The Effect of GoTo (Gojek X Tokopedia) Internet Advertising and Electronic Word of Mouth (Ewom) on Purchase Decisions
(Case Study on Consumers Who Use Courier Services)

Andhi Sukma[a), Feby Febriana Dery

Management Study Program, Widyatama University, Bandung, Indonesia
[a)Corresponding Author: andhi.sukma@widyatama.ac.id

Abstract

This study aims to analyze and identify internet advertising and electronic word of mouth on purchasing decisions on GoTo e-commerce sites for consumers who use courier services. This research is expected to be a reference for other parties, and can also be used as literature for further research by providing a form of information related to Internet Advertising and Electronic Word Of Mouth variables in purchasing decisions for GoTo online shop sites. The sample for this study is consumers using home delivery services. The sample includes his 100 respnts. This kind of research is descriptive research with a quantitative approach. The source of data used in this study is primary data. Data collection was carried out by distributing questionnaires. Data analysis techniques and hypothesis testing used are multiple linear regression, validity, reliability, normality tests, partial tests (t-test), simultaneous tests (f-test), and the coefficient of determination. The program used to analyze the data uses the Statistical Package for Social Sciences (SPSS). The results of this study show that Internet advertising and electronic word of mouth (EWOM) influence purchase decisions simultaneously.

Keywords Internet advertising, EWOM, purchasing decisions.

INTRODUCTION

In this era of globalization, the development of information and technology is very fast and unlimited in its spread, which in this case is used by business people. Business processes that were initially complicated, took a long time to become efficient and help reduce costs. A gadget, tablet or smartph,one can not only be used as a means of communication, but also display information at the same time. This, of course, gives you easy access to world news and online shopping at e-commerce sites.

One of the marketing techniques used by manufacturers is advertising. Advertising is one part of the advertising mix used as a means of delivering messages and information to consumers. Electronic word of mouth (EWOM) is used to recommend or validate this to other consumers. Purchasing decisions are the actions of individuals and households that purchase goods and services for personal consumption. Buying consumers do their research before purchasing a product.

Looking at the iPrice group report, Tokopedia is the most visited E-Commerce site in Indonesia in 2021. The average monthly visitor to the Tokopedia page in the first-fourth quarter of 2021 was recorded at 149.6 million. Tokopedia's merger with online transfer company Gojek in early 2021 is said to have had a positive impact on the increase in website traffic. PT GoTo Gojek Tokopedia, Tbk, or GoTo is an Indonesian technology-based digital ecosystem company formed from the collaboration or merger (also known as a merger) of Gojek and Tokopedia.

Problem Formulation

- How does Internet advertising influence purchasing decisions?
- How does electronic word of mouth (EWOM) influence purchasing decisions?
- How do internet advertising and electronic word of mouth (EWOM) together influence purchasing decisions?

LITERATURE REVIEW
Internet Advertising

According to Hariningsih, (2013: 13) Internet advertising or internet advertising is information or messages conveyed to the general public with the aim of introducing, inviting, or persuading the general public or the public to participate in a certain invitation that is installed and can be seen on the internet network.

Electronic Word of Mouth (EWOM)

According to Jalilvand, (2012: 78) "EWOM which is positive has an important function to increase buying interest by creating a favorable image for the company or for the brand itself.

