The Influence of Digital Marketing And Electronic Word Of Mouth On Purchasing Decisions Through Trust In Matahari Department Store Pekanbaru City Consumers

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Abstract− This study was conducted with the aim of knowing the effect of digital marketing and electronic word of mouth on purchasing decisions of the Pekanbaru community at the Matahari Department Store through consumer confidence. The population in this study were Pekanbaru people who had shopped at Matahari Department Store in Pekanbaru City. Sampling in this study was carried out using purposive sampling technique using the Lemeshow formula, so that the number of samples in this study were 100 respondents. The data analysis method of this study uses the Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis method with SmartPLS software version 4.0.9.2. The results showed that there is a positive and significant influence between digital marketing on consumer trust. There is a positive and significant influence between electronic word of mouth on consumer trust. There is a positive and significant influence between digital marketing on purchasing decisions. There is a positive and significant influence between electronic word of mouth on purchasing decisions. There is a positive and significant influence between consumer confidence on purchasing decisions. There is a positive and significant influence between digital marketing on purchasing decisions through consumer confidence. There is a positive and significant influence between electronic word of mouth on purchasing decisions through trust.

Keyword: *digital marketing, electronic word of mouth, trust and purchasing decisions*

INTRODUCTION

The development of the internet in Indonesia is starting to rapidly follow technological developments among the Indonesian population, especially with the development of internet infrastructure in Indonesia, such as wifi access, fiber networks and so on. Based on survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This figure is a very fantastic figure when compared to the total population of Indonesia. Results Based on data from the Central Statistics Agency (2022) , Indonesia's population will increase again to 275.77 million people by mid-2022. This means that 78.2% of Indonesia's population are internet users.

This technological development has made marketers from various companies use it as support for digital marketing. This forces every marketer to innovate in improving marketing levels. One of the steps taken by marketers is to create social media, such as: Instagram, Facebook, Twitter, Youtube, Tiktok, websites and various other digital media. Retail companies are one of the companies that feel the impact of these technological developments. Various retail companies have expanded their marketing by developing digital marketing. Retail companies that have done this, such as: PT. Ramayana Lestari Sentosa and PT. Matahari Department Store.

Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities. Little by little they are starting to leave the

conventional or traditional marketing model and switch to modern marketing , namely digital marketing , where communications and transactions can be carried out at any time in digital marketing. Currently the internet plays an important role in determining consumer purchasing decisions.

Seeing the large number of social media users, both: Facebook, Instagram and Twitter, many companies are starting to enter this social media for the benefit of the company, whether to: increase awareness, engage with customers, and now there are also several companies that have done so online sales .

In digital marketing , PT Matahari Department Store, Tbk has made many innovations in line with the public's demands to get fashion information quickly and accurately. Matahari M all.com was first announced by the Lippo Group on February 25 2015. Since the beginning, the Lippo Group has prepared MatahariMall.com to become a trading site in Indonesia. To support this, the Lippo Group has allocated investment funds of US$500 million or around six trillion rupiah. Apart from that, Matahari Department Store has added promotional channels through social media, such as: Instagram, Facebook and Twitter .

Digital marketing can also find out consumer responses to the products offered by looking at uploaded testimonials or comments. Good communication can strengthen good relationships with consumers. This will indirectly provide satisfaction for consumers because consumers feel cared for. When consumers are satisfied, consumers will give positive testimonials and then recommend them to other people.

Recommendations can be made, via social media or from electronic Word of Mouth. Electronic Communication Word of Mouth is where individuals exchange information, especially about good things so that they can influence consumer decisions and will make the business successful (Supranto, et.al., 2011) . This statement is in line with research conducted by Onbee Marketing Research in collaboration with SWA Magazine (2009) proves that the level of e- WOM Conversation is 85% and makes WOM a source of information to change decisions by 67%. The effect of WOM is very large, in fact many marketers have used it because it comes from a trusted source.

Recommendations from people closest to you and some review in Social media and blogs give rise to consumer confidence in a product. According to Kotler and Keller (2012) Trust is a cognitive component of psychological factors. Trust relates to belief that something is true or false on the basis of: evidence, suggestion, authority, experience and intuition. The higher the reviews or popularity of a product, the higher the trust. Buyers will be increasingly confident that the product really exists and is trustworthy.

