

The Influence of Electronic Word of Mouth and Digital Marketing on Decisions to Purchase Hotel Tickets Through Traveloka Applications (Case Study of Consumers in the City of Bandung)

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Abstract

This study aims to determine and analyze the effect of electronic Word of Mouth (e-WOM) and Digital Marketing on the decision to purchase hotel tickets through the Traveloka application. This research was conducted with a quantitative approach. Primary data collection was carried out by distributing questionnaires to a sample of 100 customers in the city of Bandung, and. The data analysis used in this study is a multiple linear regression test. The results showed that partially e-WOM and Digital Marketing had a positive and significant influence on purchasing decisions, e-WOM with a significance level of trust of $0.003 < 0.05$, Digital Marketing of $0.000 < 0.05$, . e-WOM and Digital Marketing simultaneously have a positive and significant effect on purchasing decisions. From the determination test it is known that the percentage of influence. e-WOM and Digital Marketing of 0.627 or 62.70%, meaning that the variables are e-WOM and Digital Marketing, while the remaining 37.3% is influenced by other variables outside of this study.

Keywords: EWOM, digital marketing, buying decisions

INTRODUCTION

One of the developments in telecommunication and computer technology is the presence of the internet network. The internet brings big changes to all aspects, especially in the development of the world of business and marketing. This interesting phenomenon prompted this research to be carried out. This research will examine how the influence of electronic word of mouth (e-WOM) and digital marketing on purchasing decisions on the Traveloka mobile application.

Problem Formulation

- How does Electronic Word of Mouth (EWOM) influence purchasing decisions?
- How does Digital Marketing influence purchasing decisions?
- How do Electronic Word of Mouth (EWOM and Digital Marketing) influence purchasing decisions
- together?

LITERATURE REVIEW

Electronic Word Of Mouth (EWOM)

Gruen in Priansa (2016), defines e-WOM as a medium of communication to share information about a product or service that has been consumed between consumers who do not know each other and have met before.

Digital Marketing

Purwana, Rahmi, and Aditya (2017), said digital marketing is the exploitation of digital technology that is used to create a channel to reach potential recipients to achieve company goals through meeting consumer needs more effectively.

Buying Decision

According to Tjiptono in Carmelia (2022) purchasing decisions are a process in which consumers know the problem, seek information about a particular product or brand and properly evaluate each of these alternatives to solve the problem, which then leads to a purchase decision.