Buying Decision

According to Tjiptono, (2012), purchasing decisions are a process in which consumers recognize the problem, seek information about a particular product or bran,d and properly evaluate each of these alternatives to solve the problem, which then leads to a purchase decision.
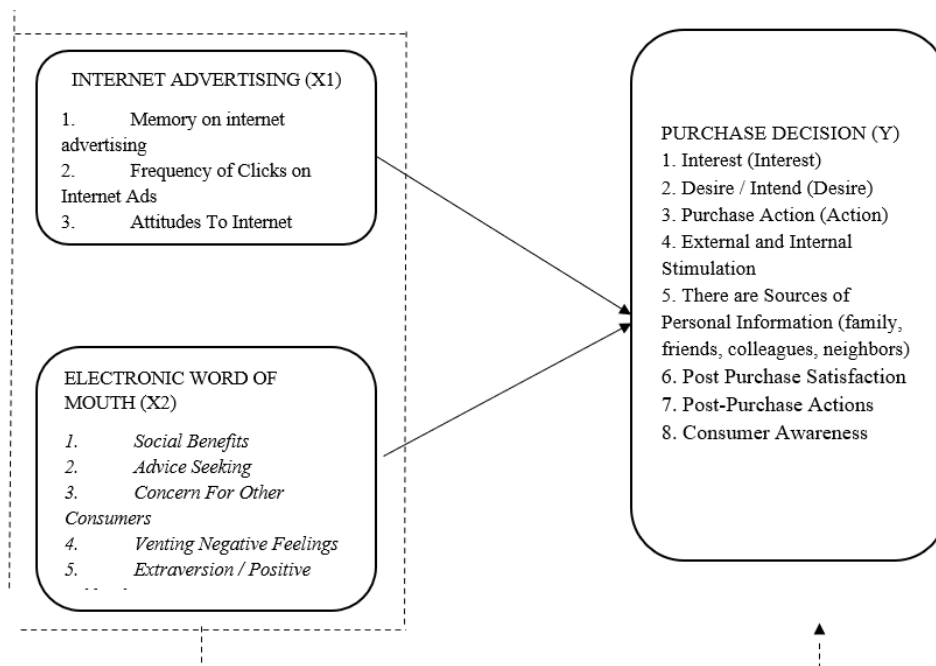
INTERNET ADVERTISING (X1)

1. Memory on internet advertising
2. Frequency of Clicks on Internet Ads
3. Attitudes To Internet

ELECTRONIC WORD OF MOUTH (X2)

1. *Social Benefits*
2. *Advice Seeking*
3. *Concern For Other Consumers*
4. *Venting Negative Feelings*
5. *Extraversion / Positive*

PURCHASE DECISION (Y)
1. Interest (Interest)
2. Desire / Intend (Desire)
3. Purchase Action (Action)
4. External and Internal Stimulation
5. There are Sources of Personal Information (family, friends, colleagues, neighbors)
6. Post Purchase Satisfaction
7. Post-Purchase Actions
8. Consumer Awareness

Figure 1. Conceptual framework model

RESEARCH HYPOTHESIS

H1: Internet advertising has a significant effect on purchasing decisions
H2: Electronic Word of Mouth (EWOM) has a significant effect on purchasing decisions.
H3: Internet Advertising and Electronic Word Of Mouth (EWOM) have a simultaneous effect on purchasing decisions.

METHOD
Types of research

The type of research used in this research is descriptive research with a quantitative approach.

Population

In this study, the population is consumers who have made purchases on the Tokopedia website, and who have seen Tokopedia advertisements through social media, in the city of Bandung the population size is unknown.

Sample

In this study, samples were taken from the population, namely consumers who had made purchases on the Tokopedia website. The sampling method used in this study was non-probability sampling using a purposive sampling technique in which the sampling was based on certain criteria determined by the researcher.

Data And Data Sources

- Primary Data
- Secondary Data

Research Instruments

Data collection techniques in this study by distributing questionnaires. Respondents will answer the questions used to obtain primary data by selecting answers that have been provided with a Likert Scale.

Variable Operational

Table 1. Variable Operational

Variable	Definition Conceptual	Definition Operational		Scale
		Dimension	**Indicator**	
Advertising Internet (X1)	Internet advertising (internet advertising) is one of the most widely used advertising companies in promoting the products they produce. At this time the internet is no longer a foreign thing to the community, the increasing use of the internet among the public makes companies to place advertisements on potential publisher websites.	1. Advertising Attractiveness. 2. Advertising media used and payload ad message. 3. Intensity or ad frequency.	1. I often see Gojek x Tokopedia (GoTo) advertisements on social media, both Youtube, Instagram, Facebook, Tiktok, and even television. 2. The advertising media used by Gojek x Tokopedia are easy to access, such as Youtube, Instagram, Facebook, Tiktok, etc. 3. After seeing advertisements on social media such as Instagram, Facebook, Tiktok, etc. it made me try to download the Tokopedia application and open the application. 4. The advertising messages delivered by Gojek x Tokopedia (GoTo) are inviting people to make purchases at Tokopedia and use the Gojek courier service. 5. It is very easy for me to download the intense advertisements issued by Gojek x Tokopedia (GoTo) on social media.	Likert 1-5