Purchasing decisions are a type of selection and intention to buy the most preferred brand among several brands (Kotler and Keller, 2016) . Marketers must understand purchasing decisions to determine consumer intentions towards a product or to predict future consumer behavior (Sipayung and Sinaga, 2017) . The purchase decision is the point in the buyer's decision-making process where the consumer actually buys. Individual decision making is directly involved in obtaining and using the goods offered (Kotler and Keller, 2016) .

This research was based on several phenomena that occurred at PT. Matahari Department Store as previously explained. From this phenomenon, researchers are interested in researching more deeply about "The Influence of Digital Marketing and Electronic Word of Mouth on Purchasing Decisions through Trust in Matahari Department Store Consumers Pekanbaru City"

METHODOLOGY

This research was conducted at Matahari Department Store in Pekanbaru City. Data collection in this research was carried out for approximately/more than 3 months. Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2020) . In collecting data, the population for this research were the people of Pekanbaru who had shopped at the Matahari Department Store in Pekanbaru City.
Sugiyono (2020) explained that the sample is part of the number and characteristics of the population. For this reason, samples taken from the population must be truly representative.

Sampling in this research was carried out using purposive sampling technique . Sugiyono (2020) stated that purposive sampling is a sample research technique with certain considerations, namely the people of Pekanbaru who have shopped at Matahari Department Store. Type study Which used is study quantitative. Study Quantitative is research carried out by collecting data in the form of number. Data Which form number the Then processed And analyzed For get scientific information behind these numbers (Martono, 2011: 20). Quantitative research collects data and is accompanied by analysis which is testing and objective . This method is used as an internal tool testing a hypothesis to find out whether there is a direct or indirect influence digital marketing, electronic word of mouth and trust on buying decision .

Digital Marketing is a media that is used as a platform to build the brand image of a company or product and also supports the sales function to target consumers (Gorokhova, 2021). The aim of Digital Marketing is to maintain a communication process with customers, where customers get information about products, characteristics, prices and sales conditions (Makrides, et.al., 2020). Based on results Research conducted by (Fransilia, 2019), (Erlangga, et.al., 2021) and (Umair, et.al., 2021) shows that digital marketing has a positive influence on purchasing decisions. So The better the digital marketing , the higher the purchasing decision . Based on description on, There is influence Which significant between digital marketing on purchasing decisions. EWOM or reviews left by previous customers can provide an idea to potential customers who want to purchase a product or service (Lkhaasuren and Nam, 2018). Even though it is included in one of the traditional marketing strategies, this strategy is still considered one of the most effective strategies (Lkhaasuren and Nam, 2018). Purchasing goods on e-Commerce platforms is often influenced by ratings, reviews and recommendations from consumers who have made purchases (Lazaroiu, et.al., 2020). According to study (Lkhaasuren and Nam, 2018), (Harto, et.al., 2021) and (Mekawie and Hany, 2019) concluded that there is a positive and significant influence between electronic word of mouth on purchasing decisions. If electronic word of mouth is good, then this can increase purchasing decisions, and vice versa, if electronic word of mouth is still not good, it will reduce purchasing decisions. Trust can be a fundamental factor in determining technology use among users (Porter and Donthu, 2008), Trust has become the basis for online transactions , as it reduces the risk of becoming a victim of opportunistic behavior (Khwaja, et.al., 2020). When a consumer posts positive comments on a social platform , these opinions positively influence the level of confidence of other consumers in their purchasing decisions during their information search (Ventre and Kolbe, 2020). According to research (Istiqomah, et.al, 2019) and (Dewi, et.al, 2016) concluded that there is a positive and significant influence between trust and purchasing decisions. If

trust is good, then this can increase purchasing decisions, and vice versa, if trust is still not good it will reduce purchasing decisions. Based on explanation on, so framework thinking Which used in study This realized in Figure 1:
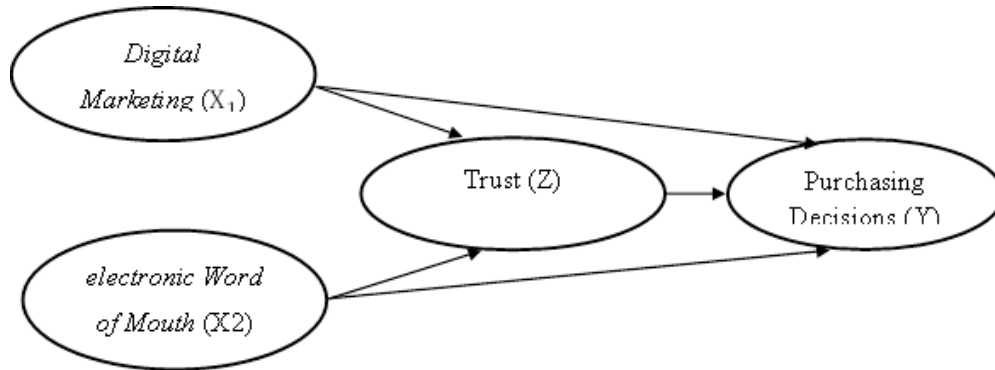

