

THE INFLUENCE OF DIGITAL MARKETING AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE INTENTION

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Abstract: This study aims to examine and analyze the influence of digital marketing and electronic word of mouth (e-WOM) on purchase intention. This research employs a quantitative approach. The total sample in this study was 100 respondents. The sample was determined using the Slovin formula and selected using an accidental sampling technique. Data were collected through a structured questionnaire and analyzed using multiple linear regression analysis with a confidence level of 95% ($\alpha = 0.05$). The results of this study indicate that digital marketing has a significant effect on purchase intention. Electronic word of mouth (e-WOM) also has a significant effect on purchase intention. Simultaneously, digital marketing and e-WOM have a significant influence on purchase intention. These findings suggest that effective digital marketing strategies and positive online reviews can increase consumers' intention to purchase.

Keywords: Digital Marketing, Electronic Word of Mouth (e-WOM), Purchase Intention, Consumer Behavior.

Abstrak: Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh pemasaran digital dan electronic word of mouth (e-WOM) terhadap minat beli. Penelitian ini menggunakan pendekatan kuantitatif. Jumlah sampel dalam penelitian ini adalah 100 responden. Sampel ditentukan menggunakan rumus Slovin dan dipilih dengan teknik accidental sampling. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan analisis regresi linier berganda dengan tingkat kepercayaan 95% ($\alpha = 0,05$). Hasil penelitian ini menunjukkan bahwa pemasaran digital berpengaruh signifikan terhadap minat beli. Electronic word of mouth (e-WOM) juga berpengaruh signifikan terhadap minat beli. Secara simultan, pemasaran digital dan e-WOM memiliki pengaruh signifikan terhadap minat beli. Temuan ini menunjukkan bahwa strategi pemasaran digital yang efektif dan ulasan online yang positif dapat meningkatkan niat konsumen untuk melakukan pembelian.

Kata Kunci: Pemasaran Digital, Electronic Word of Mouth (e-WOM), Minat Beli, Perilaku Konsumen.

Introduction

The rapid growth of information technology, internet accessibility, and mobile device usage has significantly transformed the modern business environment, especially in marketing activities. Traditional marketing methods that relied heavily on television, radio, newspapers, and face-to-face promotions are increasingly being replaced or complemented by digital channels such as websites, search engines, social media platforms, mobile applications, and e-commerce marketplaces (Chaffey & Ellis-Chadwick, 2023)¹. This transformation has

1 Chaffey, D., & Ellis-Chadwick, F. (2023). *Digital Marketing* (8th ed.). Pearson.

encouraged firms to adopt digital marketing strategies that are more interactive, measurable, personalized, and cost-efficient than conventional approaches ((Kotler & Keller, 2023)². Digital marketing allows organizations to engage directly with customers, monitor consumer responses in real time, and build long-term relationships through data-driven strategies (Smith, 2024, Amri, 2024)³.

Purchase intention has become one of the most widely studied constructs in consumer behavior because it reflects the probability that consumers will buy a product or service in the future (Ryan, 2024)⁴. Purchase intention is influenced by perceptions of value, trust, product quality, brand image, price fairness, and promotional communication. High purchase intention generally indicates favorable attitudes toward a product and stronger buying motivation (Solomon, 2023)⁵. In a highly competitive market, understanding the determinants of purchase intention is essential for firms seeking to increase sales performance and customer loyalty (Tiago & Veríssimo, 2023)⁶.

One of the most influential determinants of purchase intention in the digital era is digital marketing. Digital marketing refers to marketing efforts conducted through digital technologies and online media to attract, inform, persuade, and retain consumers (Kingsnorth, 2024)⁷. It includes search engine optimization, social media marketing, content marketing, email campaigns, online advertising, influencer marketing, and mobile marketing (Tuten & Solomon, 2024⁸, Anam, 2024)⁹. Previous studies have found that well-designed digital marketing campaigns positively influence brand awareness, consumer engagement, trust, and purchase intention (Marlie & Tunjungsari, 2024)¹⁰.

