

Research Article

The Influence of Digital Marketing, E-WOM, and Trust on Purchasing Decisions at blibli.com: A Case Study of blibli.com E-Commerce Consumers in Kudus

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Abstract.

This research aims to determine the influence of digital marketing, e-WOM, and trust on purchasing decisions on *blibli.com* e-commerce in Kudus. This research uses a quantitative approach with primary data sources. The population of this research comprises all *blibli.com* e-commerce consumers in Kudus, the exact number of which is not known. The sample was determined using purposive sampling techniques, with a sample size of 115 respondents. The data analysis methods employed include the classical assumption test, multiple linear regression analysis, t and F hypothesis tests, and the coefficient of determination test. The research results indicate that: (1) there is a positive influence of digital marketing on purchasing decisions; (2) there is a positive influence of e-WOM on purchasing decisions; (3) there is no influence of trust on purchasing decisions; (4) there is a simultaneous influence between digital marketing, e-WOM, and trust on purchasing decisions on e-commerce *blibli.com* in Kudus.

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1. Introduction

The phenomenon of the internet as a marketing and trade medium has been widely discussed recently, resulting in a new perspective on e-commerce, which can be defined as trading conducted via the internet. This transformation has altered the way people conduct transactions (Wijaya et al. 2022). Transactions are no longer carried out conventionally but rather through internet media. Online businesses in Indonesia are experiencing rapid growth, supported by technological advancements and a high number of internet users. The increasingly intense online business competition poses a challenge for e-commerce companies to maintain quality and establish company strength through compelling digital marketing strategies that foster consumer trust. The shift in consumer behavior towards having quick and efficient purchasing experience

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both for goods and services has contributed to the soaring popularity of e-commerce in Indonesia, due to the convenience and time-saving nature it offers. *Blibli.com* is an e-commerce platform that has been operating in Indonesia since 2011. Despite this, the number of visitors and product purchases on *blibli.com* remains relatively low compared to other e-commerce platforms. Table 1 below illustrates monthly e-commerce visitor statistics for *blibli.com* from 2019 to 2022.

TABLE 1: Number of *blibli.com* visitors every three months.

Quarter	2019	2020	2021	2022
Q1	32.597.200	17.600.000	19.590.000	16.326.700
Q2	38.453.000	18.307.500	18.440.000	19.736.667
Q3	21.395.600	18.695.000	16.326.700	-
Q4	26.863.300	22.413.100	15.686.700	-

Source : Iprice.insights (2022)

According to table 1, the number of monthly visitors to *blibli.com* fluctuates every quarter. In 2019, the monthly visitor count decreased in the third quarter to 21,395,600. In 2020, there was a significant increase in visitors throughout the year, culminating in 22,413,100 visitors in the fourth quarter. However, in 2021, there was a decline in monthly visitors, with the fourth quarter seeing a total of 15,686,700 visitors. For 2022, it is projected that monthly visitors will increase to 19,736,667 in the second quarter. These fluctuations in *blibli's* monthly visitors each quarter are caused by a lack of awareness about market trends and insufficient online marketing efforts to promote the e-commerce platforms, resulting in promotional delays for *blibli*.

In addition to the low number of visitors, there was negligence on the part of *Blibli*. In March 2023, there was a report from its consumer that their wallet account was suspended due to *Blibli's* error in reporting the wrong order number, causing losses to the seller. The evidence of consumer reports against *Blibli* is presented in Figure 1.

Based on Figure 1, it is evident that *Blibli* made mistakes that resulted in losses for the seller. This incident has led to a decline in consumer trust in *Blibli.com*, as observed in how *Blibli* handles reports submitted by consumers or other users of the *Blibli* application. *Blibli* should take greater caution in processing consumer order reports to prevent such errors from occurring in the future. The popularity of e-commerce in Indonesia is reflected in the annual rankings. Figures 2 below provides data on the number of visitors to e-commerce applications in Indonesia.

According to Figure 2, *Blibli* is ranked 4th. The *Blibli* e-commerce application has an average of 10.10% visitors in 2022. This indicates a lack of consumer interest in



Figure 1: Consumer Reports on Blibli.com. Source: : Santi (2023).

