ELECTRONIC WORD OF MOUTH, BRAND IMAGE, CUSTOMER TRUST, ONLINE CUSTOMER RATING AND PROMOTION ON CUSTOMER PURCHASING DECISIONS ON TOKOPEDIA MARKETPLACE

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ABSTRACT
The purpose of this study is to analyze and determine the influence of Electronic Word of Mouth (E-WOM), Brand Image, Customer Trust, Online Customer Rating, and Promotion on consumer purchasing decisions in Indonesia on the Tokopedia marketplace. The population of this study is all provinces in Indonesia and active users and all individuals who have made purchases or transactions on Tokopedia, the method of determining samples with the Roscoe formula so that 100 people were obtained. The sampling technique carried out is accidental sampling technique Data analysis in this study used multiple linear regression. Based on the results of the study shows that Customer Trust and Online Customer Rating do not have a significant influence on consumer purchasing decisions, while Electronic Word Of Mouth, Brand Image and Promotion have a significant positive influence on consumer purchasing decisions.

Keywords: Electronic Word of Mouth; Brand Image; Customer Trust; Online Customer Rating; Promotion; Purchase Decision

INTRODUCTION

In the era of globalization, the development of science and technology can cause changes in people's lives. One of the changes that is happening very quickly and can meet needs is the development of technology, especially the internet. One of the main reasons why people tend to choose online shopping over the internet is because of the ease and efficiency in getting the products or services they want. One of the most visible results of the development of the internet is the emergence of many e-commerce *businesses.*Currently in Indonesia, more and more *e-commerce* platforms are emerging, especially in Indonesia, making the competition for internet sellers even tighter. One of them is Tokopedia, Shopee, Lazada, Bukalapak, Blibli.

Based on data from TopBrandAward.com that show competition *E-commerce* in Indonesia in 2018-2022. Shopee showed significant growth from 2018 to 2022. Starting from a relatively low market share in 2018, Shopee managed to increase its market share significantly in each of the following years, becoming one of the market leaders in 2022. Lazada started with a high market share from 2018 to 2020. However, there was a fairly sharp decline in 2021, and the market share is still below the previous year's figures in 2022. In 2018, Tokopedia started with a sizable market share, but it declined in 2019. Despite fluctuations, the company showed recovery efforts in 2020, but it remained below 2018 figures. Despite a small increase in 2021, the market share declined again in 2022. Bukalapak experienced fluctuations in market share. An increase in 2019, but faces a decline in subsequent years. Blibli also experienced fluctuations in market share, but these changes tend to be more limited than some of its competitors. There was an increase in 2020 and 2022, but remained below the 2018 figure.

Based on sources from iprice.co.id that show five *E-commerce applications* in Indonesia and Southeast Asia in the 3rd quarter of 2019 where Shopee managed to be ranked first in Southeast Asia and Indonesia for monthly active users. Meanwhile, Lazada is ranked second in Southeast Asia. Tokopedia is ranked third in Southeast Asia for monthly active users and top downloads. Although Tokopedia has a strong position in Indonesia, it needs to compete harder at the regional level to overcome global competitors such as Shopee and Lazada. Thus, competition in the market *E-commerce* Southeast Asia remains tight, and marketing strategies and feature innovations seem to play an important role in attracting users.

Based on sources from databook.katadata.co.id provides information on the development of transaction value from 2017 to 2023. Tokopedia's transaction value shows a positive and significant growth trend from year to year, This growth reflects Tokopedia's success in increasing transaction activity on its platform from year to year. This increase in transaction value can be an indicator that Tokopedia has succeeded in attracting more customers, increasing sales volume, or even expanding the services and products offered.

The results of the Pre-Survey on 22 respondents where the majority of respondents knew about Tokopedia with a total of 22 respondents or 100%. Meanwhile, those who know Tokopedia show that Tokopedia is an *e-commerce* platform that is very well known among respondents. Meanwhile, purchases on Tokopedia with a total of 17 respondents or 77.3% have made purchases on Tokopedia, showing that Tokopedia is quite popular as an option for *online* shopping among brands, only 5 respondents or 22.7% have never made a purchase on Tokopedia. Interest in repurchases at Tokopedia, most of them amounted to 16 respondents or 72.7% expressed interest in making a repurchase at Tokopedia, only 6 respondents or 27.3% were not interested in making a repurchase. Based on this data, Tokopedia is an *e-commerce platform* that is very well known among respondents, the majority of respondents have made purchases on Tokopedia, and the majority of respondents are also interested in making repurchases on this platform. This shows that Tokopedia has a strong market share among these respondents.

