Original Research Article

The Influence of Social Media Marketing, Service Quality, Electronic Word of Mouth, and Advertising Appeal on Purchase Decisions on Shopee E-Commerce

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Abstract

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| --- |
| **Objective:** This study aims to examine the influence of social media marketing variables, service quality, Electronic Word of Mouth (EWOM), and advertising appeal on purchase decisions.  **Research Design:** This research is a quantitative research, with data collected by distributing an online questionnaire or google form and the research population is active students at the University of Muhammadiyah Purwokerto in the odd semester of 2024.  **Place and Duration of Research:** This research was conducted at the University of Muhammadiyah Purwokerto, from November to December 2024.  **Methodology:** The population of this study is 20,533 UMP students during the odd semester of 2024, the sample used is 130 students from 12 faculties at the University of Muhammadiyah Purwokerto, the sample technique used is purposive sampling with certain criteria. Data testing was carried out with SPSS software version 25.  **Results:** The results of this study show that social media marketing, service quality, and advertising appeal have a positive and significant effect on purchase decisions while electronic word of mouth has no effect on purchase decisions.  **Conclusion:** With the findings of this study, it can be concluded that recommendations from other consumers, good service quality, and attractive and innovative advertising are the main reasons for consumers to choose products on Shopee. The implication of this study is the importance of Shopee's e-commerce to focus on efforts to maintain the quality of advertising and services provided to consumers. |

*Keywords: social media marketing, quality of service, electronic word of mouth, advertising appeal, purchase decision*

**1. INTRODUCTION**

Technology in Indonesia is developing rapidly, thus bringing a significant impact on various aspects of life, including the world of business and marketing (Ananda et al., 2023). With technological advancements, consumers can more easily do various things such as shopping through online shops or e-commerce (Putri & Lestari, 2022). In addition, there has been a shift in consumer behavior from offline purchases to online purchases through marketplaces. The increase in e-commerce in Indonesia began When the Covid-19 pandemic outbreak occurred, everyone at that time was prohibited from doing activities outside the home so that many activities had to be done online, one of which was online shopping (Tanjung & Effendy, 2022).

The e-commerce industry in Indonesia continues to grow rapidly, this is marked by the emergence of various types of e-commerce in Indonesia such as, Shopee Indonesia, Tokopedia, Lazada Indonesia, Bukalapak, Blibli, and others (Haddawi, 2024). E-Commerce itself has several advantages in online shopping, such as having great market potential because everyone can access or reach, saving shopping time, 24-hour access, payments can be made by virtual account transfer, and more affordable prices (Nur'aeni et al., 2024). Behind the advantages, there are several disadvantages of e-commerce, namely customers cannot directly see the goods they buy, they can only see reviews contained in the goods they are buying (Merdeka, 2022). The growth in the value of electronic commerce in Indonesia reached 78%, becoming the highest in the world, followed by Mexico with 59%. With this, the e-commerce business has great economic potential, which must be utilized by business actors in Indonesia (Kominfo.go.id, 2019).

**Table 1. Shopee users in 2017 – 2025**

|  |  |
| --- | --- |
| **Year** | **Users (millions)** |
| 2017 | 90 |
| 2018 | 150 |
| 2019 | 200 |
| 2020 | 280 |
| 2021 | 340 |
| 2022 | 270 |
| 2023 | 295 |
| 2024 | 300 |

*Source : www.businessofapps.com*

In table 1, throughout 2017 – 2024 Shopee has always experienced an increase in users every year. The peak was in 2019 – 2020 Shopee experienced an increase in users of 80 million. For the following years, it experienced a stable increase between 30 million – 50 million users. From this table, it can be concluded that shopee has always experienced a steady increase in users every year.

Shopee is one of the e-commerce that has entered Indonesia since 2017 and since then has also experienced very rapid development along with the development of technology that makes it easier for us to shop online, especially in e-commerce (Salsalina & Perangin-Angin, 2024). Shopee is a marketplace-based e-commerce platform that has become a pioneer for people in online shopping, especially in the Southeast Asia and Taiwan region with a special design to meet the needs of the market in Southeast Asia, thereby enabling an easier, safer, and more flexible online shopping experience through a mobile application that has been tailored to the needs of the community (Hertinsyana & Gunadarma, 2024). Shopee has created several business opportunities that can be run online, making it one of the largest and popular e-commerce platforms with a variety of promotional strategies displayed (Alamin et al., 2023). Behind the populalaminarity of shopee as one of the e-commerce in Indonesia, shopee has tried to provide convenience for its users through the ads displayed, reviews given by consumers in its application, the quality of service provided, and several other excellent features (Alamin et al., 2023).

