Private Social Sciences Journal
E-ISSN 2798-866X
P-ISSN 2798-6314
https://doi.org/10.55942/pssj.v5i11.1599

Volume 5
Issue 11
November Edition 2025

E-WOM, influencers, and online reviews in Wardah cosmetics purchase decisions on Shopee

Tengku Syarifah*, Dian Wahyuni, Tri Andriani, Putri Sandini

Faculty of Economics, Universitas Asahan, Jl. Jenderal Ahmad Yani, Kisaran, Asahan, North Sumatera, Indonesia
*e-mail: inuwa.sani@ui.ac.id

Received 27 October 2025
Revised 30 November 2025
Accepted 30 November 2025

ABSTRACT

This study aims to determine the Influence of E-WOM, Influencers, and Online Customer Reviews on Purchasing Decisions. The population in this study was Shopee platform users in the Kisaran City area, the number of which cannot be known for certain. This study used the Wibisono formula. The data used were primary data, and this study was conducted online using an electronic questionnaire, namely Google form. The data analysis tool used multiple linear regression. The results of the study show the Influence of E-WOM, Influencers, and Online Customer Reviews on Purchasing Decisions. Simultaneously, E-WOM (X1), Influencer (X2), and Online Customer Review (X3) influence Purchasing Decision (Y), Fcount > Ftable (44.226 > 2.70) with a significance of 0.000 < 0.05. This shows that the research results H1 were accepted and H0 was rejected. While partially E-WOM (X1) has a positive and significant effect on Purchasing Decisions (Y), with a calculated t value > ttable, namely 3.693 > 1.98580 with a sig t value for the E-WOM variable (X1) 0.000 smaller than α 0.05, namely 0.000 < 0.05, Influencer (X2) has a positive and significant effect on Purchasing Decisions (Y), with a calculated t value > t-table, namely 3.693 > 1.98580 with a sig t value for the Influencer variable (X2) 0.000 smaller than α 0.05, namely 0.000 < 0.05 and Influencer (X2) has a positive and significant effect on Purchasing Decisions (Y), with a calculated t value > ttable, namely 2.067 > 1.98580 with a sig t value for the Influencer variable (X2) 0.042 is smaller than α 0.05, which is 0.042 <0.05, it can be concluded that H0 is rejected, H2 is accepted and the R Square coefficient is 0.577 or 57.7%. This shows that the Purchase Decision (Y) can be explained by the E-WOM variable (X1), influencer (X2), and Online Customer Review (X3), amounting to 457.7%, and the remaining 42.3% is explained by other factors not examined in this study.

Keywords: E-WOM, Influencer, Online Customer Review, Purchase Decision.

1. INTRODUCTION

Advances in information and communication technology have been accompanied by declines in customer interaction and satisfaction. One phenomenon that has emerged in this context is electronic word-of-mouth (E-WOM), which refers to positive and negative product-related communications shared by consumers through digital platforms. In the cosmetics sector, E-WOM significantly impacts purchasing decisions, particularly on e-commerce platforms such as Shopee, one of the largest in Indonesia (Anuang & Korry, 2020; Kristiawan & Keni, 2020; Rahmadhani & Prihatini, 2019; Wintang & Pasharibu, 2021)

The rapid development of information technology has brought about major changes in the way consumers purchase products, especially in the cosmetics industry. Electronic word-of-mouth (E-WOM) is a key element influencing consumer purchasing decisions, namely informal online communication about a product or service. In addition, online customer reviews and social media influencers play crucial roles in shaping customer perceptions and their ultimate purchase decisions (Akbar & Sunarti, 2018; Himmah & Prihatini, 2021; Maulana et al., 2021; Purwaningdyah, 2019).

Technology has advanced to the point where social media has become pervasive in society. Social media has become an inseparable part of everyday life for almost all groups, encouraging individuals to present themselves and position themselves as the "center of attention." Social media is no longer used solely for communication and entertainment; it now provides substantial benefits for business activities, particularly in marketing (Anuang & Korry, 2020; Kristiawan & Keni, 2020; Pertiwi & Sulistyowati, 2021; Wintang & Pasharibu, 2021).

Selling products online through social media is a growing trend. Almost everyone in society uses social media as a reference point for various types of transactions, including online purchases (Maulana et al., 2021; Muhiban & Putri, 2022; Putri & Junia, 2023; Wintang & Pasharibu, 2021).

