valid
Keputusan Pembelian	KP1	0,806	Valid
	KP2	0,810	Valid
	KP3	0,810	Valid
	KP4	0,890	Valid
	KP5	0,711	Valid

Source: Data has been processed by researchers (2023)

Based on Table 1, each indicator is considered valid for this study because its value is greater than 0.5.

### Data Reliability Test

According to Sugiyono (2019), the

reliability test results aim to measure the consistency and stability of data and findings. This study used a reliability test for each variable using Cronbach's Alpha (CA) measurements (Hair et al., 2020).

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Cronbach's Alpha (CA) is a measure of confidence with values between 0 and 1 and intermediate values with values of

0.60 to 0.70 are considered the lower limit of acceptability (Hair et al., 2020).

**Table 2. Data Reliability Test**

Variable	Cronbach's Alpha	Conclusion
EWOM	0,775	Reliable
PRICE	0,792	Reliable
SERVICE QUALITY	0,859	Reliable
PURCHASE DECISION	0,847	Reliable
MARKETING STRATEGY	0,908	Reliable

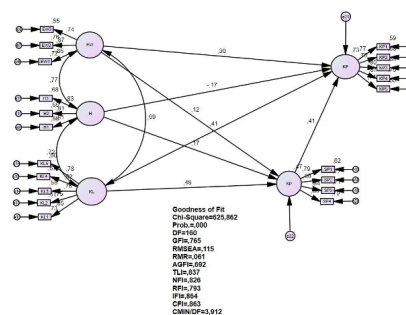
Source: Data has been processed by researchers (2023)

Based on the results in Table 2, Cronbach's Alpha value generated by the EWOM variable is 0.775, price is 0.792, service quality is 0.859, purchase decision is 0.847, and marketing strategy is 0.908. The four variables are said to be reliable because they meet the requirements for Cronbach's Alpha value  $\geq 0.70$ .

**Goodness Of Fit (GOF) Test**

According to Ghozali (2017), the Goodness of Fit testing phase is a stage

that must be carried out before estimating the feasibility of a structural model by evaluating sufficient data for structural equation model estimates. Before processing data, it is recommended to conduct a multivariate test for the presence or absence of outliers in the data and data distribution. The following Figure 1 is the result of model measurement before the removal of the indicator.

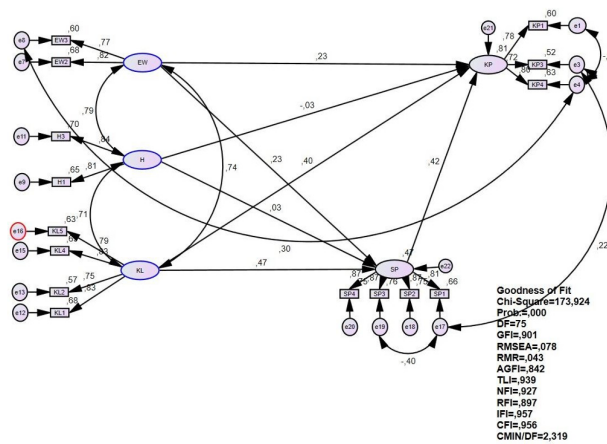


**Figure 1. Model measurement results before indicator removal**

Source: Data processed by researchers (2022)

Based on Figure 1, the results of this form of research are not sufficient for goodness of fit criteria such as a chi-square value of 625,862 which is still classified as very large, probability of 0.000 which indicates that the results are considered not fit, RMSEA with a value of 0.115 which is greater than 0.05, TLI with a value of 0.837 which is

below the criteria with a value of  $\geq 0.90$ . Therefore, to get fit results, it is required to eliminate indicators with the biggest *error* results to get a fit value.



**Figure 2. Model measurement results after indicator removal**

Source: Data has been processed by researchers (2023)

After getting the *output*, looking at the limits that represent those conditions, measurements in AMOS show that the *goodness of fit* is still not met. It then performs an *outlier* test by dividing the probability results by the *degree of freedom* of data to determine which indicators should be eliminated by eliminating the largest error indicators. After several elimination stages, final results were obtained that met the criteria of CFA and *Goodness of Fit* as Figure 2. Based on Figure 4.2, where there are indicators that are eliminated due to large *errors* in variable indicators, namely EW1, H 2, KL 3, KP 2, KP 5. Then the *Goodness of Fit* test results have been met and shown in Table 3.