FRAMEWORK

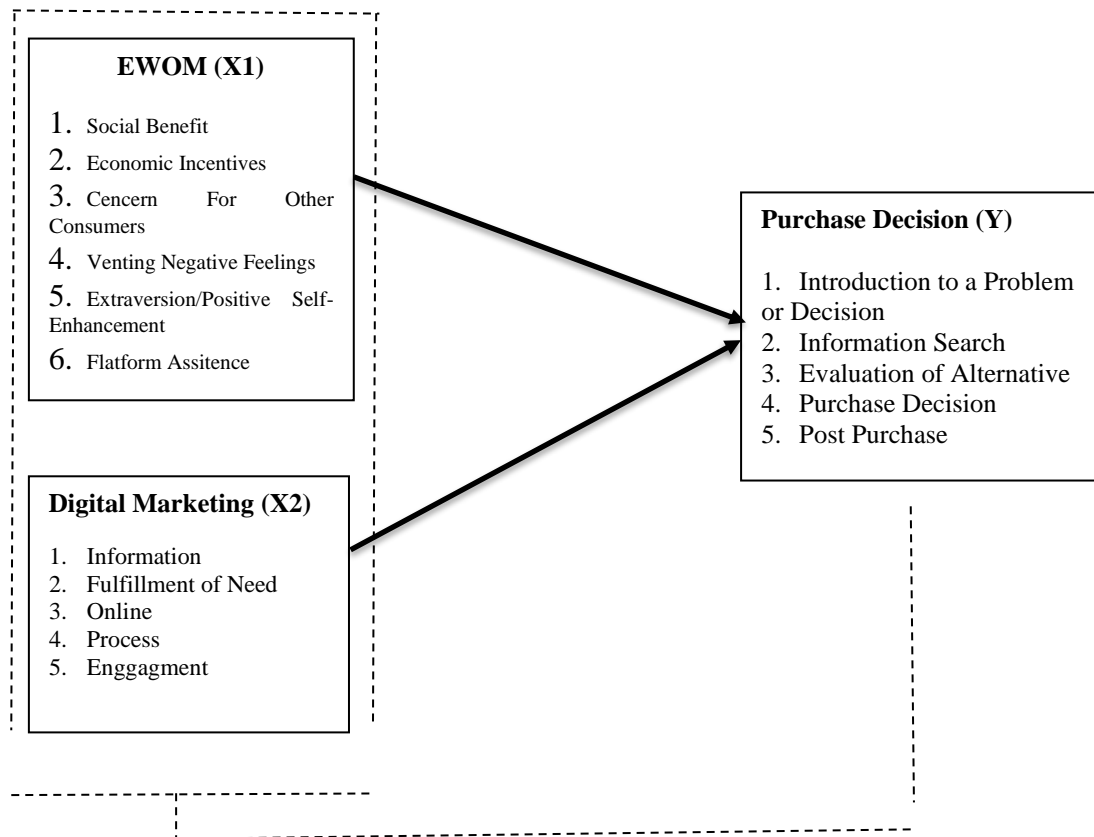


Figure 1. Conceptual framework model

RESEARCH HYPOTHESIS

H0: Electronic Word Of Mouth (EWOM) has a simultaneous effect on purchasing decisions

H1: Digital Marketing has a simultaneous effect on purchasing decisions.

H2: Electronic Word Of Mouth (EWOM) and Digital Marketing have a partial effect on purchasing decisions.

METHOD

The research object in this study is Traveloka as the research object. Traveloka is a company that provides flight ticket and hotel booking services online with a focus on domestic travel in Indonesia. This research is descriptive and verificative in nature. In this study descriptive and verification methods are used to influence Electronic Word Of Mouth (EWOM) and Digital Marketing on purchasing decisions, as well as to test the hypothesis whether the hypothesis is accepted or rejected.

Data Types and Sources

The data sources used by researchers in research on "Electronic Word Of Mouth (EWOM) and Digital Marketing on purchasing decisions" are primary data and secondary data and according to their nature the data obtained can be grouped into two parts, namely qualitative data and quantitative data. Sources of data used by researchers in research on "Electronic Word Of Mouth (EWOM) and Digital Marketing on purchasing decisions" are primary data and secondary data.

Data collection technique

- Field research
- Library research

Population and Sample

The population in this study are consumers who have the Traveloka application in the city of Bandung, the population is unknown. While the samples that will be taken in this study are consumers who have owned and have seen reviews via electronic means and who have seen Traveloka application advertisements in the city of Bandung.

Variable Operational

1. The independent variable

Independent variables are often referred to as stimulus variables, predictors, antecedents, independent variables are variables that influence or cause changes or the emergence of the dependent (bound) variable (Sugiyono, 2017: 39). In this study, the independent variables were Electronic Word of Mouth (EWOM) (X1) and Digital Marketing (X2).

2. The dependent variable

The dependent variable is often referred to as the output variable, criteria, consequences, in Indonesian it is often referred to as the dependent variable (Sugiyono, 2017:39). In this study, the dependent variable is the purchase decision (Y).

Measurement Scale

The score or value measurement technique used in this study is to use a Likert scale, because this scale has relatively high reliability.

Validity test

The validity of the research instrument means that the instrument can be used to measure what it is supposed to measure

Reliability Test

The reliability of a research instrument can be seen if the instrument produces the same data when it is used several times to measure the same object.