2. LITERATURE REVIEW

2.1. Conceptual Framework

Electronic word-of-mouth refers to product reviews that include both positive and negative feedback and can be accessed by everyone through social media, depending on how online buyers and sellers utilize the product. Electronic word-of-mouth can also be understood as review information provided by previous consumers who have used a product via the Internet. E-WOM is a form of informal communication that uses the Internet to reach customers and focuses on the use or quality of specific products and services. It is defined as a communication method for exchanging knowledge about products or services that have been used by customers who may know each other, may not know each other, or may have met previously. E-WOM refers to opinions expressed by current, prospective, or former customers about a company or product in situations in which individuals and institutions can access this information online (Akbar & Sunarti, 2018; Himmah & Prihatini, 2021; Maulana et al., 2021; Purwaningdyah, 2019; Rahmadhani & Prihatini, 2019; Wintang & Pasharibu, 2021).

E-WOM can be differentiated into three indicators: intensity, valence of opinion, and content. Intensity refers to the number of consumers who read e-WOM on e-commerce platforms. The valence of opinion denotes the negative or positive opinions of consumers about a product or service. Content refers to information about products and services that consumers buy and sell through e-commerce (Akbar & Sunarti, 2018; Himmah & Prihatini, 2021; Maulana et al., 2021; Purwaningdyah, 2019).

Influencer marketing is an online marketing strategy that business owners can use to promote their products by engaging with influencers with a large number of followers. Therefore, influencers can be an integral part of any marketing strategy. An influencer is an individual who exerts a substantial impact on the decision-making process by providing information and support. Companies use influencers as an effective marketing strategy to deliver recommendations. However, engaged influencers must adhere to business standards and align with the characteristics of the products they promote. An influencer is someone who can influence a specific audience to participate in a product marketing campaign to increase customer loyalty, sales, and engagement (Anuang & Korry, 2020; Kristiawan & Keni, 2020; Pertiwi &

Sulistyowati, 2021; Putri & Junia, 2023; Wintang & Pasharibu, 2021).

Online customer reviews are summaries of product evaluations from various perspectives that help consumers understand product quality based on other users' experiences. Online customer reviews are used to evaluate products that customers have communicated with business actors. Online customer reviews are useful for obtaining consumer input before making a purchase (Maulana et al., 2021; Muhiban & Putri, 2022; Rahmadhani & Prihatini, 2019; Putri & Junia, 2023; Wintang & Pasharibu, 2021).

A purchase decision is the choice made by consumers when their desire to buy a product is realized, which includes the product to be purchased, as well as the time, place, and payment method. The process by which consumers process knowledge or information about a product to choose among a set of alternatives is also referred to as a purchase decision. Purchase decisions are also viewed as a reflection of consumers' personalities and their strong confidence in their ability to determine the best choice for themselves. A purchase decision is the stage at which consumers evaluate and create preferences for brands within a set of choices. Consumers also make purchase decisions to obtain their preferred brands. Purchase decisions arise from a desire for a particular product after consumers consider whether the product is in line with their needs (Akbar & Sunarti, 2018; Himmah & Prihatini, 2021; Maulana et al., 2021; Purwaningdyah, 2019; Wintang & Pasharibu, 2021).

2.2. Relationship Between Variables

The relationship between variables is illustrated in Figure 1. With the presence of e-WOM, customers tend to trust the views of friends, family, and even strangers on social networks more than the information provided directly by businesses. Therefore, e-WOM offers information that can influence purchase decisions. Research conducted by Akbar and Sunarti explain that electronic word-of-mouth has a positive effect on the purchase decision variable; social media facilitates marketing and can increase consumer choice, which is influenced by comments made by other consumers on social media. When customers have greater trust in the information provided by others through electronic media, they are more likely to make purchases while shopping. Consumer trust in a product increases due to electronic word-of-mouth, which can influence purchase decisions. This is possible because customers' perceived confidence in their ability to make purchase decisions may be shaped by electronic word of mouth.

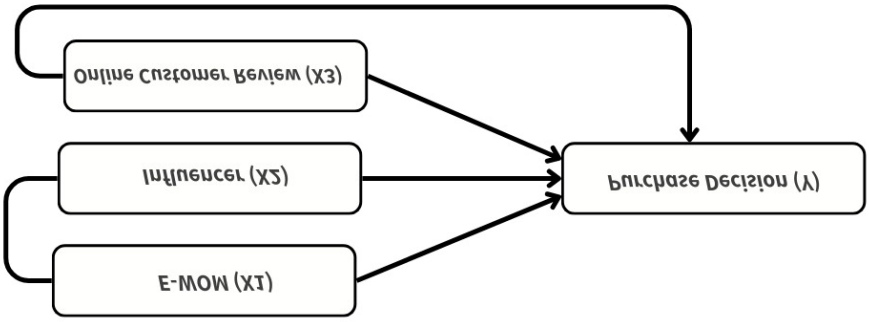

Figure 1. Conceptual Framework

Based on the statement of Himmah and Prihatini, electronic word of mouth has a positive effect on purchase decisions. In line with this, Hypothesis 1 (H1) states that E-WOM affects purchase decisions (Akbar & Sunarti, 2018; Maulana et al., 2021; Purwaningdyah, 2019; Rahmadhani & Prihatini, 2019; Wintang & Pasharibu, 2021).