According to (Prasetyo et al, 2018) *Electronic Word Of Mouth* is a statement made by customers, both potential customers, actual customers, and previous customers about a product or company, whether positive or negative, whose information is available to the public or institutions through internet media. Research conducted by (Ilhamah et al., 2023) and (Alvarizi & Purnamasari, 2023) states that *electronic word of mouth* has an effect and is significant on purchasing decisions. This is different from the results of research conducted by (Prihadini et al., 2023) and (Wijaya & Paramita, 2014) stating that there is no influence and insignificance between *electronic word of mouth* on purchase decisions.

Furthermore, according to (Firmansyah (2019), *the Brand Image* that exists in the minds or minds of consumers is formed from three elements, including Favorability of Brand Association, Unique Strength of Brand Association, Unique Uniqueness of Brand Association. *Brand image* is an important part of brand identity andreflect how the brand is seen, remembered, and interpreted by consumers. Research conducted by (Yunita & Indriyatni, 2022) and (Hidayatullah, 2022) states that *brand image* has a positive and significant effect on purchase decisions. Meanwhile, the results of the study (Nadiah et al., 2023) and (Wardani & Maskur, 2022) stated that *brand image* did not have a significant effect on purchase decisions.

Furthermore, according to (Sukmawati & Massie, 2015), customer trust is an important thing for service providers that are based on reliability and integrity so that consumers have confidence to build long-term relationships. Customer trust not only impacts a customer's current purchasing decisions, but it can also influence their future purchasing decisions and the potential to recommend a brand or company to others. Research

conducted by (Safitri, 2020) and (Pranata et al., 2021) states thatcustomer trust has a significant effect on purchasing decisions. Meanwhile, research conducted by (Mukuan, 2023) and (Azizah, 2019) stated that trust does not have a positive and insignificant effect on purchase decisions.

Furthermore, according to (Ichsan et al., 2018) *Online Customer Rating* is the same thing as reviews but opinions given by consumers in the form of a determined scale, usually the rating applied by *online* stores is in the form of stars where more stars show better values. Research conducted by (Abraini et al., 2020) and (Miqdad et al., 2022) states that *online customer* ratings have a positive and significant effect on purchase decisions. Meanwhile, research conducted by (Firdaus, 2023) and (Lestari eta al., 2023) states that *online customer ratings* have a non-significant influence on Purchase Decisions.

And according to (Irawati et al., 2022), Promotion is one of the efforts to persuade consumers to accept products, concepts and ideas that will influence buyers. Social media itself is part of the internet that has made many changes and also benefited the Indonesian social community. Research conducted by (Fauzi & Sijabat, 2023) and (Ginting & albert., 2016) states that promotions have a positive and significant influence on purchasing decisions. Meanwhile, research conducted by (Zihan, 2023) and (Sofiah, 2023) stated that promotion does not have a significant effect on purchase decisions.

The purpose of the study is to analyze the influence of e-wom, brand image, customer trust, online customer ratings and promotion on purchase decisions.

LITERATURE REVIEW
Purchase Decision
According to (Kotler & Keller, 2016) the purchase decision is an important stage for customers to choose goods and services that arise through certain processes such as the buyer's sense of needs, activities before buying, behavior when buying, purchase decisions, and comfort after buying. According to (Kotler & Keller, 2016) there are 6 indicators of purchase decisions, namely product selection, brand selection, distributor selection, decision purchase time, decision purchase amount, decision payment method.

Electronic Word Of Mouth
According to (Kotler & Keller, 2016) *electronic word of mouth* marketing is marketing using the internet to create word-of-mouth news effects to support marketing efforts and goals. According to (Wibowo, 2015) states that *electronic word of mouth* (eWOM) is positive or negative communication between potential, customers or former customers about products or companies that are publicly available on the internet. According to (Lin et al, 2013) E-WoM has 3 indicators including *electronic word of mouth quality* (e-wom quality), *electronic word of mouth quantity* (e-wom quantity), *sender's expertise* (sender's expertise).

Research conducted by (Ilhamah et al., 2023) and (Alvarizi & Purnamasari, 2023) states that *electronic word of mouth* has an effect and is significant on purchasing decisions. This is different from the results of research conducted by (Prihadini et al., 2023) and (Wijaya & Paramita, 2014) stating that there is no influence and insignificance between *electronic word of mouth* on purchase decisions.
H_1 : *Electronic Word Of Mouth* affects purchasing decisions.

Brand Image
According to (Prabawa et al., 2023) *brand image* is the perception that arises from consumers when they see a brand and the quality dimension that the brand perceives, about a brand that is easy to mention and remember so that it has a good brand mind. According to (Kotler & Keller 2016) *brand image* is a set of beliefs, ideas and impressions that consumers have towards a brand. According to (Kotler & Keller, 2016) 3 indicators of brand image, namely the excellence of brand associations, the strength of brand associations, and the uniqueness of brand associations.

