

**The Influence of Electronic Word of Mouth on Purchasing Decisions  
with Customer Reviews as a Moderating Variable**

**Anshar Daud<sup>1</sup>, Nabila Cecilia Marasabessy<sup>2</sup>, Eva Yuniarti Utami<sup>3</sup> Fatolosa  
Hulu<sup>4</sup>, Eduar Baene<sup>5</sup>**

Institut Teknologi dan Bisnis Nobel Indonesia<sup>1</sup>, Politeknik Perikanan Negeri Tual,  
Indonesia<sup>2</sup>, Universitas Sebelas Maret, Indonesia<sup>3</sup>, Universitas Nias, Indonesia<sup>4</sup>,  
Universitas Nias, Indonesia<sup>5</sup>  
anshar@stienobel-indonesia.ac.id

**ABSTRACT**

Researchers believe that word of mouth communication carried out online can influence employee purchasing decisions because it can attract the enthusiasm of other consumers and has broad, even infinite boundaries. Apart from that, researchers also believe that this influence will be more significant if it is accompanied by good customer reviews. Therefore, the research aims to analyze the influence of the Electronic-Word of Mouth variable on Purchasing Decisions with Customer Reviews as a moderating variable. This research is quantitative research with an explanatory approach. The data used in this research was distributed using an online questionnaire method to 100 sellers on TikTok and 200 consumers on TikTok with the minimum criteria of having shopped once. The questionnaire contains 14 question items containing statements of agree, strongly agree, normal, disagree, and strongly disagree on a number of questionnaires asked. This data can also be called primary data. The collected data was analyzed using the smart PLS 4.0 analysis tool. The result in this this research show word of mouth communication using the internet has its own advantages in increasing consumer purchasing decisions due to its wide reach, as informative material for consumers who are not familiar with the product, and increasing consumer enthusiasm. In line with this, the results of the first researcher's hypothesis and beliefs show that the Electronic Word of Mouth variable has a positive relationship and has a significant influence on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.002. The second belief and also the second hypothesis in this research shows that good reviews from consumers can increase the influence of Word of Mouth Communication via the internet on Consumer Purchasing Decisions due to Word of Mouth Communication with quality product information, a comfortable place, and good service. from Consumer Reviews can make that influence even more significant. This can be proven from the results of the second hypothesis which shows the direction of the relationship is positive and the influence is more significant, namely 0.000 below 0.05, which is more significant than direct testing, namely 0.003. Thus, the first and second hypotheses in this research can be proven and accepted.

**Keywords:** *Electronic Word Of Mout, Purchasing Decisions, Customer Reviews*

## INTRODUCTION

According to (Tjiptono, 2015), purchasing decisions are the pre-purchase stage which includes all consumer activities that occur before the purchase transaction and product use. (P. T. Kotler, 2017) explain that purchasing decisions are a problem solving process which consists of analyzing or recognizing needs and desires, searching for information, assessing selection sources for purchasing alternatives, purchasing decisions and behavior after purchase. In the decision to purchase consumer goods, several parties often involve several parties in the purchasing or exchange process. (P. Kotler, 2008) explains that there are five types of roles in consumer behavior, these five roles include: 1) taking the initiative (initiator), 2) people who influence (influencers), 3) decision makers (deciders), 4) buyers (buyer), 5) user. (Hollensen, 2010) believes that decisions taken by consumers begin with identifying problems followed by searching for product information. After the information is obtained, then an evaluation is carried out of various options. available alternatives. Only then can a decision be made and the purchase can be made. After the purchase is made, an evaluation can be carried out regarding the product that has been purchased as a reference for other consumers in the future.

(Philip, 2013) argue that the form of consumer behavior that has the desire to make a purchase or choose a product, based on experience in choosing, the use of consumption desires and wanting a product is a form of Purchase Decision. So it can be concluded that the meaning of a purchasing decision is a form of consumer behavior that seeks product information and examines it, which then creates a desire to buy a product. There are several factors that can influence purchasing decisions, including word of mouth communication via the internet/Electric Word of Mouth.

