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THE INFLUENCE OF INFLUENCER MARKETING, SOCIAL MEDIA MARKETING, AND ELECTRONIC WORD OF MOUTH WOM ON SKINTIFIC PURCHASE DECISIONS ON SHOPEE (CASE STUDY IN MAJALENGKA REGENCY)

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ABSTRACT
The Indonesian skincare market has evolved with increasing consumer preference for clean, minimalist beauty, leading brands like Skintific to adopt strategic digital marketing approaches. This study aims to analyze the influence of Influencer Marketing, Social Media Marketing, and Electronic Word of Mouth (eWOM) on consumer purchasing decisions, specifically for Skintific products on the Shopee platform in Majalengka Regency. Employing a quantitative approach, data were gathered from 200 respondents via a structured questionnaire and analyzed using multiple linear regression through SPSS Version 27. The findings reveal that all three independent variables significantly influence purchase decisions, with eWOM showing the strongest impact (β = 0.387), followed by Influencer Marketing (β = 0.324), and Social Media Marketing (β = 0.222). The model demonstrated good predictive power, with an R^2 value of 0.652. These results underscore the importance of digital marketing strategies in shaping consumer behavior and offer actionable insights for businesses to leverage influencer collaboration, social media engagement, and consumer reviews to boost sales. The research contributes to the digital marketing literature by contextualizing consumer behavior in a regional e-commerce setting and highlights the need for future studies to explore moderating variables such as brand loyalty, trust, and demographics to expand generalizability.

Keywords: Influencer Marketing, Social Media Marketing, Electronic Word of Mouth, and Purchase Decisions.

INTRODUCTION

The skincare industry in Indonesia has seen significant transformation, with growing consumer interest in minimalist routines and clean beauty products made from natural and chemical-free ingredients, reflecting a heightened awareness of skin health and safety. This shift has encouraged innovation among local brands such as Somethinc, Scarlett Whitening, Ms Glow, and Skintific. Simultaneously, the rise of digital technology has revolutionized consumer behavior, with e-commerce platforms like Shopee becoming central to product discovery and purchase. In October 2024, Shopee Indonesia attracted 128.6 million visits, leading sales in various categories, including facial care, which is among the most in-demand. The beauty care segment alone reached IDR 8.9 trillion in e-commerce sales in Q1 2024, marking a 42% year-on-year increase. With the beauty and personal care market expected to grow to $9.24 billion by the end of 2024 and continue rising annually, digital platforms play a crucial role in expanding access to skincare products across Indonesia.

SKINTIFIC, a skincare brand launched in late 2021, has rapidly risen to become one of Indonesia's most popular brands, capturing widespread attention with innovative products

like the 5x Ceramide Moisturizer, Mugwort Acne Clay Stick, and Truffle Biome Skin Reborn. Its success is fueled by smart formulations that address diverse skin concerns and fulfill consumers' aspirations for healthy skin. The brand effectively utilizes various online platforms such as Shopee and Tokopedia, and employs social media advertising and influencer marketing to influence consumer purchasing decisions. These efforts are supported by the consumer decision-making process, which includes stages like problem recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. Word-of-mouth recommendations and engaging content—like tutorials and reviews on TikTok, Instagram, and Twitter—also play a significant role in shaping consumer trust and driving sales.

The use of social media has a great contribution to online sellers because through social media it can have an impact on consumer purchasing decisions. Based on the existing phenomenon, showing information on social media has an influence on consumer purchasing decisions. The use of social media was chosen because social media is a much cheaper promotional tool compared to newspaper ads, radio, banners, brochures, and others. Social media to process skintific products through Instagram, Facebook and TikTok. Social media marketing is a very important marketing strategy, especially for companies that have developed and sold creative products. Social media marketing uses social web tools, such as blogs, microblogs, and social networks, to achieve goals (Edris & Zai, 2023; Kassem & Asfoura, 2025; Kolmykova et al., 2021; Pranata et al., 2023; Talwar et al., 2023). In other words, social media marketing is an effective way to promote your business, products, and services by leveraging the power of social networks to reach more people. Social media allows businesses to interact directly with consumers and gather valuable feedback to improve the quality of the products and services they offer.