**Table 3. Goodness Of Fit Test Results**

Index	Cut off Value	Result	Model Evaluation
X2-Chi Square	Expected Small	173,924	
Significance Probability	$\geq 0,05$	0,000	
CMIN/DF	$\leq 2,00$	2,319	Not Fit
DF		75	
RMSEA	$\leq 0,08$	0,780	Not Fit
GFI	$\geq 0,90$	0,901	Good Fit
AGFI	$< 0,90$	0,842	Marginal Fit
TLI	$< 0,95$	0,939	Marginal Fit
CFI	$\geq 0,95$	0,956	Good Fit
NFI	$\geq 0,90$	0,927	Good Fit
RFI	$\geq 0,90$	0,897	Marginal Fit

Source: Data has been processed by researchers (2023)

Based on Table 4.9, the results of the research model are declared *good fit* by looking at the value of *the chi-square* with a value of 173.924, *probability* with a value of 0.000, CFI with a value of 0.956, IFI with a value of 0.957, TLI with a value of 0.939, RMSEA with a value of 0.780, and AGFI with a value of 0.842. From these values, it can be stated that there are 3 *good fit* values, 3 *marginal fit* values and 2 *not fit* values so that the form of research can proceed to the next

method.

**Hypothesis Testing Results**

In conducting a hypothesis experiment, CR (*critical ratio*) and P-value *are needed* to see how much influence one variable has on other variables. The CR value requirement is  $\geq 1.967$  and the P-value  $\leq 0.05$ . In Table 4.10 there are estimate results, CR (*critical ratio*), and P-values taken based on *standardized regression weights*.

**Table 4. Standardized Regression Weights**

Variabel	Estimate	C.R.	P-Value
EW --> KP	0,291	3,11	0,002
H --> KP	-0,173	-1,674	0,094
KL --> KP	0,376	4,39	***
EW --> SP	0,119	1,059	0,29
H --> SP	0,174	1,356	0,175
KL --> SP	0,44	4,547	***
SP --> KP	0,402	5,518	***
EW - SP - KP	0,000	5,011	0,000
H- SP - KP	0,093	1,319	0,187
KL - SP - KP	0,001	3,437	0,002

Source: Data has been processed by researchers (2023)

Based on Table 4, it can be stated that there are 6 hypotheses accepted by fulfilling the conditions of  $CR \geq 1.96$ ;  $p\text{-value} \leq 0.05$  and 4 hypotheses rejected. The results of the hypothesis test as shown in Table 4.10 which is the result of testing the research hypothesis. The

*analysis* process is carried out using the AMOS 24 tool for hypothesis testing between variables and with the *analythics calculator tool*, a sobel test calculation is carried out to measure the mediation hypothesis.

**Table 5. Hypothesis Test Results**

<b>Hypothesis</b>	<b>Estimate</b>	<b>CR</b>	<b>P</b>	<b>Decision</b>
<b>H1:</b> EWOM has a positive and significant influence on Purchasing Decisions	0,29	3,11	0,00	Accepted
<b>H2:</b> Price has a positive and significant effect on Purchasing Decisions	-0,17	-1,67	0,09	Rejected
<b>H3:</b> Quality of Service has a positive and significant influence on Purchasing Decisions	0,38	4,39		Accepted
<b>H4:</b> EWOM has a positive and significant effect on Marketing Strategy	0,12	1,06	0,29	rejected
<b>H5:</b> Price has a positive and significant effect on Marketing Strategy	0,17	1,36	0,18	Rejected
<b>H6:</b> Quality of Service has a positive and significant effect on Marketing Strategy	0,44	4,55		Accepted
<b>H7:</b> Purchasing Decisions have a positive and significant effect on Marketing Strategy	0,40	5,52		Accepted
<b>H8:</b> EWOM has a positive and significant effect to Marketing Strategy mediated Purchasing Decisions	0,00	5,01	0,00	Accepted
<b>H9:</b> Price has a positive and significant effect to Marketing Strategy mediated Purchasing Decisions	0,09	1,32	0,19	Rejected
<b>H10:</b> Quality of Service positively affects and significant to Marketing Strategy mediated Purchasing Decisions	0,00	3,44	0,00	Accepted