According to Kotler & Armstrong (2014), the purchase decision is the buyer's decision in handling the brand to be purchased, in addition, in making a purchase, of course, the buyer can consider various aspects to meet consumer needs by ensuring that the product that the consumer chooses is in accordance with previous expectations. Purchase decisions made by consumers must be able to consider unmet needs and in meeting these needs, it is necessary to consider the quality of the products provided through online reviews listed on the products to be purchased, advertising and promotional strategies applied, and others. In addition, the purchase decision is also influenced by several factors, including social media marketing, quality of service, electronic word of mouth, and advertising appeal.

The first factor is social media marketing, is any form of direct or indirect marketing that can be used to build awareness, recognition, and action for a brand, business, product, person, or other entity and is done using social web tools (Gunelius, 2011). As the research has concluded Dawn & Pratminingsih (2022); Rahayu Hidayati & Khuzaini (2023); Reza Aulia et al., (2023); Salsalina & Windmill (2024); and Qalbi et al., (2024) that social media marketing have a positive and significant effect on purchasing decisions. However, as shown by Syntha et al., (2022) and Indrawati et al., (2023) that social media marketing has no effect on the purchase decision.

The second factor is the quality of service. According to Singh et al., (2023), service quality is the expected standard of excellence and efforts to control these standards in order to meet customer needs and expectations. In addition, service quality can also be a measure of the extent to which a company can provide services to consumers, whether it is satisfactory or not, all depends on the assessment made by consumers. Research conducted by Prabowo et al., (2021); Fatimah & Nurtantiono (2022), Junaedi et al., (2023); Soleha et al., (2024) and Kumala & Rachmawati (2025), states that the quality of service has a positive and significant effect on the purchase decision. However, it is inversely proportional to the research conducted by Cynthia et al., (2022); Fuadi et al., (2022); and Fadillah (2023), stating that the quality of service has no effect on the purchase decision.

The third factor is electronic word of mouth. According to Kotler & Keller (2016), electronic word of mouth is the use of the internet carried out by the company by collecting comments, be it negative or positive comments from consumers on the services provided, the prices offered which are then used for further marketing strategies. Such as research conducted by Susmonowati & Khotimah (2021); Setiyadi et al., (2022); Tanjung & Effendy (2022); Septyansyah & Ferryal (2022); and Say it et al., (2024), mentioning that electronic word of mouth have a positive and positive effect on the purchase decision. However, it is inversely proportional to the research conducted by Rohman & Pramesti (2022); Mazwar & Kuleh (2023) and Syahda et al., (2024), reveals that electronic word of mouth has no effect on the purchase decision.

The last factor is the advertising appeal. According to Kotler & Armstrong (2014), advertising appeal is a way for a company to promote an idea, service, or product without face-to-face interaction sponsored by a specific party that requires payment. The advertising appeal is essential for successful communication with the intended audience for purchase decisions made in e-commerce to be successful. Research conducted by Riyanto & Suriyanti (2021); Solikhah & Krishernawan (2022); Melita & Astuti (2024); and Suwu et al., (2024), stating that the advertising appeal has a positive and significant effect on the purchase decision. However, it is different from the research conducted by Yolandita et al., (2022); Aziza & Rachman (2023); and Siti Marselia et al., (2023), mentioning that the advertising appeal has no effect on the purchase decision.

This research is a development of previous research conducted by Salsalina & Windmill (2024), which researches about the influence of social media marketing and electronic word of mouth to the purchase decision, by adding two independent variables, namely the quality of service and the advertising appeal that had been previously researched by the (Yulianti & Salam, 2024). Based on the phenomenon that occurred above, where Shopee has always experienced an increase in users in the last 7 years, researchers also want to analyze whether it is caused by social media marketing, quality of service, electronic word of mouth, and the advertising appeal to purchase decisions on Shopee. In addition, whether the existence of these variables can affect Shopee in maintaining the first place in terms of e-commerce visits in Indonesia.

