

The Influence of Electronic Word of Mouth (e-WOM) on Facebook on Purchase Decisions

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ARTICLE HISTORY

Submitted : April 23, 2026
Reviewed : May 15, 2026
Revised : May 16, 2026
Accepted : May 19, 2026
Published : May 21, 2026

Conflict of Interest Statement:

The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

ABSTRACT

Purpose: This study aims to analyze the effect of Electronic Word of Mouth (e-WOM) on consumer purchasing decisions through Facebook at IKM Mart Mangge Asi in Dompus Regency.

Research Method: This study employed an associative quantitative approach. The population comprised 992 Facebook followers of IKM Mart Mangge Asi, of whom 91 were selected using purposive sampling. Data were collected through a Likert-scale questionnaire. The data were analyzed using simple linear regression, supported by tests of validity, reliability, and classical assumptions.

Results and Discussion: The findings show that e-WOM has a positive and significant effect on consumer purchasing decisions. However, this high value should be interpreted with caution due to potential construct proximity or measurement bias.

Implications: The findings suggest that e-WOM is an important factor in digital marketing practices, particularly for small and medium-sized enterprises that use social media. Future studies are recommended to include additional variables such as brand trust, service quality, and other digital platforms.

Originality: This study provides empirical evidence on the role of e-WOM in influencing consumer purchasing decisions through Facebook in the context of a local SME in Dompus Regency.

Keywords: electronic word of mouth (e-WOM); social media; Facebook; purchasing decisions; small and medium-sized enterprises.

1. Introduction

In the context of modern marketing which is increasingly competitive and driven by advancements in digital technology understanding consumer behavior has become a critical factor for businesses in designing effective marketing strategies. In this context, the purchasing decision is understood as an evaluative process in which consumers weigh various considerations before making a final choice. According to Khoirunisa (2024) and Fontain (2025), a purchase decision is a process that involves a series of stages: recognizing a need, searching for information, evaluating alternatives, and finally selecting and purchasing a product or service deemed most suitable to meet their needs. This process is influenced by the information, experiences, and recommendations consumers obtain, particularly in digital environments. Meanwhile, according to Neguri *et al.*, (2020) and Anisa (2026), a purchase decision is the final stage of the consumer behavior process, influenced by preferences, trust, and risk



perceptions—both online and offline. In the digital context, the purchase decision also encompasses online behavioral dimensions, such as trust in platforms and risk perceptions that can influence purchasing intentions and actions on social media or e-commerce platforms (Handoyo, 2024). Thus, the purchase decision reflects the outcome of the consumer's deliberation process regarding the various available alternatives.

Advances in information and communication technology have brought significant changes to consumer behavior, particularly in how consumers seek information before making a purchase. Social media has become one of the primary channels through which consumers share experiences, provide reviews, and recommend products and services to other users (Dwivedi *et al.*, 2021). This phenomenon is known as e-WOM. Facebook is one of the most widely used social media platforms in Indonesia and serves as an effective tool for small and medium-sized businesses. Through Facebook, consumers can post comments, reviews, and recommendations that can influence the perceptions of other potential buyers (Nyoko & Semuel, 2021). Social media serves not only as a communication tool but also as a vital source of information in the search and evaluation process prior to making a purchase decision. Furthermore, in consumer behavior theory, social networking sites play a significant role in the information-seeking process that precedes consumers' purchase decisions.

E-WOM is a form of digital communication in which consumers exchange reviews, recommendations, or experiences about a product or service through online platforms such as social media and e-commerce sites, influencing the attitudes and purchasing decisions of other consumers. Information conveyed via e-WOM is generally perceived as more credible by consumers because it stems from the real-life experiences of other users (Abdullah *et al.*, 2025). Empirical research also indicates that e-WOM exerts a positive and significant influence on purchasing decisions across various marketing contexts (e.g., among TikTok Shop users and for other products), affirming e-WOM's role as a key factor in digital consumer behavior (Khairil Fauzan, 2025). Meanwhile, according to Ayunita and Muskita (2021) and Ayunita *et al.*, (2021), e-WOM via the internet is referred to as electronic word of mouth, while e-WOM via social media involves reviewing products, providing recommendations to other consumers, or simply sharing experiences (testimonials). The experiences or reviews provided by others serve as information or input before making a purchasing decision.