Source: Data has been processed by researchers (2023)

H1: *EWOM* has a significant positive effect on Purchasing Decisions. The first hypothesis proves that *EWOM* has a significant positive effect on purchasing decisions. Based on Table 4.11, the results of the CR value (*critical ratio*) obtained from H1 of 3.11 and *p-value of 0.00* are stated that meet the requirements of CR and *p-value* because the CR value is above 1.76 and the *p-value* is below 0.05. There is also an estimated coefficient value of -0.29. This proves that the first hypothesis is accepted.

H2: Price has a negative and insignificant effect on the Purchase Decision. The second hypothesis proves that Price has a negative and insignificant effect on purchasing decisions. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H2 of -1.67 and *p-value of 0.09* are stated that they do not meet the requirements of CR and *p-value* because the CR value is above 1.967 and the *p-value* is above 0.05. There is also an estimated coefficient value of -0.17. This proves that the second hypothesis is rejected.

H3: Quality of Service has a positive and significant effect on Purchasing Decisions. The third hypothesis proves that Service quality has a negative and insignificant effect on purchasing decisions. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H3 of 4.39 and *p-value of 0.00* are stated that they do not meet the requirements of CR and *p-value* because the CR value is below 1.967 and the *p-*

value is below 0.05. There is also an estimated coefficient value of 0.38. This proves that the third hypothesis is accepted.

H4: *EWOM* has a negative and insignificant effect on Marketing Strategy. The fourth hypothesis proves that *EWOM* negatively affects marketing strategy. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H4 of 1.06 and *p-value of 0.29* are stated that they do not meet the requirements of CR and *p-value* because the CR value is above 1.967 and the *p-value* is below 0.05. There is also an estimated coefficient value of 0.12. This proves that the fourth hypothesis is accepted.

H5: Price has a significant negative effect on marketing strategy. The fifth hypothesis proves that price has a negative and insignificant effect on the quality of service. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H5 of 1.36 and *p-value of 0.18* are stated that they do not meet the requirements of CR and *p-value* because the CR value is above 1.967 and the *p-value* is below 0.05. There is also an estimated coefficient value of 0.17. This proves that the fifth hypothesis is rejected.

H6: Price has a significant positive effect on marketing strategy. The sixth hypothesis proves that price has a significant positive effect on the quality of service. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H6 of 4.55 and *p-value of 0.00* are stated that they have met the



*requirements of CR and p-value* because the CR value is above 1.967 and the p-value is below 0.05. There is also an estimated coefficient value of 0.44. This proves that the sixth hypothesis is accepted.

H7: Service quality has a significant positive effect on marketing strategy. The seventh hypothesis proves that price has a significant positive effect on the quality of service. Based on Table 5, the result of the CR value (*critical ratio*) obtained from H7 of 5.52 and p-value of 0.000 is stated that it has met the requirements of CR and p-value because the CR value is above 1.967 and the p-value is below 0.05. There is also an estimated coefficient value of 0.40. This proves that the seventh hypothesis is accepted.

H8: *EWOM* has a positive and significant influence on purchasing decisions mediated by marketing strategy. The eighth hypothesis was conducted and proved that *EWOM* has a positive effect on purchasing decisions mediated by marketing strategies. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H8 of 5.01 and p-value of 0.00 are stated that they meet the requirements of CR and p-value because the CR value is above 1.967 and the p-value is below 0.05. There is also an estimated coefficient value of 0.00. This proves that the eighth hypothesis is accepted.

H9: Price negatively affects purchasing decisions mediated by marketing strategy. The ninth hypothesis is a sobel test that proves that price

negatively affects purchasing decisions mediated by marketing strategies. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H9 of 1.32 and p-value of 0.19 are stated that they do not meet the requirements of CR and p-value because the CR value is below 1.967 and the p-value is above 0.05. There is also an estimated coefficient value of 0.09. This proves that the ninth hypothesis is rejected.