Influencers have a significantly positive impact on consumer decisions. Therefore, it can be concluded that the more frequently influencers promote a product, the higher consumers' purchase intention. Accordingly, Hypothesis 2 (H2) states that influencers affect purchase decisions (Anuang & Korry, 2020; Kristiawan & Keni, 2020; Pertiwi & Sulistyowati, 2021; Putri & Junia, 2023; Wintang & Pasharibu, 2021).

Many studies have focused on the influence of online customer reviews on purchase decisions. The findings show that online customer reviews play an important role in fostering consumer trust.

Positive reviews can increase customer confidence and encourage them to buy a product, whereas negative reviews can gradually reduce their purchase intention. Therefore, Hypothesis 3 (H3) states that online customer reviews affect purchase decisions (Maulana et al., 2021; Muhiban & Putri, 2022; Putri & Junia, 2023; Rahmadhani & Prihatini, 2019; Wintang & Pasharibu, 2021).

It has been demonstrated that E-WOM plays an important role in influencing consumer purchase decisions, particularly in the current digital era, in which many online platforms make information easy to access and share. Simanullang and Amri showed that influencers have a significant positive impact on consumer decisions, indicating that the more frequently influencers promote products, the more consumers' purchase interest will increase. Research also indicates that online customer reviews play a key role in building consumer trust, where positive reviews can enhance customer confidence and motivate them to purchase products, whereas negative reviews can gradually diminish purchase intention. Based on this discussion, Hypothesis 4 (H4) states that E-WOM, influencers, and online customer reviews influence purchase decisions both jointly and individually (Akbar & Sunarti, 2018; Anuang & Korry, 2020; Himmah & Prihatini, 2021; Kristiawan & Keni, 2020; Maulana et al., 2021; Muhiban & Putri, 2022; Pertiwi & Sulistyowati, 2021; Purwaningdyah, 2019; Putri & Junia, 2023; Rahmadhani & Prihatini, 2019; Wintang & Pasharibu, 2021).

3. METHODOLOGY

Quantitative research is a form of research that examines results statistically by using data collected by the researcher. A quantitative approach was employed to test and verify the research hypotheses. This study used a quantitative approach because the data were processed based on the responses of all participants after the distribution of the questionnaire. This study used a descriptive research design with a quantitative approach. The purpose of descriptive research is to describe the data collected to answer the research questions. This study was conducted in the city of Kisaran and involved all Shopee application users in that area (Akbar & Sunarti, 2018; Maulana et al., 2021; Muhiban & Putri, 2022; Putri & Junia, 2023).

A population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then conclusions are drawn. Sugiyono defines a sample as part of the number and characteristics of the population. In other words, a sample is a portion of the population that has representative characteristics of that population. The sampling method used in this study was purposive sampling, which was applied based on specific criteria and considerations. Given the large number of individuals who could not be accurately identified, the researchers chose this method. The sample criteria in this study were respondents who had the Shopee application, had made purchases through the Shopee application, were between 18 and 55 years old, resided in the city of Kisaran, and were willing to participate as respondents (Maulana et al., 2021; Muhiban & Putri, 2022; Rahmadhani & Prihatini, 2019).

This study used both primary and secondary data. The researchers collected supporting information from various sources, including undergraduate theses, journal articles, books, online sources, and other relevant documents to develop the questionnaire. The secondary data consist of statistics on Shopee marketplace users obtained from the internet, such as data from Katadata/Databoks, as well as books, theses, news reports and journals. The data collection technique was carried out by distributing forms or lists of questions to the participants to obtain their responses to these questions. This method is suitable for a large and geographically dispersed number of participants in the study. Data were collected using an online questionnaire distributed via Google Forms. Respondents were asked to choose one of the answer options (Akbar & Sunarti, 2018; Himmah & Prihatini, 2021; Kristiawan & Keni, 2020; Maulana et al., 2021; Wintang & Pasharibu, 2021).

Multiple linear regression analysis is used to show the relationship or association between two or more variables. In multiple linear regression analysis, variables are divided into two categories: predictor or independent variables, which consist of more than one variable and are denoted as X1, X2, X3, and so on, and response or dependent variables, which are denoted as Y. The purpose of multiple linear regression

analysis is to determine the magnitude of the influence of several independent factors on the dependent factor. In addition, this method can be used to estimate the value of a dependent variable in situations in which the values of all independent variables are known (Akbar & Sunarti, 2018; Maulana et al., 2021; Muhiban & Putri, 2022; Putri & Junia, 2023).

