

The Influence of Social Media Marketing Activity and Electronic Word of Mouth on Lazada E-Commerce Consumer Purchasing Decisions

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Abstract: In an advancing digital era, information and communication technology has undergone rapid development, affecting various aspects of life, including consumer behavior. Shopping activities that used to be done conventionally are now starting to shift to e-commerce platforms, one of which is Lazada. Lazada, as one of the largest e-commerce platforms in Indonesia, faces challenges to stay relevant and attract consumers in the midst of increasingly fierce competition. This study aims to analyze the effect of marketing activities through social media (Social Media Marketing Activity) and electronic word of mouth communication (Electronic Word of Mouth) on consumer purchasing decisions on the Lazada e-commerce platform. Through a quantitative approach, this study collected data from respondents who are active Lazada users to measure the extent of the influence of these two variables on purchasing decisions. The results showed that both Social Media Marketing Activity and Electronic Word of Mouth have a significant influence on consumer purchasing decisions. This research is expected to provide insights for marketing practitioners in developing effective digital marketing strategies to increase loyalty and sales on e-commerce platforms.

Keywords: Electronic Word of Mouth, Lazada, Purchase Decision, Social Media

INTRODUCTION

Digitalisation has made it easier to receive business information, such as business information that can find out consumer-related research, comparisons with competitors, and the changing purchasing process as a whole (Terho et al., 2022). In December 1995, internet users were only around 16 million, while in June 2019 there was an increase in the number of internet users by 4,536 million which accounted for 58.8% of the total world population of 7.71 billion. It is estimated that the average person spends, on average, 6 hours and 42 minutes online and by 2021 73% of e-commerce sales will be generated through mobile platforms (Faruk et al., 2021). The rapid development of technology makes all people's daily needs always closely related to technology, including information technology, namely the use of the internet (Dewi et al., 2021). The internet is an easily accessible source of information so that the internet has a big and important role in terms of consumer purchasing decisions.

The use of digital media is often interpreted as a way to promote or market a product via the internet so that information dissemination is much faster. The phenomenon of changing times with the flow of change in the form of digitalisation also brings people's shopping lifestyles starting to shift from offline or conventional shopping behaviour to transactions on online or online sales sites

which results in people getting more information about a product and easily buying the product without having to travel to where the product is sold (Baltes, 2015). This causes the company to have a strategy to adjust to the times in the form of empowering its human resources, to have the ability to compete, one of which is by having a marketing strategy related to social media marketing (Saputra & Ardani, 2022). Social media marketing is an exciting new marketing concept for many businesses today because it can determine how consumers and businesses communicate, share information, and facilitate interaction between companies and customers (Gillpatrick, 2020). Social media marketing is a digital media marketing method that can reach consumers at the right time, personally, and relevant to their needs (Faruk et al., 2021). There are still few research studies on social media marketing, especially those that identify the development of digital marketing communications (Faruk et al., 2021).

Along with the rapid use of the internet and digital media, social media users are also often used as a digital promotional media that is quite cheap because the costs incurred by the company are not too large and the form of marketing carried out provides complete information about the products sold (Mwamwaja, 2020). Based on data released by We Are Social (Kemps, 2024), the number of social media users continues to grow to reach 5.35 billion people in January 2024, equivalent to 59.32% of the global population. Data from We Are Social and Hootsuite, 2024 explains that the total number of internet users in 2024 increased by 1.8% or 97 million internet users compared to 2023 which still consisted of 5.25 billion people. Most internet users spend their time online on various social media or surfing the web across the world to get the information they want to get.

Digital development is widely utilised by businesses around the world, including in Indonesia where internet users in Indonesia continue to grow every year. Based on Databooks data, 2024 can be concluded that internet users in Indonesia in 2024 amounted to 185 million users where it increased by 0.8% from 2023 and the total national internet increase jumped 54.25% from 2018. In this digital 4.0 era, people in Indonesia seem to be accustomed to using online services so that internet usage has increased. One of the internet accesses that is often used by Indonesians is online shopping. From online shopping, products that are often purchased or consumed are beauty and fashion products, household products, automotive products, and electronic products. With online shopping, it is much easier for people to shop. No need to visit these stores, just choose and pay for the products sold which will be delivered to the house.