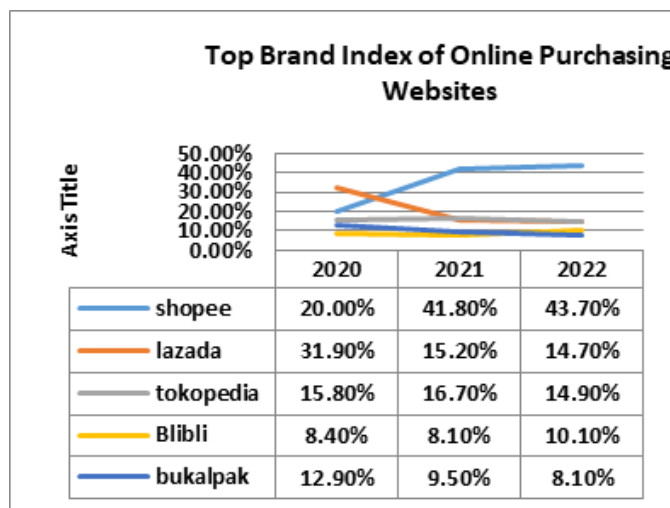


Figure 2: Average Visit Value each year. Source:Top Brand Index (2022).

making purchases, highlighting *Blibli's* inferiority compared to other online shopping applications. Factors contributing to *Blibli's* inferiority include the public's limited interest in the marketing strategies carried out by Blibli. Additionally, *Blibli's* marketing tends to mimic other e-commerce marketing methods.

Based on research conducted by Wirata (2021) and Putri & Marlen (2022), the digital marketing has a significant influence on online purchasing decisions. In contrast, research conducted by Millennium et al. (2021) revealed that digital marketing has a negative and insignificant influence on purchasing decisions.

Research conducted by Arif (2021) and Azhar et al. (2021) suggested that e-WOM has a positive and significant effect on purchasing decisions. This contrasts with the findings of research conducted by Wijaya et al. (2022) which yielded different results, indicating that e-WOM did not have a significant effect on purchasing decisions.

Meanwhile, research on trust in purchasing decisions conducted by Sari (2019) indicated that trust has a positive and significant effect on purchasing decisions. This is also supported by research conducted by Ilmiyah & Krishernawan (2020) stating that there is an influence between trust and purchasing decisions. However, this contrasts with the research conducted by Mbete & Tanamal (2020) which showed that trust did not have a significant effect on purchasing decisions.

Kotler & Keller (2016:487) define trust as the willingness of a company to rely on its business partners, influenced by purchasing decisions can be interpreted as the action of consumers considering and forming preferences between existing brands to determine their choices and intention to purchase the brands they prefer.

According to Kotler & Keller (2016:231), Trust is the willingness of a company to rely on its business partners, influenced by factors such as perceived competence, integrity, honesty, and corporate benevolence.

According to Chakti (2019:11), digital marketing encompasses all efforts made in terms of marketing using internet-connected devices with various strategies and digital media, with the aim of being able to communicate with potential consumers using online communication channels.

Based on the phenomena outlined in the background, along with the disparities in research results, the research hypothesis is as follows:

H1: Digital Marketing influences Purchasing Decisions at *Blibli.com*

H2: E-WOM influences purchasing decisions at *Blibli.com*

H3: Trust influences purchasing decisions at *Blibli.com*

H4: Digital Marketing, E-WOM, and Trust together influence Purchasing Decisions at *Blibli.com*.