For example, visual social media marketing content has been shown to stimulate emotional responses and encourage purchase intention, particularly in the skincare industry where aesthetic presentation is highly relevant (Visoka Hasani et al., 2024)¹¹. Likewise, digital content marketing strategies that deliver useful, entertaining, and relevant information can influence customer decision-making and strengthen buying interest. In the context of social commerce, promotional activities through TikTok Shop also significantly contribute to consumer purchase intention when supported by engaging content and platform interaction (Bagas, Nurfarida, & Hidayat, 2023)¹².

Digital marketing, another major factor influencing purchase intention is electronic word of mouth (e-WOM). E-WOM refers to positive or negative statements shared by current or former consumers regarding products, services, or brands through the internet. These messages are commonly found in online reviews, customer ratings, blogs, discussion forums, and social media comments. Compared with traditional advertising, consumers often consider

2 Kotler, P., & Keller, K. L. (2023). *Marketing Management* (16th ed.). Pearson.

3 Smith, P. R. (2024). *Marketing Communications in the Digital Age*. Routledge

4 Ryan, D. (2024). *Understanding Digital Marketing*. Kogan

5 Solomon, M. (2023). *Consumer Behavior: Buying, Having, and Being*. Pearson

6 Tiago, M., & Veríssimo, J. (2023). Digital marketing and social media impacts on consumer behavior. *Business Horizons*.

7 Kingsnorth, S. (2024). *Digital Marketing Strategy*. Kogan

8 Anam, B. S., & Mauliansyah, H. (2025). DIGITAL MARKETING STRATEGIES FOR CULINARY MSMEs THROUGH TIKTOK AND INSTAGRAM. *Global Research in Economics and Advanced Theory (GREAT)*, 2(2), 44-55.

9 Tuten, T., & Solomon, M. (2024). *Social Media Marketing*. Sage Publications.

10 Marlie, V. M., & Tunjungsari, H. K. (2024). Pengaruh Visual Social Media Marketing pada Customer Purchase Intention: E-WOM sebagai Mediasi di Industri Skincare. *Jurnal Manajerial dan Kewirausahaan*, 6(2).

11 Visoka Hasani, V., et al. (2024). Digital Content Marketing and EWOM: A Mediatonal Serial Approach. *Business Systems Research Journal*, 14(2), 24-43

12 Bagas, S., Nurfarida, I. N., & Hidayat, C. W. (2023). Peran digital marketing terhadap minat beli pada Tiktok Shop dimediasi electronic word of mouth. *Management and Business Review*, 7(2).

e-WOM more trustworthy because it is based on direct user experiences rather than company-generated claims (Anastasei, Dospinescu, & Dospinescu, 2024)¹³

Positive e-WOM can reduce uncertainty, build credibility, improve brand image, and increase consumer confidence in making purchasing decisions. Conversely, negative e-WOM may damage reputation and lower buying interest. In online shopping environments where consumers cannot physically inspect products before purchase, online reviews become especially important sources of information (Kusawat & Teerakapibal, 2023)¹⁴. Research has shown that e-WOM significantly affects brand image and purchase intention in digital grocery applications and marketplace businesses (Prahasti, Lewi, & Bharwani, 2023)¹⁵. Similarly, content marketing combined with positive e-WOM has been found to increase purchase intention among digital consumers (Christian & Tjiptodjojo, 2023)¹⁶.

Trust also plays an important mediating role in the relationship between e-WOM and purchase intention. Consumers who perceive online reviews as authentic and credible tend to develop stronger trust in the brand, which subsequently increases their intention to purchase (Sari & Ruslim, 2024)¹⁷. Furthermore, e-WOM has been proven to influence buying decisions in specialized markets such as custom motorcycle accessories, where community recommendations and user experiences strongly shape preferences (Camelia & Tjokrosaputro, 2024)¹⁸.