Variable	Definition Conceptual	Definition Operational		Scale
		Dimension	Indicator	
Electronic Word Of Mouth (EWOM) (X2)	Electronic Word Of Mouth (EWOM) are statements made by actual, potential or previous consumers about a product or company where this information is made available to other persons or persons institutions via the internet. (Thurau et al in Tommi and Eristia (2014:14)	1.Social Benefits 2.Advice Seeking 3. Concern For Other Consumers 4.Venting Negative Feelings 5.Extraversion / Positive Self-Enhancement	1. Through social media networking sites I get information about other people's positive experiences with the online shopping site Tokopedia and using the Gojek courier service. 2. The amount of information conveyed on social networking sites regarding Gojek x Tokopedia (GoTo) is based on the experiences of other consumers. 3. I'm interested in buying at Gojek x Tokopedia (GoTo) because of other people's recommendations. 4. I saw a lot of negative comments on the Gojek x Tokopedia (GoTo) site on social media. 5. I like the transaction experience through the Gojek x Tokopedia (GoTo) website.	Likert 1-5
Purchase Decision (Y)	Purchasing decision is a process in which the consumer recognizes the problem, seeks information about a particular product or brand and evaluates each alternative well to solve the problem, which then leads to a purchase decision.	1. There is commercial influence. 2. There are external / internal stimuli that trigger consumers to use the product. 3. The influence of other people's attitudes that determine the purchase. 4. Post-purchase satisfaction. 5. Post-	1. Due to recommendations/invitations from friends and family, I will make purchases at Tokopedia using the Gojek courier service. 2. I am aware that online shopping internet facilities at Gojek x Tokopedia (GoTo) make transactions simpler, faster, and more efficient. 3. I made a purchase decision based on the influence of the promotion. 4. I am satisfied and recommend Gojek x Tokopedia (GoTo) to my friends and family and those closest to me. 5. I am influenced by	Likert 1-5

purchase actions.	circumstances, where I have to shop at Tokopedia and use the Gojek courier service.

Data Analysis Technique

For data analysis, the data obtained are summarized and compared with the key figures determined by the questionnaire. And the results of this comparison tell us whether Internet advertising and his EWOM influence purchasing decisions.

Regression Analysis

Multiple linear regression analysis is an analysis to measure how much influence the variable X has on variable Y. If the regression coefficient (β) is positive, there is a unidirectional effect between the independent variable and the dependent variable, and vice versa, if the regression coefficient (β) is negative, it indicates that there is a negative effect where an increase in the value of the independent variable will result in a decrease in the value of the dependent variable.

Validity test

Validity is a measure that shows the levels of validity or validity of an instrument. An instrument is said to be valid if it is able to measure what is desired or what is to be measured (Arikunto, 2012:59).

Reliability test

According to Sugishirono (2017: 215), Reliability is a measure of the limitations of measuring instruments used in behavioral science as measurement tools, one of which is the reliability of the measurement results when the phenomenon being measured does not change. Measured by consistency.

Normality Test

According to Sugiyono (2017), the normality test is a test to determine whether the residuals obtained have a normal distribution. A normality test is performed to see if the distribution of the data is normally distributed.

Multicollinearity Test

According to Ghozali (2016: 103) this test was conducted to find out whether the regression model found a correlation between independent (independent) variables. A good model should not have a correlation between the independent variables. To find out whether there is multicollinearity is to look at the VIF (Variance Inflation Factor) value. If the tolerance value is > 0.10 or equal to the VIF value < 10, it means that there is no multicollinearity.

RESULTS AND DISCUSSION

Based on the results of obtaining the questionnaire, 32.4% were male, and 67.6% were female. This shows that the majority of Gojek x Tokopedia (GoTo) consumers are dominated by women. Based on the age of the respondents, the age range of 21-25 years was more than the others. Based on domicile, East Bandung domicile is dominated by 43.2%.

Validity and Reliability Test Results

Based on the validity test X1, X2, and Y, the sig count is greater than a (0.05), while the reliability test shows Cronbach alpha > 0.60. So it can be concluded that the question construct is a reliable variable dimension.