2. Materials and methods

**2.1 Theory Planned Behaviour (TPB)**

Theory of Planned Behaviour states that when a person makes a decision is influenced by a behavior. These behaviors or factors include attitudes (Attitude), subjective norms (Subjective norms), and perceived behavioral control (percieved behaviour control) (Ajzen, 1977). The Theory of Planned Behaviour also explains that when an individual behaves, he is not free to behave indefinitely, but there are several things that control him. This theory is related to the social media marketing, quality of service, electronic word of mouth, advertising appeal, and purchase decisions. Social media marketing and electronic word of mouth can affect the subjective norms carried out by consumers, the quality of service and the advertising appeal can form a positive attitude towards a brand that consumers buy, and purchasing decisions have an impact on perceived behavioral control through the convenience and shopping experience of a product or brand.

**2.2 Purchase Decision**

Purchase decisions according to Kotler & Keller (2016), is the stage of evaluation carried out by consumers in determining or deciding to buy a brand. This is influenced by 2 factors, namely the attitude of others and unexpected situational factors. In addition to these 2 factors, purchasing decisions can also be triggered by internal and external factors. By going through several predetermined considerations, it is hoped that the purchase decision can be given, besides that the purchase decision made by the consumer is also an illustration of how far the marketer is in marketing the product or brand to the consumer (Fadillah, 2023). The purchasing decision indicator according to Kotler and Keller which is translated by Tjiptono (2012), i.e., a) product selection, b) brand selection, c) distributor selection, d) purchase time, and e) purchase amount.

**2.3 Social Media Marketing on Purchase Decisions**

Social media marketing is an online advertising that utilizes the cultural context of a social community consisting of, social networks, virtual worlds, social news sites, and social opinion-sharing sites to achieve predetermined communication goals (Tuten, 2008). If a user company can manage Social Media Marketing properly and correctly, it can add value effectively and efficiently in marketing a brand or brand (Angelyn & Kodrat, 2021). There are indicators social media marketing according to Gunelius (2011), a) Content Creation, b) Content Sharing, c) Connecting, and d) Community Building. Based on the results of previous research by Romansyah & Khuzaini (2023); Rahayu Hidayati & Khuzaini (2023); Salsalina & Windmill (2024); and Qalbi et al., (2024), states that social media marketing have a positive and significant effect on purchasing decisions.

H1 : Social Media Marketing has a positive and significant effect on Purchase Decisions

**2.4 Quality of Service on Purchase Decision**

The quality of service according to Singh et al., (2023)That is related to services that achieve excellence standards and the ability to manage these levels of excellence in creating customer wants and needs. The existence of good service can influence consumers in making purchasing decisions and produce a positive shopping experience through quick responses to consumer suggestions and criticisms (Firjatillah et al., 2025). There are indicators of service quality according to (Parasuraman et al., 1988) i.e. , a) Tangible (physical evidence), b) Reability (reproducibility), c) Responbility (responsibilities), d) Assurance (e) and (e) Empathy (empathy). Based on the results of previous research by Prabowo et al., (2021); Fatimah & Nurtantiono (2022); Junaedi et al., (2023); and Soleha et al., (2024), stating that the quality of service has a positive and significant effect on purchasing decisions.

H2: Service Quality has a positive and significant effect on Purchase Decisions.

**2.5 Electronic Word of Mouth on Purchase Decisions**

According to Kotler & Keller (2016), Electronic Word of Mouth is the use of the internet carried out by the company by collecting comments, be it negative or positive comments from consumers on the services provided, the prices offered which are then used for further marketing strategies. Electronic word of mouth considered one of the factors that can affect consumers' purchasing decisions. There are several indicators electronic word of mouth according to Goyette et al., (2010) deep Gustiani (2018) namely as follows, a) Intensity (intensity), b) Value of Opinion (consumer opinion), and c) Content (content). Based on the results of previous research by Susmonowati & Khotimah (2021); Tanjung & Effendy (2022); Setiyadi et al., (2022); and Septyansyah & Ferryal (2022), states that electronic word of mouth have a positive and significant effect on purchasing decisions.