Classic assumption test

The classical assumption test aims to determine whether the regression estimation results are free from the presence of normality, autocorrelation, multicollinearity and heteroscedasticity symptoms.

Spearman Rank Correlation Coefficient Analysis

his analytical method is used to analyze whether there is a relationship between variables, if there is a relationship then how big is the influence

Coefficient of Determination

This test is carried out to find out how much the attachment or closeness of the variable is between the dependent variable (Electronic Word Of Mouth) and the independent variable Electronic Word of Mouth (EWOM) (X1) and Digital Marketing (X2).

Multiple Linear Analysis Design

The data analysis method used is a qualitative method and a quantitative method. Qualitative methods are used to analyze which is done by grouping data obtained from respondents then tabulating and explaining it in depth.

Significance Test (t test)

The t test (t-test) is used to test the hypothesis partially to show the effect of each independent variable individually on the dependent variable.

Simultaneous Test (Test F)

The F test basically shows whether all the independent variables or independent variables included in the model have a joint effect on the dependent or dependent variable used to show whether all the independent variables included in the regression equation simultaneously affect the dependent variable.

RESULTS AND DISCUSSION

Validity Test Results

The validity value of each statement item can be seen in the Corrected Item-Total Correlation value for each statement item. Based on SPSS calculation data correlation coefficient (r) it is known that all item correlations of variables X1, X2 and Y are greater than r table or 0.1996, so the instrument is declared valid.

Table 1. Validity Test Results

Pernyataan	R Hitung	R Tabel	Keterangan
X1.1	.485	0.197	Valid
X1.2	.612	0.197	Valid
X1.3	.509	0.197	Valid
X1.4	.507	0.197	Valid
X1.5	.651	0.197	Valid
X1.6	.655	0.197	Valid
X1.7	.657	0.197	Valid
X1.8	.672	0.197	Valid
X1.9	.623	0.197	Valid
X2.1	.639	0.197	Valid
X2.2	.754	0.197	Valid
X2.3	.722	0.197	Valid
X2.4	.724	0.197	Valid
X2.5	.698	0.197	Valid
X2.6	.793	0.197	Valid
Y.1	.770	0.197	Valid
Y.2	.756	0.197	Valid
Y.3	.839	0.197	Valid
Y.4	.764	0.197	Valid
Y.5	.761	0.197	Valid
Y.6	.729	0.197	Valid

Reliability Test Results

In testing the reliability using SPSS, the steps taken are the same as the steps for testing the validity. Because the output of both appears simultaneously. The reliability of a variable construct is said to be good if it has a Cronbach's Alpha value > 0.60 . The following are the results of the reliability test using the SPSS 26 program.

Table 2. Reliability Test

NO	Variable	r alpha	R eritical	C riteria
1	Electronic Word Of Mouth (EWOM)	0,781	0,600	Reliabel
2	Digital Marketing	0,839	0,600	Reliabel
3	Purchase Decision	0,862	0,600	Reliabel

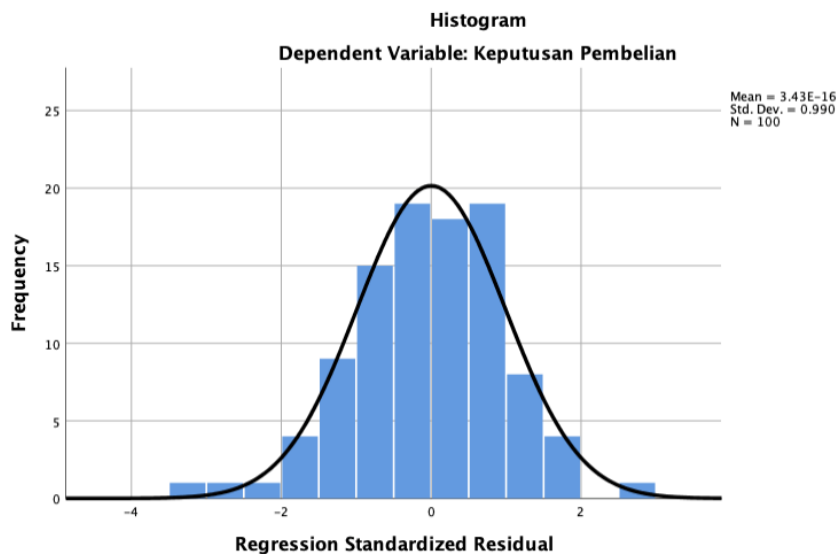
Normality Test
Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.63326117
Most Extrema Differences	As Absolute	.059
	Positive	.053
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