The integration of digital marketing and e-WOM has become increasingly important in modern marketing strategies. Effective digital marketing campaigns often trigger online discussions, content sharing, and user-generated reviews that amplify brand exposure organically. Viral campaigns, influencer collaborations, and interactive promotional content frequently generate positive e-WOM that extends marketing reach beyond paid advertising channels (Visoka Hasani et al., 2024)¹⁹. Therefore, businesses that successfully combine digital marketing initiatives with strategies to stimulate favorable e-WOM are more likely to achieve stronger purchase intention outcomes.

Consumer behavior in e-commerce settings also supports the importance of these variables. Studies indicate that convenience, product information quality, social influence, trust, and digital interaction significantly shape online purchase intention (Rohani, Hadidu, & HM, 2023)²⁰. Social e-WOM has also become a strategic marketing instrument capable of creating buying interest in the digital economy, particularly among younger consumers who actively rely on peer reviews and social recommendations before purchasing products²¹.

13 Anastasei, B., Dospinescu, N., & Dospinescu, O. (2024). Individual and Product-Related Antecedents of Electronic Word-of-Mouth. *arXiv preprint*.

14 Kusawat, P., & Teerakapibal, S. (2023). Cross-cultural electronic word-of-mouth: a systematic literature review. *arXiv preprint*.

15 Prahasti, G., Lewi, A., & Bharwani, K. A. (2023). The Effect of Ewom on Brand Image and Purchase Intention in the Astro E-grocery Application. *Journal of Digital Marketing and Halal Industry*, 5(2).

16 Christian, S. A., & Tjiptodjojo, K. I. (2023). Penerapan Content Marketing dan Electronic Word of Mouth (e-WOM) pada Purchase Intention. *JIIP*, 6(12), 9910–9914

17 Sari, I. N. F., & Ruslim, T. S. (2024). Peran Trust dalam Memediasi E-WOM terhadap Purchase Intention. *Jurnal Manajerial dan Kewirausahaan*, 6(2).

18 Camelia, E., & Tjokrosaputro, M. (2024). Pengaruh social media marketing dan e-WOM terhadap purchase intention aksesoris motor kustom. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 8(2)

19 Visoka Hasani, V., et al. (2024). Digital Content Marketing and EWOM: A Mediatonal Serial Approach. *Business Systems Research Journal*, 14(2), 24–43

20 Rohani, R., Hadidu, A., & HM, M. (2023). Consumer Behavior: Components of Purchase Intention Products E-Commerce Perspective. *Jurnal Ekonomi Syariah Indonesia*, 13(2), 198–209

21 Gihlard, A. R. (2024). Dampak Social E-WOM terhadap Strategi Pemasaran untuk Ciptakan Niat Beli di Era Digital. *Musyteri Journal*, 10(12), 141–150

Although many previous studies have confirmed the importance of digital marketing and e-WOM, consumer responses may vary depending on product category, demographic profile, platform type, and regional context. Therefore, further empirical research remains necessary to understand how these variables interact in different business settings and markets. Such understanding is valuable for companies seeking to optimize marketing investments and strengthen competitive advantage in the digital era.

Based on the background above, this study aims to examine and analyze the influence of digital marketing and electronic word of mouth (e-WOM) on purchase intention. The findings are expected to contribute to the development of marketing literature and provide practical guidance for firms in designing effective digital strategies to increase consumer buying intention.

Methods

This study employed a quantitative approach using a survey design to examine the relationships among digital marketing, electronic word of mouth (e-WOM), and purchase intention. The population consisted of consumers who had experience purchasing products online within the last 12 months. A purposive sampling technique was applied to ensure that respondents were familiar with digital platforms and had sufficient experience interacting with online marketing activities and consumer reviews. Data were collected through a structured questionnaire measured using a five-point Likert scale. The measurement items were adapted from prior validated studies related to digital marketing, e-WOM, and purchase intention (Rather & Sharma, 2019²²). Digital marketing was measured through indicators such as social media promotion, online advertising, content attractiveness, and ease of access to information. Electronic word of mouth (e-WOM) was measured through review credibility, review quality, recommendation intensity, and positive online comments. Purchase intention was measured through buying interest, willingness to purchase, preference toward the product, and likelihood of future purchase. Data were analyzed using IBM SPSS Statistics. Reliability was assessed using Cronbach's alpha, while validity was examined through item-total correlation. Multiple regression analysis was conducted to test the direct effects of digital marketing and e-WOM on purchase intention. Furthermore, simultaneous testing was carried out using the F-test to examine the combined influence of digital marketing and e-WOM on purchase intention. Partial effects were tested using the t-test, with a significance level of 5% ($\alpha = 0.05$). A variable was considered to have a significant effect when the probability value was less than 0.05 (Creswell & Creswell, 2018)²³