Mouth Communication, which is usually called communication through word of mouth, is a way of communicating in the form of sharing recommendations or suggestions either individually or as a group of people regarding a product in the form of goods or services with the aim of providing individual information. It was also explained that the electronic form of Word of Mouth or called e-WoM according to Kotler and Keller (Keller, 2016) is a form of communication, both positive and negative, made by capable consumers, honest consumers and former users of products or services related to an item or services sold by companies via the internet. So it can be concluded that ewom is a form of communication in the form of both positive and negative statements about a product that is distributed from one consumer to another on the internet. E-WoM has eight dimensions as described by (Taharu, 2019) in their research, namely, Social Benefit, Helping the Company, Venting Negative Feelings, platform assistance, Concern for Other consumers, Extraversion/Positive Self-Enhancement, Advice Seeking, Economics Incentives.

(Taharu, 2019) explains EWOM as positive or negative reviews from consumers about a product via the internet. Another definition of EWOM according to CONG(Cong, 2017) is the exchange of information from consumer experiences related to products, services or brands to other consumers via the internet network.

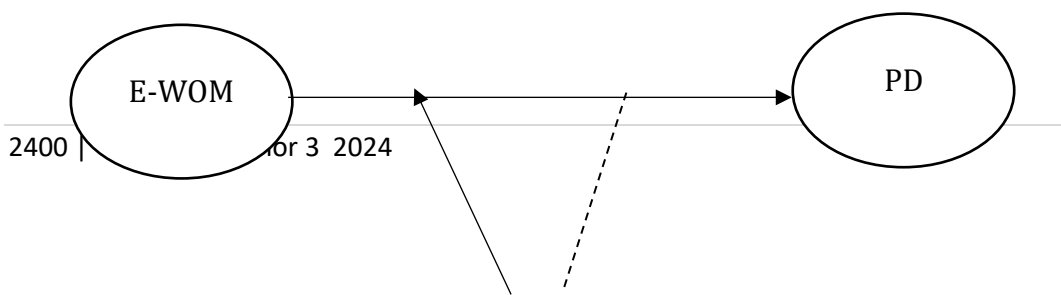
(Goldsmith, 2006) say that in the online world, there are various ways for consumers to exchange information. Internet users can implement EWOM through various online media, including e-commerce and social media.

Electronic word of mouth (e-WOM) has a definition as a communication medium for sharing information about a product or service that has been consumed between consumers who do not know each other and have met before. (Alrwashdeh, 2019) e-WOM is the activity of disseminating information informally by word of mouth via the internet or web online. When information is exchanged via electronic word of mouth (e-WOM), consumers will evaluate the product. The main characteristic of e-WOM is that the information sources are independent. Reviews and ratings are part of electronic word of mouth (e-WOM), which is a direct opinion and assessment from a person or consumer.

There are a number of studies that show (Paramitha, 2018); (Elsa Rizki Yulindasari, 2022); (Sari et al., 2022) ; (Adeliasari et al., 2014) & (Salsabila & Harti, 2021). In contrast to a number of previous studies, this research adds the Customer Review variable as a moderating variable which researchers believe can strengthen the influence of the Electric-Word of Mouth variable on purchasing decisions. This research was conducted on Salespeople and Sellers of TikTok Shop after it reopened.