With advancements in technology and information, there are endless communication advantages. It is easier to market goods and services when several people have access to the internet network. Internet users can now do many things besides communicating, such as transactions, buying food, and other necessities. In addition, they can now conduct economic transactions through a platform called e-commerce (Ramadan, 2021). Arif and Hidayah (2023) stated that e-commerce is a new technique for business conducted electronically using the Internet. The steps at the time of making purchases, buying and selling, exchanging goods, services and information with computer communication and the Internet, are carried out in this way. There are various types of e-commerce in Indonesia, namely: Lazada, Ralali, Tokopedia, JD.ID, Shopee, Zalora, Bukalapak, Bhineka, Blibli, and Orami.

Based on Databooks, 2024, e-commerce in Indonesia in the first quarter of 2023, it can be seen that the Shopee platform has visitors of 2.35 billion times visited, then in second place from the Tokopedia platform 1.25 times, third from the Lazada application of 762.4 million, fourth from the Blibli application of 337.4 million, fifth from the Bukalapak application of 168.2 million. Lazada.co.id is an online learning website that provides many items, such as books, electronics, baby equipment or others (Arif & Hidayah, 2023). Lazada as one of the e-commerce in the competition has a brand ambassador Agnes Monica as an international singer, this can make consumers have more interest in using Lazada as an e-commerce to make online transactions. Because of this, it must also look into the customer path that has been updated from AIDA (attention, interest, desire, and action) to 5A (aware, appeal, ask, action, and advocate) (Kotler et al., 2017).

A consumer will go through these stages, from making consumers aware of the existence of e-commerce to action, but when consumers feel that e-commerce can provide very beneficial benefits, these consumers will advocate to others because they have passed a good impression when using e-commerce products, so e-commerce is competing to put themselves in the minds of consumers to be the most liked one of them by coming up with brand ambassadors to attract attention so that e-commerce can be liked by consumers advocacy can come from anywhere, strong advocates come from 4F (friends, family, fans, and followers) to advocate a product (Kotler et al., 2017). Consumers can make purchasing decisions through the Lazada application by using keywords to find any product that consumers want to buy. Shopping at the Lazada Indonesia online store can be done at any time. Lazada in 2019 has not offered a variety of payment methods, namely using a bank transfer system, using credit card services, and cash on delivery (COD), therefore in 2019 Lazada experienced a significant decline (Kumparan, 2022).

The decline in visitors to the Lazada marketplace is because the COD system is still not mastered by Lazada, payment confirmation is quite long and there are many scams experienced by consumers at Lazada. The number of complaints faced by consumers, consumers feel disappointed in Lazada due to the lack of buzz on social media marketing. In fact, most of them advise other consumers not to buy from the Lazada marketplace and switch to another marketplace (Arif & Hidayah, 2023). Advertising is one form of marketing. The hope is to carry out good marketing obligations in advertising which can provide more information to the public. Advertising is expected to invite people to behave as desired marketing that has been made by the company in taking advantage. Starting to design advertising with the best plan will later be able to fulfil the needs that consumers dream of. Screening in the form of information at the destination, of course, in order to introduce the product including convincing consumers to take action to buy. Advertising is part of the marketing mix which aims to shape consumer attitudes towards products. which is the most widely used form of promotion, its wide reach makes advertising a powerful part of promotion to form positioning to consumers (Morissan, 2010).

From this goal, it becomes the basis for designing informative and creative advertisements as much as possible so that they can provide in-depth information and are understood by consumers to take purchasing actions. As a result, consumers are influenced, advertisements must be memorable. Consumers will

remember the product as a whole according to consumer needs, but sometimes consumers do not want to be complicated with the information conveyed by marketers in their advertisement. It is because the more words that are channeled as information to be conveyed, consumers will feel bored because of the large amount of information not all information is needed by every consumer. Thus, to convey in-depth information with short language is to use Taglines as an advertising campaign. This is because with the increasing number of social media usage, the higher the information related to a product to be discussed so that it can indirectly form word of mouth (WOM) between consumers who do not see the product directly sold by the company (Dewi et al., 2021).

