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## Determining Purchase Decisions: Analysis of Electronic Word Of Mouth and Digital Marketing (Marketing Management Literature Review)

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**Abstract:** The purpose of writing this Literature Review Paper is to determine the influence of Electronic Word Of Mouth and digital marketing variables on purchasing decisions. Using qualitative methods and Library Research. The research results show that green marketing influences purchasing decisions, digital marketing influences purchasing decisions, Electronic Word Of Mouth and digital marketing together influence purchasing decisions.

**Keywords:** Electronic Word Of Mouth (Ewom), Digital Marketing, Purchasing Decisions

### INTRODUCTION

Every student, whether Strata 1, Strata 2 and Strata 3, is required to carry out research in the form of a thesis, thesis and dissertation. Likewise for lecturers, researchers and other functional staff actively conducting research and writing scientific articles for publication in scientific journals.

Based on the empirical experience of many students and young lecturers as well as other researchers, it is difficult to find supporting articles in research as previous research or as relevant research. Articles as relevant researchers are needed to strengthen the theory being researched, to see the relationships between variables and build hypotheses, they are also very necessary in the discussion section of research results.

This article discusses the influence of electronic word of mouth and digital marketing variables on purchasing decisions. (A Study of Marketing Management Literature). Of course, not all factors influence purchasing decisions. In this article, only a small part will be studied and reviewed.

In detail, the aim of writing this "Literature Review Paper" is to determine the influence of exogenous electronic word of mouth and digital marketing variables on purchasing decision variables.

- 1) The influence of electronic word of mouth on purchasing decisions
- 2) The influence of digital marketing on purchasing decisions
- 3) The influence of electronic word of mouth and digital marketing on purchasing decisions

## **METHOD**

The method for writing this scientific article is qualitative methods and literature studies or Library Research. Reviewing literature books in accordance with the theories discussed, especially in the scope of Marketing Management. Apart from that, analyzing reputable scientific articles and also scientific articles from non-reputable journals. All scientific articles cited are sourced from Mendeley and Google Scholar.

In qualitative research, literature reviews must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory in nature (Ali & Limakrisna, 2013).

Next, it is discussed in depth in the section entitled "Related Literature" or "Review of Literature"), as a basis for formulating hypotheses and will then become the basis for making comparisons with the results or findings revealed in the research. (Ali & Limakrisna, 2013).

## **RESULTS AND DISCUSSION**

### **1. The Influence Of Electronic Word Of Mouth On Purchasing Decisions**

Electronic Word Of Mouth has a positive and significant influence on purchasing decisions (Rafqi Ilhamalimy & Ali, 2021), The strength of electronic word of mouth marketing can influence consumers in shopping both online and offline. (Larasetiati & Ali, 2019), This research is also supported by the results of (Fauziah et al., 2023) who found that online purchasing behavior can be influenced by comments and feedback from customers who have used the product, as well as (Salim et al., 2022) which found that consumers would hear accurate information first before deciding to make a purchase, this is also in line with research conducted by (Firmansyah & Ali, 2024), (Ali, 2024), (Firmansyah & Ali, 2024), (Syah et al., 2024), (Nur Aisyah & Hapzi Ali, 2023), (Dian Firmansyah & Ali, 2024), (Saputra & Ali, 2024), who found that ewom has a significant influence on purchasing decisions.

### **2. The influence of digital marketing on purchasing decisions**

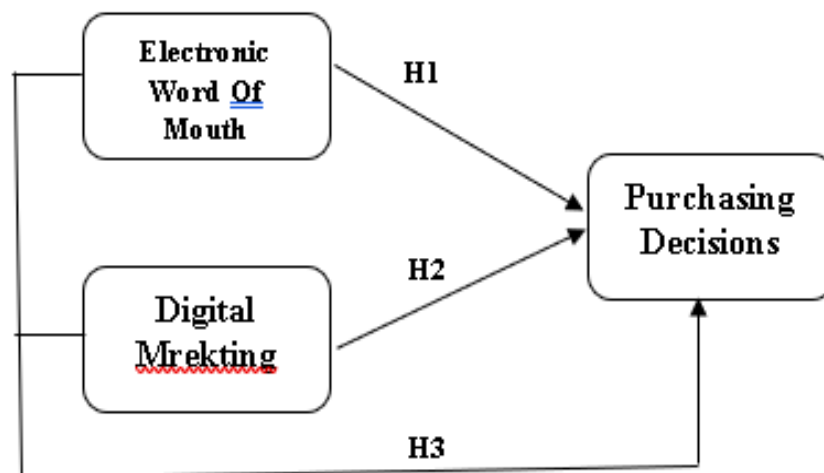
Digital marketing has almost the same meaning as electronic marketing (e-marketing), both of which describe the management and implementation of marketing using electronic media (Ilhamalimy et al., 2023), the use or utilization of digital in product promotion strategies can increase the number of sales higher when compared to traditional or non-digital marketing strategies because consumer segmentation targets will be wider if digital marketing is used and can increase broader purchasing decisions as well (Suleman et al., 2020), research results discovered by (Syachrony et al., 2023) There is a significant influence between digital marketing strategies and the level of consumer purchasing decisions, this is in line with the results of (Ali et al., 2022) who found that good service such as through social media or websites can improve the quality of service to consumers which has a positive impact on purchasing decisions, as for (Ali & Ade Octavia, 2023) found that digital marketing and social media marketing can influence purchasing decisions due to wider market segmentation and data on potential consumers that are easier to search for, in line with the results of (Salim et al., 2022), (Azhari & Ali, 2024), (Ali, 2023), (Afiany Suroto, 2017), (Saputra & Ali, 2024), (Dian Firmansyah & Ali, 2024), (Rafqi Ilhamalimy & Ali, 2021), who found that digital marketing or social media marketing strategies have a positive and significant influence on purchasing decisions.