4. RESULT AND DISCUSSION

4.1. Descriptive Statistics

The demographic profile of respondents based on age shows that the sample is dominated by young adults in the 22–25 year age group. Of the 96 respondents, 53 individuals (55.2%) were aged 22–25 years, while 43 individuals (44.8%) were aged 18–21 years. This indicates that the study primarily captures the perceptions and behaviors of late adolescents and early adults, who are a relevant segment for online shopping activities.

Table 1. Respondent Characteristics

Age category (years)	**Frequency (n)**	**Percentage (%)**
18–21	43	44.8
22–25	53	55.2
Total	**96**	**100**
Occupation	**Frequency (n)**	**Percentage (%)**
Student	77	80.2
Private employee	10	10.4
Entrepreneur	9	9.4
Total	**96**	**100**

In terms of occupation, the majority of respondents were students, amounting to 77 individuals (80.2%) of the total sample. The remainder consisted of 10 private employees (10.4%) and 9 entrepreneurs (9.4%). This composition suggests that the findings largely reflect the views and experiences of the student population, with additional perspectives from working professionals and self-employed individuals, who together contribute to nearly one-fifth of the sample.

The descriptive results show that the respondents generally expressed favorable perceptions of all variables measured in the study. For the E-WOM variable (X1), most responses were clustered around the agree and somewhat agree categories. Across all four items, 38.0% of responses fell into the agree category, 30.5% into somewhat agree, and 12.2% indicated strongly agree. Only a minority expressed disagreement, with 12.2% disagreeing and 7.0% strongly disagreeing with the statement. This pattern indicates that respondents tended to perceive electronic word of mouth on Shopee positively, although many still provided moderate rather than very strong agreement.

Table 2. Distribution of Respondents' Responses

Variable	**Item**	**Strongly agree**	**Agree**	**Somewhat agree**	**Disagree**	**Strongly disagree**
E-WOM (X1)	P1	5 (5.2%)	35 (36.5%)	39 (40.6%)	10 (10.4%)	7 (7.3%)
	P2	14 (14.6%)	40 (41.7%)	25 (26.0%)	11 (11.5%)	6 (6.3%)

	P3	14 (14.6%)	36 (37.5%)	29 (30.2%)	11 (11.5%)	6 (6.3%)
	P4	14 (14.6%)	35 (36.5%)	24 (25.0%)	15 (15.6%)	8 (8.3%)
Influencer (X2)	P1	23 (24.0%)	36 (37.5%)	26 (27.1%)	7 (7.3%)	4 (4.2%)
	P2	17 (17.7%)	46 (47.9%)	23 (24.0%)	7 (7.3%)	3 (3.1%)
	P3	38 (39.6%)	34 (35.4%)	17 (17.7%)	6 (6.3%)	1 (1.0%)
Online Customer Review (X3)	P1	19 (19.8%)	33 (34.4%)	25 (26.0%)	11 (11.5%)	8 (8.3%)
	P2	14 (14.6%)	28 (29.2%)	27 (28.1%)	19 (19.8%)	8 (8.3%)
	P3	18 (18.8%)	34 (35.4%)	31 (32.3%)	8 (8.3%)	5 (5.2%)
	P4	28 (29.2%)	40 (41.7%)	14 (14.6%)	9 (9.4%)	5 (5.2%)
Purchase Decision (Y)	P1	38 (39.6%)	25 (26.0%)	21 (21.9%)	9 (9.4%)	3 (3.1%)
	P2	22 (22.9%)	44 (45.8%)	21 (21.9%)	4 (4.2%)	5 (5.2%)
	P3	38 (39.6%)	34 (35.4%)	17 (17.7%)	6 (6.3%)	1 (1.0%)
	P4	14 (14.6%)	36 (37.5%)	29 (30.2%)	11 (11.5%)	6 (6.3%)

For the influencer variable (X2), the response pattern was even more clearly positive. The largest proportion of answers was in the agree category at 40.3%, followed by strongly agree at 27.1%, and somewhat agree at 22.9%. Only 6.9% of the responses indicated disagreement, and 2.8% indicated strong disagreement. These results suggest that respondents regard influencers as an important and positively viewed factor in shaping their attitudes and behavior related to purchasing decisions.

The online customer review variable (X3) also received generally supportive evaluations, although with slightly more variation than the influencer variable. A total of 35.2% of responses fell in the agree category, 25.3% in somewhat agree, and 20.6% in strongly agree. In contrast, 12.2% of respondents disagreed, and 6.8% strongly disagreed. This distribution implies that online reviews are largely perceived as useful and credible, but there is still a notable proportion of respondents who are more cautious or critical of this information source.

