

ANALYSIS OF THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PRODUCT INNOVATION ON CONSUMER PURCHASING DECISIONS AT MARTUBUNG VAPE STORE

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ABSTRACT

The intense competition in the vape industry and the similarity of products between stores require businesses to understand the factors that influence consumer purchasing decisions. In this context, digital information through electronic word of mouth and the level of product innovation are important factors influencing consumer purchasing decisions at Martubung Vape Store. This study aims to determine the partial influence of electronic word of mouth on purchasing decisions, the partial influence of product innovation on purchasing decisions, and the simultaneous influence of electronic word of mouth and product innovation on consumer purchasing decisions at Martubung Vape Store. This study was conducted at Martubung Vape Store, with a total consumer population of 380 in 2024. The sampling technique used 5% of the total population, resulting in a sample size of 79 respondents. The results show that electronic word of mouth has a partial positive and significant effect on consumer purchasing decisions with a significance value of $0.000 < 0.05$. Product innovation also has a partial positive and significant effect on consumer purchasing decisions with a significance value of $0.000 < 0.05$. Simultaneously, electronic word of mouth and product innovation have a positive and significant effect on purchasing decisions, with a significance value of $0.000 < 0.05$. The coefficient of determination (R^2) of 0.698 indicates that 69.8% of the variation in consumer purchasing decisions can be explained by electronic word of mouth and product innovation, while the remaining 30.2% is influenced by other factors outside this study.

Keywords: Electronic Word of Mouth; Product Innovation; Purchasing Decisions.

INTRODUCTION

The vape industry in Indonesia is experiencing rapid growth along with the increasing number of consumers and the emergence of numerous vape shops offering relatively similar products. This situation has created increasingly fierce business competition, particularly at the retail level. Similarities in product types, brands, and prices mean consumers have numerous alternative choices, so purchasing decisions are based not only on needs but also on the information and perceptions consumers receive before making a purchase. According to Kastori (2023), purchasing decisions are individual activities directly involved in the product selection process, influenced by various consumer behavioral and environmental factors. In this context, the role of digital information is becoming increasingly important in shaping consumer behavior and purchasing decisions.

One form of digital information that influences purchasing decisions is electronic word of mouth (eWOM). Pertiwi (2022) states that eWOM is a positive or negative statement conveyed by consumers about a product or company via the internet and accessible to the wider public. Information originating from fellow consumers tends to be perceived as more credible than a company's marketing communications. This aligns with the opinion of Sarayar, Soepeno, and Raintung (2021), who stated that eWOM serves as a medium for exchanging information about consumer experiences, capable of shaping trust, purchasing interest, and information search focus. In the competitive vape industry, eWOM is a strategic factor that can influence consumer attitudes and purchasing decisions.

In addition to eWOM, product innovation is also a crucial factor in influencing consumer purchasing decisions. Diharto (2022) explains that product innovation is the process or result of developing ideas and utilizing existing resources to create greater value. Product innovation includes improving quality, product variety, design, and updating features that can provide added value for consumers. Israwati et al. (2023) emphasize that product innovation is crucial for maintaining a company's competitiveness in a dynamic market. In the vape industry, which is heavily influenced by trends, consumers tend to choose products that offer uniqueness and innovation over those considered ordinary.

Martubung Vape Store, as a business player in the vape industry, faces similar competitive conditions. Despite offering a variety of vape products, consumer purchasing decisions are inextricably linked to the influence of circulating digital information and consumer perceptions of product innovation. This situation highlights the urgency of conducting empirical research on the factors influencing consumer purchasing decisions, particularly electronic word of mouth and product innovation, as a basis for more informed managerial decision-making.

This study aims to analyze the influence of electronic word of mouth on consumer purchasing decisions, analyze the influence of product innovation on consumer purchasing decisions, and analyze the simultaneous influence of electronic word of mouth and product innovation on consumer purchasing decisions at Martubung Vape Store. This research is expected to provide a clear picture of the dominant factors influencing consumer purchasing decisions, thus providing a basis for formulating more effective marketing strategies.