H3 : Electronic Word of Mouth has a positive and significant effect on Purchase Decisions

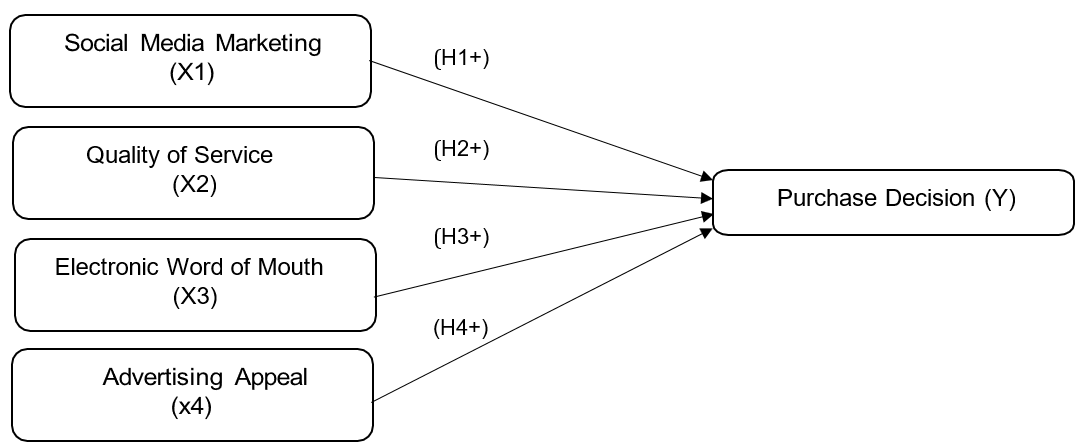
**2.6 Advertising Appeal on purchase decisions**

According to Kotler & Armstrong (2014), The advertising appeal is A company's way of promoting ideas, services, or products without face-to-face interaction sponsored by a specific party that requires payment. To create great ad appeal, the message conveyed must be clear and easy to understand with the aim of attracting consumers to buy without hesitation (Yulianti & Salam, 2024). The indicators of advertising appeal according to Rita & Saliman (2001) i.e., a) Meaningful (attraction is meaningful), b) Distinctive (attraction is different), and c) Trustworthy (the ad message must be trustworthy). Based on the results of previous research by Riyanto & Suriyanti (2021); Solikhah & Krishernawan (2022) (Yulianti & Salam, 2024); (Yulianti & Salam, 2024) and Suwu et al., (2024) stating that the appeal of the ad has a positive and significant effect on the purchase decision.

H4 : Advertising Appeal has a positive and significant effect on Purchase Decisions

From the explanation above, there are 4 hypotheses in this study which will be explained in Fig. 1.

**Figure 1. Research framework**

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Source : processed 2025

**2.7 Research Methods**

This research is a quantitative research applied with a limited scope, especially students of the University of Muhammadiyah Purwokerto who have and have made online purchases using the Shopee application. For sample determination, purposive sampling techniques are used based on certain criteria (non-probability). The criteria for determining the sample are as follows:

1. An active student of UMP.
2. Have made transactions on Shopee more than 2x.
3. Have seen advertisements displayed by Shopee on several social media.

The population of this study is 20,533 students of the University of Muhammadiyah Purwokerto in the odd

semester of 2024. The sample of this study as many as 130 students was calculated using the slovin formula with a margin of error of 10%. Calculations with a margin of error of 10% due to the use of large populations, including preliminary (preset) and exploratory research, as well as limited research resources such as time, effort, and capital (Kanda Data, 2025). The research data was collected through a questionnaire distributed using a google form containing a closed statement, using a likert scale to measure the level of approval. To measure the strength of the relationship between independent variables and bound variables, a multiple linear regression approach was applied for data analysis (Sugiyono, 2017). The statistical analysis tool used in this study is SPSS version 25 including for hypothesis testing.

**3. RESULTS AND DISCUSSION**

* 1. **Respondent Criteria**

**Table 2. Respondent Criteria**

|  |  |  |  |
| --- | --- | --- | --- |
| No | Information | Frequency | Percentage% |
| 1. | Gender |  |  |
|  | Male | 46 | 35% |
|  | Female | 84 | 65% |
|  | **Amount** | **130** | **100%** |
| 2. | Faculty Of Origin |  |  |
|  | Teaching and Education Science | 33 | 26% |
|  | Economics and Business | 15 | 12% |
|  | Engineering and Science | 14 | 11% |
|  | Agriculture and Fisheries | 13 | 10% |
|  | Islam Science | 5 | 4% |
|  | Pshychology | 8 | 6% |
|  | Pharmacy | 8 | 6% |
|  | Law | 5 | 4% |
|  | Health Sciences | 20 | 14% |
|  | Medical | 4 | 3% |
|  | Postgraduate | 3 | 2% |
|  | Cultural and Communication Sciences | 2 | 2% |
|  | **Amount** | **130** | **100%** |
| 3. | Monthly Pocket Money |  |  |
|  | Rp.500,000 – Rp.1,000,000 | 55 | 42% |
|  | > Rp.1,500,000 – Rp.3,000,000 | 61 | 47% |
|  | > Rp.3,000,000 – Rp.4,000,000 | 8 | 6% |
|  | > Rp.4,500,000 | 6 | 5% |
|  | **Amount** | **130** | **100%** |