The purchase decision variable (Y) exhibited the strongest positive tendency among all the variables. In total, 36.2% of the responses were in the agree category, 29.2% in the strongly agree category, and 22.9% of respondents somewhat agreed. Only 7.8% disagreed, and 3.9% strongly disagreed. This pattern indicates that most respondents affirmed that the conditions reflected in the questionnaire corresponded to their actual purchase decisions on Shopee, with a relatively high level of conviction. Overall, the distribution of responses across variables supports the idea that e-WOM, influencers, and online customer reviews are perceived positively and align with the reported purchasing behavior of Shopee users in this sample.

4.2. Variable Validity Testing

The item validity test results indicated that all questionnaire items for each variable met the required validity criterion. Using an r-table threshold of 0.3061, every corrected item–total correlation value was above this cutoff, so all items were declared valid.

For the E-WOM variable (X1), the corrected item–total correlations ranged from 0.702 to 0.836,

showing that each of the four items was strongly correlated with the total score of the construct. This suggests that the indicators used are consistent and representative of the measurement of electronic word-of-mouth.

For the influencer variable (X2), the three items also exhibited high validity, with correlation values between 0.570 and 0.892. Although P3 has the lowest coefficient among them, it still clearly exceeds the r-table value, indicating that it remains a relevant and acceptable indicator of the influencer construct.

The online customer review variable (X3) also showed satisfactory validity, with item–total correlations ranging from 0.583 to 0.879 across four items. These results imply that all items successfully captured the underlying concept of online customer reviews as perceived by respondents.

For the purchase decision variable (Y), the four items had correlation values between 0.588 and 0.815, again all above the 0.3061 threshold. This confirms that each item is an appropriate indicator of the purchase decision.

Table 3. Variable Validity Testing

Variable	Item	Corrected item–total correlation	r table	Remark
E-WOM (X1)	P1	0.836	0.3061	Valid
	P2	0.732	0.3061	Valid
	P3	0.742	0.3061	Valid
	P4	0.702	0.3061	Valid
Influencer (X2)	P1	0.892	0.3061	Valid
	P2	0.834	0.3061	Valid
	P3	0.57	0.3061	Valid
Online Customer Review (X3)	P1	0.879	0.3061	Valid
	P2	0.794	0.3061	Valid
	P3	0.779	0.3061	Valid
	P4	0.583	0.3061	Valid
Purchase Decision (Y)	P1	0.792	0.3061	Valid
	P2	0.815	0.3061	Valid
	P3	0.745	0.3061	Valid
	P4	0.588	0.3061	Valid

The validity analysis demonstrated that all items across the four variables were statistically valid and could be reliably used in subsequent analyses, such as multiple regression, to examine the relationships between e-WOM, influencers, online customer reviews, and purchase decisions.

4.3. Reliability Testing

Reliability testing is a tool used to measure the consistency and stability of respondents' answers related to the dimensions of the variables presented in the questionnaire items. An instrument is considered reliable if repeated measurements produce similar results. Reliability in this study was assessed using Cronbach's alpha technique with a cut-off value of 0.60. If the alpha coefficient or calculated reliability value is greater than 0.60, the variable is deemed reliable; conversely, if it is less than 0.60, the variable is considered unreliable.

Table 4. Reliability Statistics

Variable	Cronbach's Alpha	Cronbach's Alpha (Standardized Items)	Number of items
E-WOM	0.739	0.747	4
Influencer	0.654	0.646	3
Online Customer Review	0.762	0.755	4
Purchase Decision	0.717	0.716	4

Based on the results of the reliability test at a 5% significance level, the reliability coefficients for the E-WOM, influencer, and online customer review variables were greater than 0.60, while the remaining variables were still within acceptable limits. Therefore, all variables measured in this study were reliable and suitable for further analysis.

4.4. Classic Assumptions Test

The normality test was conducted on the data for all independent variables, namely E-WOM (X1), Influencer (X2), and Online Customer Review (X3), as well as the dependent variable, Purchase Decision (Y). This test was used to evaluate the distributional properties of the data and to determine whether the observed values for each variable reflected an appropriate condition of the phenomena being studied.

As shown in the histogram (Figure 2), the curve of the dependent variable and the regression standardized residuals formed a bell shape and were not skewed to the left or right. It can be concluded that the histogram indicates a normal distribution pattern.

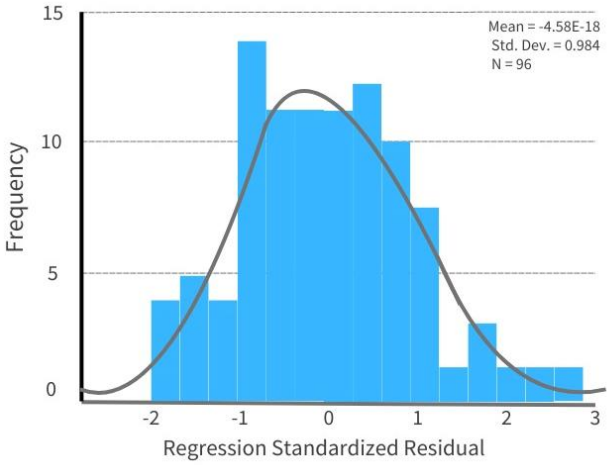

Figure 2. Histogram Graphic Test

The Normal P–P plot of the regression-standardized residuals also shows that the residuals are distributed around the diagonal line and follow the direction of the diagonal. Thus, it can be concluded that the data in this study are normally distributed.