Figure 1. Research Model

Development Hypothesis

Hypothesis is as answer temporary to formulation problem research, therefore research problem formulations are usually arranged in the form question sentence (Sugiyono, 2020). Based on the formulation of the objective problem research the theoretical basis and framework of thought above then the hypothesis, which submitted to be tested in this research are as follows : H1: It is suspected that digital marketing has an influence on consumer trust in Matahari Department Store; H2: It is suspected that electronic Word of Mouth influences consumer trust in Matahari Department Store; H3: It is suspected that digital marketing influences purchasing decisions at Matahari Department Store; H4: It is suspected that electronic word of mouth influences purchasing decisions at Matahari Department Store; H5: It is suspected that consumer confidence influences purchasing decisions at Matahari Department Store; H6: It is suspected that digital marketing influences purchasing decisions at Matahari Department Store through trust; and H7: It is suspected that electronic Word of Mouth influences purchasing decisions at Matahari Department Store through trust.

RESULTS AND DISCUSSION

Testing data done For test outer model (validity And reliability), inner model and hypothesis testing. Instrument in this research is a questionnaire. Evaluation of Measurement Model or outer model is useful for measuring the relationship between latent variables and their indicators or it could be said that this measurement model defines how each indicator relates to its latent variable. There are several tests carried out, namely: Convergent Validity (loading factor and average variance extracted), Discriminant Validity (fornell-larcker criterion and cross loading), Composite Reliability and Cronbach's Alpha. The results of the tests that have been carried out are as follows:

Validity Test

There are several tests carried out, namely: Convergent Validity (factor loading and average variance extracted), Discriminant Validity (fornell-larcker criterion and cross loading). Based on testing validity Which done to indicators This research variable resulted in all indicators consisting of research variables from Purchasing Decisions (Y),

Digital Marketing (X1), Electronic Word Of Mouth (X2), and Trust (Z) are expressed valid .

Table 1 . *Loading Factor*

	Digital Marketing	Electronic Word of Mouth	Decision Purchase	Trust Consumer
x1.1	0.834			
x1.2	0.821			
x1.3	0.803			
x1.4	0.853			
x1.5	0.783			
x1.6	0.740			
x2.1		0.832		
x2.2		0.866		
x2.3		0.836		
y4.1			0.763	
y4.2			0.828	
y4.3			0.802	
y4.4			0.861	
y4.5			0.865	
y4.6			0.821	
z3.1				0.858
z3.2				0.877
z3.3				0.861

Source: Authors

In table 1 , it can be seen that the original sampling of each indicator from the Purchasing Decision (Y), Digital Marketing (X1), Electronic Word of Mouth (X2), and Trust (Z) variables has a loading factor value above 0.7, thus these indicators can declared valid as a variable measure.

Table 2 . *Average Variance Extracted (AVE)*

	Average Variance Extracted (AVE)	Information
Digital Marketing	0.650	Valid
Electronic Word of Mouth	0.714	Valid
Buying decision	0.679	Valid
Consumer Confidence	0.749	Valid

Source: Authors

In table 2 , it can be seen that the value of each research variable has results above 0.5, so based on these results it can be said that all variables are valid and have met the testing criteria. From table 3 , it can be seen that the *square root* value of *AVE* along the diagonal line has a greater correlation between one construct and another, so it can be concluded that the construct has a good level of validity.