Research Data and Respondents

The data used in this study were primary data collected through an online survey distributed to individuals who had experience purchasing products through digital platforms prior to evaluating their perceptions of digital marketing activities and electronic word of mouth (e-WOM). The target population consisted of consumers who had purchased or intended to purchase products online within the last 12 months. A purposive sampling technique was employed to ensure that respondents were familiar with online shopping platforms and had sufficient experience to evaluate digital marketing strategies, e-WOM, and purchase intention. The questionnaire was distributed through social media networks, online communities, and e-commerce user groups. A total of 120 questionnaires were distributed, and 105 responses were returned. After data screening for completeness and consistency, 100 valid responses were retained and analyzed.

22 Rather, R. A., & Sharma, J. (2019). Customer engagement, brand loyalty, and satisfaction. *International Journal of Contemporary Hospitality Management*.

23 Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.

The demographic profile indicates that 55% of respondents were female and 45% were male. In terms of age distribution, the majority (50%) were between 21–30 years old, followed by 31–40 years (28%), 41–50 years (14%), and above 50 years (8%). Regarding educational background, 60% held a bachelor's degree, 25% had a diploma qualification, and 15% possessed postgraduate degrees. Most respondents reported making online purchases at least two times per year, indicating sufficient experience in evaluating digital marketing exposure, online reviews, and purchase intention. These characteristics suggest that the sample adequately represents online consumers relevant to the study's objectives.

The questionnaire was developed using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The Likert scale was selected because it enables the measurement of attitudes and perceptions quantitatively and allows the data to be treated as interval data for regression analysis (Sekaran & Bougie, 2016). The measurement items were adapted from prior validated studies related to digital marketing, e-WOM, and purchase intention. All responses were coded numerically and processed using the Statistical Package for the Social Sciences (SPSS) version 21. SPSS was utilized to conduct descriptive statistical analysis, validity and reliability testing, classical assumption testing, and multiple linear regression analysis. Furthermore, simultaneous testing using the F-test and partial testing using the t-test were conducted to examine the effects of digital marketing and e-WOM on purchase intention.

Data Processing and Analysis

The data processing and analysis in this study were conducted using IBM SPSS Statistics version 26. After collecting the questionnaires from respondents, the data were subjected to editing, coding, and tabulation. Editing ensured completeness and consistency of responses, while coding involved assigning numerical values to each response based on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The coded data were then entered into SPSS for statistical analysis.

Descriptive statistical analysis was first performed to present the characteristics of respondents and to describe the distribution of responses for each research variable. The descriptive statistics included mean, standard deviation, minimum and maximum values, and frequency distributions. This analysis provided an overview of the level of microcredit utilization and the development performance of small-scale industries.

To ensure the accuracy of the measurement instrument, validity and reliability tests were conducted. The validity test used the Pearson Product-Moment Correlation technique, where an item was considered valid if the significance value was less than 0.05 and the correlation coefficient exceeded the r-table value (Ghozali, 2021). Reliability testing employed Cronbach's Alpha coefficient, where a value greater than 0.70 indicated that the instrument was reliable (Hair et al., 2022).