IKM Mart also uses Facebook as a marketing platform to promote products and build relationships with consumers. IKM Mart in Dusun Saka, Mangge Asi, Dompu Regency, serves as a marketing hub for local products from Small and Medium Enterprises (SMEs), including traditional foods, processed beverages, handicrafts, traditional weavings, honey, and local coffee. IKM Mart serves to promote local community products, empower small business owners, and expand market reach—both directly in-store and through digital media and e-commerce. Additionally, consumer recommendations and reviews via e-WOM help boost trust and purchasing interest, making IKM Mart a strategic platform for local economic development while introducing Mangge Asi's unique culture and products to a wider audience.

Purchasing decisions are a critical factor for business sustainability, particularly for the Mangge Asi IKM Mart, as they directly determine sales volume and business revenue. In the digital age, consumers are increasingly selective in their product choices and tend to seek information before making a purchase. If consumers lack confidence in the quality of the products and services offered, purchasing decisions will decline, leading to low sales volume.



A common challenge faced by the Mangge Asi SME Mart is unstable sales due to low consumer trust and a lack of effective promotional strategies. Many consumers remain hesitant to buy due to a lack of convincing information about the products. This situation highlights a gap between the availability of digital information and consumer trust, making the role of e-WOM crucial to examine further in the context of local businesses. Based on this background, this study aims to analyze the influence of electronic word-of-mouth (e-WOM) on Facebook on purchasing decisions at IKM Mart Mangge Asi. The research question in this study is whether e-WOM influences purchasing decisions at IKM Mart Mangge Asi.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides a discussion. Section 5 is Concluding Remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 Consumer Behavior

The main theoretical framework (grand theory) guiding this study is Consumer Behavior Theory, which, according to Schiffman & Wisenblit (2019), examines how individuals search for, purchase, use, and evaluate products or services to satisfy their needs. This theory views purchasing decisions as the outcome of a series of cognitive and affective processes shaped by the information consumers receive. In line with the perspective of Kotler & Keller (2016), external factors such as e-WOM can be viewed as informational stimuli that shape consumer perceptions and trust before a purchase decision is made. In the context of IKM Mart Mangge Asi, customer purchase decisions are viewed as the result of a complex interaction between personal needs and external stimuli. Specifically, digital information obtained through social media functions not only as a source of information but also as a perception-shaping mechanism that can strengthen or weaken consumer confidence in a product. Thus, e-WOM is a relevant variable to analyze in explaining how consumers process information and ultimately make a purchase decision.

2.2 Purchase Decision

The purchasing decision is a series of processes that consumers go through, ranging from recognizing a need and searching for information to evaluating alternatives before making a purchase. This process reflects how consumers process the information they obtain to determine the choice they consider most suitable for their needs. In the context of digital marketing, purchase decisions are heavily influenced by the quality and credibility of the information consumers receive, including e-WOM (Ramdhani *et al.*, 2025). To measure the extent to which this decision-making process unfolds, this study draws on Ramadhany & Illahi (2022), which classifies purchasing decisions into four main dimensions. The first dimension is transactional decision-making, which refers to the consumer's actions when purchasing the chosen platform. Next, there is the referential decision, which reflects the consumer's willingness to recommend the product and share their experience with others. Additionally, there is the preferential decision, which indicates the consumer's primary preference for a specific product, and the exploratory decision, in which the consumer demonstrates proactive behavior by seeking in-depth information about the product of interest.



2.3 Electronic Word of Mouth (e-WOM) and the Role of Facebook

In the modern marketing landscape, Electronic Word of Mouth (e-WOM) has become a crucial tool, as fellow consumers share information based on firsthand experience. This makes e-WOM a key source of information that shapes consumer perceptions and trust in a product. The concept of e-WOM encompasses various reviews, recommendations, and product usage experiences shared through digital platforms (Sudaryanto *et al.*, 2025). These interactions serve as informational stimuli that influence the consumer evaluation process before a purchase decision is made.

Social media platforms like Facebook facilitate the widespread dissemination of e-WOM by enabling direct interaction among users from diverse backgrounds. This characteristic makes Facebook an effective medium for accelerating information dissemination and expanding the reach of e-WOM's influence in shaping purchase decisions. To measure the effectiveness of e-WOM, this study evaluates four key indicators, following Debataraja *et al.*, (2024). These indicators begin with volume or intensity, which measures how frequently consumers are exposed to reviews on Facebook, followed by content quality, which assesses the clarity and utility of the information provided. Furthermore, this effectiveness is measured by opinion tone (valence) to determine whether a review is positive or negative. It concludes with credibility, gauging consumer trust in the honesty of the information received.