The existence of electronic word of mouth is slightly beneficial for consumers because it is a means for consumers to exchange information about products and services that they have used, even though they did not know each other before (Abdullah et al., 2023; Dharmawan et al., 2023; Jasin, 2022; Siagian et al., 2022; Sintiya et al., 2023). There are 3 indicators to measure electronic word of mouth, namely Intensity, Opinion, Content (Haryono, 2022). Electronic word of mouth is not always profitable for consumers. However, as a result of the interviews, some consumers revealed that electronic word of mouth does not always provide the correct information. Consumers tend to consider negative comments uploaded by users who have already tried the product. However, there are also some who do not comment on product reviews, this makes consumers not to make a purchase.

Consumer purchasing decisions involve a multi-stage process where individuals evaluate and select products based on personal needs, external influences, and post-purchase satisfaction (Lee et al., 2023; Nykänen et al., 2021; Razmus et al., 2024; Vetrivel et al., 2025; Ye et al., 2024). This process includes problem identification, information search (from personal, commercial, and public sources), alternative evaluation, purchase decision

(affected by attitudes and unforeseen circumstances), and post-purchase behavior (satisfaction or dissatisfaction based on expectations). Key decision indicators include product, brand, supplier selection, timing, and payment method. Influencer marketing leverages individuals with social influence to shape consumer behavior through visibility, trust, attraction, and persuasive power (Chen et al., 2024; Mrisha & Xixiang, 2024; Vrontis et al., 2021). Electronic word-of-mouth (eWOM) further impacts decisions through online reviews and recommendations (Roy et al., 2024; Verma & Yadav, 2021), while social media marketing fosters engagement via content creation, sharing, and community-building (Hou, 2023; Jeswani, 2023). Together, these factors shape modern consumer behavior.

This study aims to analyze the influence of Influencer Marketing, Social Media Marketing, and Electronic Word of Mouth (eWOM) on consumer purchasing decisions, specifically for Skintific products on the Shopee platform in Majalengka Regency. The novelty of this research lies in its specific focus on Skintific as a case study and the contextual application within Majalengka Regency, which has not been previously explored in the reviewed literature. Unlike prior studies that generally discuss digital marketing strategies across broad or international markets (Cheung & Thadani, 2012; Kaplan & Haenlein, 2010), this study provides localized empirical evidence of how influencer marketing, social media marketing, and electronic word of mouth (eWOM) affect consumer purchase decisions on the Shopee platform, a dominant e-commerce channel in Indonesia. Furthermore, the research quantitatively validates these variables' impacts using multiple linear regression analysis with robust reliability and normality testing, making it a novel contribution to both academic discourse and practical strategy for local digital marketing applications.

METHOD

This study uses a quantitative approach with multiple linear regression method to analyze the influence of influencer marketing (X_1), social media marketing (X_2), and electronic word of mouth (X_3) on purchasing decisions (Y). Data was collected through a questionnaire that was distributed to 200 respondents who were selected using the purposive sampling technique. The location of this research is in Majalengka Regency which has a Shopee application. The data collection technique used a questionnaire designed on a Likert scale of 1-5 to measure respondents' perception of the variables studied. The collected data was then analyzed using SPSS Version 27 software. The analysis stage begins with a validity and reliability test to ensure that all indicators and variables are eligible for further analysis. Furthermore, a normality test was carried out using the Kolmogorov-Smirnov Test to ensure that the data was distributed normally. A linearity test is also performed to test the linear relationship between independent and dependent variables. Finally, multiple linear regression analysis is used to measure the extent to which independent variables affect dependent variables.