Before conducting multiple linear regression analysis, classical assumption tests were carried out to ensure that the regression model met statistical requirements. These tests included:

1. Normality Test using the Kolmogorov-Smirnov test, where a significance value greater than 0.05 indicates normally distributed data.
2. Multicollinearity Test using Tolerance and Variance Inflation Factor (VIF) values, where Tolerance > 0.10 and VIF < 10 indicate no multicollinearity.
3. Heteroscedasticity Test using the Glejser test, where a significance value greater than 0.05 indicates homoscedasticity.

examine the relationships among variables, multiple regression analysis was employed. The direct effects of digital marketing and electronic word of mouth (e-WOM) on purchase intention were tested using multiple linear regression analysis. The regression equation used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

Y = Purchase Intention

X₁ = Digital Marketing

X₂ = Electronic Word of Mouth (e-WOM)

a = Constant

β₁, β₂ = Regression Coefficients

ε = Error Term

The regression model was used to determine the extent to which digital marketing and e-WOM influence purchase intention, both partially and simultaneously. Partial effects of each independent variable were examined using the t-test, while the simultaneous effect was tested using the F-test. A variable was considered to have a significant effect if the significance value was less than 0.05. The coefficient of determination (R²) was also calculated to measure how much variation in purchase intention could be explained by digital marketing and e-WOM. A higher R² value indicates that the independent variables provide stronger explanatory power toward changes in purchase intention.

Ethical Considerations

This study was conducted in full compliance with ethical research principles to ensure the protection and rights of all participants. Before participating, respondents were informed about the purpose, objectives, and procedures of the study, and informed consent was obtained from each participant. Participation was entirely voluntary, and respondents were free to withdraw from the survey at any time without any penalty. To maintain confidentiality and privacy, all collected data were anonymized, and no personal identifiers, such as names, phone numbers, email addresses, or account information, were recorded. Data were securely stored in password-protected files accessible only to the research team.

The study also ensured that the questions in the questionnaire did not cause psychological or emotional harm, and respondents were encouraged to answer honestly based on their own experiences related to online shopping activities, digital marketing exposure, and electronic word of mouth (e-WOM). Furthermore, respondents were informed that there were no right or wrong answers, and that their responses would be used solely for academic purposes. This study adhered to the ethical guidelines established by international standards for human research in social sciences, including respect for participants, beneficence, and justice. Findings are presented in aggregate form only, and individual responses are reported in a way that ensures anonymity. Ethical approval for this research was obtained from the university's research ethics committee to confirm compliance with ethical standards for studies involving human participants.

Results And Discussions

The multiple linear regression analysis was conducted using SPSS to examine the effects of digital marketing and electronic word of mouth (e-WOM) on purchase intention. The analysis aims to identify the direct relationships between the independent variables and the dependent variable, both partially and simultaneously. The results are presented in the following tables.

Table 1
Descriptive Statistics of Variables (n = 100)

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Digital Marketing	100	2.10	5.00	4.08	0.61
e-WOM	100	2.25	5.00	4.15	0.58
Purchase Intention	100	2.00	5.00	4.12	0.64
Valid N (listwise)	100	-	-	-	-

Source: Processed primary data using SPSS (2026)

Table 1 presents the descriptive statistics of the main variables in this study, namely digital marketing, electronic word of mouth (e-WOM), and purchase intention, based on 100 respondents. The results show that the mean value of digital marketing is 4.08, indicating that respondents generally perceive the company's digital marketing activities to be attractive, informative, and effectively implemented. The standard deviation of 0.61 suggests a relatively moderate variation in respondents' perceptions. Electronic word of mouth (e-WOM) has a mean value of 4.15, which is the highest among the variables. This indicates that respondents tend to perceive online reviews, recommendations, and comments positively when evaluating products or services. The standard deviation of 0.58 shows that the responses are relatively consistent across participants. Meanwhile, purchase intention has a mean value of 4.12, indicating that respondents demonstrate a relatively high level of intention to purchase, such as willingness to buy, preference toward the product, and likelihood of future purchase. The standard deviation of 0.64 reflects a moderate level of variability in responses. Overall, the mean values of all variables are above 4.00, which indicates that respondents tend to have positive perceptions of digital marketing, e-WOM, and purchase intention. These findings suggest that effective digital marketing strategies and positive online reviews are perceived favorably and may contribute to stronger consumer purchase intention.