*Source : Processed Data 2025*

**3.2 INSTRUMENT TEST**

**3.2.1 Validity and reliability test results**

Based on Table 3, all variables, namely Social media marketing, Service Quality, Electronic Word of Mouth, Advertising Appeal, and Purchase Decision, have an R value calculated > R table, which is 0.1449. Therefore, all statement items of each variable are declared valid. Meanwhile, the results of Cronbach's Alpha score

In the reliability test, the social media marketing variable was 0.78, the service quality variable was 0.73, the electronic word of mouth variable was 0.74, the advertising appeal variable was 0.85, and the purchase decision variable was 0.81. The basis for making the decision that the variable is valid is that it has a Cronbach's Alpha value of > 0.60, it can be concluded that all variables in this study are declared valid.

**Table 3. Validity and Reliability Test Results**

| Variable | Statement Indicator | Corelation Total | R Table | Cronbach's Alpha |
| --- | --- | --- | --- | --- |
| Social media marketing (X1) | 1. I think the social media marketing content displayed by shoope on various platforms is interesting to see | 0.692 | 0.1449 | 0.788 |
|  | 2. I think Shopee provides interesting content through TikTok social media displayed in its posts | 0.755 | 0.1449 |  |
|  | 3. I think shopee always shares content about its platform to their social media accounts | 0.662 | 0.1449 |  |
|  | 4. I think shopee shares its content with all fans who follow it on their social media | 0.708 | 0.1449 |  |
|  | 5. I think shopee has a close relationship with its customers through their social media | 0.675 | 0.1449 |  |
|  | 6. I think Shopee routinely posts a promotion that it has to attract its consumers | 0.705 | 0.1449 |  |
| Quality of Service (X2) | 1. Shopee has an interesting form of platform for customers to see | 0.666 | 0.1449 | 0.739 |
|  | 2. Shopee has a simple and easy-to-understand platform | 0.572 | 0.1449 |  |
|  | 3. Shopee makes the right order and according to what was ordered | 0.719 | 0.1449 |  |
|  | 4. Shopee provides an accurate estimate of goods until they are on their platform | 0.654 | 0.1449 |  |
|  | 5. Shopee provides easy response when I ask questions or complaints | 0.678 | 0.1449 |  |
|  | 6. Shopee provides a return balance guarantee or voucher if the order is not what I ordered | 0.662 | 0.1449 |  |
| Electronic Word of Mouth (X3) | 1. In my opinion, there are various reviews or opinions about Shopee on various platforms | 0.573 | 0.1449 | 0.740 |
|  | 2. I think I access Shopee more often than other e-commerce | 0.634 | 0.1449 |  |
|  | 3. In my opinion, positive and negative opinions from consumers are a reference for purchasing products on Shopee | 0.679 | 0.1449 |  |
|  | 4. I think other people will prefer Shopee after seeing reviews or positive opinions from consumers | 0.686 | 0.1449 |  |
|  | 5. In my opinion, the existence of a comment column makes it easier for consumers to express their opinions and participate in their existence as consumers | 0.715 | 0.1449 |  |
|  | 6. I think reviews will make it easier for consumers to express their feelings about what they can get on the shopee platform | 0.726 | 0.1449 |  |
| Advertising Appeal (x4) | 1. I think the ads displayed by Shopee contain a lot of interesting information and advantages of Shopee | 0.763 | 0.1449 | 0.859 |
|  | 2. I think the ads displayed by Shopee can be meaningful to the people closest to them | 0.789 | 0.1449 |  |
|  | 3. In my opinion, the ads displayed by Shopee present advantages | 0.777 | 0.1449 |  |
|  | 4. In my opinion, the ads displayed by Shopee have their own characteristics compared to other competitors | 0.734 | 0.1449 |  |
|  | 5. I think the ads displayed by Shopee use clear sentences or descriptions, easy to understand, so that they are more trusted by consumers | 0.789 | 0.1449 |  |
|  | 6. In my opinion, the ads displayed by Shopee make consumers have hopes/dreams for the use of the advertised platform | 0.748 | 0.1449 |  |
| Purchase Decision (Y) | 1. I think adjusting the needs of Shopee is very important | 0.686 | 0.1449 | 0.810 |
|  | 2. In my opinion, the selection of products on Shopee is of various types and according to your needs | 0.674 | 0.1449 |  |
|  | 3. In my opinion, shopee pays attention to the popularity and trust of a brand from the products they sell on the platform | 0.804 | 0.1449 |  |
|  | 4. In my opinion, consumers trust and believe in some of the brands on Shopee | 0.721 | 0.1449 |  |
|  | 5. In my opinion, distributors at Shopee can be trusted by consumers | 0.592 | 0.1449 |  |
|  | 6. In my opinion, if we shop more often at Shopee, we will get more discounts and free shipping vouchers | 0.609 | 0.1449 |  |
|  | 7. I think it is important to buy a product on Shopee based on needs | 0.694 | 0.1449 |  |