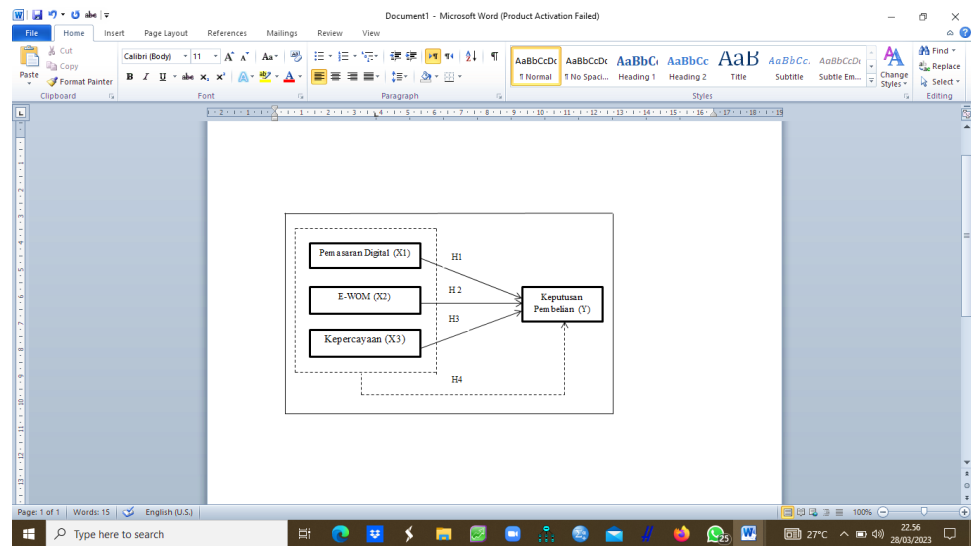


Figure 3: Theoretical Thinking Framework.

2. Method

This research employed quantitative research. Sujarweni (2015:39) defines quantitative research as research that produces discoveries obtained through statistical methods or other measurement techniques. Instrument testing was conducted using validity and reliability tests along with multiple linear regression analysis using SPSS 25 software. This research utilized primary data in the form of respondents' answers to questionnaires distributed via Google Form. Meanwhile, the secondary data from various sources as books, journals, census data and other files served as references or support for this study.

The population for this research comprised *Blibli.com* e-commerce consumers in Kudus, although the exact number of which is currently unknown. Sample selection in this study utilized a non-probability sampling technique known as purposive sampling. Due to the unknown population size, the size was determined using the guideline provided by Hair et al. (2014:89) which suggests a sample size of 5 to 10 times the number of indicators. In this research, there are 23 indicators, resulting in a calculated sample size of 115 respondents (Sample = Number of indicators x 5 = 23 x 5 = 115 samples). The sample in this research consisted of *Blibli.com* consumers in Kudus, selected based on the following respondent criteria:

1. Residency in Kudus
2. Have visited *Blibli.com* e-commerce platform.
3. Completion of at least one purchase on *Blibli.com*.

3. Result and Discussion

3.1. Presenting the Results

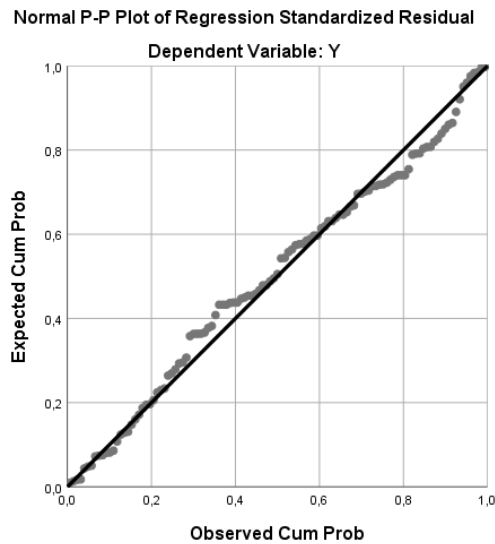


Figure 4: P-plot graph.

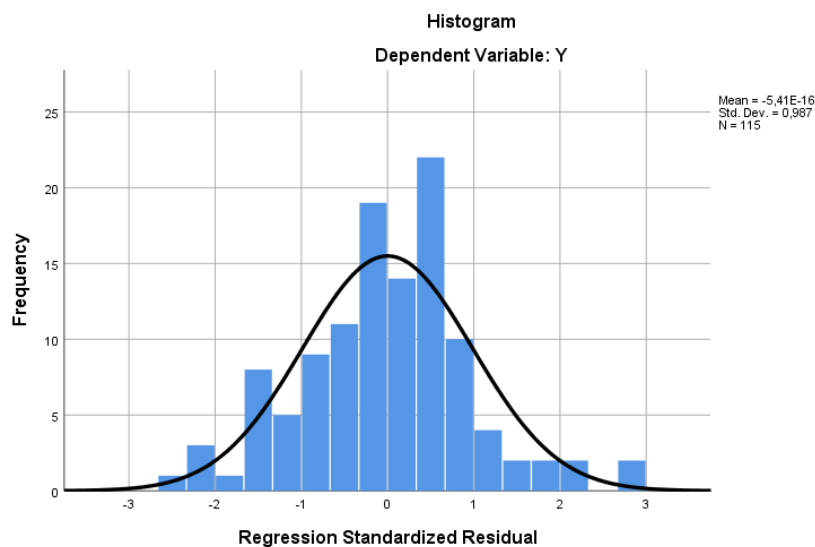


Figure 5: Histogram graph.