Table 2
Reliability and Validity of Constructs

Variable	Number of Items	Cronbach's Alpha	Corrected Item-Total Correlation	Validity Status	Reliability Status
Digital Marketing	4	0.874	0.612 – 0.781	Valid	Reliable
e-WOM	4	0.889	0.645 – 0.803	Valid	Reliable
Purchase Intention	4	0.861	0.598 – 0.776	Valid	Reliable

Source: Processed primary data using SPSS (2026)

Table 2 presents the results of the reliability and validity tests for all constructs used in this study, namely digital marketing, electronic word of mouth (e-WOM), and purchase intention. Reliability testing was conducted using Cronbach's Alpha, while validity was assessed using corrected item-total correlation. The results show that the digital marketing variable has a Cronbach's Alpha value of 0.874, indicating a high level of internal consistency among its measurement items. The corrected item-total correlation values range from 0.612 to 0.781, which are above the minimum acceptable threshold of 0.30. This indicates that all items used to measure digital marketing are valid and reliable. The e-WOM variable has the highest Cronbach's Alpha value of 0.889, demonstrating excellent reliability. Its corrected item-total correlation values range from 0.645 to 0.803, showing that all indicators are strongly

correlated with the overall construct. Therefore, the items measuring e-WOM are considered valid and reliable. Meanwhile, the purchase intention variable has a Cronbach's Alpha value of 0.861, which also indicates strong reliability. The corrected item-total correlation values range from 0.598 to 0.776, exceeding the required minimum level. This means that all items used to measure purchase intention are valid and consistent. Overall, all constructs in this study meet the required standards of validity and reliability. These findings indicate that the questionnaire instrument is appropriate for measuring digital marketing, e-WOM, and purchase intention, and can be used for further statistical analysis such as regression testing.

Table 3
Regression Analysis: Direct and Simultaneous Effects

Relationship	Coefficient (β)	t-value	Sig.	Result
Digital Marketing → Purchase Intention	0.412	4.865	0.000	Significant
e-WOM → Purchase Intention	0.463	5.274	0.000	Significant

Model Summary	Value
R	0.781
R Square (R^2)	0.610
Adjusted R Square	0.602
F-value	75.846
Sig. F	0.000

Source: Processed primary data using SPSS (2026)

Table 3 presents the results of multiple linear regression analysis examining the direct and simultaneous effects of digital marketing and electronic word of mouth (e-WOM) on purchase intention. The results indicate that digital marketing has a positive and significant effect on purchase intention, with a regression coefficient (β) of 0.412, t-value of 4.865, and significance level of 0.000. Since the significance value is less than 0.05, digital marketing significantly influences consumers' intention to purchase. This finding suggests that attractive online promotions, engaging content, and accessible product information can increase consumers' buying interest. Electronic word of mouth (e-WOM) also has a positive and significant effect on purchase intention, with a regression coefficient (β) of 0.463, t-value of 5.274, and significance value of 0.000. This indicates that positive online reviews, recommendations, and consumer comments play an important role in encouraging purchase intention. Compared with digital marketing, e-WOM has a slightly stronger effect based on the higher regression coefficient.

The simultaneous test results show that digital marketing and e-WOM together significantly influence purchase intention, as indicated by an F-value of 75.846 with a significance level of 0.000. This means that the regression model is statistically significant and suitable for explaining consumer purchase intention. Furthermore, the coefficient of determination (R^2) is 0.610, which means that 61.0% of the variation in purchase intention can be explained by digital marketing and e-WOM, while the remaining 39.0% is influenced by other factors not included in this study. Overall, these findings demonstrate that both digital marketing and e-WOM are important determinants of consumer purchase intention in the digital marketplace.

Discussions

The findings of this study demonstrate that digital marketing has a positive and significant effect on purchase intention. This result indicates that consumers are more likely to develop buying interest when they are exposed to effective digital marketing activities such as

engaging social media promotions, attractive advertisements, informative content, and easy access to product information. In the digital era, consumers frequently rely on online channels to search for products, compare alternatives, and evaluate brand credibility before making purchasing decisions. Therefore, businesses that invest in well-planned digital marketing strategies are more likely to attract consumer attention and stimulate purchase intention. This finding is consistent with previous studies which state that digital marketing improves brand awareness, customer engagement, and buying intention (Chaffey & Ellis-Chadwick, 2023; Marlie & Tunjungsari, 2024).