Research conducted by (Yunita & Indriyatni, 2022) and (Hidayatullah, 2022) states that *brand image* has a positive and significant effect on purchase decisions. Meanwhile, the results of the study (Nadiah et al., 2023) and (Wardani & Maskur, 2022) stated that *brand image* did not have a significant effect on purchase decisions.
H_2 : *Brand Image* affects purchase decisions.

Customer Trust
According to (Todingbua, 2022) Customer trust is the belief that customers have in the company because the company can provide the desired and needed expectations (*needs and wants*). According to (Kotler & Keller, 2016) there are 4 indicators of customer trust, namely *benevolence* (seriousness / sincerity), *ability* (ability), *integrity* (integrity).

Research conducted by (Safitri, 2020) and (Pranata et al., 2021) states thatcustomer trust has a significant effect on purchasing decisions. Meanwhile, research conducted by (Mukuan, 2023) and (Azizah, 2019) stated that trust does not have a positive and insignificant effect on purchase decisions.

H₃ : *Customer Trust* affects the purchase decision.

Online Customer Rating

According to (Darmayanti, 2019) Online customer rating is a part of a review that uses the form of a star symbol rather than the form of text in expressing the opinion of customers. According to (Auliya et al., 2017) there are 3 indicators of *online customer rating, namely* the number of ratings, product quality assessments, and services.

Research conducted by (Abraini et al., 2020) and (Miqdad et al., 2022) states that *online customer* ratings have a positive and significant effect on purchase decisions. Meanwhile, research conducted by (Firdaus, 2023) and (Lestari eta al., 2023) states that *online customer ratings* have a non-significant influence on purchase decisions.

H₄ : *Online Customer Trust* affects purchase decisions.

Promotion

According to (Muh, Nur Eli Brahim, 2021) promotion is a communication activity carried out by a person or a company with the wider community, where the goal is to introduce something (goods/services/brands/companies) to the public and at the same time influence the general public to buy and use certain products. according to (Kotler & Armstrong, 2019) there are 3 indicators of promotion, namely advertising, sales promotion, public relations. Research conducted by (Fauzi & Sijabat, 2023) and (Ginting & albert., 2016) states that promotions have a positive and significant influence on purchasing decisions. Meanwhile, research conducted by (Zihan, 2023) and (Sofiah, 2023) stated that promotion does not have a significant effect on purchase decisions.

H₅ : *Promotion* affects the purchase decision.
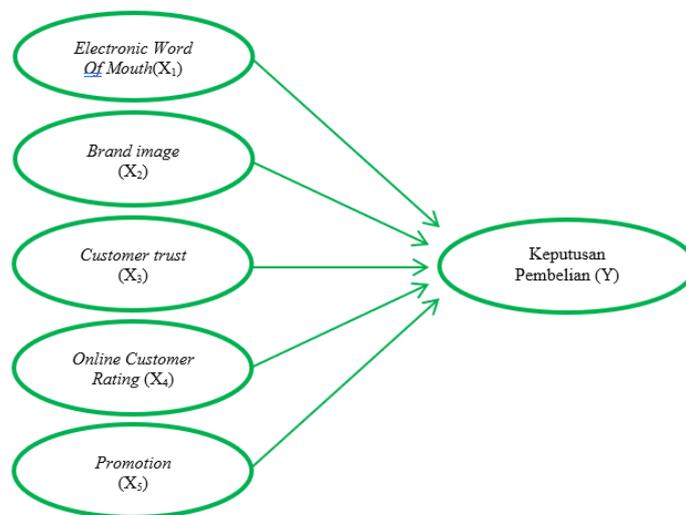
Source: Processed Data, 2024
Figure 1. Frame of Mind

RESEARCH METHODS
Population and Sample

The population of this study is all provinces in Indonesia and active users and all individuals who have made purchases or transactions on Tokopedia. To determine the number of samples to be used in the study, Roscoe's theory is used. Therefore, the sampling technique used in the research using *accidental sampling*, the number of samples used in this study was 6x10 = 60 respondents. Based on Roscoe's theory, the researcher determined/rounded the number of samples as many as 100 respondents

Operational Definition of Research Variables

Table 1. Variable Operationalization

Variable	Indicators	Source	Scale
Electronic Word Of	1. E-WOM Quality 2. E-WOM quantity	(Lin et al, 2013)	Interval