The one-sample Kolmogorov–Smirnov test for the regression standardized residuals, with a sample size of 96, shows a mean of 0.0000000 and a standard deviation of 1.72787062, which is consistent with the properties of standardized residuals. The test statistic was 0.046, with an asymptotic significance value of 0.200 (two-tailed), which was greater than the 0.05 significance level. The Monte Carlo significance

value was 0.894, with a 99% confidence interval between 0.886 and 0.902, further confirming that there was no significant deviation from normality. These results indicate that the residuals are normally distributed, and thus the normality assumption for the regression model is satisfied.

The collinearity statistics show that all independent variables in the model met the acceptable multicollinearity criteria. The tolerance values for E-WOM, Influencer, and Online Customer Review were 0.727, 0.641, and 0.562, respectively, all of which were well above the common threshold of 0.10. Likewise, their VIF values are 1.376 for E-WOM, 1.561 for Influencer, and 1.778 for Online Customer Review, all far below the critical cut-off values of 5 or 10 that are typically used to indicate serious multicollinearity problems. These results indicate that there is no problematic multicollinearity among the independent variables, and each predictor can be considered to contribute uniquely to the model without excessively overlapping with the others.

Finally, the results of the heteroscedasticity test indicate that there is no heteroscedasticity in the regression model. This conclusion is based on the scatterplot pattern, where the points are spread evenly and do not form a specific pattern, and are dispersed both above and below the value of 0 on the y-axis. This distribution suggests that the variance of the residuals is constant; therefore, the assumption of homoscedasticity is fulfilled.

4.5. Multiple Linear Regression Analysis

Based on the unstandardized coefficients in the regression output, the multiple linear regression equation is as follows:

$$Y = 2.901 + 0.392X_1 + 0.408X_2 + 0.164X_3 + e.$$

The constant value of 2.901 indicates that the Purchase Decision variable (Y) is equal to 2.901 when the E-WOM (X1), Influencer (X2), and Online Customer Review (X3) variables do not change or are equal to zero. The regression coefficient for the E-WOM variable (X1) is 0.392, which means that the value of Purchase Decision (Y) will increase by 0.392 units for every one-unit increase in E-WOM and will decrease by 0.392 units for every one-unit decrease, assuming other variables are held constant. The regression coefficient for the Influencer variable (X2) is 0.408, meaning that Purchase Decision (Y) will increase by 0.408 units for every one-unit increase in Influencer and will decrease by 0.408 units for every one-unit decrease, ceteris paribus. Meanwhile, the regression coefficient for the Online Customer Review variable (X3) is 0.164, indicating that Purchase Decision (Y) will increase by 0.164 units for each one-unit increase in Online Customer Review and will decrease by 0.164 units if Online Customer Review decreases by one unit, with other variables remaining constant. Table 5 shows the regression coefficients of E-WOM, influencer, and online customer reviews on purchase decisions.

Table 5. Multiple Linear Regression Coefficients

Model	B	Std. Error	Beta
(Constant)	2.901	1.121	–
E-WOM	0.392	0.068	0.449
Influencer	0.408	0.111	0.308
Online Customer Review	0.164	0.079	0.184

The ANOVA results show that the regression model was statistically significant. The regression sum of squares was 409.030 with 3 degrees of freedom, while the residual sum of squares was 283.626 with 92 degrees of freedom, giving a total sum of squares of 692.656. The mean square for the regression was 136.343, compared with 3.083 for the residual, resulting in an F value of 44.226 with a significance level of 0.000. This indicates that the independent variables E-WOM, Influencer, and Online Customer Review, when considered together, have a statistically significant effect on purchase decisions. Based on

the proportion of explained variance (409.030 of 692.656), the model accounts for approximately 59% of the variation in the purchase decisions.

The t-test was used to examine whether the independent variables E-WOM (X1), Influencer (X2), and Online Customer Review (X3) had a partial effect on the dependent variable Purchase Decision (Y). In this study, the level of significance was set at 0.05. If the significance value (Sig.) If t) is greater than 0.05, it indicates that there is no significant effect of the independent variable on the dependent variable; therefore, the null hypothesis (H0) is accepted, and the alternative hypothesis is rejected; Conversely, if Sig. If t is less than 0.05, it indicates a significant effect, meaning that H0 is rejected, and the alternative hypothesis is accepted. The critical t-value is determined using the formula df = n – k, where n is the number of observations and k is the number of independent variables plus one dependent variable. With n = 96 and k = 3, the degrees of freedom are df = 96 – 3 = 93, giving a t-table value of 1.98580 at the 5% significance level.