The framework of thought in this study can be described as follows:

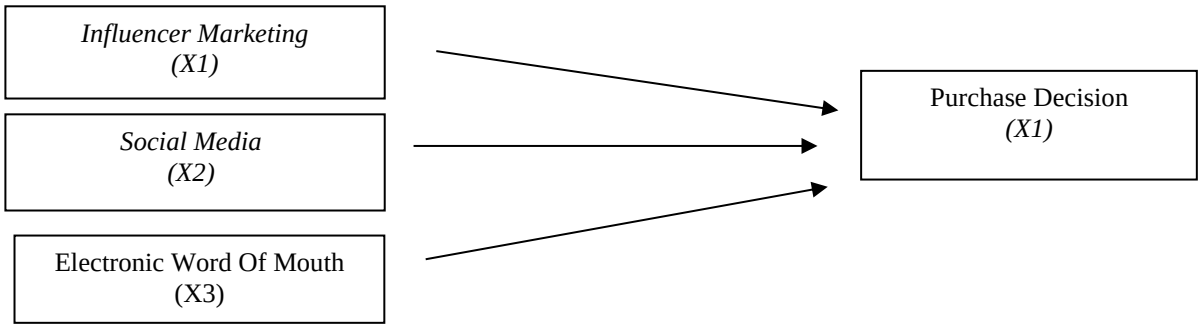


Figure 2 Research Model

This frame of mind describes how Influencer Marketing, Social Media, and Electronic Word of Mouth can influence consumers' Purchasing Decisions. The relationship between these variables can be explained through the tested research model, through regression analysis. Variables X1, X2, X3 are independent variables that are hypothesized to have an influence on dependent variables Y (Purchase Decision). Furthermore, the framework of thought in this study can be described as follows:

1. Purchase Decision (Y): The dependent variable that is the focus of the research, namely the purchase decision made by the consumer.
2. Influencer Marketing (X1): The first independent variable that influences a purchase decision. Influencer marketing refers to the use of influencers or celebrities in marketing to promote products or services.
3. Social media (X2): The second independent variable that influences the purchase decision. Social media is a digital platform used to interact, share content, and promote products or services.
4. Electronic Word of Mouth (X3): The third independent variable that influences a purchase decision. Electronic Word of Mouth (eWOM) refers to the dissemination of information or reviews about products or services through electronic media such as shopee.

RESULTS AND DISCUSSION

The results of this study present key findings obtained through quantitative data analysis using multiple linear regression tests. This study reveals the significant influence of influencer marketing (X_1), social media marketing (X_2), and Electronic Word of Mouth (X_3) on purchasing decisions (Y). These findings not only reinforce theories that already exist in the digital marketing literature, but also provide practical insights for businesses in optimizing their marketing strategies. The following are the results of the research from the data obtained from the questionnaire and processed using SPSS Version 27.

Table 1. Validity Test Results

Variable	Indicators	r count	r Table	Sign	α	Information
Influencer Marketing (X1)	X1.1	0,727	0,138	0,001	0,05	Valid
	X1.2	0,760	0,138	0,001	0,05	Valid
	X1.3	0,817	0,138	0,001	0,05	Valid
	X1.4	0,816	0,138	0,001	0,05	Valid
Social Media Marketing (X2)	X2.1	0,702	0,138	0,001	0,05	Valid
	X2.2	0,752	0,138	0,001	0,05	Valid
	X2.3	0,760	0,138	0,001	0,05	Valid
	X2.4	0,814	0,138	0,001	0,05	Valid
Electronic Word of Mouth (X3)	X3.1	0,713	0,138	0,001	0,05	Valid
	X3.2	0,843	0,138	0,001	0,05	Valid
	X3.3	0,810	0,138	0,001	0,05	Valid
	X3.4	0,728	0,138	0,001	0,05	Valid
	X3.5	0,733	0,138	0,001	0,05	Valid
Purchase Decision (Y)	Y.1	0,752	0,138	0,001	0,05	Valid
	Y.2	0,747	0,138	0,001	0,05	Valid
	Y.3	0,443	0,138	0,001	0,05	Valid
	Y.4	0,740	0,138	0,001	0,05	Valid
	Y.5	0,766	0,138	0,001	0,05	Valid

