

The Influence of Influencer Reviewers and Electronic Word of Mouth on Product Purchase Decisions with Digital Marketing as a Moderating Variable

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Abstract: This article aims to test and analyse the influence of Influencer Reviewer and Word of Mouth on Buying Decisions with Digital Marketing as a moderator. The population in this study used a sample of 229 respondents, who are the audience of GadgetIn's YouTube channel subscribers from Generation Z and the Millennial Generation. Data retrieval techniques used simple random sampling by spreading research questionnaires in the form of Google Forms through social media. The data processing method in this study uses Smart PLS software to test hypotheses. The results of this study show that Influencer Reviewer is proven to have a positive and significant effect on the Purchase Decision, Word of Mouth is not significant to the Purchase Decision, Digital Marketing is proven to have a positive and significant effect on the Purchase Decision, Digital Marketing has a significant influence and can moderate the influence of the Influencer Reviewer on the Purchase Decision, Digital Marketing has been proven to be insignificant and cannot moderate the influence of Word of Mouth on the Buying Decision.

1 INTRODUCTION

Technology was created to make it easier for humans to carry out activities and provide comfort for their users. The development of increasingly modern times creates various kinds of technologies that are increasingly sophisticated, so that there are now few areas of human life that are free from their use, especially communication technology, which is currently capable of transforming human life. According to Williams & Sawyer (2011), smartphones are mobile phones with microprocessors, memory, screens, and built-in modems. The role of communication technology today is very important because of the many demands for the rapid and precise exchange of information.

Today's evolving communication technologies have enabled humans to connect with each other without being limited by distance, space and time. The unification of various functions of communication tools has been integrated into a communication tool called a smartphone. A smartphone is a mobile phone with more capabilities, starting from resolution, features, to computing

including the presence of a mobile operating system in it.

Changes in the use of the internet have altered the way humans interact with virtual concepts, meaning that individuals with shared interests can communicate with others electronically. The phrases virtual community and online community are commonly used to describe those groups that interact with one another online (Hagel and Armstrong, 1997). Community existence, along with content and commerce, is fundamental in online commerce (Calkins et al., 2000). Community existence can influence consumers in the decision-making process about whether to buy. Interaction between community members makes it possible to get to know each other and connect based on common interests, leading to the ability to build genuine relationships. This can ensure frequent and regular visits, and lead to more profound relationships and loyalty to the community (Kim et al., 2008). One of the virtual communities in Indonesia is GadgetIn, which is a YouTube channel. GadgetIn was created on 6 December 2014 by David Brandy. This YouTube channel has 8,190,000 subscribers and is watched by over 500,000 views per video. The number of gadget

or smartphone users in 2021 has significantly increased from the number in 2018. In 2020, smartphone users reached 175.4 million, whilst in 2021 it increased to 202.6 million.

Previous researchers have shown that Reviewer Influencers have been studied in relation to the Purchase Decision (Yasmin., 2020). Electronic Word of Mouth has a positive impact on the Purchase Decision (Sulthana & Vasantha, 2019). However, Electronic Word of Mouth also has a negative impact on the Purchase Decision (Zinko et al., 2021). Digital Marketing has a positive impact on the purchase decision (AL-AZZAM1 & AL-MIZEED2, 2021). However, there has been no research that places Digital Marketing as a moderating variable which moderates the influence of purchasing decisions on electronic word of mouth. Additionally, something new from this research also lies in the moderating variable that moderates between the electronic word of mouth variable and the Digital Marketing variable. This will be a topic of discussion where previous research can have a positive or negative effect.

2 LITERATUR REVIEW

Theory of Reasoned Action is expanded to Theory of Planned Behaviour so that the application in terms of knowing the relationship between intention and behaviour is clearer. It is explained that a person's intention for behaviour is formed by two main things, namely subjective norms and attitude towards the behaviour, whilst perceived behaviour control is an additional factor in Theory of Planned Behaviour (Ajzen, 1991). Using this theoretical approach, the research model is studied systematically to see the purchase decision implemented in the form of feedback (feedback) and attitude towards the GadgetIn YouTube channel. Digital marketing is influenced by influencer reviewer and electronic word of mouth and moderated by digital marketing as a moderating variable. Thus, influencer reviewer and electronic word of mouth have the potential to influence the purchase decision moderated by digital marketing. Based on this argument, the results of previous research are traced, and a research hypothesis is formed.

3 METHODS

The research method uses qualitative. The Theory of Reasoned Action is expanded to become the Theory

of Planned Behaviour so that the application in terms of knowing the relationship between intention and behaviour is clearer. It is explained that a person's intention for behaviour is formed by two main things, namely subjective norms and attitude towards the behaviour, while perceived behaviour control is an additional factor in the Theory of Planned Behaviour (Ajzen, 1991). By using this theoretical approach, the research model is systematically reviewed to see the Purchase Decisions implemented in the form of feedback (feedback) and attitude towards the GadgetIn Youtube Channel. Digital Marketing is influenced by Reviewer Influencer and Electronic word of mouth and moderated by Digital Marketing as a Moderating variable. Thus, Reviewer Influencer and Electronic Word of Mouth have the potential to influence the Purchase Decision moderated by Digital Marketing. Based on that argument, the results of previous research were traced, and a research hypothesis was formed.