Table 2. Validity Test Results and Reliability Tests

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Advertising Internet				
X1.1	0,809	Valid		Reliable
X1.2	0,769	Valid		Reliable
X1.3	0,685	Valid	0,801	Reliable
X1.4	0,708	Valid		Reliable

Construct	Correlation Value	Description	Cronbach's Alpha	Description
X1.5	0,765	Valid		Reliable
Electronic Word Of Mouth				
X2.1	0,675	Valid		Reliable
X2.2	0,729	Valid		Reliable
X2.3	0,735	Valid	0,688	Reliable
X2.4	0,540	Valid		Reliable
X2.5	0,689	Valid		Reliable
Purchase Decision				
Y.1	0,794	Valid		Reliable
Y.2	0,760	Valid	0,767	Reliable
Y.3	0,713	Valid		Reliable
Y.4	0,819	Valid		Reliable

Descriptive Analysis Results

Table 3. Descriptive Analysis Results Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Decision (Y)	13095.0800	2703.96067	100
Advertising Internet (X1)	16089.3400	3300.83096	100
EWOM (X2)	16123.1900	3020.19968	100

Source: Processed data (2022)

Table 3 shows that Internet Advertising, Electronic Word Of Mouth (EWOM), and purchasing decisions are in a good category.
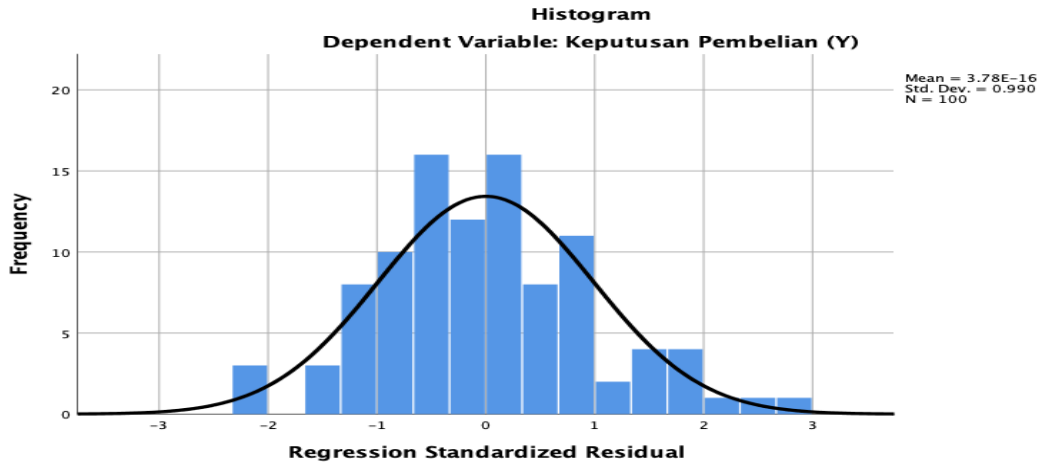
Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

|		Unstandardized Residual
N		110
Normal Parameters[a,b]	Mean	-.0005377
	Std. Deviation	.11257889
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.066
Test Statistic		.075
Asymp. Sig. (2-tailed)		.161[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed data (2022)

Based on table 4, the Asymp>Sig (2-tailed) significance value of 0.161 is greater than 0.05. So according to the basis for decision-making for the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed.

Source: Results of SPSS data processing version 26.0
Figure 2. Normality Test Results with Histogram Data

A normality test performed on the above histogram data shows that it is bell-shaped toward the center, rather than tilted to the left or right. In that case, we can conclude that the images tend to be normally distributed and a regression model is applicable. When tested with a P-plot, it looks like this:
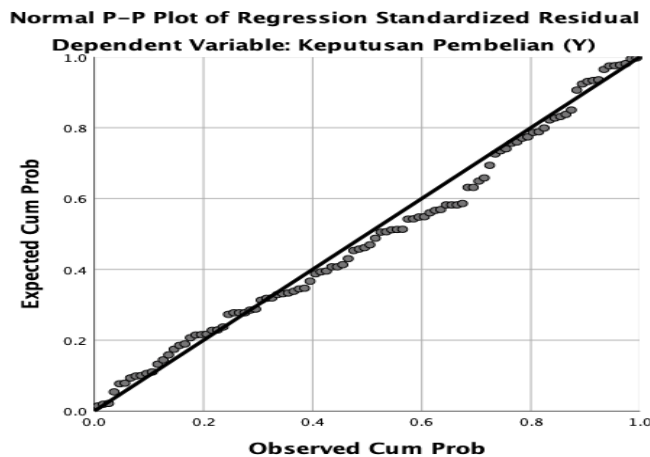
Source: Results of SPSS data processing version 26.0
Figure 3. Normal P-P Plot Graph

Based on the processed data shown in the figure above, we can see that the data propagates along and follows the diagonal line. Therefore, the regression model satisfies the normality assumption.