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the validity test presented in Table 1, it can be interpreted that all indicators in each variable are declared valid. This can be seen from the calculated r-value that is greater than the table r-value (0.138) at a significance level of 0.05. The influencer marketing variable (X1) has four indicators (X1.1 to X1.4) with a calculated r-value ranging from 0.727 to 0.817, which indicates that all of these indicators are valid and able to measure the concept of influencer marketing well.

In the social media marketing variable (X2), the four indicators (X2.1 to X2.4) also showed high validity with an r-value calculated between 0.702 to 0.814. This indicates that these indicators consistently represent social media marketing variables. Meanwhile, the Electronic Word of Mouth (X3) variable consisting of five indicators (X3.1 to X3.5) was also declared valid with a calculated r value ranging from 0.713 to 0.843. These values indicate that all indicators are able to measure the Electronic Word of Mouth variable effectively.

Finally, the purchase decision variable (Y) which has five indicators (Y.1 to Y.5) is also declared valid, although the Y.3 indicator has a relatively lower calculated r-value (0.443) than other indicators. However, since the value is still above the table r-limit (0.138), the Y.3 indicator is still considered valid. Overall, the results of this validity test show that all indicators used in this study are able to measure the variables in question well, so that they can be used for further analysis.

Table 2. Reliability Test Results

Variable	Cronbach,s Alpha	Standard	Information
Influencer Marketing (X1)	0,786	0,70	Reliable
Social Media Marketing (X2)	0,750	0,70	Reliable
Electronic Word of Mouth (X3)	0,824	0,70	Reliable
Purchase Decision (Y)	0,735	0,70	Reliable

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the reliability test presented in Table 2, it can be interpreted that all variables in this study are declared reliable. This can be seen from Cronbach's Alpha value of each variable that is greater than the standard of at least 0.70. The influencer marketing variable (X1) has a Cronbach's Alpha value of 0.786, which indicates that the indicators used to measure this variable have good internal consistency.

The social media marketing variable (X2) also showed adequate reliability with a Cronbach's Alpha value of 0.750. This indicates that the indicators in this variable consistently measure the same concept. Furthermore, the Electronic Word of Mouth (X3) variable recorded the highest Cronbach's Alpha value, which was 0.824. This value indicates an excellent level of reliability, meaning that the indicators used to measure these variables are very consistent and reliable. Finally, the Purchase Decision variable (Y) is also declared reliable with a Cronbach's Alpha value of 0.735. Although the value is lower than the other variables, it is still above the standard of at least 0.70, so the indicators in this variable are considered consistent and reliable.

Overall, the results of this reliability test show that all variables in this study have good internal consistency, so that the measuring tools used can be relied on for further analysis.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters, b	Mean	,0000000
	Std. Deviation	1,29984548
Most Extreme Differences	Absolute	,063
	Positive	,063
	Negative	-,046
Test Statistic		,063
Asymp. Sig. (2-tailed)[c]		,055
	Sig.	,055

Monte Carlo Sig. (2-tailed)[d]	99% Confidence Interval	Lower Bound	,049
		Upper Bound	,060

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1131884899.

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the normality test presented in Table 3 using the One-Sample Kolmogorov-Smirnov Test, it can be interpreted that the residual data in this study is normally distributed. This can be seen from the value of Asymp. Sig. (2-tailed) of 0.055, which is greater than the significance level of 0.05. Thus, the zero hypothesis that the data is normally distributed cannot be rejected.