## **RESEARCH METHODS**

Researchers believe that word of mouth communication carried out online can influence employee purchasing decisions because it can attract the enthusiasm of other consumers and has broad, even infinite boundaries (Jonathan Sarwono, 2016). Apart from that, researchers also believe that this influence will be more significant if it is accompanied by good customer reviews. Therefore, the research aims to analyze the influence of the Electronic-Word of Mouth variable on Purchasing Decisions with Customer Reviews as a moderating variable (Abdurahman, 2016). This research is quantitative research with an explanatory approach. The data used in this research was distributed using an online questionnaire method to 100 sellers on TikTok and 200 consumers on TikTok with the minimum criteria of having shopped once (Hair, 2010). The questionnaire contains 14 question items containing statements of agree, strongly agree, normal, disagree, and strongly disagree on a number of questionnaires asked. This data can also be called primary data. The collected data was analyzed using the smart PLS 4.0 analysis tool with the following research model (Abdurahman, 2016):



**Figure 1. Model**

**Noted:**

E-WOM: Electronic-Word of Mouth

PD: Purchase Decision

CR: Costumer Review

**Hypothesis:**

H1: The Influence of Electronic- Word of Mouth on Purchase Decision

H2: Costumer Review Can Moderates The Influence of Electronic- Word of Mouth on Purchase Decision

**RESULT AND DISCUSSION**

**Validity Test**

The explanation regarding the research method and research model above indicates that the researcher has a hypothesis and believes that the Electronic-Word of Mouth variable has a positive relationship and has a significant influence on purchasing decisions with Costume Review. To achieve and prove this, the first stage that must be passed is validating 14 question items with the following results (Sarstedt et al., 2014):

**Table 1. Validity Test**

<b>Variable</b>	<b>Item Qestion</b>	<b>Loading Factor</b>
	Electronic word of mouth communication can improve Purchasing Decisions	0.826
	Electronic word of mouth communication can increase employee enthusiasm	0.817
	Electronic word of mouth can enable employees who	0.839

Electronic-Word of Mouth (X1)	have never purchased before to	
	Electronic word of mouth communication can make network reach wider	0.819
	Word of mouth communication can increase the number of buyers	0.831
	Word of mouth communication can improve the quality of information about products	0.829
Purchase Decision (Y)	Purchasing decisions can be influenced by Electronic-Word of Mouth	0.851
	Purchasing decisions can be influenced by good customer reviews	0.857
	Purchasing decisions can be influenced by brand quality which comes from electronic word of mouth communication	0.861
	Purchasing decisions can be influenced by product quality	0.859
Customer Review (Z)	Customer Reviews can influence Purchasing Decisions	0.889
	Customer Reviews can influence Electronic-Word of Mouth	0.891
	Customer Reviews can increase consumer enthusiasm	0.906
	Customer Review can increase the number of consumers	0.902

**Valid : > 0.70**

**Reliability Test**

100 sellers and 200 consumers who have made sales and purchases at least once on TikTok have answered the questions asked by researchers. After being validated with PLS 4.0, the loading factor results show that everything is valid and can be continued at the reliability test stage to determine the Composite Reliability and Cronbach Alfa values with the following results (Ghozali, 2016):

**Table 2. Reliability Test**

<b>Variable</b>	<b>Composite Reliability</b>	<b>Cronbach Alfa</b>	<b>Noted</b>
Electronic-Word of Mouth	0.879	0.840	Reliable
Purchase Decision	0.885	0.844	Reliable
Costumer Review	0.952	0.911	Reliable

Reliable > 0.70

**Path Coefficient**

The 14 question items used in this research consisted of 6 question items for the Electronic-Word of Mouth variable, 4 question items for the Purchase Decision variable, and 4 question items for the Customer Review variable, all of which were declared valid. Next, the researcher proposed a reliability test for the Electronic-Word of Mouth, Purchase Decision, and Customer Review variables, the Composite Reliability and Cronbach Alpha reliable values were above 0.70. The final stage is to find out the path coefficient value with the following results (Gujarati, 2013):

**Table 3. Path Coefficient**

	<b>Variable</b>	<b>P-Values</b>	<b>Noted</b>
<b>Direct Influence</b>	E-WOM->PD	0.003	Accepted
<b>Indirect Influence</b>	CR* E-WOM->PD	0.000	Accepted

Significant Level > 0.05

The researcher's statement above shows that word of mouth communication using the internet has its own advantages in increasing consumer purchasing decisions due to its wide reach, as informative material for consumers who are not familiar with the product, and increasing consumer enthusiasm. In line with this, the results of the first researcher's hypothesis and beliefs show that the Electronic Word of Mouth variable has a positive relationship and has a significant influence on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.002. These results are also in line with research (Paramitha, 2018); (Elsa Rizki Yulindasari, 2022); (Sari et al., 2022) ; (Adeliasari et al., 2014) & (Salsabila & Harti, 2021).