Theoretically, this research refers to the concept of consumer behavior, which states that purchasing decisions are influenced by internal and external factors. Kotler and Armstrong (in Arfah, 2022) explain that consumer purchasing behavior relates to how individuals select, purchase, and use products to meet personal needs. In this study, eWOM is viewed as an external factor influencing consumer perceptions and attitudes through digital information, while product innovation is an internal company factor that creates value and competitive advantage. Several previous studies, such as those by Rusdianto (2021) and Putri and Wijaya (2023), have shown that electronic word of mouth and product innovation influence purchasing decisions, although the level and context of their influence differ. Therefore, this study seeks to re-examine the influence of these two variables in the context of the vape industry in Martubung.

Based on the literature review and the developed conceptual framework, the research hypotheses are formulated as follows: (1) electronic word of mouth has a positive effect on consumer purchasing decisions, (2) product innovation has a positive effect on consumer purchasing decisions, and (3) electronic word of mouth and product innovation simultaneously have a positive effect on consumer purchasing decisions at the Martubung Vape Store.

RESEARCH METHODS

This study uses a descriptive and associative research design with a quantitative approach conducted at Martubung Vape Store located on Jalan Rawe VII Lingkungan IX, Tangkahan Village, Medan

Labuhan District, North Sumatra. The population in this study were all consumers who had made purchases at Martubung Vape Store with an average number of around 380 consumers per month, while the sample determination was carried out using a non-probability sampling technique with a purposive sampling method, resulting in 79 respondents. The research data consisted of primary data obtained through field research, observation, and questionnaire distribution, as well as secondary data as research support. The research variables included Electronic Word of Mouth (X_1) and product innovation (X_2) as independent variables and purchasing decisions (Y) as dependent variables measured using a Likert scale. The collected data were analyzed using multiple linear regression with the help of the IBM SPSS version 25 program, which began with an instrument quality test in the form of a validity and reliability test, followed by a classical assumption test which included normality, multicollinearity, and heteroscedasticity tests, as well as hypothesis testing through the t-test, F-test, and coefficient of determination (R^2).

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity Test

A questionnaire is considered valid if its questions accurately reveal what it is intended to measure (Hair Jr et al., 2014). A questionnaire is considered valid if the calculated r value is greater than the r table value (calculated $r > 0.221$) and has a positive correlation. The results of the questionnaire validity test are shown in the following table:

Table 1. eWOM Validity Test Results

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Score
X1.1	Pearson Correlation	1	,391**	,455**	,180	,055	1,000**	,755**
	Sig. (2-tailed)		,000	,000	,113	,629	,000	,000
	N	79	79	79	79	79	79	79
X1.2	Pearson Correlation	,391**	1	,276*	,151	,167	,391**	,566**
	Sig. (2-tailed)	,000		,014	,185	,142	,000	,000
	N	79	79	79	79	79	79	79
X1.3	Pearson Correlation	,455**	,276*	1	,117	,093	,455**	,609**
	Sig. (2-tailed)	,000	,014		,306	,415	,000	,000
	N	79	79	79	79	79	79	79
X1.4	Pearson Correlation	,180	,151	,117	1	,691**	,180	,634**
	Sig. (2-tailed)	,113	,185	,306		,000	,113	,000
	N	79	79	79	79	79	79	79
X1.5	Pearson Correlation	,055	,167	,093	,691**	1	,055	,581**
	Sig. (2-tailed)	,629	,142	,415	,000		,629	,000
	N	79	79	79	79	79	79	79
X1.6	Pearson Correlation	1,000**	,391**	,455**	,180	,055	1	,755**
	Sig. (2-tailed)	,000	,000	,000	,113	,629		,000
	N	79	79	79	79	79	79	79
Score	Pearson Correlation	,755**	,566**	,609**	,634**	,581**	,755**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	79	79	79	79	79	79	79

The table above shows the results of the validity test of all questions for variable X1 (electronic word of mouth) which has a Pearson correlation value (r count value) > 0.221 and is positively correlated, so the instrument is declared valid.