In addition, the Test Statistical value of 0.063 indicates that the difference between the sample data distribution and the normal distribution is normal. This result is reinforced by Monte Carlo Sig. (2-tailed) which also shows a significance value of 0.055 with a 99% confidence interval between 0.049 to 0.060. This indicates that the residual data meets the assumption of normality, which is an important prerequisite for further parametric statistical analysis. Thus, it can be concluded that the data in this study meets the assumption of normality, so that the results of the analysis carried out can be considered valid and reliable.

Table 4. Results of the Linearity Test of Purchase Decisions in Influencer Marketing

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Buying Decision * Influencer Marketing	Between Groups	(Combined)	503,979	10	50,398	20,626	,000
		Linearity	466,956	1	466,956	191,103	,000
		Deviation from Linearity	37,023	9	4,114	1,684	,095
	Within Groups		461,816	189	2,443		
	Total		965,795	199			

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the linearity test presented in Table 4, it can be interpreted that there is a significant linear relationship between the variables of purchasing decisions and influencer marketing. This can be seen from the value of Sig. in the linearity test of

0.000, which is smaller than the significance level of 0.05. The F-value of 191.103 also shows that the linear relationship between the two variables is very strong and significant.

In addition, the results of the Deviation from Linearity test show a Sig value. by 0.095, which is greater than 0.05. This indicates that the linear model can be accepted as a good representation of the relationship between purchasing decisions and influencer marketing. Overall, the results of this linearity test show that influencer marketing variables have a significant linear relationship with purchasing decisions, so they can be used for further analysis in this study

Table 5. Results of the Linearity Test of Purchase Decisions in Social Media Marketing

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Purchase Decisions * Social Media Marketing	Between Groups	(Combined)	506,173	10	50,617	20,814	,000
		Linearity	472,192	1	472,192	194,169	,000
		Deviation from Linearity	33,981	9	3,776	1,553	,132
	Within Groups		459,622	189	2,432		
	Total		965,795	199			

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the linearity test presented in Table 5, it can be interpreted that there is a significant linear relationship between the variables of purchase decisions and social media marketing. This can be seen from the value of Sig. in the linearity test of 0.000, which is smaller than the significance level of 0.05. An F value of 194.169 also indicates that the linear relationship between the two variables is very strong and significant. In addition, the results of the Deviation from Linearity test show a Sig value. by 0.132, which is greater than 0.05. This indicates that the linear model can be accepted as a good representation of the relationship between purchasing decisions and social media marketing. Overall, the results of this linearity test show that the social media marketing variable has a significant linear relationship with purchasing decisions, so it can be used for further analysis in this study.

Table 6. Results of Purchase Decision Linearity Test on Electronic Word of Mouth

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Purchase Decision *	Between Groups	(Combined)	518,589	12	43,216	18,071	,000
		Linearity	473,360	1	473,360	197,936	,000

Electronic Word of Mouth		Deviation from Linearity	45,230	11	4,112	1,719	,072
	Within Groups		447,206	187	2,391		
	Total		965,795	199			

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the linearity test presented in Table 6, it can be interpreted that there is a significant linear relationship between the purchase decision variable and the Electronic Word of Mouth (eWOM). This can be seen from the value of Sig. in the linearity test of 0.000, which is smaller than the significance level of 0.05. An F value of 197.936 also indicates that the linear relationship between the two variables is very strong and significant. In addition, the results of the Deviation from Linearity test show a Sig value. by 0.072, which is greater than 0.05. This indicates that deviations from linearity are not significant, so the linear model can be accepted as a good representation of the relationship between the purchase decision and the Electronic Word of Mouth. Overall, the results of this linearity test show that the Electronic Word of Mouth variable has a significant linear relationship with purchasing decisions, so it can be used for further analysis in this study.