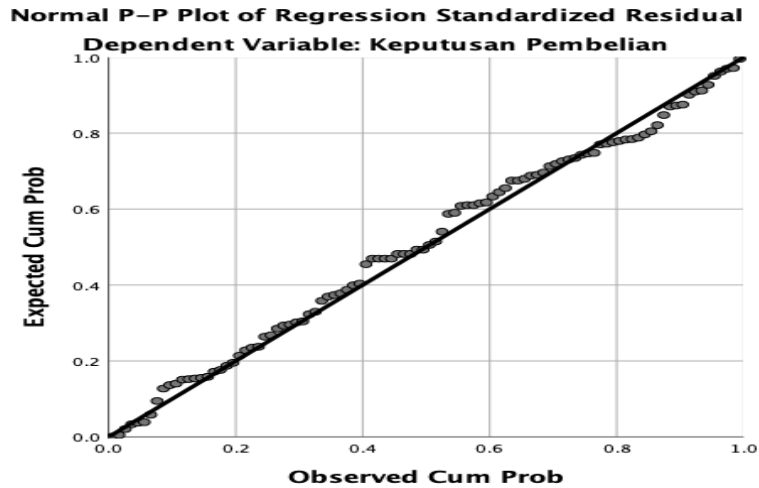
Source: Processed data (2022)

Based on the table above, the Asymp>Sig (2-tailed) significance value of 0.200 is greater than 0.05. So based on the decision making of 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

The normality test performed on the histogram data above shows that it is bell-shaped towards the center, not sloping to the left or right. In this case, we can conclude that the images tend to be normally distributed and the regression model can be applied. When tested with the P-plot, it looks like this:



Source: Results of SPSS data processing version 26.0

Figure 3. Normal P-P Plot Graph

From the graph, it can be seen that the dots spread around the diagonal line, and their distribution follows the direction of the diagonal line. Then the regression model is suitable for predicting purchasing decisions based on the input variables of Electronic Word Of Mouth (EWOM) and Digital Marketing. Thus, the data can be said to meet the requirements for multiple linear regression analysis.

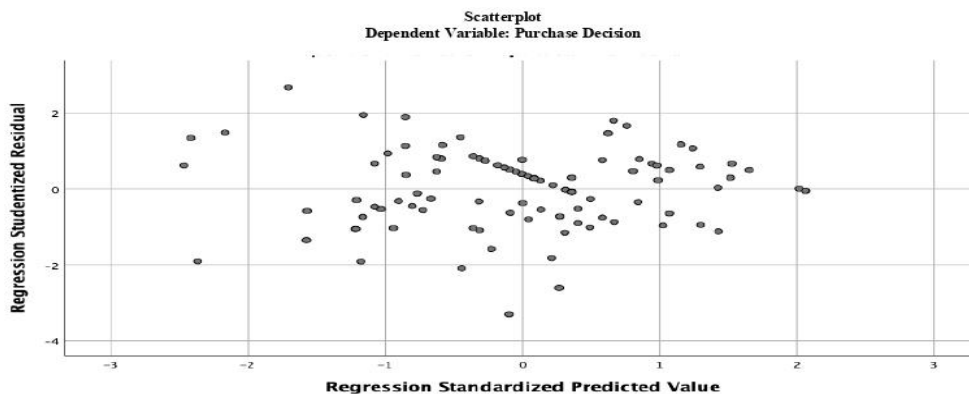
Multicollinearity Test

Table 4. Recapitulation of Tolerance Values and VIF Values for Collinearity Tests