*Source : Processed Data 2025*

**3.3 CLASSICAL ASSUMPTION TEST RESULTS**

**3.3.1 Normality Test**

According to Ghozali (2018), normality tests can be used to test regression models, where disruptive or residual variables must be normally distributed. The normality test used in this study uses the

non-parametric statistical test of kolomgrov smirnov (k-s), with the basis for decision-making that is, the significance value of > 0.05 can be said to be accepted and the residual is distributed normally. The data used in the normality test of this study was 130 respondents. In Table 4, the results of the normality test show that the value of sig (2-tailed) is 0.200 > 0.05. The conclusion that can be drawn is that the residual data that is distributed is normal.

|  |  |  |
| --- | --- | --- |
| **Table 4. Normality Test Results**  **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 130 |
| Normal Parameters, b | Mean | .0000000 |
| Std. Deviation | 2.42360373 |
| Most Extreme Differences | Absolute | .063 |
| Positive | .063 |
| Negative | -.057 |
| Test Statistic | | .063 |
| Asymp. Sig. (2-tailed) | | .200c,d |

*Source : Processed Data 2025*

**3.3.2 Multicollinearity Test**

According to Ghozali (2018), the multicollinearity test is used to test the regression model. Later, in the regression model, correlations between independent variables must be found. The basis for decision-making of the multicollinearity test can be seen from the value of tolerance and variance inflation factor

(VIF). If the tolerance value is > 0.10 or VIF < 10, then multicollinearity does not occur and vice versa. In Table 5, it shows that all independent variables have a tolerance value of > 0.10 and the value of Variance Inflation Factor (VIF) also shows the same, all independent variables have a VIF value < 10. It can be concluded that there is no multicollinearity between independent variables in the regression model.

**Table 5. Multicollinearity Test Results**

|  |  |  |
| --- | --- | --- |
| Variable | Tolerance | VIF |
| Social media marketing | 0.541 | 1.850 |
| Quality of Service | 0.543 | 1.842 |
| Electronic Word of Mouth | 0.984 | 1.016 |
| Advertising Appeal | 0.528 | 1.892 |

*Source : Processed Data 2025*

**3.3.3 Heteroscedasticity Test**

According to Ghozali (2018), the heteroscedasticity test was used to test whether the regression model occurred of variance of residual variance between one observation and another. In this study, the glacial test method used to regress all

the variable is independent of its residual absolute variable. The basis for making decisions for the heteroscedasticity test is that if the sig value is > 0.05, it can be concluded that there is no heteroscedasticity in the study, and vice versa. In Table 6, all research variables have a sig value of > 0.05. Therefore, in accordance with the basis of decision-making, there was no heteroscedasticity in this study.

**Table 6. Heteroscedasticity Test Results**

|  |  |
| --- | --- |
| Variable | Sig |
| Social media marketing | 0.463 |
| Quality of Service | 0.301 |
| Electronic Word of Mouth | 0.353 |
| Advertising Appeal | 0.146 |

*Source : Processed Data 2025*

**3.4 MULTIPLE REGRESSION TESTS**

The regression equation can be seen in Table 7, as follows:

KP = 7.135 + 0.195 SMM + 0.392 KPL - 0.004 EWOM + 0.322 DTI

The above equation can be explained as follows:

a = A constant value of 7.135, stating that the magnitude of the value of the Purchase Decision when the independent variable is valued at 0

β1 = The value of the social media marketing coefficient is 0.195, meaning that if social

Media Marketing increased by 1 unit, then, the purchase decision increased by 0.195 assuming other variables remained.