These four indicators demonstrate that the effectiveness of e-WOM is determined not only by the amount of available information but also by its quality, the direction of opinion, and the level of trust in that information. In the context of consumer behavior, the combination of these indicators shapes perceptions, increases confidence, and influences consumer preferences, ultimately affecting purchasing decisions. Thus, e-WOM via Facebook functions not only as a communication medium but also as a mechanism for making purchasing decisions based on social information.

2.4. Previous Research and Research Gaps

Previous research has consistently shown a positive relationship between e-WOM and purchasing decisions. For example, a study by Sari (2025) on the Shopee marketplace demonstrated that online reviews can significantly boost consumer trust, leading to purchase actions. Similarly, research by Sophian and Leni (2025) confirms that positive online recommendations further increase consumers' propensity to purchase. Furthermore, the effectiveness of using specific platforms such as Facebook has also been highlighted by (Wijayanti *et al.*, 2025) and (Eli *et al.*, 2021), who empirically demonstrated that the quality of information, credibility, and e-WOM interactions on the Facebook social network have a positive and significant influence on customers' final decisions. These findings reveal a consistent pattern: e-WOM serves as an information source that enhances trust and drives purchasing decisions. However, there are contextual differences across studies, as most were conducted on large-scale e-commerce platforms or other digital environments with high levels of interaction, resulting in consumer characteristics and information dissemination patterns that are more homogeneous and structured.

Nevertheless, numerous studies on e-WOM have been conducted. Nevertheless, research specifically examining the role of e-WOM in the context of local businesses, particularly Small and Medium Enterprises (SMEs) in rural areas, remains relatively limited. This highlights a gap in the literature regarding the specific examination of the influence of e-WOM on Small and Medium Enterprises (SMEs) at the rural level, such as the Mart Mangge Asi SME. This limitation is significant because the characteristics of rural consumers—including levels of trust, patterns of social interaction, and the



intensity of social media use—can generate e-WOM dynamics that differ from those in urban contexts or on major e-commerce platforms. Therefore, generalizing the results of previous research is insufficient without testing them in this specific context. Consequently, this study aims to address this gap in the literature by evaluating how the dynamics of online communication among rural residents on Facebook influence purchasing decisions that impact the sustainability of local businesses.

2.5 Hypothesis Development

According to consumer behavior theory, purchasing decisions are not formed directly but rather through an evaluation process involving consumers' perceptions, beliefs, and interpretations of the information they receive. In this context, e-WOM on social media serves as one of the external sources of information that can influence this process. Reviews circulating on Facebook can shape perceptions of quality and increase consumer trust, ultimately strengthening the likelihood of purchase. However, this influence does not stand alone, as purchasing decisions are also shaped by other factors, such as price, personal needs, past experiences, and perceived product quality. Therefore, e-WOM is better understood as a factor that reinforces or moderates the decision-making process, rather than as the sole determinant of purchase decisions. When information from e-WOM is considered relevant and credible, its influence on purchase decisions becomes more significant. Thus, the relationship between e-WOM and purchase decisions remains relevant to test within the context of this study.

H1: *Electronic Word of Mouth (e-WOM) on Facebook positively influences purchasing decisions at IKM Mart Mangge Asi.*

3. Research Method

This study employs a quantitative, associative design, which, according to Sugiyono (2019), aims to analyze the relationship between independent and dependent variables empirically. This study uses cross-sectional data collected at a specific point in time, so the analysis focuses on statistical relationships and effects rather than direct causal inferences. The primary focus of the study is to examine the influence of Electronic Word of Mouth (e-WOM) on Facebook on purchasing decisions at IKM Mart Mangge Asi to elucidate consumer behavior trends within the context of digital marketing.

The study population comprises 992 followers of the IKM Mart Mangge Asi Facebook page, with a sample size of 91 respondents determined using the Slovin formula at a 10% error rate. Based on the purposive sampling criteria developed (Sugiyono, 2019), participants were selected according to specific inclusion criteria such as being at least 17 years old and having direct transaction experience. These criteria aim to ensure that respondents have relevant experience in evaluating e-WOM information before making a purchase decision.

The research instrument consists of a structured questionnaire developed based on variable indicators from previous studies. All items were measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The e-WOM variable was operationalized through the indicators of volume, content quality, valence, and credibility. In contrast, the purchase decision variable was measured through the transactional, referential, preferential, and exploratory dimensions. Each indicator was represented by several statements systematically arranged to capture respondents' perceptions of each construct.