Word of mouth can occur when consumers feel and get satisfaction with the product they buy or the product they enjoy then the consumer recommends the product to other consumers in the form of relatives, family (Saputra & Agustin, 2022), and even gives testimonials on social media (Yolandha et al., 2022). The development of social media causes the spread of word of mouth that occurs also in the realm of the internet so that sometimes it forms e-wom or electronic word of mouth on Lazada e-commerce so that it is believed that this WOM is also a trusted source of information to change consumer decisions and has a huge effect on companies in terms of determining company strategy (Azwar et al., 2022).

Today, the information that consumers need is more readily available due to technological advancements, as the Internet can always provide the various information that consumers need to engage in social media marketing and communication (Azwar et al., 2022). Social media marketing activity within the scope of digital marketing can be defined as consumers reacting to product offerings through published recommendations and comments. Good communication strengthens good relationships with consumers. This is indirect satisfaction for consumers because they feel valued. When consumers are satisfied, they give positive feedback and recommend it to others.

Purchasing decision making is the process by which consumers identify their problems and needs, gather information, and evaluate how well a product can solve their problems, which in turn leads to their purchasing decisions. Consumers tend to make decisions to buy a product when they have knowledge about a product because this can be an evaluation material as well as help consumers decide whether or not to buy the product (Sahilah & Karyaningsih, 2021). Certain aspects of individual product purchases are influenced by a variety of factors, including cultural, social, personal and psychological factors. The purchase decision is a multi-stage process that includes identifying needs, seeking information, evaluating alternatives, and making a purchase decision. and post-purchase behaviour (Kotler & Armstrong, 2012).

Another factor that influences consumers to make purchasing decisions is the information and recommendations they get through social media where the sales and promotions and testimonials they get all come from digital media, besides that recommendations can also be made through electronic word of mouth (e-WOM) and word of mouth is one of the most honest statements about a product experience (Sudarman & Sabaruddin, 2024), which greatly influences consumer purchasing decisions (Fatimah, 2019). WOM also occurs very naturally, because it starts with talking about their experiences related to using the product to other

consumers. This is in accordance with research by Sahilah and Karyaningsih (2021) that WOM has an influence on purchasing decisions in Lazada online e-commerce even during the pandemic as well.

The emergence of e-WOM scattered on social media in the form of testimonials or reviews will have an effect on increasing the spread of information because consumers indirectly participate in promoting the product based on their experience. In addition, the content of testimonials is definitely related to the quality of the products they buy for consumption or use, ranging from general things such as overall quality to very detailed things (Fauziah et al., 2023). Purchasing decisions are also influenced by product quality, this is because with an evaluation in terms of product quality, companies will continue to innovate to meet the demands and needs of consumers (Fatimah, 2019). In the purchasing process, a person usually thinks about the product he is buying first, what are its advantages, what are its advantages compared to other branded products, so that purchasing decisions can be trusted by consumers purchasing decisions play a big role because they are used when thinking about how the implementation of the company's marketing strategy will be (Azwar et al., 2022). The next thing that becomes one of the factors for consumer purchasing decisions is product quality that meets consumer expectations of their needs such as durability, clarity of function, and ease of use of a product will be a benchmark for consumers to buy or not the product (Fatimah, 2019).

This study tries to fill the research gap by integrating the variables of social media marketing activity and e-WOM simultaneously in the analysis of purchasing decisions in Lazada e-commerce. Several previous studies have discussed one or more of the variables used in this study, but there are differences both in terms of objects, variables, and research approaches. A study by Nuseir (2019) showed that e-WOM has a significant influence on purchase intentions in the UAE, but the study did not include social media marketing activity as an independent variable and only focused on purchase intentions, not purchase decisions. Pasharibu & Nurhidayah (2021) also examines e-WOM in the context of Indonesian halal products by adding brand image and celebrity endorsers as independent variables, but does not specifically examine e-commerce such as Lazada. Furthermore, research by Nasution et al. (2022) focuses on product quality and promotion on Yamaha Nmax purchasing decisions, so the objects and research variables are different from this study.

Another study by Rohman and Naufaldi (2022) highlights the influence of customer satisfaction, product quality, brand image, and word of mouth on repurchase intentions, but does not specifically examine social media marketing activity and does not make purchasing decisions the dependent variable. Aji et.al. (2020) examines the effect of social media marketing on purchase intentions in the ready-to-drink beverage industry in Indonesia, but does not include e-WOM and the object of research is different from Lazada. Suryana (2021) examines social media, word of mouth, and the physical environment on purchasing decisions, but the object and context of the research are not specific to e-commerce.