Table 3 . *Fornell-Larcker Criterion*

	Digital Marketing	Electronic Word of Mouth	Decision Purchase	Consumer Confidence
Digital Marketing	0.806			
Electronic Word of Mouth	0.845	0.888		
Buying Decision	0.834	0.910	0.932	
Consumer Confidence	0.865	0.893	0.910	0.913

Source: Authors

Based on table 4, the results show that the indicators for the variable itself have a greater value than the indicator values for the other variables, namely: *Digital Marketing* 0.8 34, 0.8 21, 0.803 , 0.8 53, 0.783, 0.740. *electronic Word o f Mouth* 0.832, 0.866, 0.836. Purchase Decision 0.763 , 0.8 28, 0.8 02, 0.861, 0865, 0.821 . Consumer Confidence 0.858, 0.877, 0.861. So it can be said that all indicators meet the criteria and are declared valid.

Table 4 . *Cross Loading*

	Digital Marketing	Electronic Word of Mouth	Decision Purchase	Trust Consumer
x1.1	0.834	0.737	0.707	0.7
x1.2	0.821	0.723	0.699	0.757
x1.3	0.803	0.791	0.861	0.819
x1.4	0.853	0.743	0.854	0.752
x1.5	0.783	0.623	0.698	0.643
x1.6	0.74	0.661	0.602	0.616
x2.1	0.682	0.832	0.708	0.718
x2.2	0.789	0.866	0.865	0.723
x2.3	0.775	0.836	0.729	0.861
y4.1	0.773	0.644	0.763	0.633
y4.2	0.764	0.772	0.828	0.82
y4.3	0.72	0.71	0.802	0.685
y4.4	0.781	0.784	0.861	0.877
y4.5	0.789	0.866	0.865	0.723
y4.6	0.741	0.709	0.821	0.759
z3.1	0.762	0.743	0.777	0.858
z3.2	0.781	0.784	0.861	0.877
z3.3	0.775	0.836	0.729	0.861

Source: Authors

Test Reliability

Reliability testing of all items or statements used In this research, *Cronbach's Alpha* statistical test was used (α) and *Composite Reability*. On testing reliability of research variable indicators, namely Digital Marketing, Electronic Word Of Mouth, Trust and Purchasing Decisions show results the indicators reliable Where *Cronbach's alpha* > 0.7 and *composite reliability* > 0.7 . The following is a table *reliability* test results of each variable study:

The reliability test results show that the reliability coefficient value for each variable is greater than the provisions, namely: 0.7 so the instrument is used stated reliable.

Table 5 . Results *Cronbach's Alpha*

	Cronbach's alpha	Information
Digital Marketing	0.892	Reliable
Electronic Word of Mouth	0.800	Reliable
Buying Decision	0.905	Reliable
Consumer Confidence	0.833	Reliable

Source: Authors

From table 6 , each variable has a construct value above 0.7 with descriptions namely *Digital Marketing* 0.899, *Electronic Word of Mouth* 0.802, Purchasing Decisions 0 . 908 and Consumer Confidence 0.834, it can be stated that all constructs are reliable. *Evaluation of Structural Model* or structural model describes the relationship between latent variables in a model that is based on theory from research. This relationship describes the relationship between exogenous and endogenous variables. This relationship pattern was analyzed using statistical techniques, namely *path analysis*. From this inner model, we will obtain the magnitude of the influence of exogenous variables on endogenous variables, both directly and indirectly.

Table 6 . Results *Composite Reability*

	Composite Reliability	Information
Digital Marketing	0.899	Reliable
Electronic Word of Mouth	0.802	Reliable
Buying Decision	0.908	Reliable
Consumer Confidence	0.834	Reliable

Source: Authors

R-Square Test (R2)

Ghozali (2013) states that the *R-Square* value range is categorized into 3 levels, namely: low category with *R-Square* 1–40%, medium category 41–70% and high category 71–100%. The following are the results of the *R-Square test* :

Table 7 . *R-Square*

	R-Square	Adjusted R-Square
Buying Decision	0.902	0.899
Consumer Confidence	0.862	0.859

Source: Authors

The test results obtained an *R-Square* value for the Purchasing Decision variable of 0.902 (90.2 %) and Consumer Trust of 0.862 (86.2 %) so it can be concluded that Purchasing Decisions have a high level of R -*Square* value and Consumer Trust has a High level *R-Square* .

Predictive Relevance Test (Q2)

Q2 value > 0 indicates that the model has *predictive relevance* , while a *Q2 value* < 0 indicates that the 90 model lacks *predictive relevance* (Ghozali and Latan, 2015) .