The second belief and also the second hypothesis in this research shows that good reviews from consumers can increase the influence of Word of Mouth

Communication via the internet on Consumer Purchasing Decisions due to Word of Mouth Communication with quality product information, a comfortable place, and good service. from Consumer Reviews can make that influence even more significant. This can be proven from the results of the second hypothesis which shows the direction of the relationship is positive and the influence is more significant, namely 0.000 below 0.05, which is more significant than direct testing, namely 0.003. Thus, the first and second hypotheses in this research can be proven and accepted.

## CONCLUSION

The researcher's statement above shows that word of mouth communication using the internet has its own advantages in increasing consumer purchasing decisions due to its wide reach, as informative material for consumers who are not familiar with the product, and increasing consumer enthusiasm. In line with this, the results of the first researcher's hypothesis and beliefs show that the Electronic Word of Mouth variable has a positive relationship and has a significant influence on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.002. These results are also in line with research (Paramitha, 2018); (Elsa Rizki Yulindasari, 2022); (Sari et al., 2022) ; (Adeliasari et al., 2014) & (Salsabila & Harti, 2021).

The second belief and also the second hypothesis in this research shows that good reviews from consumers can increase the influence of Word of Mouth Communication via the internet on Consumer Purchasing Decisions due to Word of Mouth Communication with quality product information, a comfortable place, and good service. from Consumer Reviews can make that influence even more significant. This can be proven from the results of the second hypothesis which shows the direction of the relationship is positive and the influence is more significant, namely 0.000 below 0.05, which is more significant than direct testing, namely 0.003. Thus, the first and second hypotheses in this research can be proven and accepted.

## REFERENCES

- Abdurahman, S. (2016). *Metodologi Penelitian*. Sinar Grafika.
- Adeliasari, D. I., Ivana, V., & Thio, S. (2014). ELECTRONIC WORD-OF-MOUTH (e-WOM) DAN PENGARUHNYA TERHADAP KEPUTUSAN PEMBELIAN DI RESTORAN DAN KAFE DI SURABAYA. *Hospitality Dan Manajemen Jasa*, 2(2), 218–230.
- Alrwashdeh, M. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in north Cyprus. *Management Science Letters*, 9(4), 17. <https://doi.org/https://doi.org/10.5267/j.msl.2019.1.01>
- Arviana, N., & Ruswidiono, R. W. (2022). Pengaruh Rekrutmen, Seleksi, Dan Pelatihan Terhadap Produktivitas Kerja Karyawan Pt Shf. *E-Jurnal Manajemen Trisakti School of Management (TSM)*, 2(3), 61–70.