Based on the test results using the P-Plot graph, it is observed that the points are dispersed around the diagonal line and align with its direction. In addition, the histogram graph forms a bell curve, indicating a symmetrical distribution. Therefore, it can be concluded that the regression model in this study is normally distributed and meets the normality assumption.

TABLE 2: Multicollinearity Test.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,783	1,277
	X2	,785	1,274
	X3	,998	1,002

According to table 2, the tolerance value is greater than 0.1 and the VIF value is less than 10, so it can be concluded that there is no multicollinearity present in the regression model used in this study.

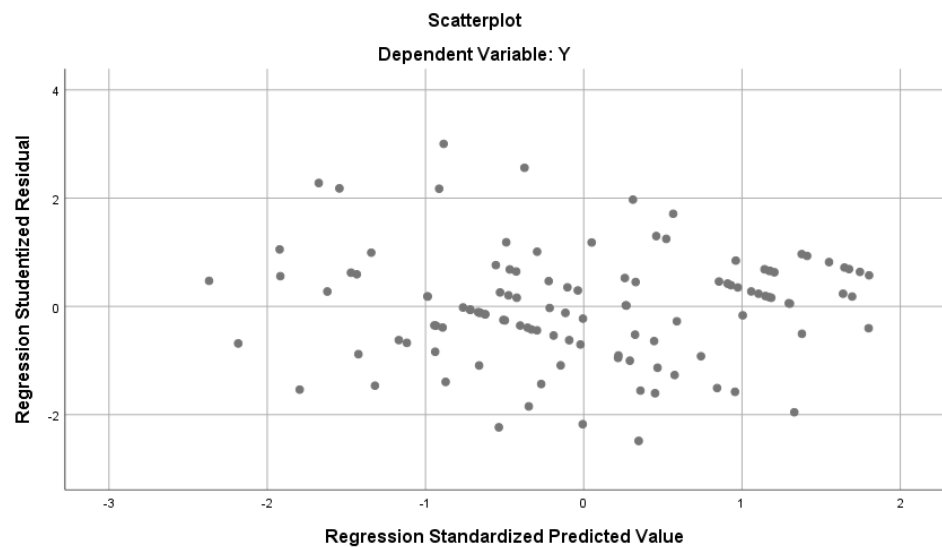


Figure 6: Heteroscedasticity Test.

Based on Figure 6, it is evident that the points are evenly dispersed and do not form any pattern. Thus, it can be concluded that heteroscedasticity does not occur, and the regression model used in this study is suitable for analysis.

TABLE 3: Autocorrelation Test Model Summary^b.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,678 ^a	,460	,445	2,033	1,985

Based on the table above, the Durbin Watson test value can be compared with the DW table which has a significant value of 5%. With a sample size of 115 and 3 independent variables, the dL and dU values are calculated as 1.642 and 1.749 respectively. The obtained Durbin-Watson value is 1.985. By comparing this value with the dL and dU

values, it can be concluded that $0.749 < 1.985 < 2.251$ (4-dU), indicating that there is no autocorrelation.

TABLE 4: Partial Test (t Test).

Model		t	Sig.
1	(Constant)	2,737	,007
	X1	5,230	,000
	X2	4,157	,000
	X3	-,439	,662

Partial Testing of Digital Marketing, as shown in table 4, reveals a t count of 5.230, which is greater than the t table of 1.981. Additionally, the significance value is calculated as 0.000 which is less than 0.025. Therefore, it can be concluded that H1 is accepted, which means there is a positive influence of digital marketing on purchasing decisions.

Partial E-WOM Test, in table, 4 the t count is 4.157, exceeding the t-table value of 1.981. Moreover, the significance value is calculated as 0.000, which is less than 0.025. Consequently, it can be concluded that H1 is accepted, which means there is a positive influence of e-WOM on purchasing decisions.

Partial Test of Trust, as shown in table 4, the t-count is -0.439 which is less than the t-table value of 1.981. Moreover, the significance value is computed as 0.662, exceeding 0.025. Thus, it can be concluded that H0 is accepted, indicating that there is no influence of trust on purchasing decisions.