### 3. The Influence Of Electronic Word Of Mouth And Digital Marketing On Purchasing Decisions

Electronic Word of mouth is a powerful, effective and cheapest type of promotion. Satisfied consumers will tell and recommend others by word of mouth about their good experience with a product. Word of mouth marketing often has a more competitive advantage in conveying information about a business. (Rafqi Ilhamalimy & Ali, 2021), The use or utilization of digital in product promotion strategies can increase sales numbers higher when compared to traditional or non-digital marketing strategies because the target consumer segmentation will be wider if using digital marketing and can increase purchasing decisions more broadly too. (Suleman et al., 2020), research results found by (Syachrony et al., 2023) There is a significant influence between digital marketing strategies and consumer purchasing decision levels, this is in line with the results of (Ali et al., 2022), The role of electronic word of mouth will be more effective if supported by an effective digital marketing strategy. (Saputra & Ali, 2024) This is in line with research conducted by (Ali, 2024), (Firmansyah & Ali, 2024), (Syah et al., 2024), (Nur Aisyah & Hapzi Ali, 2023), (Dian Firmansyah & Ali, 2024).

#### Conceptual Framework

Based on the formulation of the problem for writing this article and the study of literature reviews from both relevant books and articles, the framework for this article has been prepared as below.



Electronic word of mouth and digital marketing have a relationship and influence purchasing decisions both partially and simultaneously.

Apart from the Electronic word of mouth and digital marketing variables that influence purchasing decisions, there are many other variables that influence it, including the variables:

- 1) Quality of service: (M & Ali, 2017),(Limakrisna & Ali, 2016), (Yunita & Ali, 2017), (Yunita & Ali, 2017), (Ali & Mappesona, 2016), (Ali et al., 2019), (Sitio & Ali, 2019), and (Anggita & Ali, 2017).
- 2) Promotion: (Ali et al., 2019), (Prihartono & Ali, 2020), (Richardo et al., 2020), (Mappesona et al., 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali et al., 2018), (Brata et al., 2017), and (Syachrony et al., 2023).
- 3) Product quality: (M & Ali, 2017), (Ali, Narulita, et al., 2018), (M & Ali, 2017), (Ali et al., 2018), (Prihartono & Ali, 2020), (Riyanto et al., 2017), (Maisah & Ali, 2020), (Brata et al., 2017), (Thanh Nguyen et al., 2019), (Ali, 2019), (Anggita & Ali, 2017) and (Bimaruci et al., 2021).
- 4) Brand image : (M & Ali, 2017), (Ali, 2019a), (Setyadi & Ali, 2017), (Agussalim & Ali, 2017), (Cheong & Jang, 2008), (Yu et al., 2013), (Aji Normawan Rosyid, Handoyo Djoko

W, 2013), (Sivaram et al., 2019), (Chovanová et al., 2015), (Foster, 2017), (Suhaily, 2017), (Wydyanto & Rafqi Ilhamalimy, 2021) and (Bimaruci et al., 2021).

## CONCLUSION

*Hypothesis testing research is research that aims to develop a hypothesis and test it empirically on a particular problem* (Ali & Limakrisna, 2013). Based on the article formulation, results and discussion, a hypothesis can be formulated for further research:

1. electronic word of mouth influences purchasing decisions.
2. Digital marketing influences purchasing decisions.
3. electronic word of mouth and digital marketing influence purchasing decisions.

## Suggestion

Based on the conclusions above, the suggestion in this article is that there are many other factors that influence purchasing decisions, apart from electronic word of mouth and digital marketing at all types and levels of organizations or companies, therefore further studies are still needed to find What other factors can influence purchasing decisions other than those examined in this article.

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