β2 = The value of the service quality coefficient is 0.392, meaning that if the quality of service increases by 1 unit, then the purchase decision increases by 0.392 assuming other variables are fixed.

Β3 = The value of the advertising appeal coefficient is 0.322, which means that if the ad attraction increases by 1 unit, then the purchase decision increases by 0.322 assuming other variables are fixed

**Table 7. Multiple Regression Test Results**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 7.135 | 2.582 |  | 2.763 | .007 |
| Social.Media.Marketing | .195 | .091 | .181 | 2.130 | .035 |
| Quality.Service | .392 | .097 | .340 | 4.017 | .000 |
| EWoM | -.004 | .076 | -.003 | -.051 | .959 |
| Advertising.Appeal | .322 | .089 | .310 | 3.616 | .000 |

*Source : Processed Data 2025*

**3.5 TEST RESULTS OF THE DETERMINATION COEFFICIENT (R2)**

The coefficient of determination (R2) is a test used to measure the extent to which the model is able to account for variations in dependent variables (Ghozali, 2018). In

the test results, the determination coefficient is in accordance with the Table

8, the adjusted R square value is 0.499 which means that the variables of social media marketing, service quality, electronic word of mouth, and advertising appeal in explaining the dependent variable, namely the purchase decision of 49.9%, while the remaining 50.1% are explained by other variables outside the research conducted.

**Table 8. Determination Coefficient Test Results (R2)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .717a | .515 | .499 | 2.46208 |

*Source : Processed Data 2025*

**3.6 HYPOTHESIS TESTING**

**3.6.1 Partial Test (T Test)**

In accordance with the test results from the previous SPSS output, the multiple linear regression equation was obtained as follows:

1. Social media marketing has a positive and significant effect on Purchase Decisions

The Social media marketing variable has a beta value of 0.195 which shows a positive direction by obtaining a calculated t value of 2.130 > t table of 1.979. The significance value is 0.035 < 0.05, it can be concluded that the social media marketing variable has a positive effect

and significant to the purchase decision, so that hypothesis 1 is acceptable.

1. Service Quality has a positive and significant effect on Purchase Decisions

The Service Quality variable has a beta value of 0.392 which shows a positive direction by obtaining a calculated t value of 4.017 > t table of 1.979. The significance value is 0.000 < 0.05, it can be concluded that the service quality variable has a positive and significant effect on the purchase decision, so that hypothesis 2 is acceptable.

1. Electronic Word of Mouth has a positive and significant effect on Purchase Decisions

The Electronic Word of Mouth variable has a beta value of -0.004 which indicates a negative direction by obtaining a calculated t value of -0.051 < t table of 1.979. The significance value is 0.959 > 0.05, it can be concluded that the electronic word of mouth has no effect on the purchase decision, so hypothesis 3 is rejected.

1. Advertising Appeal has a positive and significant effect on Purchase Decisions

The Advertising Appeal variable has a beta value of 0.322 which indicates a positive direction by obtaining a calculated t value of 3.616 > t table of 1.979. The significance value is 0.000 < 0.05, it can be concluded that the ad attraction variable has a positive and significant effect on the purchase decision, so hypothesis 4 is acceptable.

**4. DISCUSSION**

**4.1 The Influence of Social Media Marketing on Purchase Decisions**

There is a positive and significant influence of the variables Social Media Marketing on the purchase decision at Shopee as evidenced by the H1 result test. It explains that Social Media Marketing What is done by Shopee in the form of content that Shopee uploads on several social media platforms has an impact on consumer purchase decisions on Shopee e-commerce. By theory of behaviour submitted by Ajzen (1977), explaining that Social Media Marketing affects the subjective norms of consumers when making decisions that result in an expected purchase decision.

Based on the results of the highest mean value of respondents through descriptive statistical analysis, it is explained that promotional content posted by Shopee can attract consumers to make purchase decisions. However, some of the content that Shopee uploads on one of the platforms, especially tiktok, needs to be innovated again in order to produce content that is interesting and different from others. The results of the study that mention Social Media Marketing This positive and significant influence on purchasing decisions is reinforced by research Dawn & Pratminingsih (2022); Rahayu Hidayati & Khuzaini (2023); Reza Aulia et al., (2023); and; Salsalina & Windmill (2024). However, it is different from as shown by Syntha et al., (2022) and Indrawati et al., (2023)that Social Media Marketing has no effect on the purchase decision.