Primary data were collected via a structured Likert-scale questionnaire distributed directly to respondents meeting the study criteria and analyzed using simple linear regression according to standard procedures (Ghozali, 2018). The data analysis stages were conducted systematically, including instrument quality testing through validity and reliability, classical assumption testing to ensure the model is free of bias, and hypothesis testing using t-tests and the coefficient of determination (R²). This analysis aims to measure the strength of the relationship and the statistical significance of e-WOM's influence on purchase decisions.

Table 1. Sample Criteria

Characteristics	Number	Percentage	
Gender	Man	10	10%
	Woman	81	90%
By Age	< 20 years	11	12%
	20-25 years	20	22%
	26-30 years	40	44%
	> 30 years	20	22%
Frequency of Facebook Use	Every Day	80	88%
	A Few Times a Week	11	12%
Revenue	1.000.000-2.999.999	91	100%

Source: Researchers (2026)

Table 2. Variables and Measurements

Variable	Indicator	Reference
Electronic Word of Mouth (e-WOM)	Volume/Intensity of Interaction	(Debataraja <i>et al.</i> , 2024; Wijayanti <i>et al.</i> , 2025)
	Content Quality	
	Valence (Tone)	
Purchase Decision	Credibility (Reliability of Information)	(Kotler Keller, 2016; Ramadhany & Illahi, 2022)
	Transactional decision	
	Reference Decision	
	Preferential Decision	
	Exploratory Decision	

Source: Previous Research (2026)

4. Results and Discussion

4.1 Analysis Results

4.1.1 Analysis Results

IKM Mart Mangge Asi in Dompu Regency serves as a marketing hub for the flagship products of local SMEs. This study analyzes the influence of Electronic Word of Mouth (e-WOM) on Facebook on consumer purchasing decisions at IKM Mart Mangge Asi, using questionnaire data from 91 respondents. Based on Table 1, all items in the questionnaire had a calculated r value greater than the table r value (0.206), so all items were deemed valid and suitable for further analysis. Cronbach's alpha of 0.974 indicates very high reliability, as it exceeds the minimum threshold of 0.60. While strong validity indicates that each item is related to the construct being measured, the conceptual proximity between

e-WOM indicators and purchase decisions—particularly in recommendations, information search, and trust—can lead to construct overlap.

Table 3. Validity Test Results

Variable	Item	r calculated	r estimated	Info
e-WOM	X1	0.761	0.206	Valid
	X2	0.733	0.206	Valid
	X3	0.752	0.206	Valid
	X4	0.741	0.206	Valid
	X5	0.711	0.206	Valid
	X6	0.721	0.206	Valid
	X7	0.732	0.206	Valid
	X8	0.748	0.206	Valid
Purchase Decision	Y1	0.768	0.206	Valid
	Y2	0.703	0.206	Valid
	Y3	0.748	0.206	Valid
	Y4	0.767	0.206	Valid
	Y5	0.717	0.206	Valid
	Y6	0.769	0.206	Valid
	Y7	0.701	0.206	Valid
	Y8	0.760	0.206	Valid

Source: SPSS (2026)

Table 4. Reliability Test Results

Cronbach's Alpha	N of Items
0.974	16

Source: SPSS (2026)

A Cronbach's Alpha value of 0.974 indicates that the instrument has very high internal consistency. However, an excessively high reliability value also requires critical interpretation, as it may indicate similarity or repetition of meaning among items. Thus, although the instrument can be deemed reliable, the researcher must ensure that each item measures distinct aspects of the e-WOM construct and purchase decisions, rather than merely repeating the same question.

Table 5. Results of the Normality Test

Test	Sig	Info
Kolmogorov-Smirnov Z	0.836	Normally distributed

Source: SPSS (2026)

Based on the results of the normality test using the Kolmogorov-Smirnov method, the Asymp. Sig. (2-tailed) The value was 0.836, which is greater than 0.05. This indicates that the data are normally distributed, so the assumption of normality in the regression model is satisfied.

Table 6. Results of the Heteroscedasticity Test

	Unstandardized Residual	Info
N	91	There is no heteroscedasticity
Spearman's rho	0.894	

Source: SPSS (2026)



The heteroscedasticity test using Spearman’s rank correlation coefficient yielded a p-value of 0.894, which is greater than 0.05. This result provides no evidence of heteroscedasticity, indicating that the model's residual variance is relatively stable.