Thus, this study has novelty in terms of simultaneously examining the effect of social media marketing activity and electronic word of mouth on purchasing decisions on the Lazada e-commerce platform, which has not been widely studied

in the same combination of variables and contexts. This combination of variables is important given the increasing role of social media and e-WOM in shaping consumer purchasing decisions on e-commerce platforms, especially in Indonesia. With the background of the problems mentioned above, the authors want to investigate the extent to which social media marketing, e-word of mouth, and product quality influence purchasing decisions.

METHODS

Research Design

The type of research used in this research is descriptive research. Based on the type of research, namely control is carried out by collecting field data, this research method is an explanatory survey method (Malhotra & Dash, 2016). Explanatory surveys are conducted to clarify problematic situations, i.e. to get ideas and views on management or research issues. In research conducted with this method, information is collected from the entire population directly from the scene to find out the opinion of the entire population on the subject under study.

Operational Variables

The variables studied and analysed in this study include: independent variables, namely social media marketing activity (X1) with the research dimensions of entertainment, interaction, trendiness, customization, advertisement, e-WOM variable (X2) with the research dimensions of intensity, valence, content. While the purchase decision (Y) as the dependent variable consists of product choice, brand choice, choice of dealer, purchase time, purchase amount and payment method.

Population and Sample

Population is the entire group of people, events, or things that a researcher wants to study. Based on the above understanding, this research was conducted by surveying consumers who use Lazada in buying a product. The sample calculation is based on the Slovin sample measurement. The sample range that can be taken from the Slovin technique is between 10-20% of the research population. The population in this study is 1793 consumers, so the percentage of leeway used is 10% and the calculation results can be rounded off to achieve suitability. Based on the sample calculation, the respondents of this study were matched to 95 consumers who made purchases on Lazada e-commerce using the simple random sampling method. This is done to facilitate data processing and get better test results. The sampling technique used in this study is probability sampling, or simple random sampling, where the researcher selects a sample by giving equal opportunities to be selected to all members of the population. Sampling is done by directly selecting samples that meet the criteria, such as consumers who buy products at Lazada online (Sugiyono, 2020).

Data Collection and Data Sources

The types of data used in this study are primary data and secondary data. The main data source comes from questionnaires distributed to Lazada e-commerce user

respondents. In this study, researchers obtained secondary data obtained from books, several journals, research results, the internet and other information media related to the research topic (Sugiyono, 2020). Data collection techniques are ways of collecting information needed to answer research problems. This study uses Likert scale measurements. This study uses a Likert scale with five answer values for each statement item, from scale 1 which indicates strongly disagree (SD) and scale 5, which is the maximum strongly agree (SA).

Data Analysis Technique

The hypothesis testing process in this study is an explanative method, so the analysis is carried out using multiple regression analysis. The final stage of data analysis is hypothesis testing to determine whether there is a clear and reliable relationship between the independent variable and the dependent variable. Researchers conducted this analysis using the SPSS v.25 application.

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of respondents based on gender and age are intended to analyse customer behaviour towards purchasing decisions in Lazada e-commerce. Customers who decide to make purchases in Lazada e-commerce are dominated by women with a total percentage of 60%. Furthermore, customers who make purchases in Lazada e-commerce are dominated by customers with an age range of 17-25 years with a total percentage of 63.1%. This research was conducted on 95 respondents which shows that the dominance of customers in Lazada e-commerce is women with an age range of 17-25 years.

Customers making purchases in Lazada e-commerce are dominated by customers who work as entrepreneurs with a total percentage of 41% of all respondents. In addition, overall customers who buy products on Lazada e-commerce have an income ranging from 1,000,000 - 3,000,000 with a percentage of 38.9%. Overall, customers obtain information about Lazada products obtained by customers via the internet with a percentage of 58.9%. Meanwhile, the frequency of purchases made by customers of Lazada products is dominated by customers who have bought two times with a percentage of 50.5%. Thus, overall the characteristics of customers who buy products in Lazada e-commerce are those who know it from the internet with a purchase frequency of two times.