**4.2 The Influence of Service Quality on Purchase Decisions**

There is a positive and significant influence of service quality variables on purchase decisions at Shopee as evidenced by testing H2 results. This explains that the quality of service provided by Shopee, whether it is good or bad service, will directly have an impact on the purchase decisions made by consumers. By theory of behaviour submitted by Ajzen (1977), explaining that the quality of service can shape a positive attitude of consumers towards a brand which is expected to influence consumer purchase decisions.

This is evidenced by the results of the highest mean value of respondents through descriptive statistical analysis, explaining that Shopee has an attractive and easy-to-understand platform form which indirectly provides Shopee with good service quality from the form of the platform that has been made. The results of the study that stated that the quality of service had a positive and significant effect on the purchase decision was strengthened by the research Prabowo et al., (2021); Fatimah & Nurtantiono (2022) ; Junaedi et al., (2023); and Kumala & Rachmawati (2025). However, it is inversely proportional to the research conducted by Cynthia et al., (2022); Fuadi et al., (2022); and Fadillah (2023), stating that the quality of service has no effect on the purchase decision.

**4.3 The Influence of Electronic Word of Mouth on Purchase Decisions**

No variable influence Electronic word of mouth against the purchase decision at Shopee where H4 was rejected. This is due to the fact that Electronic word of mouth It is considered an ineffective method due to the undirected and unclear delivery of information, so customers do not feel interested and usually require physical evidence. By theory of behaviour submitted by Ajzen (1977), explains that consumer subjective norms formed through electronic Word of mouth may affect the purchase decision. However, in the research conducted by the electronic word of mouth variable cannot affect consumer purchase decisions by only looking at reviews contained on the Shopee platform.

The results of the study that mention Electronic word of mouth This has no effect on purchasing decisions is reinforced by research conducted by Rohman & Pramesti (2022); Mazwar & Kuleh (2023) and Syahda et al., (2024), states that Electronic word of mouth has no effect on the purchase decision. However, it is inversely proportional to the research conducted by Setiyadi et al., (2022); Tanjung & Effendy (2022); Septyansyah & Ferryal (2022); and Say it et al., (2024), states that Electronic word of mouth have a positive and significant effect on purchasing decisions.

**4.4 The Influence of Advertising Appeal on Purchase Decisions**

There is a positive and significant influence of advertising appeal variables on purchase decisions on shopee as evidenced by testing H4 results. This explains that the advertising appeal Shopee displays on several media or platforms can have an impact on consumer purchase decisions. By theory of behaviour submitted by Ajzen (1977), explaining that the attractiveness of the displayed ads can influence consumers' purchasing decisions through behavioral control in the form of convenience and consumer shopping experience.

This can be proven from the results of the highest mean value of respondents through descriptive statistical analysis, showing that the existence of interesting and informative advertisements can influence consumers to know or remember, like, and make purchase decisions. The results of the study that stated that the advertising appeal has a positive and significant effect on purchasing decisions was strengthened by the research Solikhah & Krishernawan (2022); Melita & Astuti (2024); and Suwu et al., (2024). However, it is different from the research conducted by Yolandita et al., (2022); Aziza & Rachman (2023); and Siti Marselia et al., (2023), mentioning that the appeal of the ad has no effect on the purchase decision.

**5. CONCLUSION**

The results of this study show that social media marketing, service quality, and advertising appeal have a positive and significant influence on purchase decisions. This proves that the social media content that Shopee posts, the good service provided by Shopee, and interesting or informative advertisements can be considered by consumers when making purchases on Shopee e-commerce. However, electronic word of mouth has no effect on purchasing decisions. This can happen because consumers do not receive information from the reviews provided.

The limitations contained in this study are that it only focuses on students and only a few factors of purchasing decisions are discussed. For this reason, the suggestion for the next researcher is to provide a broader explanation of the factors that affect purchasing decisions by adding independent variables such as promotion, online customer reviews, digital marketing, the influence of inluencer, and other independent variables.

**COMPETING INTERESTS DISCLAIMER:**

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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Details of the AI usage are given below:

1.

2.

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