H10: Service quality has a significant positive effect on purchasing decisions mediated by Marketing strategy. The tenth hypothesis proves that service quality has a significant positive effect on service quality. Based on Table 5, the results of the CR value (*critical ratio*) obtained from H10 of 3.44 and p-value of 0.00 are stated that they have met the requirements of CR and p-value because the CR value is above 1.967 and the p-value is below 0.05. There is also an estimated coefficient value of 0.00. This proves that the tenth hypothesis is accepted.

## Discussion

### The Influence of *EWOM* on Purchasing Decisions

The results of the hypothesis test against the first hypothesis in this study show that the hypothesis is accepted, where the *EWOM* has a positive and significant effect on purchasing decisions. This is in line with research conducted by Al Khasawneh et al., 2021; Alshurideh et al., 2022; Filieri et al., 2021 as quoted in (Kurdia, et al., 2022) stated that the role of digital marketing

channels and tools makes consumers to make purchases by looking at various influential factors such as *Electronic Word of Mouth* and information available from digital channels have an impact on purchasing decisions.

According to Davis & Khazanchi as quoted in (Verma & Yadav, 2021) stated that previous studies have shown that there is a significant role of *EWOM* in influencing various stages of the decision-making process for consumers. According to Chu and Kim as quoted in (Fatma, Ruiz, Khan, & Rahman, 2020) it is stated that consumers look for electronic word of mouth (*EWOM*) to make purchasing decisions. (Themba & Mulala, 2023) Re-stated that *EWOM* has influence for product purchase decisions.

From the results of the questionnaire distribution, it was found that the *largest mean value was in question point E1 which stated "I Read First References From Others In the Chat Column" with a mean value of 4.16*. This can be interpreted that many respondents read first references from other people in the comment column so that many respondents are influenced to eventually make purchases through Tik Tok social media

### **The Effect of Price on Purchasing Decisions**

The results of the hypothesis test against the second hypothesis in this study show that the hypothesis is not accepted, where price does not have a positive and significant effect on purchasing decisions. This is not in line

with research conducted by (Putera, Tecolalu, & Soengeng, 2022) stating that price has a positive and significant influence on purchasing decisions. Then research conducted by (Maftuchach, Ghofir, & Ahmadi, 2020) states that price has a positive and significant effect on purchasing decisions, because affordable prices increase consumer purchasing decisions.

Research conducted by (Ferdinand, Ginting, & Effendi, 2021) states in its research that price has a significant influence on purchasing decisions. (Yeo, Tan, Kumar, Tan, & Wong, 2022), (Putera, Tecolalu, & Soengeng, 2022), (Maftuchach, Ghofir, & Ahmadi, 2020), (Ferdinand, Ginting, & Effendi, 2021) also stated that price has a positive and significant influence on purchasing decisions. According to (Reinaldoa & Chandra, 2020) states that price has an influence on purchasing decisions.

From the results of the questionnaire distribution, it was found that the *largest mean value was in the H3 question point which stated "Products Sold According to Form" with a mean value of 4.06*. From the results of data processing testing, it was found that price on purchasing decisions did not have a positive and significant effect. It can be assumed that someone does not see the price to buy a product that may already know the quality of the product so that price is not a problem.

### **The Effect of Service Quality on Purchasing Decisions**

The results of the hypothesis test

against the third hypothesis in this study show that the hypothesis is accepted, where the quality of service has a positive and significant effect on purchasing decisions. This is in line with research conducted by (Dapas et al, 2019) stating that service quality has a significant influence on purchasing decisions. Then, research also conducted by (Ali, Zainal, & Ilhamalimy, 2021) stated in the results of the research conducted that service quality has a positive influence on purchasing decisions.

Research conducted by (Putri & Nilowardono, 2021), (Putera, Tecoalu, & Soegeng, 2022), (DAPAS, SITORUS, PURWANTO, & IHALAUW, 2019), (Ali, Zainal, & Ilhamalimy, 2021), (Putri & Nilowardono, 2021) stated that service quality has a positive influence on purchasing decisions. This is in line with table 4.1 which illustrates 80% of respondents make transactions 2-5 times a month which shows the influence of the quality of service received by consumers when making transactions. According to (Essardi, Mardikaningsih, & Darmawan, 2022) stated that service quality has a positive influence on purchasing decisions.