Table 7. Results of the Simple Linear Regression Analysis

Variable	Coefficient (B)	Std. Error	t calculated	Sig.
Konstanta	0.110	0.804	0.137	0.891
e-WOM (X)	0.933	0.030	31.149	0.000

Source: SPSS (2026)

$$Y = 0.110 + 0.933X \dots\dots\dots (1)$$

A regression coefficient of 0.933 indicates that e-WOM is positively associated with purchase decisions. This means that the higher respondents’ perceptions of the intensity, quality, valence, and credibility of e-WOM on Facebook, the higher the likelihood of a purchase decision. However, because the data were collected cross-sectionally via a questionnaire, these results should be interpreted as a strong statistical association rather than as direct causal evidence.

Table 8. Results of the t-Test Analysis

t	Sig.	Info
31.149	0.000	A positive and significant effect

Source: SPSS (2026)

Based on the t-test results, the calculated t-value was 31.149 with a significance level of 0.000, which is less than 0.05. These results indicate that e-WOM has a significant effect on purchasing decisions. Thus, the hypothesis stating that Electronic Word of Mouth (e-WOM) on Facebook has a positive effect on purchasing decisions at IKM Mart Mangge Asi is accepted.

However, the magnitude of the t-value should be interpreted with caution, as it may be influenced by the high similarity between respondents’ perceptions of e-WOM items and their purchasing decisions. In other words, a significant result does not automatically indicate that e-WOM is the sole primary factor in purchasing decisions; rather, it indicates that, within the tested model, e-WOM has a strong statistical association with purchasing decisions.

Table 9. Results of the Coefficient of Determination Test

Model	R Square
1	0.916

Source: SPSS (2026)

Based on the results of the coefficient of determination analysis, an R-squared value of 0.916 was obtained. An R-squared value of 0.916 indicates that 91.6% of the variation in purchase decisions is explained by e-WOM in this simple regression model, with the remaining 8.4% attributed to other factors not included in the model. However, a very high R² value in a model with a single independent variable should be interpreted critically. Statistically, this result indicates a very strong relationship between e-WOM and purchase decisions. However, methodologically, such a high value may suggest



potential construct overlap between the e-WOM indicators and purchase decisions, particularly since both include elements of information seeking, recommendations, trust, and consumer response. Furthermore, since the data were collected from the same respondents, at the same time, and using the same questionnaire instrument, there is a potential for common method bias that could exaggerate the strength of the relationship between variables.

4.2 Discussion

The results of this study indicate that electronic word-of-mouth (e-WOM) has a positive and significant effect on consumers' purchasing decisions at the Mangge Asi Village IKM Mart. These findings not only demonstrate a statistical relationship between e-WOM and purchasing decisions but also show that social information circulating on Facebook plays a crucial role in the consumer evaluation process prior to the purchase of local products. From a consumer behavior perspective, purchasing decisions do not arise spontaneously. However, they are shaped through information seeking, credibility assessment, uncertainty reduction, and belief formation about the product. In the digital context, e-WOM serves as a crucial information source because it contains reviews, recommendations, and real-life experiences from other consumers, which are perceived as more credible than corporate promotions. This is further supported by the research of Nyoko and Semuel (2021), which states that e-WOM via Facebook significantly influences consumer purchasing decisions. However, the magnitude of this influence must be interpreted critically. The very high R^2 value in this study indicates that e-WOM is a dominant variable in explaining purchase decisions; however, this dominance also suggests conceptual overlap between e-WOM indicators and purchase decision indicators, particularly in information search, recommendations, trust, and consumer response.

This finding can be explained through the mechanisms of trust and risk reduction. (Neguri *et al.*, 2020) found that online trust and risk perception are influenced by e-WOM, thereby affecting consumers' purchasing decisions on digital platforms. In this study, these mechanisms appear relevant because IKM Mart consumers tend to require social validation before purchasing local products. Positive reviews, recommendations, and comments on Facebook can reduce consumer doubts regarding product quality, the authenticity of information, and service experiences they may not have firsthand knowledge of. Thus, e-WOM functions as a social mechanism that reinforces consumer confidence. However, the influence of e-WOM should not be understood as the sole determinant of purchasing decisions, as other factors such as price, product quality, consumer needs, proximity, prior purchasing experiences, and the appeal of local products also shape consumer decisions. In the digital context, e-WOM serves as a source of information perceived as more objective and credible than corporate promotions, as consumers tend to trust reviews from other users, which are seen as more honest and grounded in real-life experiences.