<https://doi.org/10.34208/ejmtsm.v2i3.1587>

- Cong, Y. (2017). A Literature Review of the Influence of Electronic Word-of-Mouth on Consumer Purchase Intention. *Open Journal of Business and Management*, 5(3), 21.
- Elsa Rizki Yulindasari. (2022). Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee. *Journal of Islamic Economics and Finance Studies*, 3(1), 55–69.
- Ghozali, I. (2016). *Aplikasi analisis multivariete dengan program (IBM. SPSS)*. Univrsitas Dipenogoro.
- Goldsmith, R. E. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising*, 6(2), 17.
- Gujarati. (2013). *J. Dasar-Dasar Ekonometrika*. Cahaya Pelangi.
- Hair. (2010). *Multivariate Data analysis, Seventh Editions*. New Jersey.
- Hany Nurulhadi. (2018). PENGARUH REKRUTMEN, SELEKSI, DAN KEPUASAN KERJA TERHADAP KINERJA KARYAWAN PT ASELI DAGADU DJOKDJA. In *Gender and Development* (Vol. 120, Issue 1). [http://www.uib.no/sites/w3.uib.no/files/attachments/1.\\_ahmed-affective\\_economies\\_0.pdf%0Ahttp://www.laviedesidees.fr/Vers-une-anthropologie-critique.html%0Ahttp://www.cairn.info.lama.univ-amu.fr/resume.php?ID\\_ARTICLE=CEA\\_202\\_0563%5Cnhttp://www.cairn.info](http://www.uib.no/sites/w3.uib.no/files/attachments/1._ahmed-affective_economies_0.pdf%0Ahttp://www.laviedesidees.fr/Vers-une-anthropologie-critique.html%0Ahttp://www.cairn.info.lama.univ-amu.fr/resume.php?ID_ARTICLE=CEA_202_0563%5Cnhttp://www.cairn.info).
- Hollensen, S. (2010). *Marketing Management, A Relationship Approach (2nd ed.)*. Pearson Education Limited.
- Jonathan Sarwono. (2016). *Meode Penelitian Kualitatif dan Kuantitatif*. Graha Ilmu.
- Keller, P. K. (2016). *Marketing Managemen (I. Pearson Education (ed.)*. Pearson Education Limited.
- Kotler, P. (2008). *Prinsip-prinsip Pemasaran. Diterjemahkan oleh Bob Sabran. ed. 12 jd. 1*. Erlangga.
- Kotler, P. T. (2017). *Manajemen pemasaran. Jilid I Edisi Ketiga Belas. B. Sabran (Trans.)*. Erlangga.
- Lina, R. (2020). Pengaruh Rekrutmen Terhadap Kinerja Karyawan. *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 3(3), 281–290. <https://doi.org/10.5281/zenodo.3930694>
- Mariska, S., Halin, H., & Veronica, M. (2023). Pengaruh Rekrutmen dan Pengembangan Karir terhadap Kinerja Pegawai Pada Kantor DPRD Provinsi Sumatera Selatan. *Jurnal Bisnis, Manajemen, Dan Ekonomi*, 4(3), 325–337.



<https://doi.org/10.47747/jbme.v4i3.1320>

- Paramitha, A. (2018). Pengaruh Electronic Word of Mouth Terhadap Minat Beli Konsumen Shopee Indonesia. *Universitas Kristen Maranatha*, 12(1), 30–42.
- Philip, K. (2013). *Manajemen Pemasaran: Analisis Perencanaan Implementasi dan pengendalian*. Gramedia Pustaka Utama.
- Salsabila, H. F., & Harti, H. (2021). Pengaruh iklan media sosial, electronic word of mouth, dan persepsi kualitas terhadap keputusan pembelian. *Akuntabel*, 18(4), 722–732. <https://doi.org/10.30872/jakt.v18i4.9789>
- Sari, I., Rinawati, T., & Rizkiana, C. (2022). Pengaruh Electronic Word of Mouth (E-Wom) Dan Online Consumer Review (Ocr) Terhadap Keputusan Pembelian Melalui Shopee. *Solusi*, 20(2), 160. <https://doi.org/10.26623/slsi.v20i2.5147>
- Sarstedt, M., M. Ringle, C., Smith, D., Reams, R., & Hair Jr, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, 5(1), 105–115.
- Taharu, R. V. (2019). Pengaruh e-Wom dan Review Produk pada Market Place. *Jurnal Manajemen*, 3(1), 23.
- Tjiptono, F. (2015). *Pemasaran Jasa*. Bayumedia Publishing.
- Wildan, M. A., Saleh, A. M., & Imron, M. A. (2020). Strategi Rekrutmen Dalam Peningkatan Kinerja Karyawan Media Pers Indonesia. *IDEI: Jurnal Ekonomi & Bisnis*, 1(1), 1–7. <https://doi.org/10.38076/ideijeb.v1i1.7>