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Variable	Indicators	Source	Scale
Mouth (X1)	3. Shipper Expertise		
Brand Image (X2)	1. Advantages of Brand Associations 2. The Strength of Brand Associations 3. Uniqueness of Brand Association	(Kotler & Keller, 2016)	Interval
Customer Trust (X3)	1. Sooth 2. Ability 3. Registries 4. *Willingness to depend*	(Kotler & Keller, 2016)	Interval
Online Customer Rating (X4)	1. Number of Ratings 2. Product Quality Assessment 5. Service	(Auliya et al., 2017),	Interval
Promotion (X5)	1. Advertising 2. Sales Promotion 6. Public Relations	(Kotler & Armstrong 2019)	Interval
Purchase Decision (Y)	1. Product Selection 2. Brand Selection 3. Selection of Distribution Venues 4. Decision Purchase Time 5. Total Purchase Decision 3. Decision Payment Method	(Kotler & Keller, 2016)	Interval

Source : Processed Data, 2024

Research Instruments
A research instrument is an observed tool. The research instrument used was a questionnaire sheet. To measure the perception of respondents in this study, the Likert scale was used. With the Likert scale, the variables to be measured are described as variable indicators. Then the indicator is used as a starting point to compile instrument items that can be in the form of statements or questions. The following is an explanation of the 5 points of the Likert scale. The 5 points consist of 1 strongly disagree to 5 strongly agree.

Data Analysis Techniques
The data analysis technique used in this study is to use multiple linear regression. Processed using SPSS. Before testing the hypothesis, a questionnaire or questionnaire feasibility test is first carried out. The feasibility test of the questionnaire was carried out by testing the validity and reliability. Validity test results If the correlation between the item score and the total score is above 0.30, then the item of the instrument is considered valid. Meanwhile, the reliability test shows how consistent or stable a person's answers to statements are over time. If the value of Cronbach Alpha > 0.60, then it is considered reliable (Ghozali, 2018). After the questionnaire or questionnaire test is carried out, the next is to test assumptions which include the normality test, the heteroscedasticity test, and the multicollinearity test, which must be fulfilled by a multiple regression model. The next step is the model feasibility test, this model test consists of the F test and determination (R2). This model test was carried out to assess the feasibility of the research model. If feasible, it can be continued with a hypothesis test. The hypothesis test was carried out with the t-test. All of these processes will be done with the help of SPSS.
The research model used is as follows.

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + B5X5 + e$$

Thus, regression equations are a very useful tool in statistical data analysis to understand and apply the relationships between independent (X) and dependent (Y) variables in a model. Using regression equations, we can measure and predict how changes in variables will change.

RESULTS AND DISCUSSION
Respondent Characteristics
The demographics of the respondents in this study can be seen from Table 2. The respondents in this study were all active users or those who had made purchases on Tokopedia with a total of 100 respondents.

Table 2. Respondent Demographics

Demographics	Category	Frequency	%
Age	< 20 th	22	22%
	21 - 30 th	76	76%
	31 - 40 th	2	2%
	Total	**100**	**100.0%**
	Bali	1	1%
	Banten	2	2%
	Special Region of Yogyakarta	6	6%
	Jakarta	3	3%
Province of Residence	Javanese	38	38%
	Kalimantan	4	4%
	Riau Islands	1	1%
	Lampung	2	2%
	Papua	1	1%
	Riau	35	35%
	Sulawesi	7	7%
	Total	**100**	**100.0%**
Status	Unmarried	93	93%
	Married	7	7%
	Total	**100**	**100.0%**
Gender	Man	67	67%
	Woman	33	33%
	Total	**100**	**100.0%**
	High School/K	38	38%
	D1	3	3%
Education	S1	55	55%
	S2	4	4%
	Total	**100**	**100.0%**
Work	Not working yet	4	4%

Demographics	Category	Frequency	%
	Students/ Students	69	69%
	Private Employees	19	19%
	Self employed	3	3%
	Teacher	1	1%
	Lecturer	1	1%
	Nurse	1	1%
	Midwife	1	1%
	IRT	1	1%
	Total	**100**	100.0%
Income	≤ IDR 2,000,000	58	58%
	> IDR 2,000,001 - IDR 4,000,000	25	25%
	>IDR 4,000,001 - IDR 6,000,000	8	8%
	> IDR 6,000,000	9	9%
	Total	**100**	**100.0%**
Marketplace Apps	Tokopedia	100	100%
What Is Used	Shopee	77	77%
	Lazada	19	19%
	Squirting	3	3%
	Blibli	3	3%
	Tiktok Shop	2	2%

Source : Processed Data, 2024

Based on table 2, it is known that the age of respondents who have made purchases on Tokopedia in Indonesia, namely 20-30 years old, dominates respondents with a percentage of 76%, indicating that the majority of research participants are in this age range. This may indicate that the preferences and purchasing decisions of ditokopedia found in the study may reflect the attitudes and behaviors of young consumers. Meanwhile, the number of people under 20 years old has a representation of 22%, while the age group of 31-40 years has a low representation (2%). It is known that the province of residence that has made purchases or is an active user of Tokopedia, so respondents who have made purchases or active users on Tokopedia are more in the province, namely Riau Province. It is known that 93 respondents (93%) are unmarried, the majority of respondents in this study are unmarried. This shows that the majority of participants in the study had more unmarried status than married in purchasing decisions on Tokopedia. With the reason that unmarried people may have more flexibility in their spending, as they do not have to consider the needs of a larger family.