From the results of the questionnaire distribution, it was found that the largest mean value was in the KL5 question point which stated "I Can See the Product Clearly" with a mean value of 4.03. This can be interpreted that many respondents can see the product clearly When sellers broadcast sales through Tik Tok social media, so

that potential buyers can easily see all sides of the product and estimate the size of the product, so they decide to buy the product.

### **The Influence of *EWOM* on Marketing Strategy**

The results of the hypothesis test against the fourth hypothesis in this study show that the hypothesis has a negative and insignificant effect, where service quality has a positive and significant effect on marketing strategy. This is not in line with research conducted by According to research conducted by (WULANDARI, 2020) states that *EWOM* has a positive influence on marketing strategies.

From the results of the questionnaire distribution, it was found that the *largest mean value was in question point E1 which stated "I Read First References From Others In the Chat Column" with a mean value of 4.16.* This can be interpreted that many respondents read first references from other people in the comment column so that many respondents are influenced to eventually make purchases through Tik Tok social media. Then, it was also found that the *highest mean value in marketing strategies was on question number 2 which explained "Products Sold Attract My Attention".* According to the results of data processing, it was found that *EWOM* on marketing strategies has a negative and insignificant influence. It can be indicated that *EWOM* cannot be mediated by marketing strategy. No matter how good the marketing strategy

is, EWOM *will run by itself because EWOM can influence someone easily and quickly.*

### **The Effect of Price on Marketing Strategy**

The results of the hypothesis test on the fifth hypothesis in this study show that the hypothesis has a negative and insignificant effect, which is not in line with research conducted by (Putera, Tecoalu, & Soengeng, 2022) stating that price has a positive and significant influence on purchasing decisions

From the results of the questionnaire distribution, it was found that the *largest mean value was in the H3 question point which stated "Products Sold According to Form" with a mean value of 4.06.* Then, it was also found that the *highest mean value* in marketing strategies was on question number 2 which explained "Products Sold Attract My Attention". According to the results of data processing that has been done, it was found that prices have a negative and insignificant effect. This is because no matter how good the marketing strategy applied by the seller, the price is not affected by it. Price itself also does not affect purchasing decisions because a person when buying a product does not look at the price but the quality of his product.

### **The Effect of Service Quality on Marketing Strategy**

The results of the hypothesis test against the sixth hypothesis in this study show that the hypothesis is accepted, where Service Quality has a positive and significant effect on marketing strategy.

This is in line with research conducted by (Anim & Indiani, 2020) stating that service quality has a significant influence on purchasing decisions. According to research conducted by (Saputra & Ardani, 2020) states that service quality has a significant influence on marketing strategies

From the results of the questionnaire distribution, it was found that the largest mean value was in the KL5 question point which stated "I Can See the Product Clearly" with *a mean value of 4.03.* Then, it was also found that the *highest mean value* in marketing strategies was on question number 2 which explained "Products Sold Attract My Attention" this can then be interpreted that by displaying clear product image visuals can make someone feel interested and will even make them decide to buy the product.

### **The Influence of Purchasing Decisions on Marketing Strategy**

The results of the hypothesis test against the seventh hypothesis in this study show that the Hypothesis is accepted, where the Purchase Decision has a positive and significant effect on marketing strategy. This is in line with research conducted by (Prabowo, Keke, & Istidjab, 2021) stating that marketing strategies have a positive and significant impact on purchasing decisions on consumers.

Further research from (Widiyanto, Pono, & Alamszah, 2023) restates that marketing strategies have a positive and significant influence on purchasing decisions. Research from (Pitri, 2023)

states that marketing strategies have a positive and significant relationship to purchasing decisions.

From the results of the questionnaire distribution, it was found that *the largest mean value was in the KP1 question point which stated "I listen more about product specifications before buying" with a mean value of 4.03*. Then, it was also found that the *highest mean value in marketing strategies was on question number 2 which explained "Products Sold Attract My Attention"* this can be interpreted that many people will listen first to the description of the product offered and then they will feel interested in the product so that they will ultimately make a decision to buy the product.