Multicollinearity Test

The tolerance value for internet advertising and EWOM variables is 0.562 which is greater than 0.10. While the VIF value for the variable is 1.780 which is smaller than 10.00. Then referring to the basis of decision-making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Regression Analysis

The results of calculating the regression coefficient in table 5.6 show that the constant coefficient value is 0.021, the coefficient of the Internet Advertising variable is 0.235 and the EWOM variable is 0.461 so that the regression equation is obtained:
$Y = 0.021 + 0.235X_1 + 0.461X_2$

Test F
Table 5. Test F
ANOVAª

|	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393018022.596	2	196509011.298	57.620	.000ᵇ
	Residual	330810906.764	97	3410421.719		
	Total	723828929.360	99			

a.   Dependent Variable: Keputusan Pembelian (Y)
b.   Predictors: (Constant), EWOM (X2), Iklan Internet(X1)
Source: Results of SPSS data processing version 26.0

The picture above is the output of Multiple Linear Regression Analysis with SPSS Version 26 with 1 dependent variable, namely Purchase Decision, and 2 independent variables, namely Internet Advertising (X1), and EWOM (X2). The number of samples in the study was 100 respondents. The result is F count of 57.620. Meanwhile, the F table value is seen based on the df value. In the third column of the first row, the df value is 2, which is equal to the number of independent variables. Meanwhile, the df value in the second row is N - independent Var - 1 or 100 - 2 - 1 = 97. So it is obtained that df1 is 2 and df2 is 97. This value is used as the basis for viewing the F table value as shown below, namely the image below. above is Table F with a significance of 0.05 or 5% (for other values, there is a separate table). The value of df1 is in the first row at the top, while df2 is in the first column to the left of the table. So the value of F table can be seen based on the value of df1 and df2 or as shown below, that is, the value is 2.85. So it appears that F table > F count (or F count <F table) or 2.85 <1.649. So, it is stated that the model is not feasible. This can also be seen clearly from the Sig. that is equal to 0.195 > 0.05 which means it is not feasible.

Heteroscedasticity Test

Heteroscedasticity testing was carried out using a Scatter Plot. If there are no significant variables, it can be concluded that there is no heteroscedasticity problem. The test results are in the attachment as well as in Figure 5.
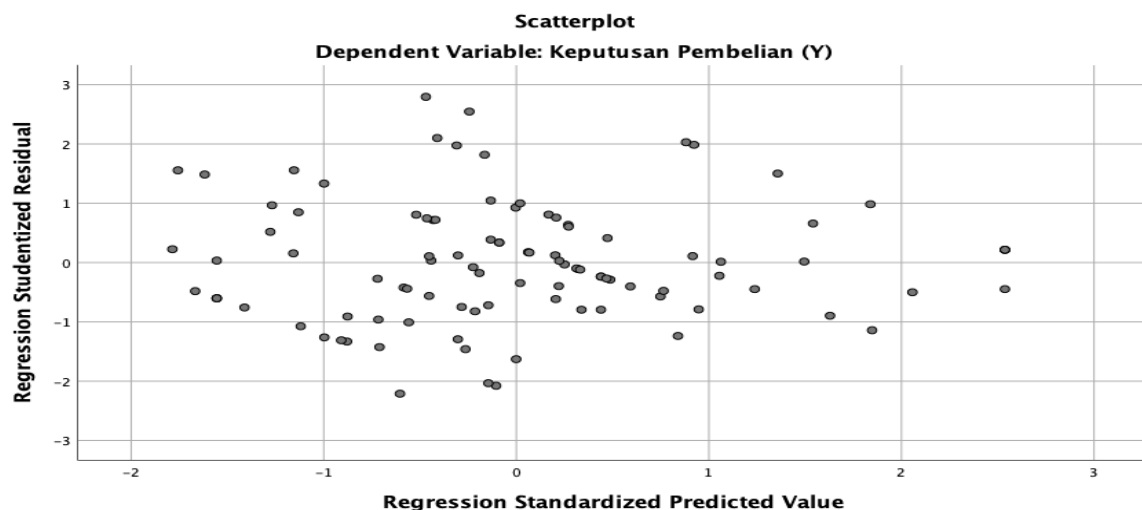
Source: Results of SPSS data processing version 26.0
Figure 5. Heteroscedasticity Test Results

The heteroscedasticity test results show that there is no clear pattern from these points. This indicates that the regression model has no indication of heteroscedasticity. This means that there is no significant interference in this regression model.