Table 2 Product Innovation Validity Test Results

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Score
X2.1	Pearson Correlation	1	,509**	,241*	,214	,075	,509**	,606**
	Sig. (2-tailed)		,000	,033	,058	,509	,000	,000
	N	79	79	79	79	79	79	79
X2.2	Pearson Correlation	,509**	1	,172	,514**	,060	1,000**	,786**
	Sig. (2-tailed)	,000		,129	,000	,601	,000	,000
	N	79	79	79	79	79	79	79
X2.3	Pearson Correlation	,241*	,172	1	,358**	,245*	,172	,581**
	Sig. (2-tailed)	,033	,129		,001	,029	,129	,000
	N	79	79	79	79	79	79	79
X2.4	Pearson Correlation	,214	,514**	,358**	1	,272*	,514**	,725**
	Sig. (2-tailed)	,058	,000	,001		,015	,000	,000
	N	79	79	79	79	79	79	79
X2.5	Pearson Correlation	,075	,060	,245*	,272*	1	,060	,482**
	Sig. (2-tailed)	,509	,601	,029	,015		,601	,000
	N	79	79	79	79	79	79	79
X2.6	Pearson Correlation	,509**	1,000**	,172	,514**	,060	1	,786**
	Sig. (2-tailed)	,000	,000	,129	,000	,601		,000
	N	79	79	79	79	79	79	79
Score	Pearson Correlation	,606**	,786**	,581**	,725**	,482**	,786**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	79	79	79	79	79	79	79

****.** Correlation is significant at the 0.01 level (2-tailed).

*****. Correlation is significant at the 0.05 level (2-tailed).

The table above shows the results of the validity test of all questions for variable X2 (product innovation) which has a Pearson correlation value (r count value) > 0.221 and is positively correlated, so the instrument is declared valid.

Table 3 Results of the Validity Test of Purchase Decisions

		Correlations						
		Y1	Y2	Y3	Y4	Y5	Y6	Score
Y1	Pearson Correlation	1	,582**	,460**	,247*	,380**	,448**	,788**
	Sig. (2-tailed)		,000	,000	,028	,001	,000	,000
	N	79	79	79	79	79	79	79
Y2	Pearson Correlation	,582**	1	,321**	,102	,330**	,218	,625**
	Sig. (2-tailed)	,000		,004	,372	,003	,054	,000
	N	79	79	79	79	79	79	79
Y3	Pearson Correlation	,460**	,321**	1	,265*	,272*	,323**	,703**
	Sig. (2-tailed)	,000	,004		,018	,015	,004	,000
	N	79	79	79	79	79	79	79
Y4	Pearson Correlation	,247*	,102	,265*	1	,144	,055	,534**
	Sig. (2-tailed)	,028	,372	,018		,204	,629	,000
	N	79	79	79	79	79	79	79

Y5	Pearson Correlation	,380**	,330**	,272*	,144	1	,273*	,598**
	Sig. (2-tailed)	,001	,003	,015	,204		,015	,000
	N	79	79	79	79	79	79	79
Y6	Pearson Correlation	,448**	,218	,323**	,055	,273*	1	,590**
	Sig. (2-tailed)	,000	,054	,004	,629	,015		,000
	N	79	79	79	79	79	79	79
Score	Pearson Correlation	,788**	,625**	,703**	,534**	,598**	,590**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	79	79	79	79	79	79	79

The table above shows the results of the validity test of all questions for variable Y (purchase decision) which has a Pearson correlation value (r count value) > 0.221 and is positively correlated, so the instrument is declared valid.