Based on the table, it is known that the Q2 value for the two dependent

(endogenous) variables is 0.8 86 for the structural model with the dependent variable Purchase Decision and 0.858 for the structural model with the dependent variable Consumer Trust. Meanwhile, the Q2 value for the two endogenous variables has a value of 0.986. By looking at this value, it can be concluded that this research has good observation value because the Q2 value is > 0 (zero).

Table 8 . Predictive Relevance

	Q2	Q2 = 1 - (1-R1²) (1-R2²)
Buying Decision	0.886	
Consumer Confidence	0.858 _	0.986

Source: Authors

Model Fit Test

Model fit testing is carried out to see how good the model being studied is. In this test it is necessary to pay attention to the model being studied by looking at the results on the NFI (Normed *Fit Index*). The NFI value shows what percentage of the model under study is *fit* . The results of the tests that have been carried out are as follows

Table 9 . Fit Models

	Saturated Model	Estimated Model
SRMR	0.092	0.092
d_ULS	1,435	1,435
d_G	2,953	2,953
Chi-square	391,752	391,752
NFI	0.692	0.692

Source: Authors

In the table, it can be seen that if the resulting *Normed Fit Index value* is 0.692 or if converted into a percentage, the research model carried out has a good value of 69.2 %. However, based on the SRMR or *standardized Root Mean Square value* , the value is 0.0 92 < 0.10 so the model is said to be *fit*. So it can be concluded that the model fits the data.

Hypohesis Test

Path coefficients testing is carried out to see the values between variables that have a direct relationship. The value that must be had is above 0 which means positive, if the value is below 0 then this means the direction of the direct relationship between the variables is negative.

Table 10 . Path Coefficients Results

	Digital Marketing	Electronic Word of Mouth	Buying decision	Consumer Confidence
Digital Marketing			0.432	0.401
Electronic Word of Mouth			0.270	0.554
Decision Purchase				
Trust Consumer			0.282	

Source: Authors

In the table above, it can be seen that four variables that have a direct relationship have

positive values (>0).

T-Statistics

The t-statistics test was carried out to test the significance of the overall influence of exogenous variables on endogenous variables. The required t-statistics values are above 1.96 and p-values below 0.05.

Table 11 . *T-Statistics* Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P-values
Digital Marketing -> Purchase Decisions	0.432	0.427	0.095	4,568	0,000
Digital Marketing -> Consumer Trust	0.401	0.400	0.107	3,753	0,000
Electronic Word of Mouth -> Purchase Decision	0.270	0.273	0.102	2,641	0.004
Electronic Word of Mouth -> Consumer Trust	0.554	0.554	0.101	5,486	0,000
Consumer Confidence -> Purchasing Decisions	0.282	0.284	0.104	2,701	0.004

Source: Authors

In the table above is a tabulation of the results of *t-statistics testing* on variables that have a direct influence. From the results obtained, it can be concluded that there are four variables, namely; *Digital Marketing* - Buying decision 4 . 568 and 0,000 , *Digital Marketing* – Consumer Confidence 3,753 and 0,000 , *electronic Word of Mouth* - Purchase Decisions 2.641 and 0.00 4 , *electronic Word of Mouth* - Consumer Confidence 5.486 and 0.000 , and Consumer Confidence - Purchasing Decisions 2.70 1 and 0.00 4 . This shows that all of these variables have a direct positive and significant influence because they have *t-statistics values* above 1.96 and *p-values* below 0.05.

Tables 12 . T-statistics inderect effects results

Hypothesis	Original Samples	Sample Mean	Standard Deviation	T Statistics	P - values
Digital Marketing -> Consumer Trust -> Purchase Decision	0.156	0.156	0.061	2,543	0.006
electronic Word Of Mouth -> Consumer Trust -> Purchase Decision	0.113	0.115	0.057	1,985	0.024

Source: Authors

In the results of the table above , it can be seen that the influence *Digital Marketing* on Purchasing Decisions mediated by Consumer Trust has significant results with t - *statistics results* of 2.453 and *p -v alues* 0.006 . Another variable is influence *electronic Word of Mouth* on Purchasing Decisions mediated by Consumer Trust has *t- statistical results* 1.985 and *p - values* 0.0 24 .

The Influence of Digital Marketing on Consumer Trust

It can be concluded from the data that a result is obtained that the first hypothesis "It is suspected that Digital Marketing has a positive effect and significant to Trust on Matahari Department Store Consumers Pekanbaru City " accepted , with a t-statistic value of 3.753, greater than 1.96, and a p- value of 0.000, smaller than 0.05. Can said Digital Marketing positive influence And significant to Trust so that the first hypothesis is

accepted.