It is known that male respondents dominated this study with 67 respondents (67%). This indicates that the majority of the study participants are men, as online shopping may provide convenience in finding products due to tight schedules. Meanwhile, the number of female respondents (33%) was lower than that of men. 55 respondents (55%) have a S1 education, This indicates that most of the respondents have an educational

background equivalent to S1, perhaps for the reason that they are more familiar with technology and more comfortable making online purchase decisions on Tokopedia. It is known that the majority of respondents in this study have a work background as Students/Students, dominating the respondents with a percentage of 69%. This shows that the majority of respondents in this study are students or college students. It is known that most respondents who make purchases on Tokopedia have an income of 58% of some respondents have an expenditure range of less than IDR 2,000,000. This shows that the majority of respondents tend to shop in the lower price category at Tokopedia. It is known that respondents who use marketplace applications, namely tokopedia, dominate as the most used marketplace applications by respondents, followed by Shopee. Lazada, BukaLapak, and Blibli have smaller user bases, while Tiktok Shop has very limited usage.

Preliminary Test

Before conducting further analysis of the data that has been collected previously, a more in-depth analysis must be conducted, then several stages of testing must be carried out on the research instrument to ensure that the research instrument used in data collection is valid and reliable. Therefore , researchers must conduct validity tests and reliability tests of research instruments first. Table 4 shows the test results of the research instrument.

Table 4. Validity and Reliability Tests

Variable	Indicators	*Corrected Item-Total Correlation (>0.3)*	**Cronbach's Alpha (>0.60)**
E-WOM (X1)	X11	0,739	0.876
	X12	0,805	
	X13	0,773	
	X14	0,851	
	X15	0,804	
	X16	0,753	
Brand Image (X2)	X21	0,840	0.900
	X22	0,801	
	X23	0,849	
	X24	0,850	
	X25	0,763	
	X26	0,813	
Customer Trust (X3)	X31	0,861	0.893
	X32	0,781	
	X33	0,845	
	X34	0,747	
	X35	0,822	
	X36	0,786	
Online Customer Rating (X4)	X41	0,804	0.887
	X42	0,820	
	X43	0,842	
	X44	0,747	
	X45	0,800	
	X46	0,786	
Promotion(X5)	X51	0,836	0.879
	X52	0,831	
	X53	0,822	
	X54	0,800	
	X55	0,807	
	X56	0,789	
Purchase Discretion (Y)	Y11	0,702	0.832
	Y12	0,736	
	Y13	0,724	
	Y14	0,746	
	Y15	0,761	
	Y16	0,763	

Source : Processed Products, 2024

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In table 4, it can be seen that all statements in *the electronic variables word of mouth, brand image, customer trust, online customer rating* and *promotion* that the correlation of each item to the total score of each statement for all variable items all result in *a Corrected Item-Total Correlation* valuegreater than 0.30. Thus, the entire item of the statement of the research variable is valid. The results of the reliability test of the measuring instrument in this study using the help of the SPSS program, it was found that Cronbach's alpha value exceeded 0.60. This indicates that the instruments used in this study can be considered reliable.

Normality Test

A good regression model is one that has a normal data distribution. The *Kolmogorov-Smirnov Z* result for the purchase decision variable (Y) is 0.787, meaning that the data is normally distributed because 0.787 is greater than 0.05 so that the research data is good and feasible to be used in this study.

Table 5. Normaltias Test Results

Information	Test	Sig.	Result
Normality Test (KS)			
Kolmogorov-Smirnov Z	0.653	0.787	Data Normal
Heteroscedasticity Test (Glejser Test)			
Electronic Word Of Mouth (X1)	-1.792	0,076	No Heteroscedasticity
Brand Image (X2)	-0,438	0,662	No Heteroscedasticity
Customer Trust (X3)	-0,121	0,904	No Heteroscedasticity
Online Customer Rating (X4)	1,161	0,249	No Heteroscedasticity
Promotion (X5)	-1.748	0,084	No Heteroscedasticity
Multicollinearity Test (VIF)			
Electronic Word Of Mouth (X1)	3.117		No Multicollinearity
Brand Image (X2)	3.122		No Multicollinearity
Customer Trust (X3)	3.175		No Multicollinearity
Online Customer Rating (X4)	3.867		No Multicollinearity
Promotion (X5)	2.663		No Multicollinearity