3.1 The Influence of Influencer Reviewers on Buying Decisions

A good Influencer Reviewer will certainly have a significant impact on the decision-making process where the Influencer is able to attract attention, interest, desire, decision and action that affects consumptive behaviour (Yasmin, 2020). The credibility owned by an influencer in promoting a product causes an increase in the public's brand awareness of a product or brand, so that it can bring in potential consumers, especially if the followers of the influencer are actively involved in helping their marketing. This can effectively influence the level of product sales to consumers (Evelina and Fitrie, 2018). Thus, Influencer Reviewers have the potential to exert an important influence on Purchase Decisions. This is unquestionably crucial in forming a positive perception of Influencer Reviewers. Consistent with the preceding statement and argument, H1 is established: The Influence of the Influencer Reviewer has a Positive and Significant Effect on the Purchase Decision.

3.2 The Effect of Electronic Word of Mouth on Purchase Decisions

Thurau (2014) said electronic word of mouth is a statement made by actual, potential, or previous consumers about products or companies where this information is available to people or institutions through internet media. The activity of delivering information by word of mouth has long been a factor

affecting the purchasing decision of Hennig-Thurau (2004). Thus, Electronic Word of Mouth has the potential to have an important influence on the Purchase Decision, this is certainly an important thing to increase consumer buying interest. In accordance with the previous statement and the argument above, H2 is determined: Electronic Word of Mouth has a Positive and Significant effect on the Purchase Decisions.

3.3 The Effect of Digital Marketing on Purchasing

According to research by Glen et al. (2019), social media marketing comprises content creation, community, interaction, and trust. Additionally, social media marketing delivers information about promotions that is easily understood by consumers (Raddy, 2016). This influences consumer perception and purchase decisions. (Sivasankaran, 2017) Digital marketing and its impact on the buying decisions of young people. Digital marketing poses many threats and challenges in the competitive online market, and it also affects the decisions of young consumers. Purchasing decisions arise from digital marketing interactions. This is certainly an important point that must be considered to understand what prospective consumers need to help determine their purchase decision. According to the previous researcher's statement and the argument above, it can be stated: H3 The influence of Digital Marketing has a positive and significant effect on purchasing decisions.

3.4 Digital Marketing Moderation on the Influence of Influencer Reviewers on Buying Decisions

According to research by Batu et al. (2019), digital marketing is the use of the internet and other interactive technologies to create and connect information used for digital transactions (Hisam, 2018; Mahalaxmi and Ranjith, 2016). Additionally, a study by Ananda and Wandebori (2016) found that trustworthiness refers to the level of trust individuals have and the acceptance of messages by influencers. Trust concerns the ability of influencers to influence the audience, vlogger expertise is of sufficient quality in providing accurate information with experience, knowledge and skills possessed will be a consideration to make a purchase. Influencer Reviewer is one of the important components for potential consumers to determine purchases. According to the previous research statement and the arguments above, the H4 hypothesis is established.

Digital marketing has a significant effect and can mitigate the influence of the influencer reviewer on the purchase decision.

3.5 Moderation of Digital Marketing on the influence of Word of Mouth on Purchasing Decisions

Just relying on digital marketing is not enough to make a potential consumer decide on a purchase. According to (Dareen and Haryadi, 2015), word of mouth that is maintained by consumers is closely related to the purchase decision. Companies must maintain trust by always working as best as possible so as not to cause consumer disappointment. This is certainly an important point that must be considered to know what potential consumers want for the purchase decision by the influence of word of mouth. According to the previous researcher's statement and the argument above, it can be said: H5 Digital Marketing has a significant influence and can moderate the influence of Word of Mouth on Purchase Decisions.

Based on the results of the hypothesis test, it can be described as follows.

Proof of the first hypothesis, Influencer Reviewer has a positive effect on the significant Purchase Decision. A good Influencer Reviewer will certainly have a significant impact on the Decision of Decision where Influencers are able to attract attention, interest, desire, decision, and action that affect consumptive behaviour (Yasmin, 2020).

The proof of the second hypothesis, Word of Mouth against the Purchase Decision, is not significant. (Thurau et al., 2014) state that electronic word of mouth is a statement made by actual, potential, or previous consumers about products or companies, where this information is available to people or institutions via internet media. The activity of delivering information by word of mouth has long been a factor affecting the purchase decision (Hennig-Thurau, 2004). Thus, Electronic Word of Mouth has the potential to have an important influence on the Purchase Decision, this is certainly an important thing to increase consumer buying interest. In accordance with the previous statements and arguments above, it is determined that Word of Mouth has no significant effect on the Purchase Decision.

Table 1: Results.