Influence Electronic Word of Mouth on Consumer Trust

It can be concluded from the data that a result is obtained that the second hypothesis "It is suspected that Electronic Word of Mouth has a positive effect and significant to Trust on Matahari Department Store Consumers Pekanbaru City " accepted , with obtain The t-statistic value of 5.486 is greater than 1.96, and the p- value of 0.000 is smaller than 0.05. Can said Electronic Word of Mouth positive influence And significant to Trust so that the second hypothesis is accepted.

Influence Digital Marketing on Purchasing Decisions

It can be concluded from the data that a result is obtained that the third hypothesis "It is suspected that *Digital Marketing* has a positive effect and significant to Purchasing Decisions on Matahari *Department Store* Consumers Pekanbaru City" accepted , with obtain The *t-statistic* value of 4.568 is greater than 1.96, and the *p- value* of 0.000 is smaller than 0.05. Can said *Digital Marketing* is influential positive and significant to Buying decision , so that the third hypothesis is accepted.

Influence Electronic Word of Mouth on Purchasing Decisions

It can be concluded from the data that a result is obtained that the fourth hypothesis "It is suspected that *electronic Word of Mouth has a* positive effect and significant to Purchase Decision i on Matahari *Department Store* Pekanbaru City " accepted , with obtain The *t-statistic* value of 2.641 is greater than 1.96, and the *p- value* of 0.000 is smaller than 0.05. Can said *electronic Word of Mouth* positive influence And significant to Buying decision, so that fourth hypothesis accepted.

Influence Confidence in Purchasing Decisions

It can be concluded from the data that a result is obtained that the fifth hypothesis "It is suspected that trust has a positive effect and significant to Purchasing Decisions on Matahari *Department Store* Pekanbaru City" accepted , with obtain The *t-statistic* value of 2.701 is greater than 1.96, and the *p- value* of 0.000 is smaller than 0.05 . Can said Consumer confidence has an influence positive and significant to Buying decision so that fifth hypothesis accepted .

Influence Digital Marketing on Purchasing Decisions, Through Trust

It can be concluded from the data that a result is obtained that the sixth hypothesis "It is suspected that Digital Marketing has a positive effect and significant to purchasing decisions through trust in Matahari Department Store Pekanbaru City " accepted , with The t-statistic value of 2.453 is greater than 1.96, and the p-value of 0.04 is smaller than 0.05 . Can said Digital Marketing is influential positive and significant to Purchase Decisions, through Trust so that the sixth hypothesis is accepted.

The Influence of Electronic Word of Mouth on Purchasing Decisions, Through Trust

It can be concluded from the data that a result is obtained that the seventh hypothesis "It is suspected that *electronic Word of Mouth has a* positive effect and significant to Purchasing Decisions m through Trust on Matahari *Department Store* Pekanbaru City "accepted, with with a *t-statistic* value of 1.985 which is greater than 1.96, and a *p-value*

of 0.024 which is smaller than 0.05 . Can said *electronic Word of Mouth* is influential positive and significant to Purchase Decisions Through Trust so that seventh hypothesis accepted.

CONCLUSION

From results study Which has displayed And discussed on chapter previously, so conclusion which can be taken from this research as follows: 1) Digital Marketing has a positive and significant effect on Consumer Trust. The better the digital marketing , the more consumer trust will increase; 2) Electronic Word of Mouth has a positive and significant effect on Consumer Trust. The better the electronic Word of Mouth , the more trust will increase; 3) Digital Marketing has a positive and significant effect on Purchasing Decisions. The better Digital Marketing is, the more Purchasing Decisions will increase; 4) Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions. The better the electronic Word of Mouth , the more purchasing decisions will increase; 5) Consumer Confidence positive and significant effect on Purchasing Decisions. The higher the level of Trust, the more Purchasing Decisions will increase; 6) Digital Marketing on purchasing decisions through trust has a positive and significant influence . The better Digital Marketing is coupled with the role of Trust as an intervening variable , the more Purchasing Decisions will increase; and 6) Electronic Word of Mouth on purchasing decisions through trust has a positive and significant influence . The better Digital Marketing is coupled with the role of Trust as an intervening variable , then Purchase Decisions will increase**.**

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