Classical Assumption Testing

Normality Test Results

Normality testing in this study uses Kolmogorov-Smirnov with the criteria if the sig value > 0.05 then the data is normally distributed, while if the sig value < 0.05 then the data is not normally distributed. Table 1 shows that the significance value obtained from data processing is 0.200. These results can be concluded that the unstandardised residual value is normally distributed because the sig value > 0.05 or 0.200 > 0.05.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.67336670
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.038
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: processed research data on the SPSS test tool (2024)

Multicollinearity Test Results

The multicollinearity test decision basis is as follows: (1) There is no multicollinearity, if the Tolerance value is greater than 0.10 and multicollinearity occurs, if the Tolerance value is smaller or equal to 0.10; (2) There is no multicollinearity, if the VIF value is smaller than 10.00 and multicollinearity occurs, if the VIF value is greater than or equal to 10.00.

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 SMMA	.924	1.082
EWOM	.924	1.082

a. Dependent Variable: KP

Source: processed research data on the SPSS test tool (2024)

Table 2 shows that the tolerance value of the social media marketing activity variable is 0.924 and the VIF value is 1,082 and the tolerance value of the e-WOM variable is 0.924 and the VIF value is 1,082. These results mean that the regression model does not occur multicollinearity.

Autocorrelation Test Results

The Autocorrelation test is carried out using Durbin-Watson provided that the significance value is not smaller than 1 and not greater than 3. Table 3 shows that the Durbin-Watson value obtained is 1.328. This figure can be interpreted that there is no autocorrelation in the research model.

Table 3. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.444 ^a	.197	.180	1.691	1.328

a. Predictors: (Constant), EWOM, SMMA

b. Dependent Variable: KP

Source: processed research data on the SPSS test tool (2024)

Heteroscedasticity Test Results

The decision-making basis for the heteroscedasticity test is as follows: (1) There is no heteroscedasticity, if the t count value < t table and the significance value > 0.05; (2) Heteroscedasticity occurs, if the value of t count > t table and the significance value < 0.05 (see Table 4).

Table 4. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.103	1.585		1.327	.188
SMMA	-.010	.051	-.021	-.189	.850
EWOM	-.029	.086	-.037	-.342	.733

a. Dependent Variable: RES2

Source: processed research data on the SPSS test tool (2024)

Table 4 indicates that there is no heteroscedasticity in these two variables because the t count value of SMMA is smaller than the ttable, namely $-0.189 < 1.98525$ and the significance value of SMMA is greater than the probability value, namely $0.850 > 0.05$ and the tcount value of e-WOM is smaller than the ttable, namely $-0.342 < 1.98525$ and the significance value of e-WOM is greater than the probability value, namely $0.060 > 0.733$. Hence, it can be concluded that the research variables SMMA and e-WOM do not occur heteroscedasticity.

Multiple Linear Regression Testing

In this study, researchers used multiple linear regression analysis which aims to measure and determine the effect and also determine the direction of the relationship between the independent variables consisting of SMMA and e-WOM on the dependent variable, namely purchasing decisions (Y) in Lazada e-commerce. Researchers conducted this analysis using the SPSS v.25 application, the results of data processing are provided in Table 5.

Table 5. Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.233	2.892		2.847	.005
SMMA	.424	.093	.443	4.563	.000
EWOM	.443	.157	.002	4.420	.000

a. Dependent Variable: KP

Source: Processed research data on the SPSS test tool (2024)

Based on Table 5, it can be seen the output results of multiple linear regression, the coefficient b will be generated from a linear regression equation formula, as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 8.233 + 0.424 + 0.443 + e$$

Based on the regression equation, the interpretation can be explained as follows: The value (a) or constant in the Table 5 is 8,233, this value is the value of the situation when the purchasing decision variable has not been influenced by the independent variable, namely the social media SMMA and e-WOM. If the independent variable does not exist, then the dependent variable does not change. The regression coefficient value of the SMMA is 0.424, this value indicates that this variable has a positive influence on the purchasing decision variable in Lazada e-commerce. This means that each unit increase in the SMMA will affect the purchasing decision variable in Lazada e-commerce by 0.424 or 0.424%. The regression coefficient value of the e-WOM is 0.475, this value indicates that this variable has a positive influence on the purchasing decision variable in Lazada e-commerce. This indicates that each unit increase in the e-WOM variable will affect the increase in the purchase decision variable in Lazada e-commerce by 0.475 or 0.475%.