Source: SPSS Processed Data, 2024

Based on table 5 above, with the gloss test method, significant values can be obtained in each of the *variables Electronic Word Of Mouth* (X1), *Brand Image* (X2), *Customer Trust* (X3), *Online Customer Rating* (X4) and *Promotion* (X5) greater than 0.05, then it can be concluded that heteroscedasticity does not occur. Based on the results of the multicollinearity test, it can be seen that in table 5, in the *Centered VIF* column. The VIF value of all variables is not more than 5 or 10 (there is literature that says no more than 10), so it can be said that in this study there is no multicollinearity in all of these independent variables.

Model Feasibility Test

The significance of the regression model was simultaneously tested by looking at the significance value (sig) where if the sig value is below 0.05, then the independent variable affects the dependent variable. The F-statistical test is used to prove that there is an influence between independent variables on dependent variables simultaneously (together).

Table 6. Hypothesis Test Results

VARIABLE	Unstandardized Coefficients	Standardized Coefficients	D/F COUNT	Hip Thesis	SIG.	RESULT
Regression Test						
Constanta	3.260					
Electronic Word Of Mouth (X1)	0.391	0.402	3.989	+	0.000	Significant
Brand Image (X2)	0.228	0.244	2.418	+	0.018	Significant
Customer Trust (X3)	0.022	0.024	0.239		0.812	Not Significant
Online Customer Rating (X4)	0.034	0.034	0.307		0.760	Not Significant
Promotion (X5)	0.220	0.248	2.665	+	0.009	Significant
Test Model						
ANOVA			42.671		0.000	Good Model

| VARIABLE	Unstandardized Coefficients	Standardized Coefficients	D/F COUNT	Hip Thesis	SIG.	RESULT
R2		0.694				Good Model

Source: SPSS Processed Data, 2024

Based on table 6, the results of the simultaneous test with the SPSS application, the effect of X $_{1, X2, X3, X}$4, and X5 simultaneously on Y, amounted to 0.000 < 0.05 and the value of F calculated 42.671 was greater than the F of table 2.47. ini meaning that the model tested was good. So simultaneously *electronic word of mouth, brand image, customer trust, online customer ratings* and *promotions* have a significant effect on consumer purchase decisions. From the results of table 6 above, the magnitude of R *Square* is 0.694 This indicates that the contribution of *electronic word of mouth, brand image, customer trust, online customer rating*, and *promotion* variables is 69.4%, while the remaining 30.6% (100-69.4%) is determined by other factors outside the model that were not detected in this study, or influenced by other variables that were not studied in this study.

Multiple Linear Analysis Test
The results in table 6 show that the regression model has one dependent variable and more than one independent variable. Multiple linear regression analysis was used to determine the magnitude of the influence *of electronic word of mouth, brand image, customer trust, online customer rating*, and *promotion* on purchase decisions, in addition to regression analysis used to test the correctness of the hypothesis proposed in this study. Based on table 9, the multiple linear regression equation is obtained as follows:

$$Y = 3.260 + 0.391 X1 + 0.228 X2 + 0.022 X3 + 0.034 X4 + 0.220 X5$$

The results of the hypothesis test can be seen in figure 2.
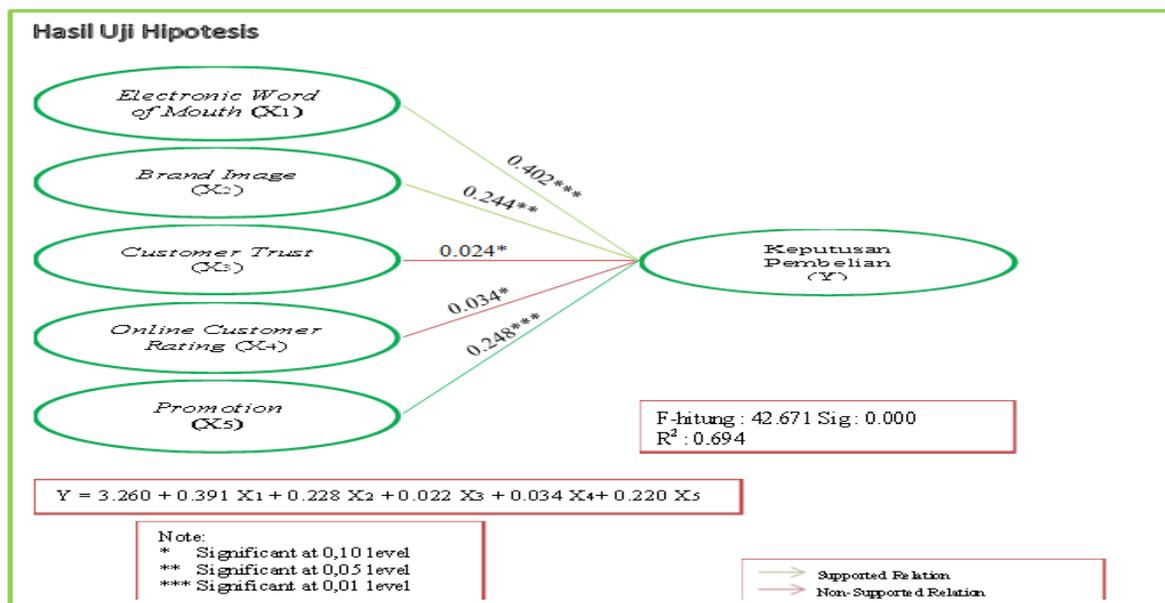
Source: SPSS Data Processing, 2024
Figure 2. Hypothesis Test Results