The findings of this study are also consistent with prior research indicating that e-WOM significantly influences consumer behavior. Research by Tsalisa and Setiyarini (2025) indicates that e-WOM has a strong influence on consumer preferences and purchasing decisions due to factors of trust and the quality of the information conveyed. This consistency demonstrates that trust and information quality are key elements linking e-WOM to purchasing decisions. Thus, the results of this study further reinforce the role of e-WOM as a critical factor in shaping consumer perceptions, trust, and purchasing decisions in the digital era. Another study by Wijayanti *et al.*, (2025) states that information quality (quality) and credibility (credibility) in e-WOM significantly influence purchasing decisions on marketplaces. However, unlike large marketplaces that have structured review systems, product ratings, and more formal seller-reputation mechanisms, the Mangge Asi Village SME Market relies more on



local, personal social interactions. In such an environment, e-WOM on Facebook functions not only as marketing information but also as a form of social legitimacy. This means that comments or recommendations from people known within a local social network can have a stronger influence than anonymous reviews on e-commerce platforms.

Furthermore, research by Ramadhany and Illahi (2022) indicates that e-WOM on social media significantly influences consumer decisions, including in the entertainment industry, such as the film sector. This underscores that the influence of e-WOM is broad, extending beyond physical products to services and digital content. In the context of this study, the influence of e-WOM via Facebook demonstrates that social media can serve as a crucial channel for local businesses to build positive consumer perceptions. Positive reviews and recommendations from previous customers help shape favorable perceptions and reduce uncertainty in the decision-making process. Therefore, optimizing e-WOM strategies is a crucial step to enhance purchasing decisions sustainably.

Furthermore, research findings by Fitrianiingsih *et al.*, (2025) indicate that Electronic Word of Mouth (e-WOM) influences purchasing decisions. These findings prove that positive recommendations, reviews, and comments from other consumers on online platforms can reduce perceived risk. In this study, this mechanism explains why e-WOM has a very strong influence on purchasing decisions. However, the magnitude of the effect size must be understood proportionally. An R^2 value of 0.916 indicates that the model has very high explanatory power. However, this figure also warrants methodological attention as it may indicate construct overlap, semantic redundancy among items, or an excessively large measurement effect. Therefore, these findings reinforce the importance of e-WOM, but they are not sufficient to conclude that e-WOM is the sole dominant factor in consumer purchasing decisions.

Practically, the results of this study also imply that businesses, particularly IKM Mart in Mangge Asi Village, need to optimize the use of e-WOM as a digital marketing strategy. Efforts that can be undertaken include encouraging consumers to leave positive reviews, maintaining product and service quality, and increasing social media engagement to foster active, trustworthy communication. However, e-WOM strategies must be implemented authentically and without manipulation. IKM Mart must not only encourage a large number of positive reviews but also ensure that the information consumers share genuinely reflects product quality, service clarity, and a satisfying purchasing experience. If e-WOM is built without consistent product and service quality, consumer trust may decline.

5. Concluding Remarks and Recommendation

This study aims to analyze the influence of Electronic Word of Mouth (e-WOM) on consumer purchasing decisions at the Mangge Asi Village IKM Mart, using an associative quantitative approach. Data were collected via a questionnaire and analyzed to understand the relationship between e-WOM and purchasing decisions. The results indicate that e-WOM has a positive influence on consumer purchasing decisions. These findings suggest that the quality and intensity of information conveyed through e-WOM shape consumers' propensity to purchase in the context of digital marketing.

Theoretically, this study reinforces the understanding that e-WOM is an external information source that influences consumers' evaluation processes prior to making a purchasing decision. Practically, the results of this study provide implications for SME operators, particularly the Mangge Asi Village Mart, to optimize the management of digital interactions on social media, such as encouraging consumer participation in providing reviews and maintaining the quality of the information conveyed. From a policy perspective, these findings highlight the importance of strengthening community-based digital marketing strategies to support the sustainability of small businesses.



This study has limitations, including reliance on a single main variable and a data-collection approach limited to a specific point in time, which may constrain a broader understanding of consumer behavior dynamics. Additionally, there is a possibility of conceptual overlap between variables that could influence the research results. Therefore, future research is recommended to include additional variables, such as brand trust, service quality, and risk perception, and to employ more diverse methodological approaches to obtain a more comprehensive understanding of consumer behavior in the context of digital marketing.

Statement of Use of Generative AI

During the preparation of this work, the author used ChatGPT to assist in improving clarity and readability of the text. The author reviewed and edited the output and takes full responsibility for the content of the publication.

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