Hypothesis Testing

Partial Effect Test (t-test)

The basis for the t-test decision is as follows: (1) If the Sig value < 0.5 and the t count $>$ t table value then there is an influence between variable X on variable Y; (2) If the Sig value is > 0.5 and the tcount value $<$ ttable then there is no influence between variable X on variable Y

Table 6. Statistical Testing Results t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.233	2.892		2.847	.005
SMMA	.424	.093	.443	4.563	.000
EWOM	.443	.157	.002	4.420	.000

a. Dependent Variable: KP

Source: processed research data on the SPSS test tool (2024)

In this study, there were 95 respondents, so the t table is 1.98525 which refers to the percentage point of the t distribution as shown in Table 7. The output results of the partial test for SMMA and e-WOM on purchasing decisions in Lazada e-commerce can be explained as follows: Hypothesis Test 1 (H1)—The t statistical test for the social media marketing activity variable shows a tcount value of 4.563 or greater than the ttable value of 1.98525 and a sig. value of 0.000 or less than the probability value of 0.5. Thus, it can be concluded that social media marketing activity has a significant effect on purchasing decisions. Hypothesis Test 2 (H2)—The t statistical test for the e-WOM shows the tcount value of 4.420 or greater than the ttable value of 1.98525 and the Sig. value of 0.000 or smaller than the probability value of 0.5. Hence, it can be concluded that e-WOM has a significant effect on purchasing decisions.

Table 7. Percentage Point Distribution of t (df = 81-120)

Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
df	0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	129.209	166.388	198.969	237.327	263.790	319.392
82	0.67749	129.196	166.365	198.932	237.269	263.712	319.262
83	0.67746	129.183	166.342	198.896	237.212	263.637	319.135
84	0.67742	129.171	166.320	198.861	237.156	263.563	319.011
85	0.67739	129.159	166.298	198.827	237.102	263.491	318.890
86	0.67735	129.147	166.277	198.793	237.049	263.421	318.772
87	0.67732	129.136	166.256	198.761	236.998	263.353	318.657
88	0.67729	129.125	166.235	198.729	236.947	263.286	318.544
89	0.67726	129.114	166.216	198.698	236.898	263.220	318.434
90	0.67723	129.103	166.196	198.667	236.850	263.157	318.327
91	0.67720	129.092	166.177	198.638	236.803	263.094	318.222
92	0.67717	129.082	166.159	198.609	236.757	263.033	318.119
93	0.67714	129.072	166.140	198.580	236.712	262.973	318.019
94	0.67711	129.062	166.123	198.552	236.667	262.915	317.921
95	0.67708	129.053	166.105	198.525	236.624	262.858	317.825
96	0.67705	129.043	166.088	198.498	236.582	262.802	317.731
97	0.67703	129.034	166.071	198.472	236.541	262.747	317.639
98	0.67700	129.025	166.055	198.447	236.500	262.693	317.549
99	0.67698	129.016	166.039	198.422	236.461	262.641	317.460
100	0.67695	129.007	166.023	198.397	236.422	262.589	317.374
101	0.67693	128.999	166.008	198.373	236.384	262.539	317.289
102	0.67690	128.991	165.993	198.350	236.346	262.489	317.206
103	0.67688	128.982	165.978	198.326	236.310	262.441	317.125
104	0.67686	128.974	165.964	198.304	236.274	262.393	317.045
105	0.67683	128.967	165.950	198.282	236.239	262.347	316.967
106	0.67681	128.959	165.936	198.260	236.204	262.301	316.890
107	0.67679	128.951	165.922	198.238	236.170	262.256	316.815
108	0.67677	128.944	165.909	198.217	236.137	262.212	316.741
109	0.67675	128.937	165.895	198.197	236.105	262.169	316.669
110	0.67673	128.930	165.882	198.177	236.073	262.126	316.598
111	0.67671	128.922	165.870	198.157	236.041	262.085	316.528
112	0.67669	128.916	165.857	198.137	236.010	262.044	316.460
113	0.67667	128.909	165.845	198.118	235.980	262.004	316.392
114	0.67665	128.902	165.833	198.099	235.950	261.964	316.326
115	0.67663	128.896	165.821	198.081	235.921	261.926	316.262
116	0.67661	128.889	165.810	198.063	235.892	261.888	316.198
117	0.67659	128.883	165.798	198.045	235.864	261.850	316.135
118	0.67657	128.877	165.787	198.027	235.837	261.814	316.074
119	0.67656	128.871	165.776	198.010	235.809	261.778	316.013
120	0.67654	128.865	165.765	197.993	235.782	261.742	315.954