The partial test results show that the E-WOM variable (X1) has a t-value of 5.740, which is greater than the t-table value of 1.98580 (5.740 > 1.98580), with a significance value of Sig. t < 0.05. This indicates that E-WOM has a positive and significant effect on purchase decisions (Y); therefore, the null hypothesis is rejected, and the alternative hypothesis for X1 is accepted. The Influencer variable (X2) has a t-value of 3.693, which is also greater than the t-table value of 1.98580 (3.693 > 1.98580), with Sig. t < 0.05. This means that Influencer (X2) has a positive and significant effect on Purchase Decision (Y); therefore, the null hypothesis is rejected, and the alternative hypothesis for X2 is accepted. The Online Customer Review variable (X3) has a t-value of 2.067, which again exceeds the t-table value of 1.98580 (2.067 > 1.98580), with a significance of t < 0.05. This result shows that online customer reviews (X3) also have a positive and significant effect on purchase decisions (Y), leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis for X3.

The coefficient of determination (R^2) test determines the extent to which the independent variables can explain the dependent variable. The Model Summary table in the SPSS output presents the coefficient of determination, where R Square ranges from zero to one. In general, higher R^2 values indicate better or more accurate explanatory power of the model, values in the moderate range indicate medium explanatory power, and low R^2 values suggest that the model has a weak explanatory power.

The R value was 0.768, the R Square value was 0.591, and the adjusted R Square was 0.577. The adjusted R Square value of 0.577 indicates that the variables E-WOM (X1), Influencer (X2), and Online Customer Review (X3) together contribute 57.7% to explaining the variation in Purchase Decision (Y), while the remaining 42.3% is explained by other factors not examined in this study.

Based on the simultaneous F-test, E-WOM (X1), Influencer (X2), and Online Customer Review (X3) jointly have a significant effect on Purchase Decision (Y). The calculated F-value is 44.226 with a significance value of 0.000, which is greater than the F-table value of 2.70 at a significance level of 0.05. This result indicates that the model is statistically significant and that the hypothesis stating that E-WOM, Influencer, and Online Customer Review simultaneously influence Purchase Decision (Y) is accepted, while the null hypothesis is rejected.

The data analysis results show that the E-WOM variable (X1) has a positive and significant partial effect on the Purchase Decision (Y). The t-calculated value is greater than the t-table value, namely 3.693 > 1.98580, and the significance. The t value for E-WOM (X1) is 0.000, which is smaller than $\alpha = 0.05$ (0.000 < 0.05). These findings indicate that E-WOM significantly contributes to explaining variations in purchase decisions; therefore, the null hypothesis is rejected, and the alternative hypothesis for E-WOM is accepted.

The results also show that the Influencer variable (X2) has a positive and significant partial effect on the Purchase Decision (Y). The t-calculated value is again greater than the t-table value, 3.693 > 1.98580, with a Sig. t value of 0.000 < 0.05. This means that influencers significantly influence consumers' purchasing decisions, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis for the influencer variable.

Furthermore, the Online Customer Review variable (X3) has a positive and significant partial effect on purchase decisions (Y). The t-calculated value is 2.067, which is higher than the t-table value of 1.98580,

and the Sig. The t value for online customer reviews (X3) is 0.042, which is less than $\alpha = 0.05$ ($0.042 < 0.05$). These results indicate that online customer reviews significantly affect purchase decisions; therefore, the null hypothesis is rejected, and the alternative hypothesis for online customer reviews is accepted.

5. CONCLUSION

The findings of this study indicate that E-WOM (X1), Influencers (X2), and Online Customer Reviews (X3) are crucial elements that can influence purchase decisions. Among these, the influencer factor (X2) exerts the strongest effect on Purchase Decision (Y). Influencers, particularly those with relevant experience, significantly impact consumers' purchasing decisions, suggesting that they can help customers make better-informed choices when buying Wardah cosmetic products. Although Influencer (X2) is the most dominant factor affecting purchase decisions for Wardah cosmetics, e-commerce platforms such as Shopee should continue to optimize the use of E-WOM (X1) and Online Customer Review (X3) as integral components of their marketing strategies. The results show that both E-WOM and online customer reviews significantly influence purchase decisions; therefore, strengthening these two aspects remains strategically important. This study is expected to serve as a reference and foundation for future research by encouraging the expansion of the sample and the inclusion of additional variables so that subsequent findings become more representative. Future studies should broaden the research scope and refine the model by incorporating more diverse variables to improve the robustness and completeness of the analysis.