No	Varibel	Nilai Tolerance	Nilai VIF
1.	Electronic Word of Mouth (X1)	0,683	1,463
2.	Digital Marketing (X2)	0,683	1,463

Based on the table 4, it is known that the tolerance value for the Electronic Word Of Mouth (X1) and Digital Marketing (X2) variables is 0.683 each. Thus because of the tolerance value $\neq 0$, it can be said that there is no significant relationship between Electronic Word of Mouth (X1) and Digital Marketing (X2).

Heteroscedasticity Test



Source: Results of SPSS data processing version 26.0

Figure 4. Heteroscedasticity Test Results

Based on the picture above, it shows that the data is scattered around the number 0 (0 on the Y axis), and does not form a particular pattern or trend line. Thus, the data can be said to be homoscedasticity/heteroscedasticity does not occur and meets the requirements for regression analysis.

Regression Analysis

Table 5. Multiple linear regression equation

Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.537	1.811		.296	.768
	EWOM	.158	.053	.222	2.998	.003
	Digital Marketing	.619	.071	.650	8.758	.000

a. Dependent Variable: Purchase Decision

Based on the multiple linear regression equation above, it shows that:

- The constant coefficient is 537, meaning that if the Electronic Word Of Mouth (EWOM) (X_1) and Digital Marketing (X_2) variables or the two variables have a value of 0 or do not change, then the value of Purchase Intention (Y) is 537.
- The regression coefficient X_1 is 0.158, meaning that if the Electronic Word of Mouth (EWOM) (X_1) increases by 1 time, it will increase the Purchase Decision (Y) by 0.158. Conversely, if the Electronic Word Of Mouth (EWOM) (X_1) decreases by 1 time, it will decrease Buying Interest (Y) by 0.158.
- The regression coefficient X_2 is 0.619, meaning that if Digital Marketing (X_2) increases by 1 time, it will increase the Purchase Decision (Y) by 0.619. Conversely, if Digital Marketing (X_2) decreases by 1 time, it will reduce the Purchase Decision (Y) by 0.619.

Correlation Coefficient and Coefficient of Determination

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.797 ^a	.635	.627	2.66027

a. Predictors: (Constant), Digital Marketing (X2), EWOW (X1)

The correlation coefficient value between Electronic Word of Mouth (X_1) Digital Marketing (X_2) and Purchase Decision (Y) is 0.797 indicating a moderate relationship because it is between 0.40 – 0.599.

Test F

Table 7. Test F

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	1193.368	2	596.684	84.313	.000 ^b
	Residual	686.472	97	7.077		
	Total	1879.840	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Digital Marketing, Electronic Word of Mouth (EWOM)

Source: Results of SPSS data processing version 26.0

Based on the results of hypothesis testing (F-test) in the table, it shows that the probability value is $0.000 < 0.05$, meaning that the Electronic Word of Mouth (EWOM) (X_1) and the Digital Marketing variable (X_2) have a simultaneous effect on the Purchase Decision variable (Y).

Test T
Table 8. Test T
Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.537	1.811		.296	.768
	Electronic Word of Mouth (EWOM)	.158	.053	.222	2.998	.003
	Digital Marketing	.619	.071	.650	8.758	.000

a. Dependent Variable: Purchase Decision

Based on the results of hypothesis testing (t-test) in the table it shows that there is an influence between Electronic Word of Mouth (EWOM) (X_1) on Purchase Decisions (Y) partially and there is influence between Digital Marketing (X_2) on Purchase Decisions (Y) partially Partial. This is proven by:

- Value of Sig. $0.003 < 0.05$, meaning that there is a partial effect between Electronic Word of Mouth (EWOM) (X_1) on Purchase Decision (Y) significantly.
- Sig. $0.000 < 0.05$ means that there is a partial effect between Digital Marketing (X_2) on Purchase Decision (Y) significantly.