Source: Processed by researchers (2024)

Hypothesis testing in this study was conducted to evaluate the relationship between SMMA and e-WOM on purchasing decisions. The partial hypothesis in this study is formulated as follows:

- H1: Lazada SMMA has a positive effect on product purchasing decisions
- H2: Lazada e-WOM has a positive effect on product purchasing decisions

Simultaneous Effect (F Test)

The F statistical test shows whether all independent variables included in the research model have a simultaneous or joint influence on the dependent variable. Table 8 is the result of the simultaneous significance test (F test).

Table 8. Statistical Testing Results of f Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.617	2	32.308	11.293	.000 ^b
	Residual	263.215	92	2.86		
	Total	327.832	94			

a. Dependent Variable: KP

b. Predictors: (Constant), EWOM, SMMA

Source: Processed research data on the SPSS test tool (2024)

Decision making in the f test can be done in two ways: (1) If the sig value. <0.05 or f-count > f-tabel then there is a simultaneous influence between the variables SMMA and e-WOM on purchasing decisions. (2) If the sig value. > 0.05 or t-count < t-table then there is no simultaneous influence between the variables SMMA and e-WOM on purchasing decisions. As illustrated in Table 8, it can be seen that the output results of the test for the SMMA and e-WOM on purchasing decisions on Lazada e-commerce simultaneously. Based on the results of the F test that has been carried out, the f count value is 11,293 with a significance level of 0.000 or greater than the ftabel 3,092 with a significance requirement smaller than 0.05. Based on the results of this study, it can be stated that SMMA and e-WOM simultaneously have a significant effect on purchasing decisions.

Coefficient of Determination

The coefficient of determination has the aim of measuring the ability of the independent variable in determining the response of the dependent variable in a regression model. The following is the result of the coefficient of determination (see Table 9).

Table 9. Test Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.405	.396	1.691

a. Predictors: (Constant), EWOM, SMMA

Source: processed research data on the SPSS test tool, 2024

Based on Table 9, the effect of SMMA and e-WOM on purchasing decisions is measured through five dimensions, namely entertainment, interaction, trendiness, customization and advertisement and three dimensions, namely intensity, valence, and content, it is known that the level of correlation between the 3 variables is in the high category, because the R value obtained is 0.635 and R square is 0.405 where this figure states that SMMA and e-WOM together have an influence of 40.5% on purchasing decisions and the other 59.5% is influenced by variables not discussed in this study. This section describes the research subject and object. The result of the statistical test comprises (1) Validity test, (2) Reliability test, (3) Stationer test, (4) Classical assumption test, (5) t-Test & F-Test, and (6) Coefficient of Determination test. The types of statistical tests are adjusted to the content of the research conducted.

Discussion

Social media marketing activity (SMMA) is one of the marketing concepts related to consumer brand engagement. Developing and implementing marketing strategies using social media to provide comprehensive brand information and manage consumer brand engagement Social media refers to digital platforms, services, and applications designed for content sharing, public communication, and interpersonal connections. Based on the results of respondents' responses to social media marketing activity, it can be seen that SMMA variable in lazada e-commerce in the minds of consumers is one of the things that Lazada must pay attention to and highlight. This is because in order to attract consumers, active communication or role to consumers is very necessary for business managers, especially merchants in Lazada e-commerce. This is not without reason but based on the results of the respondent's recapitulation that SMMA Lazada e-commerce is in the medium category.

These results are in line with research conducted by Aji et al. (2020); Suryana (2021); Pasaribu and Achmadi (2024) which also states that social media marketing activity has a significant influence on purchasing decisions. This alignment indicates that marketing strategies implemented through social media platforms are able to build interactions with consumers, increase brand awareness, and influence customer interest and trust in a product or service. In the context of Lazada e-commerce, the verification test results prove that Social Media Marketing Activity plays an important role in shaping purchasing decisions, reinforcing empirical findings that emphasize that social media is not only a promotional tool, but also a strategic factor in driving consumer transactions. Therefore, the implications of these results confirm that e-commerce companies need to continue optimizing their digital marketing strategies to maintain competitiveness and increase purchase conversions through active engagement on social media.