Hypothesis		Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values
H1	IIR \rightarrow PD	0,260	0.274	0,130	1.196	0,046
H2	IEWM \rightarrow PD	-0.158	-0.168	0,140	1.131	0,258
H3	IDM \rightarrow PD	0,587	0,598	0,234	2.515	0,012
H4	DM*IIR \rightarrow PD	-0,469	-0.467	0,336	1,396	0,163
H5	DM* IEWM \rightarrow PD	1.012	1.013	0,221	4,585	0,000

Proof of the third hypothesis: Digital Marketing against significant purchase decisions. According to the research of Glen et al. (2019), social media marketing is formed from content creation, community, interaction, and trust. Social media marketing also encompasses the delivery of information about promotions that is easily understood by consumers (Raddy, 2016). Consumer perception and purchase decisions. (Sivasankaran, 2017) Digital marketing and its impact on the buying decision of young people has many threats and challenges in the competitive online market. Digital marketing also affects the decisions of young consumers. Purchasing decisions arise from digital marketing interactions. This is certainly an important point that must be considered in order to understand what prospective consumers need to help them make a purchase decision. Based on the previous researcher's statement and the argument above, it can be stated: H3 The influence of Digital Marketing has a positive and significant effect on purchasing decisions.

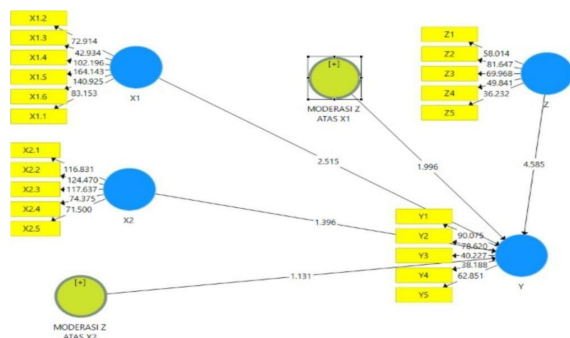
Proof of the fourth hypothesis, Digital marketing has no significant effect and cannot moderate the influence of Influencer Reviewers on Purchase Decisions. According to research by Batu et al. (2019), digital marketing is the use of the internet and other interactive technologies to create and exchange information for digital transactions (Hisam, 2018; Mahalaxmi and Ranjith, 2016). Additionally, according to research conducted by Ananda and Wandebori (2016), trustworthiness refers to the level of individual trust and acceptance of messages by influencers. Trust concerns the ability of influencers to influence the audience, vlogger expertise is of sufficient quality in providing accurate information with experience and knowledge, and skills possessed will be a consideration to make a purchase. Influencer Reviewer is one of the important components for potential consumers to determine purchases. According to previous research statements and the

arguments above, the hypothesis is determined to have no significant effect.

Proving the fifth hypothesis, Digital Marketing has proved to be significant and can moderate the influence of Word of Mouth on Buying Decisions. According to (Dareen and Haryadi, 2015) Word of Mouth that is maintained by consumers is closely related to the Purchase Decision. Companies must maintain trust by always working as best as possible so as not to cause consumer disappointment. This is certainly an important point that must be considered to know what potential consumers want for the purchase decision by the influence of word of mouth.

4 RESULTS AND DISCUSSION

This study used a selected sample of 229 respondents from among men and women. The male and female respondents who were sampled in this study were at least part of Generation Z, aged 20 to 23, and the Millennial Generation, aged 24 to 39. With various criteria, including 8.7% from SMA/Degree, 11.4% from Master (S2), 23.6% from Diploma (D3), and 56.3% from Bachelor (S-1), the data quality test in this study uses a Partial Least Square (PLS) analysis. This analysis is a Structural Equation Modelling (SEM) equation model with a variance or component-based approach to structural equation modelling. The software to be used is SmartPLS (Partial Least Square). The measurement outer model validity test is the relationship between the indicator and its construct. Initial evaluation or model measurement testing is reflective, namely with convergent validity. The convergent validity evaluation starts by looking at the item reliability shown by a loading factor value of more than 0.5 so it has good validity.



Source: Data processed by SmartPLS

Figure 1.

Validity testing for reflective indicators use correlations between item scores and constructs. An indicator is declared valid if it has a loading factor value above 0.5. The image above shows that the loading factor gives the appropriate value recommended. It means that the indicators used in this study are valid or can be said to have met convergent validity.

Based on the results of the hypothesis test above, it can be described as follows. Evidence of the first hypothesis, E-commerce Service Quality has a positive impact on Customer Satisfaction. The effect of good E-commerce Service Quality can have a favourable influence on customers. Furthermore, a customer can be considered satisfied as there are influences from various aspects, namely product quality, service quality, product design and reasonable price of a product. Thus, the evidence of this research supports and complements research that has been previously done by (Meidita et al., 2016; Putri & Pujani, 2019).

5 CONCLUSIONS

This research provides evidence that Influencer Reviewing, Word of Mouth, and Purchase Decision can be strong factors in creating Digital Marketing. Then, Digital Marketing has been proven to be significant and can moderate the influence of Influencer Reviewers on Buying Decisions. This research has limitations, namely respondents who were only sampled from the audience of the GadgetIn YouTube channel. Further research can be spread further in questionnaires with respondents using other methods, such as conducting in-depth interviews, so that the gathered information can be more diverse and varied.

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