Discussion of Research Results
The Influence of E-WOM on Purchase Decisions
In theory, *electronic word of mouth* marketing uses the internet to create a word-of-mouth news effect to support marketing efforts and goals. Based on the results of the research conducted, it can be concluded that the E-WOM variable has a positive and significant influence on consumer purchase decisions in Indonesia on the *Tokopedia* marketplace.

According to (Kotler & Keller, 2016) *electronic word of mouth* marketing is marketing using the internet to create a word-of-mouth effect to support marketing efforts and goals. eWOM is a "venue" or a very important place for consumers to give their opinions and is considered more effective due to its level of accessibility and wide reach.

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The results of this study are in line with research (Ilhamah et al., 2023) and (Alvarizi & Purnamasari, 2023) stating that *electronic word of mouth* has an effect and is significant on purchasing decisions. Meanwhile, the results of the study (Prihadini et al., 2023) and (Wijaya & Paramita, 2014) in their research stated that there was no influence and insignificance between *electronic word of mouth* on purchase decisions.

The Influence of Brand Image on Purchase Decisions
In theory, if the image embedded in a product is good, then consumers will buy the product to use. Based on the results of the research conducted, it can be concluded that *the brand image* variable has a positive and significant influence on consumer purchase decisions in Indonesia on the *Tokopedia* marketplace.

This is in line with the opinion According to (Prabawa et al, 2023) *brand image* is the perception that arises from consumers when they see a brand and the quality dimension that the brand perceives, about a brand that is easy to mention and remember so that it has a good brand mind. If the image embedded in a product is good, then consumers will buy the product for consumption. But on the other hand, if the image embedded in the consumer's mind about the brand is negative, then the expectation after the purchase of the consumer will feel dissatisfied.

The results of this study are in line with the research (Yunita & Indriyatni, 2022) and (Hidayatullah, 2022) stating that *brand image* has a positive and significant effect on purchase decisions. Meanwhile, the results of the research (Nadiah et al., 2023) and (Wardani & Maskur, 2022) in their research stated that *brand image* did not have a significant effect on purchase decisions

The Influence of Customer Trust on Purchase Decisions
Consumer trust is very important to attract customers to visit and transact through their website, so e-commerce companies must build high consumer trust. Based on the results of the research conducted, it can be concluded that *the customer trust* variable does not have a positive and significant influence on consumer purchase decisions in Indonesia on the *Tokopedia* marketplace.Overall, research shows that Tokopedia needs to increase customer perception regarding its seriousness and ability to provide quality products, satisfactory services, trust, and a more transparent marketing strategy for what customers want to be fulfilled.

Of course, this is contrary to the opinion (Rosdiana et al., 2019) In order to attract customers to visit and transact through their sites, e-commerce companies must build high trust in potential buyers. Customer trust can also be created by the honesty of the manufacturer or marketer in conveying the characteristics of the product or service and the quality of the product sold in detail to customers. The effect of *customer trust* on purchase decisions in this study is because there are 2 indicators, namely seriousness and ability, by getting the lowest score than other statements. The first indicator is seriousness, with the statement "I feel that tokopedia is very serious in providing quality products and satisfactory services". Some respondents felt that Tokopedia was not so serious in providing quality products and satisfactory services. The second indicator is the ability, "Tokopedia has the ability to present a variety of products that suit my needs". Some respondents felt that Tokopedia was not old enough to be able to present a variety of products that suit their needs

The results of this study are in line with the results of research by (Mukuan, 2023) and (Azizah, 2019). stating that customer trust has no positive and insignificant effect on purchase decisions. Meanwhile, research conducted by (Safitri, 2020) and (Pranata et al., 2021) states thatcustomer trust has a significant effect on purchase decisions.