Table 7. Summary Model Test Results

Model Summaryb					
	Change Statistics				
Type	R Square Change	F Change	df1	df2	Sig. F Change
1	.652a	122,332	3	196	,000
a. Predictors: (Constant), Electronic Word of Mouth, Influencer Marketing, Social Media Marketing					
b. Dependent Variable: Purchase Decision					

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the Model Summary test presented in Table 7, it can be interpreted that the regression model consisting of independent variables of influencer marketing, social media marketing, and Electronic Word of Mouth together has a significant influence on the dependent variables of purchasing decisions. This can be seen from the Square Change R value of 0.652, which shows that around 65.2% of the variation in purchase decisions can be explained by these three independent variables. An F Change value of 122.332 with a Sig. F Change of 0.000 (smaller than the significance level of 0.05) indicates that this regression model is statistically significant. In other words, the three independent variables together make a significant contribution in predicting purchasing decisions. Overall, these results show that the regression model used in this study has good predictive power and is suitable for use in further analysis.

Table 8. Anova Test Results

ANOVA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	629,565	3	209,855	122,332	,000b
	Residual	336,230	196	1,715		
	Total	965,795	199			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Electronic Word of Mouth, Influencer Marketing, Social Media Marketing						

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the ANOVA test presented in Table 8, it can be interpreted that the regression model consisting of independent variables of influencer marketing, social media marketing, and Electronic Word of Mouth together has a significant influence on the dependent variables of purchasing decisions. This can be seen from the F value of 122.332 with a significance level (Sig.) of 0.000, which is much smaller than the significance level of 0.05. The Sum of Squares Regression value of 629.565 indicates the magnitude of the variation in purchasing decisions that can be explained by the three independent variables. Meanwhile, a Sum of Squares Residual of 336,230 indicates a variation that the model cannot explain. This proportion shows that the regression model used has a good ability to predict purchasing decisions. Overall, the results of this ANOVA test confirm that the regression model used in this study is significant and feasible to explain the relationship between independent and dependent variables.

Table 9. Multiple Linear Regression Test Results

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,487	,798		8,132	,000
	Influencer Marketing	,322	,062	,324	5,191	,000
	Social Media Marketing	,221	,067	,222	3,315	,001
	Electronic Word of Mouth	,330	,046	,387	7,104	,000
a. Dependent Variable: Purchase Decision						

Source: results of SPSS Version 27 of 2025 data processing

Based on the results of the Multiple Linear Regression test presented in Table 9, a multiple linear regression equation model can be made

$$Y = 6.487 + 0.322X_1 + 0.221X_2 + 0.330X_3$$

Furthermore, it can be interpreted that the three independent variables, namely influencer marketing, social media marketing, and Electronic Word of Mouth, significantly affect the dependent variables of the Purchase Decision. This can be seen from the value of Sig. for each variable smaller than the significance level of 0.05.

1. Influencer marketing has a regression coefficient (B) of 0.322 with a value of Sig. 0.000. This indicates that each one unit increase in influencer marketing will increase the purchase decision by 0.322 units, assuming the other variables are fixed. A beta value of 0.324 indicates that influencer marketing makes a considerable contribution to purchasing decisions.
2. Social media marketing has a regression coefficient (B) of 0.221 with a value of Sig. 0.001. This means that every single unit increase in social media marketing will increase the purchase decision by 0.221 units, assuming other variables are constant. A Beta value of 0.222 indicates that the effect is smaller than the other variables.
3. Electronic Word of Mouth (eWOM) has a regression coefficient (B) of 0.330 with a value of Sig. 0.000. This indicates that each single unit increase in Electronic Word of Mouth will increase the purchase decision by 0.330 units, assuming other variables are fixed. A Beta value of 0.387 indicates that Electronic Word of Mouth makes the largest contribution compared to other variables.
4. A Constant of 6.487 indicates the value of a purchase decision when all independent variables are valued.