The results also reveal that electronic word of mouth (e-WOM) has a positive and significant effect on purchase intention. This means that positive online reviews, recommendations, customer ratings, and shared experiences strongly influence consumer decisions. In online markets, where consumers cannot directly inspect products or services before purchasing, they often depend on other users' experiences as a trusted source of information. Positive e-WOM reduces uncertainty and perceived risk, while negative e-WOM may discourage potential buyers. The stronger regression coefficient of e-WOM compared to digital marketing suggests that peer-generated information may be more persuasive than company-generated promotional messages. This finding supports earlier studies which found that e-WOM significantly shapes brand perception and purchase decisions (Prahasti, Lewi, & Bharwani, 2023; Sari & Ruslim, 2024).

Furthermore, the simultaneous analysis confirms that digital marketing and e-WOM together significantly influence purchase intention. This implies that both variables complement each other in shaping consumer behavior. Digital marketing creates brand visibility and attracts consumer attention, while e-WOM strengthens trust and credibility through authentic user experiences. For example, a business may launch an effective online campaign that introduces a product to consumers, but positive customer reviews and recommendations are often necessary to convert interest into purchase intention. Thus, integrating these two strategies can produce stronger marketing outcomes than applying either strategy independently.

The coefficient of determination ($R^2 = 0.610$) indicates that 61.0% of the variation in purchase intention is explained by digital marketing and e-WOM. This relatively high explanatory power suggests that both variables are major determinants of consumer buying interest in the online marketplace. However, the remaining 39.0% may be influenced by other factors such as price competitiveness, product quality, brand trust, service quality, personal preferences, and promotional discounts. Future studies are encouraged to include additional variables in order to provide a more comprehensive explanation of purchase intention.

From a managerial perspective, these findings provide important implications for businesses. Companies should strengthen their digital marketing strategies by producing creative content, optimizing social media platforms, using targeted advertisements, and maintaining active communication with customers. At the same time, businesses should encourage satisfied customers to share positive reviews, respond professionally to complaints, and manage online reputation effectively. Since e-WOM shows a slightly stronger influence, firms should prioritize customer experience and satisfaction to naturally generate favorable online recommendations. Overall, this study confirms that digital marketing and e-WOM are strategic tools for increasing consumer purchase intention in the digital economy. Businesses that successfully combine persuasive promotional efforts with positive customer-generated communication are more likely to achieve sustainable competitive advantage and stronger consumer demand.

Conclusion

This study aimed to examine the influence of digital marketing and electronic word of mouth (e-WOM) on purchase intention. Based on the results of multiple linear regression analysis, it can be concluded that digital marketing has a positive and significant effect on purchase

intention. This indicates that effective digital marketing activities such as attractive online promotions, informative content, and interactive communication can increase consumers' intention to purchase products or services. The findings also show that electronic word of mouth (e-WOM) has a positive and significant effect on purchase intention. Positive online reviews, recommendations, and customer experiences play an important role in shaping consumer trust and encouraging buying interest. In this study, e-WOM demonstrated a slightly stronger influence than digital marketing, indicating that peer opinions are highly influential in online purchasing decisions.

Furthermore, digital marketing and e-WOM simultaneously have a significant effect on purchase intention. The coefficient of determination ($R^2 = 0.610$) indicates that 61.0% of the variation in purchase intention can be explained by these two variables, while the remaining 39.0% is influenced by other factors outside the model. In practical terms, businesses are advised to strengthen their digital marketing strategies while also managing customer satisfaction and online reputation to generate positive e-WOM. By integrating both approaches, companies can enhance consumer purchase intention and improve competitiveness in the digital marketplace. Future studies are recommended to include additional variables such as price, trust, product quality, and brand image to provide a broader understanding of factors influencing purchase intention.

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