The Effect of Electronic Word Of Mouth (EWOM) and Digital Marketing on Purchasing Decisions

Based on the results of the F test, it shows that the probability value is $0.000 < 0.05$, which means that H_0 is rejected and H_a is accepted. This means that there is a significant simultaneous influence between Electronic Word Of Mouth (EWOM) and Digital Marketing on Purchasing Decisions. Based on SPSS data processing, a significance level of $0.000 < 0.05$ was produced. meaning that Word of Mouth has a positive effect on purchasing decisions. If Word of Mouth increases while Digital Marketing then Purchasing Decisions will increase

Effect of Electronic Word Of Mouth (EWOM) on Purchasing Decisions

Based on the results of the T test, it shows that the probability value is $0.003 < 0.05$, which means that H_0 is rejected and H_a is accepted. This means that there is a partial effect of advertising on buying interest. From the results of this study it can be concluded that Electronic Word Of Mouth (EWOM) has an effect on repurchase decisions. Based on the results of the research that has been done, it is known that Electronic Word of Mouth (EWOM) has a significance level of 0.003 , a probability value of $0.003 < 0.05$, which means that H_0 is rejected and H_a is accepted. Based on these results, the hypothesis states that Electronic Word of Mouth (EWOM) influences purchasing decisions is acceptable. Assessment of the Electronic Word of Mouth (EWOM) in the category is quite good.

The Influence of Digital Marketing on Purchasing Decisions

Based on the results of the T test, it shows that the probability value is $0.000 < 0.05$, which means that H_0 is rejected and H_a is accepted. This means that there is a partial influence of Product Quality on Purchase Intention.

CONCLUSION AND SUGGESTION

Conclusion

Based on the research results, the study conclusions are:

- The results show that partially Electronic Word of Mouth (EWOM) (X_1) has a significant and positive effect on Purchase Decision (Y). This is evidenced by the value of Sig. $0.003 < 0.05$, meaning that there is a significant and positive influence between Electronic Word of Mouth (EWOM) (X_1) and Purchase Decision (Y).
- The results show that partially Product Quality (X_2) has a significant and positive effect on Purchase Decision (Y). This is evidenced by the value of Sig. $0.000 < 0.05$, meaning that there is a significant and positive influence between Digital Marketing (X_2) on Purchase Decision (Y).
- The results show that simultaneously Electronic Word of Mouth (EWOM) (X_1) and Digital Marketing (X_2) have a significant and positive effect on Purchase Decision. This is evidenced by the probability value of $0.000 < 0.05$, which means that Electronic Word of Mouth (EWOM) (X_1) and Digital Marketing (X_2) have a simultaneous effect on the Purchase Decision variable (Y).

Suggestion

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

- For Electronic Word of Mouth (EWOM) Traveloka must also have a strategy to monitor conversations that occur among consumers so that they can find out Traveloka's position in the minds of consumers, then Traveloka can clarify negative testimonials and maintain and increase the value of Traveloka which gets positive testimonials, and also increase the response to consumer suggestions and complaints in the comments column.
- In order for Digital Marketing activities, Traveloka must be more active, able to provide innovations and present messages that are more unique and interesting so consumers can better understand and be interested in the information posted, so that they can have more influence in making purchasing decisions.
- The suggestions that can be taken in the research must be able to maximize service to Traveloka consumers and provide a clear visualization of Traveloka services. Maximum service aims to encourage visitors to do positive word of mouth about the company. The more intense the competition in the e-ticketing industry, the Traveloka manager is expected to always provide new and fresh things in providing services to create new and fresh things for visitors. even increasing the frequency of word of mouth by consumers about Traveloka and impacting Traveloka's brand awareness because the brand is very familiar, well-known, and recognized by various groups.

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