Overall, the results of this multiple linear regression test showed that all three independent variables had a positive and significant influence on purchasing decisions, with Electronic Word of Mouth being the variable that contributed the most

Based on the results of the data analysis that has been conducted, this study reveals that influencer marketing (X_1), social media marketing (X_2), and Electronic Word of Mouth (X_3) significantly affect purchasing decisions (Y). These findings are in line with some previous research that has been conducted in the field of digital marketing and consumer behavior. Influencer marketing has been proven to have a positive and significant influence on purchase decisions with a regression coefficient of 0.322. This is consistent with the research of Djafarova & Bowes (2021) which found that influencer marketing is effective in building consumer trust and interest, thus driving purchase decisions. Influencers are considered a credible source of recommendations due to their proximity to the audience, so they are able to influence consumer behavior (Lou & Yuan, 2019). The role of influencers on Instagram found that influencers can create high engagement with the audience through authentic and relevant content (Abidin, 2016).

In addition, social media marketing has also been proven to have a positive effect on Purchase Decisions with a regression coefficient of 0.221. These findings are supported by research by Hutter et al. (2013) who stated that marketing activities on social media, such as interactive content and advertising campaigns, can increase consumer engagement and

drive purchase decisions. Social media is an effective platform to build brand awareness and direct interaction with consumers (Tiago & Veríssimo, 2014). Social media marketing activities and customer equity found that marketing activities on social media can increase customer equity and drive brand loyalty (Kim & Ko, 2012). Kotler & Keller (2016) emphasize that the integration of traditional and digital marketing strategies, including the use of social media and influencers, can create added value for brands and increase customer loyalty.

The challenges and opportunities of social media state that social media platforms such as Instagram, Facebook, and Twitter have become very effective tools for building direct interactions between brands and consumers (Kaplan & Haenlein, 2010). Social media not only increases brand visibility but also allows consumers to actively engage with the content produced by the brand (Godey et al., 2016).

Furthermore, Electronic Word of Mouth (eWOM) has the greatest influence on purchasing decisions with a regression coefficient of 0.330. These results are in line with research by Cheung & Thadani (2012) which states that eWOM, like online reviews and recommendations from other users, is a key factor in influencing consumer purchasing decisions. Consumers tend to trust information from other users more than traditional advertising, making eWOM a very effective marketing tool (Litvin et al., 2008). In addition, Erkan & Evans (2016) emphasized that Electronic Word of Mouth (eWOM) in social media has a strong influence on consumer purchase intentions. The word-of-mouth versus traditional marketing effect found that word-of-mouth had a greater impact on increasing sales than traditional marketing (Trusov et al., 2009).

The results of the ANOVA and Model Summary tests showed that the three independent variables together contributed significantly to the purchase decision with an R Square value of 0.652. This means that 65.2% of variations in purchasing decisions can be explained by these three variables. These findings are supported by research by Hajli & Sims (2015) which states that the combination of influencer marketing, social media marketing, and eWOM can create a strong synergy in influencing consumer behavior.

For business people, these findings underscore the importance of utilizing influencer marketing, social media marketing, and Electronic Word of Mouth as an effective marketing strategy. Stephen & Galak (2012) in their research on the effects of traditional media and social media on sales found that social media has a greater impact in increasing sales than traditional media. Companies can collaborate with influencers relevant to the target market, optimize content on social media, and facilitate positive reviews from customers to improve purchasing decisions. This research makes an important contribution in understanding the role of digital marketing strategies in influencing consumer purchasing decisions.

CONCLUSION

This study concludes that Influencer Marketing, Social Media Marketing, and Electronic Word of Mouth (eWOM) all have a significant and positive impact on purchase

decisions, with eWOM being the most influential, indicating that consumers trust peer recommendations more than traditional ads. The model used in the analysis demonstrated strong predictive power, explaining 65.2% of the variation in purchase decisions, reinforcing the importance of digital marketing strategies in influencing consumer behavior. For future research, it is suggested to investigate moderating or mediating factors—such as consumer trust, brand loyalty, demographics, or product type—that may affect these relationships, and to conduct comparative studies across industries or regions to enhance the applicability and depth of understanding regarding digital marketing effectiveness.

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