### **The Influence of EWOM on Purchasing Decisions Mediated by Marketing Strategy**

The results of the hypothesis test against the eighth hypothesis in this study show that the hypothesis is accepted where service quality has a positive and significant effect on purchasing decisions mediated by marketing strategies. This is in line with research conducted by According to research conducted by (Aynie, Hurriyati, & Dirgantari, 2021) states that *EWOM* has a positive and significant effect on purchasing decisions mediated by marketing strategies. (WULANDARI, 2020) states that *EWOM* has a positive influence on marketing strategies. Then, (Prabowo, Keke, & Istidjab, 2021) stated that marketing strategies have a positive and significant impact on purchasing

decisions on consumers.

From the results of the questionnaire distribution, it was found that *the largest mean EWOM value was in question point E1 which stated "I Read First References from Others in the Chat Column" with a mean value of 4.16*. Then, the *largest mean value of purchasing decisions is in the KP1 question point which states "I Listen First About Product Specifications Before Buying" with a mean value of 4.03*. Then, it was also found that the *highest mean value in marketing strategies was on question number 2 which explained "The Products Sold Attract My Attention"*

It can be said that someone will make a purchase through *EWOM* i.e. comments left by others in the comment column and then, also mediated by the right marketing strategy so that it appeals to customers who ultimately make the decision to buy the product.

### **The Effect of Price on Purchasing Decisions Mediated by Marketing Strategy**

The results of the hypothesis test against the probability hypothesis in this study show that the hypothesis is rejected where price has a negative and insignificant effect on the Purchase Decision mediated by marketing strategy. This is not in line with research conducted by According to research conducted by (Ilmiyah & Krishernawan, 2020) states that price has a significant and positive influence on marketing strategies. Then, research conducted by (Febrian1 & Hapsari, 2019) states that purchasing decisions are influenced by

marketing strategies. Further research conducted by (Tamara, Alie, & Wadud, 2021) states that price affects purchasing decisions.

From the results of the questionnaire distribution, it was found that the *largest mean value was in the H3 question point which stated "Products Sold According to Form" with a mean value of 4.06*. Then, *the mean value of the largest purchase decision is in the KP1 question point which states "I listen first to product specifications before buying" with a mean value of 4.03*. Then, it was also found that the *highest mean value in marketing strategies was on question number 2 which explained "The Products Sold Attract My Attention"*

According to the results of the analysis that has been carried out, it was found that the price to purchase decision mediated by the marketing strategy was rejected. So, it can be said that price is not a goal for prospective buyers to buy products sold even though they have been mediated or given a place to see the product. It can also be interpreted that even though the price is high, people will still buy the product who may already know the brand and quality.

### **The Effect of Service Quality on Purchasing Decisions Mediated by Marketing Strategy**

This is in line with research conducted by According to research conducted by (Saputra & Ardani, 2020) states that service quality has a significant influence on marketing strategies. Then, research conducted by

(Prabowo, Keke, & Istdjab, 2021) states that marketing strategies have a positive and significant impact on purchasing decisions on consumers. Research conducted by (Sopiyan, 2022) states that service quality has a positive influence on purchasing decisions.

From the results of the questionnaire distribution, it was found that the largest mean value was in the KL5 question point which stated "I Can See the Product Clearly" with *a mean value of 4.03*. Then, *the mean value of the largest purchase decision is in the KP1 question point which states "I listen first to product specifications before buying" with a mean value of 4.03*. Then, it was also found that the *highest mean value in marketing strategies was on question number 2 which explained "The Products Sold Attract My Attention"*

It can be said that someone will make a purchase through the quality of service provided by the seller where, good and excellent service can also give a good impression to potential buyers who are looking at our products, and mediated by the right marketing strategy will make prospective buyers consider the decision to buy the product.

### **CONCLUSION**

Based on research results which has been obtained, that can be concluded as follows: 1). *EWOM* Significant positive influence on purchasing decisions. 2). Price does not have a significant positive effect on purchasing decisions.

3). Service quality has a significant positive effect on purchasing decisions. 4). *EWOM* negative and insignificant effect on marketing strategy. 5). Price does not have a significant positive effect on marketing strategy. 6). Service quality has a significant positive effect on marketing strategy. 7). Purchasing decisions have a significant positive effect on marketing strategy. 8). *EWOM* Significant positive influence on purchasing decisions mediated by marketing strategy. 9). Price does not have a significant positive effect on purchasing decisions mediated by marketing strategies. 10). Service quality has a significant positive effect on purchasing decisions mediated by marketing strategies.

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