The next finding indicates that electronic word of mouth (e-WOM) is the act of a consumer providing information about a brand, product or service to another consumer in an interpersonal (person-to-person) non-commercial way. E-WOM is the most effective way to communicate a product or service to two or more consumers. The results of this study confirm that e-WOM has a significant influence on consumer purchasing decisions in Lazada e-commerce. E-WOM is

categorized as an interesting factor even though all three dimensions are in the moderate category. This shows that although not all aspects of e-WOM have a high impact, overall its existence still contributes to shaping consumer purchasing decisions. This finding is in line with previous research conducted by Tjhin (2019), Pasharibu and Nurhidayah (2021); Suryana (2021) which also found a significant relationship between e-WOM and purchase decisions. Consumers tend to feel satisfied with the communication that occurs within the Lazada e-commerce platform, which reflects the effectiveness of e-WOM-based marketing strategies in increasing product appeal and influencing consumer behavior. Therefore, the verification test results in this study strengthen the existing empirical findings, and confirm that e-WOM is one of the main factors that contribute to the formation of purchasing decisions in e-commerce.

Based on the results of the F test, it shows that the variables social media marketing activity and electronic word of mouth simultaneously have a significant influence on purchasing decisions. In other words, marketing strategies through social media and electronic reviews and recommendations from consumers have an important role in influencing consumer decisions to buy a product or service. Social media marketing activity plays a role in increasing brand awareness, building interactions with consumers, and creating a more engaging shopping experience, which in turn can drive purchasing decisions. Through social media, companies can convey information about products, conduct promotions, and build relationships with customers in a more personalized and interactive manner. The more active and effective a brand is in utilizing social media as a marketing tool, the greater the opportunity to attract the attention of potential customers and increase purchase rates.

On the other hand, e-WOM has a big impact on purchasing decisions because consumers tend to trust reviews, testimonials, and recommendations from other users before making a purchase. Positive reviews from consumers who have used a product can increase the confidence of potential buyers and encourage them to make a purchase decision. Conversely, negative reviews can inhibit consumer interest in a particular product. In today's digital era, e-WOM is increasingly influential due to the fast and wide access to information through various online platforms, such as social media, discussion forums, and product review sites. Thus, this study confirms that the success of a brand in increasing the effectiveness of marketing strategies through social media and building a positive image through electronic reviews can be a major factor in increasing consumer purchasing decisions. Companies need to pay attention to their interactions on social media and ensure that consumers have a positive experience that can encourage good reviews and recommendations, thereby increasing product appeal and encouraging customer loyalty.

CONCLUSION

Based on research conducted on 95 Lazada consumers, it was found that social media marketing activity (SMMA) and electronic word of mouth (e-WOM) significantly influence purchasing decisions on the platform. Consumers perceive

Lazada's social media content and activities as engaging, with the availability of detailed information being the most attractive feature. Effective SMMA not only captures consumer interest but also enhances profitability by encouraging recommendations, thus reducing Lazada's marketing efforts. Additionally, e-WOM on Lazada, characterized by positive comments and reviews, serves as a critical reference for other consumers when choosing products, further reinforcing its importance in influencing purchasing decisions. Both SMMA and e-WOM were found to have a positive and significant impact on consumer purchasing behavior, highlighting their essential roles in the success of Lazada's e-commerce operations.

Based on the research findings, several recommendations are proposed to enhance Lazada's SMMA and e-WOM for improved purchasing decisions. Merchant managers should focus on enhancing their profiles on the Lazada platform, particularly leveraging the entertainment dimension, which is a key strength of the platform. Additionally, improving consumer interactions through dedicated forums for feedback and actively addressing consumer suggestions is crucial, especially since the customization dimension showed the lowest performance and requires attention to maximize the impact of SMMA. Featuring consumer testimonials on Lazada's social media and other platforms can also boost consumer trust and positively influence purchasing decisions. For future research, it is suggested to explore additional variables such as the 7-Ps of marketing, omnichannel strategies, and store atmosphere, which were not addressed in this study, to gain a more comprehensive understanding of factors affecting purchasing behavior.

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