CONCLUSION AND SUGGESTION
Conclusion
Based on the research results, the study conclusions are:

- The attractiveness of Internet advertising has a significant positive impact on consumer purchasing decisions through the Gojek x Tokopedia (GoTo) shopping application. This means that the more attractive Internet advertising reaches consumers, the more likely they will make purchase decisions for the Gojek x Tokopedia (GoTo) shopping application.
- Electronic word of mouth (EWOM) has a significant positive effect on consumer purchasing decisions on the Gojek x Tokopedia (GoTo) application. This means that more electronic word of mouth (EWOM) means more consumer purchasing decisions on the Gojek x Tokopedia (GoTo) application.
- In the Gojek x Tokopedia (Goto) shopping application, purchase decisions have a significant positive impact on consumer purchase decisions. This means that consumers are choosing to shop on her Gojek x Tokopedia (GoTo) shopping application.

Suggestion
Based on the findings, it is suggested, among other things:

- Gojek x Tokopedia (GoTo) needs to be more proactive, provide innovation and present more unique and interesting messages in order to conduct promotional activities via social media. This allows consumers to better understand and be interested in information published on social media. Use social media to help you influence purchasing decisions more strongly.
- Gojek x Tokopedia (GoTo) has inter-consumer You also need a strategy to monitor conversations. Gain negative testimonials and increase the value of her Gojek x Tokopedia (GoTo) that received positive testimonials.
- As a proposal to be included in this consideration, I think it would be good not only to advertise during the broadcast time of the content but also Gojek x Tokopedia (GoTo), z), Instagram (Instagram advertisement), etc. Gojek x Tokopedia (GoTo) will continue promotional activities in the form of Special Events, but larger events/events will create a special attraction for consumers and create a positive impression on Gojek x Tokopedia (GoTo).

REFERENCES

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, *42*, 65–77.

Andreawan, Rizky Ananda. 2015. "*Analysis of Electronic Word of Mouth (eWOM) in Social Media*

Kaskus on Purchasing Intention Premium Player Items". E-Proceeding of management Vol. 2 No.3, Desember 2015 pp. 3517 ISSN: 2355-9357

Ameri, Hassan Seyed. 2015. The Impact Of Word Of Mouth Promotion On Brand Equity Dimensions In

Sports Services. *College of Physical Education and Sport Sciences Urmia University.* Oktober 13,2015. *Sport Science.* Vol.8 (63).

Choi, Y. K., Seo, Y., & Yoon, S. (2017). Social ties, temporal distance, and message concreteness. *E-WOM messaging on social media* , 495-505.

Im, S., Bhat, S., & Lee, Y. (2015). Consumer perceptions of product creativity, coolness, value and attitude. *Journal of Business Research* , 166-172.

Larasati, A., & Kerti Yasa, N.N. (2018). The Effects of Argument Quality and Sources Credibility on Ewom Credibility and Online Reviews Adoption. International Journal of Management and Commerce Innovations, 5(2), 892–898.

Lim, W. M. (2015). The Influence of Internet Advertising And Electronic Word-of-mouth On Consumer Perception And Intentions. *The Journal of Computer Information System* , 81-89.

Severi, Ling, Nasermoadeli. 2014. The Impacts of Electronic Word of Mouth on Brand Equity in the Context of Social Media. *International Journal of Business and Management,* Vol 9(8),pp84-96.

Teng, S., Wei Khong, K., Wei Goh, W., & Yee Loong Chong, A. Examining the antecedents of persuasive eWOM messages in social media. Online Information Review, 2014, 38(6), 746-768.

Xiao, Zhehui, et., al. 2016. "The effect of e-WOM on country image and purchase intention: an empirical study on Korean cosmetic products in China." International Journal of Technology and Management. Vol. 22, Nos. 1/2.