The Influence of Online Customer Rating on Purchase Decisions
Online customer rating is one of the pillars of *e-commerce* users in making purchase decisions. Based on the results of the research conducted, it can be concluded that *the online customer rating* variable does not have a positive and significant influence on consumer purchase decisions in Indonesia on the Tokopedia marketplace. Product reliability, durability, and performance provide a direct picture of what can be expected from the purchase Tokopedia needs to increase seller awareness of the importance of product reliability, durability, and performance in providing a clear picture to consumers. This can be done through training programs or special guidance for sellers to ensure that the products sold meet high quality standards. In addition, Tokopedia can encourage sellers to be more active in interacting with consumers, listening to feedback, and responding positively to them.

In addition to indicators, the reason why *Online Customer Rating* does not have a positive and insignificant effect on consumer purchase decisions on the Tokopedia marketplace in Indonesia can be attributed to the characteristics of respondents based on the diverse level of education in the research sample. Respondents with higher levels of education, such as S1 and S2, may have better analytical skills, a more critical evaluation approach, and a deeper understanding of products and markets. This can cause them to be less influenced by *Online Customer Rating* in the purchase decision-making process, so that these factors do not show a positive and insignificant influence in the study.

The results of this study are in line with the results of the research by (Paradise, 2023) and (Lestari et al, 2023) states that *Online Customer Ratings* have an insignificant influence on the Purchase Decision. while research conducted by (Abrani et al, 2020) and (Miqdad et al., 2022) states that *Online Customer Ratings* have a positive and significant effect on purchasing decisions.

The Influence of Prmotion on Purchase Decisions
In theory, promotion is very important to be carried out in an effort to seize an increasingly competitive market share. By promoting through attractive print/electronic media, it will influence consumers in making a purchase decision. Based on the results of the research conducted, it can be concluded that *the promotion* variable has a positive and significant influence on consumer purchase decisions in Indonesia on the *Tokopedia* marketplace.

This is in line with the opinion According to (Made, 2015) Promotion is very important in an effort to seize an increasingly competitive market share. By promoting through attractive print/electronic media, it will influence consumers in deciding to buy

The results of this study are in line with the results of research (Fauzi, 2023) and (Ginting, 2016) stating that promotion has a positive and significant influence on purchasing decisions. Meanwhile, research conducted by (Zihan, 2023) and (Sofiah, 2023) states that promotions do not have a significant effect on purchasing decisions.

Cover
This study aims to determine the significant influence of the influence *of electronic word of mouth, brand image, customer trust, online customer rating*, and *promotion* on consumer purchase decisions in Indonesia on the Tokopedia marketplace. Based on the results of the research that has been conducted, where the conclusion obtained in this study is that the research shows that *electronic word of mouth* has a positive and significant effect on consumer purchase decisions in Indonesia on *the* Tokopedia marketplace. This means that the better or better the electronic reviews and recommendations, the greater the influence on purchase decisions The results of the study show that *Brand Image* has a positive and significant effect on consumer purchase decisions in Indonesia on *the* Tokopedia marketplace. This means that the better or better *the brand image* is, the more likely it is that the brand will have an impact on the brand's preferences in making purchasing decisions The results of the study show that *Customer Trust* does not have a positive and significant effect on consumer purchase decisions in Indonesia on *the Tokopedia* marketplace.This means that even if the level of consumer trust in Tokopedia is low or high, it does not affect the purchase decision. The results of the study show that *Online Customer Rating* does not have a positive and significant effect on consumer purchase decisions in Indonesia on the *Tokopedia* marketplace.This means that the ratings or ratings given by customers are not the dominant determining factor in the consumer purchase process. The results of the study show that *Promotion* has a positive and significant effect on the purchase decisions of consumers in Indonesia on the Tokopedia marketplace. This means that the better or better the promotion can be an effective strategy to increase consumer interest and purchasing decisions.

From the findings of this study, it is suggested that companies can make improvements to For companies and management, it is expected that to improve the company's performance, companies and management can maximize interaction with customers, optimize *electronic word of mouth* (e-WOM), and strengthen *brand image*, as well as involve *promotion* strategies creative. It is proven that e-WOM, brand image, and promotion have a positive and significant effect on purchase decisions. Therefore, maintaining the quality of interactions with consumers, strengthening brand image, and continuing to develop innovative promotional strategies can be the key to success in improving company performance.

The next researcher is expected to be able to conduct further research, especially on consumer purchase decisions, by exploring or retesting the variables of this study by adding other variables related to consumer purchase decisions.

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