Reliability Test

According to Sugiyono (2021:125), a questionnaire is considered reliable or consistent if the Cronbach's alpha value is >0.60. Conversely, if the Cronbach's alpha value is <0.60, the questionnaire is considered unreliable or inconsistent. The calculation of the reliability coefficient for the research instrument used is as follows:

Table 4 of Reliability Test Results X₁, X₂, and Y

Reliability Statistics	
Cronbach's Alpha	N of Items
,717	6

Reliability Statistics	
Cronbach's Alpha	N of Items
,726	6

Reliability Table of Reliability Test Results X ₁ , X ₂ , and Y lity Statistics	
Cronbach's Alpha	N of Items
,695	6

The table above shows the results of reliability testing for all question items in this research questionnaire. The reliability value obtained was > 0.60, so it can be concluded that the research instrument is declared reliable.

Classical Assumption Test

Normality Test

The purpose of the normality test is to determine whether the confounding variables or residuals in the regression model have a normal distribution (Kuncoro, 2021:150).

Table 5 of Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		79
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,31141571
Most Extreme Differences	Absolute	,097
	Positive	,041
	Negative	-,097
Test Statistic		,097
Asymp. Sig. (2-tailed)		,066 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the SPSS output table, it is known that the significance value of Asymp.Sig (2-tailed) is 0.066 > 0.05. Therefore, according to the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed.

Heteroscedasticity Test

If the residual variance is constant (fixed), it is called homoscedasticity, whereas if the variances are different, it is called heteroscedasticity (Kuncoro, 2021:185).

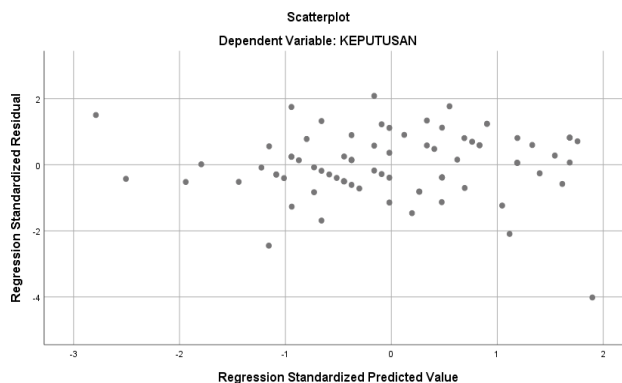


Figure 1. Heteroscedasticity Test Results

Thus, we can conclude that there is no heteroscedasticity problem, so that a good and ideal regression model can be fulfilled.

Multicollinearity Test

According to Ghozali (2021), multicollinearity is characterized by the presence of one independent variable that can be linearly predicted by another independent variable.

Table 6 Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	,471	1,956		,241	,810		
	EWOM	,565	,062	,607	9,062	,000	,888	1,126
	INOVASI	,425	,070	,406	6,068	,000	,888	1,126

a. Dependent Variable: KEPUTUSAN

Based on the "Coefficients" output table in the "Collinearity Statistics" section, the Tolerance value for the Electronic Word of Mouth (X1) and Product Innovation (X2) variables is 0.888, greater than 0.10. Meanwhile, the VIF value for the Electronic Word of Mouth (X1) and Product Innovation

(X2) variables is $1.126 < 10.00$. Therefore, referring to the basis for decision making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Multiple Linear Regression Analysis

This model is used to determine the extent of influence of each independent variable on the dependent variable, both simultaneously and partially.

Table 7 Multiple Linear Regression

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,471	1,956		,241	,810		
	EWOM	,565	,062	,607	9,062	,000	,888	1,126
	INOVASI	,425	,070	,406	6,068	,000	,888	1,126

a. Dependent Variable: KEPUTUSAN

The regression equation formula in this analysis or research is as follows:

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

$$Y = 0.471 + 0.565 + 0.425$$

The equation above implies that:

1. The constant (α) is 0.471, meaning that if the eWOM (X_1) and product innovation (X_2) variables are fixed at 0, then the purchase decision value (Y) is estimated to be 0.471.
2. The regression coefficient of X_1 (eWOM) is 0.565, indicating that every one-unit increase in the eWOM variable will increase the purchase decision by 0.565 units, assuming other variables remain constant (*ceteris paribus*).
3. The regression coefficient of X_2 (product innovation) is 0.425, meaning that every one-unit increase in product innovation will increase the purchase decision by 0.425 units, holding other variables constant.
4. The symbol e in the regression model represents the error or residual component, which is the difference between the actual (observed) value and the value predicted by the regression model. This component reflects factors outside the model that influence purchasing decisions, including measurement error, unobserved variables, and random fluctuations. Its value is not explicitly shown in the table because e is not a fixed number but rather part of the structure of the statistical model.

Hypothesis Testing

According to Sugiyono (2021), a hypothesis is a temporary answer to a research problem formulation that is still conjectural because it still needs to be empirically proven through data collected in the field.

Partial Significance Test (t-Test)

According to Purwanto and Sari (2022), the t-test aims to determine the extent of influence of each independent variable on the dependent variable.

Table 8 of Partial Significance Test Results (t-Test)

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.		
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,471	1,956		,241	,810		
	EWOM	,565	,062	,607	9,062	,000	,888	1,126
	INOVASI	,425	,070	,406	6,068	,000	,888	1,126

a. Dependent Variable: KEPUTUSAN

The t-test shows that:

- a) The results of the first hypothesis test (H1) for the electronic word of mouth variable obtained a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the independent variable X1 has an effect on the dependent variable Y, or the hypothesis is accepted. This means that electronic word of mouth partially has a significant positive effect on purchasing decisions.
- b) The results of the second hypothesis test (H2) for the product innovation variable obtained a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the independent variable X2 has an effect on the dependent variable Y, or the hypothesis is accepted. This means that product innovation partially has a significant positive effect on purchasing decisions.

Simultaneous Significance Test (F-Test)

The F-test is conducted to simultaneously examine the effect of all independent variables on the dependent variable.

Table 9 of Simultaneous Significance Test Results (F Test)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309,348	2	154,674	87,631	,000 ^b
	Residual	134,145	76	1,765		
	Total	443,494	78			

a. Dependent Variable: KEPUTUSAN

b. Predictors: (Constant), INOVASI, EWOM

Based on the calculations, a significance probability value of $0.000 < \alpha (0.05)$ was obtained, meaning that the independent variables (electronic word of mouth and product innovation) simultaneously have a significant positive effect on the dependent variable (purchase decisions).

Coefficient of Determination

According to (Kuncoro, 2021), the coefficient of determination (R²) essentially measures the proportion or percentage contribution of the independent variables, namely electronic word of mouth (X1), product innovation (X2), and the increase and decrease in the dependent variable, namely purchasing decisions (Y), collectively. Where $0 \leq R^2 \leq 1$, a small R² value indicates that the independent variables have a low ability to explain the variation in the dependent variable.

Table 10 Coefficient of Determination (R²)

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,835 ^a	,698	,690	1,329	,698	87,631	2	76	,000

a. Predictors: (Constant), INOVASI, EWOM

b. Dependent Variable: KEPUTUSAN

Based on the table, the R square value is 0.698, meaning that purchasing decisions at Martubung Vape Store are influenced by electronic word of mouth and product innovation by 0.698 or 69.8%, while the remaining 30.2% is influenced by other variables.

CONCLUSIONS

Electronic Word of Mouth has a significant positive effect on Consumer Purchasing Decisions at Martubung Vape Store. This is evidenced by a significance value of $0.000 < 0.05$. Product Innovation has a significant positive effect on Consumer Purchasing Decisions at Martubung Vape Store. This is evidenced by a significance value of $0.000 < 0.05$. Electronic Word of Mouth and Product Innovation simultaneously have a significant positive effect on Consumer Purchasing Decisions at Martubung Vape Store. This is evidenced by a significance value of $0.000 < 0.05$.

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