TABLE 5: Simultaneous Test (F Test).

Model		F	Sig.
1	Regression	27,727	,000 ^b
	Residual		
	Total		

Source: SPSS Output Results, 2023

Based on table 5, the F count value is 27.727 with a significance level of 0.000 which is less than 0.05. The obtained F-table value is 2.69 with $df=k$ and $n-k-1= 3; 111$. Since the F-count value (27.727) exceeds the F-table value (2.69) and the significance level (0.000) is less than 0.05, H4 is accepted. This indicates that digital marketing (X1), E-WOM (X2), and trust (X3) collectively have a positive influence on purchasing decisions.

Based on table 6, the adjusted R-squared value in this study is 0.445 or 44.5%. This indicates that the independent variables, namely, digital marketing (X1), e-WOM (X2), and trust (X3), collectively influence purchasing decisions by 44.5%. The remaining 55.5% of the variance is influenced by other variables.

TABLE 6: Coefficient of Determination Test Model Summary^b.

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	,678 ^a	,460	,445	2,033	1,985

Source: SPSS Output Results, 2023

3.2. Discussion

1. The Influence of Digital Marketing on Purchasing Decisions.

The research findings indicate that digital marketing has a positive influence on purchasing decisions at *Blibli.com* so that H0 is rejected and H1 is accepted. This suggests that enhanced digital marketing can positively impact online purchasing decisions. *Blibli's* marketing strategies facilitate consumer access to necessary information, allowing them to make informed purchasing decisions. Through digital media, consumers enjoy greater flexibility in accessing information and making purchases, transcending time, and space constraints. These findings align with research conducted by Wirata (2021) and Putri & Marlen (2022) which also demonstrate the positive and significant effect of digital marketing on purchasing decisions.

2. The Influence of E-WOM on Purchasing Decisions

The research findings indicate that e-WOM has a positive influence on purchasing decisions at *Blibli.com* so that H0 is rejected and H2 is accepted. E-WOM plays a significant role in the consumer purchasing decision process. E-WOM influences consumers to consider products before making a purchase. Consumers rely on reviews provided by the previous buyers to gain insights into the products they are interested in. Positive reviews often serve as endorsements, encouraging consumers to proceed with their purchases. This research finding is in accordance with previous research conducted by Arif (2021) and Azhar et al. (2021) which also demonstrates the positive and significant effect of E-WOM on purchasing decisions.

3. The Influence of Trust on Purchasing Decisions

The research findings indicate that trust does not have a significant influence on purchasing decisions at *Blibli.com* so that H0 is accepted and H3 is rejected. High level of trust does not always directly influence consumers' purchasing decisions. Consumers base their purchasing decisions on various factors, including price competitiveness, ongoing promotions, and other considerations, in addition to

trust. This research aligns with the findings of research conducted by Mbeté & Tanamal (2020), which also concluded that trust does not have a significant effect on online purchasing decisions.

4. The Influence of Digital Marketing, E-WOM and Trust on Purchasing Decisions

At Blibli.com, the quality of digital marketing, e-WOM and the level of trust are interconnected with the consumers' purchasing decisions. This results in the rejection of the null hypotheses (H0) and acceptance of the alternative hypothesis (H4). As digital marketing, e-WOM and trust level increase, consumers are more likely to make higher purchasing decisions on *Blibli.com*.

4. Conclusion

Based on the research results and analysis of the influence of digital marketing, e-WOM, and trust on purchasing decisions on the e-commerce platform Blibli.com in Kudus, the following conclusions can be drawn: (1) Digital marketing (X1) positively influences purchasing decisions on *blibli.com* in Kudus. (2) E-WOM (X2) positively influences purchasing decisions on *blibli.com* in Kudus. (3) Trust (X3) does not have a significant effect on purchasing decisions on *blibli.com* in Kudus. (4) Collectively, digital marketing, e-WOM and trust have a positive and significant influence on purchasing decisions on *blibli.com* in Kudus. Based on these conclusions, it is recommended that companies focus on enhancing online promotions with visually appealing displays to attract consumers' attention, building consumers' trust through fostering positive relationships and personalized approaches, and improving application features to assist consumers in navigating the e-commerce platform. Meanwhile, future researchers could explore additional independent variables that have not been addressed in this study to further deepen our understanding of purchasing behavior in e-commerce contexts.

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