Ethical Approval

This study did not require ethical approval because it did not involve human participants, personal data, or animal subjects. It complies with the established ethical standards for research in the social sciences.

Informed Consent Statement

This study did not involve human participants; therefore, informed consent was not required.

Authors' Contributions

TS contributed to the conceptualization. DW contributed to the study methodology. TA did the validation. PS in writing the original draft. TS and DW collaborated on writing, reviewing, and editing the manuscript. The three of them collaborated on the formal analysis and resources.

Disclosure Statement

No potential conflict of interest was reported by the author(s).

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

Funding

This research received no external funding.

Notes on Contributors

Tengku Syarifah
Tengku Syarifah is affiliated with Universitas Asahan

Dian Wahyuni
Dian Wahyuni is affiliated with Universitas Asahan

Tri Andriani
Tri Andriani is affiliated with Universitas Asahan

Putri Sandini
Putri Sandini is affiliated with Universitas Asahan

REFERENCES

Akbar, M. J. C., & Sunarti. (2018). Pengaruh electronic word of mouth terhadap keputusan pembelian (Survei pada konsumen Restoran Sushi Tei Kelapa Gading). *Jurnal Administrasi Bisnis, 60*(3), 45–51.

Anuang, P. W., & Korry, P. D. P. (2020). Pengaruh adopsi teknologi dan social media marketing terhadap minat beli serta dampaknya terhadap keputusan pembelian (Studi pada perusahaan Niluh Djelantik). *TIERS Information Technology Journal, 1*(1), 25–32. https://journal.undiknas.ac.id/index.php/tiers/article/view/2478?utm_source=chatgpt.com

Himmah, A. R., & Prihatini, A. E. (2021). Pengaruh citra merek dan electronic word of mouth (E-WOM) terhadap keputusan pembelian (Studi pada konsumen Pixy di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis, 10*(2), 1153–1161. https://doi.org/10.14710/jiab.2021.31359

Kristiawan, D., & Keni. (2020). Pengaruh packaging, social media marketing dan electronic word of mouth terhadap keputusan pembelian produk fashion secara online. *DeReMa (Development Research of Management) Jurnal Manajemen, 15*(2), 264–279. https://doi.org/10.19166/derema.v15i2.2445

Maulana, N., Saftari, I. J., & Batu, R. L. (2021). Pengaruh electronic word of mouth terhadap keputusan pembelian dimediasi oleh brand trust pada Bukalapak. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA), 5*(3), 2327–2341. https://journal.stiemb.ac.id/index.php/mea/article/view/1668

Muhiban, M., & Putri, A. M. (2022). Pengaruh tampilan produk dan electronic word of mouth terhadap keputusan pembelian pada e-commerce Shopee (Studi kasus konsumen Shopee di PT Gucci Ratu Textile Kota Cimahi). *Jurnal Ekonomi dan Manajemen Teknologi, 6*(2), 1–10. https://www.academia.edu/98530452/Pengaruh_Tampilan_Produk_dan_Electronic_Word_of_Mouth_Terhadap_Keputusan_Pembelian_Pada_E_commerce_Shopee_Studi_Kasus_Konsumen_Shopee_di_PT_Gucci_Ratu_Textile_Kota_Cimahi_

Pertiwi, B. A. S., & Sulistyowati, R. (2021). Pengaruh strategi green marketing dan social media marketing terhadap keputusan pembelian kaos lokal Kerjodalu. *Jurnal Pendidikan Tata Niaga, 9*(3), 1376–1382. https://ejournal.unesa.ac.id/index.php/jptn/article/view/40332

Purwaningdyah, M. (2019). Pengaruh electronic word of mouth terhadap keputusan pembelian dengan brand image sebagai variabel intervening. *Jurnal Manajemen Maranatha, 19*(1), 73–84. https://doi.org/10.28932/jmm.v19i1.1849

Putri, A. K., & Junia, A. A. (2023). Pengaruh live streaming dan electronic word of mouth (Ewom) terhadap keputusan pembelian (Studi kasus produk Skintific melalui TikTokshop). *Innovative: Journal of Social Science Research, 3*(4), 8238–8248. Retrieved from https://j-innovative.org/index.php/Innovative/article/view/4586

Rahmadhani, R., & Prihatini, A. E. (2019). Pengaruh electronic word of mouth dan perceived risk terhadap keputusan pembelian pada konsumen Tokopedia. *Jurnal Administrasi Bisnis, 8*(1), 23–30. https://doi.org/10.14710/jab.v8i1.23766

Wintang, F. P., & Pasharibu, Y. (2021). Electronic word of mouth, promosi melalui media Instagram dan kualitas produk terhadap keputusan pembelian. *Jurnal Penelitian dan Pengembangan Sains dan Humaniora, 5*(1), 115–124. https://doi.org/10.23887/jppsh.v5i1.33320