



Influencer Marketing, Online Reviews and E-WOM as Key Drivers of Consumer Purchase Intention

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ABSTRACT

This study aims to analyze the impact of Influencer Marketing, Online Customer Reviews, and Electronic Word of Mouth (E-WOM) on consumer purchase intention at Foxy Store in Denpasar. The background of this research is based on the rapid growth of digital marketing, especially in the fashion industry, which demands effective communication strategies to attract consumers. The research method used a quantitative approach with survey techniques, distributing questionnaires to 120 respondents from Foxy Store. Data were analyzed using multiple linear regression with the help of SPSS 25. The findings show that Influencer Marketing, Online Customer Reviews, and E-WOM have a positive and significant effect on consumer purchase intention both partially and simultaneously. Influencer Marketing proves effective in building emotional connections and brand credibility, Online Customer Reviews play a role in strengthening consumer trust through positive reviews, while E-WOM significantly influences consumer perceptions and purchase impulses through recommendations among consumers. Overall, this study emphasizes the importance of integrating digital marketing strategies combining these three factors to enhance trust, purchase intention, and competitiveness of Foxy Store in the local fashion market.

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1. INTRODUCTION

Marketing is a key element in business success, whether on a small or large scale, as it not only focuses on product sales but also on value creation, consumer experience, and long-term beneficial relationships (Budiarti, 2023; Tarunajaya & Sukmadi, 2023). The development of technology and globalization has driven the transformation of marketing towards digital. Social media and online platforms enable more intensive interactions between brands and consumers while accelerating the purchasing decision-making process (Mahendra & Edastama, 2022). In this digital era, businesses must adapt quickly to the ever-evolving landscape, where traditional marketing methods often fall short in capturing the attention of modern, tech-savvy consumers.

In Indonesia, increasing internet penetration strengthens this trend. According to APJII data (2024), 79.5% of Indonesia's population is connected to the internet, a number that continues to grow since 2018. This rapid growth has created a fertile ground for digital marketing strategies to thrive. The rising usage of social media platforms like Instagram, Facebook, and TikTok has enabled businesses to reach a larger and more engaged audience, providing an opportunity to leverage Influencer Marketing, Online Customer Reviews, and Electronic Word of Mouth (E-WOM) to drive consumer behavior. The increasing reliance on online reviews and social media as primary sources of information has shifted the power dynamics in consumer decision-making, with consumers increasingly relying on the opinions of influencers and their peers to guide their purchase choices.

This condition opens opportunities for businesses to maximize digital marketing strategies, including through Influencer Marketing, Online Customer Reviews, and Electronic Word of Mouth (E-WOM). Influencers have a strategic role as they are seen as authentic by their followers, while customer reviews and E-WOM form social proof that greatly influences consumer trust (Ardianti & Widiartanto, 2019; Sahripah & Barata, 2024). As a result, the combination of these elements plays a significant role in shaping consumer attitudes and purchasing decisions. By capitalizing on these tools, brands can effectively connect with their target audience, build trust, and ultimately increase purchase intentions.

Review and Hypothesis Development

2.1 Marketing Communication

Marketing communication is the process of delivering information from companies to consumers to build awareness, influence attitudes, and encourage purchase behavior (Kotler & Keller, 2009). Forms of marketing

communication include advertising, personal selling, sales promotion, and publicity (Assauri, 2010). The main goal is to shape a positive image, drive purchase intention, and create repeat purchases (Shimp, 2003).

2.2 Consumer Behavior

Consumer behavior is the process of individuals or groups selecting, purchasing, using, and evaluating products to meet their needs and desires (Schiffman & Kanuk, 2008; Kotler & Keller, 2008). Factors influencing consumer behavior include cultural, social, personal, and psychological factors. Understanding consumer behavior helps marketers design targeted marketing strategies.

2.3 Influencer Marketing

An influencer is an individual on social media who has an impact on the behavior of their followers. Through authentic content, influencers effectively expand brand reach, build trust, and influence purchase decisions (Hariyanti & Wirapraja, 2018; Julius, 2020).

2.4 Online Customer Reviews

Online customer reviews are credible sources of information about consumer experiences with a product. Positive reviews can increase trust, while negative reviews can decrease potential consumers' purchase intention (Banjarnahor, 2021; Hartanto et al., 2022).

2.5 Electronic Word of Mouth (E-WOM)

E-WOM is the dissemination of product information through online media, such as reviews, forums, and social media (Thurau et al., 2014). Unlike traditional WOM, E-WOM has a wider reach, is permanent, and can significantly shape consumer perceptions.

2.6 Purchase Intention

Purchase intention is a consumer's desire to purchase a product after evaluating alternatives (Ferdinand, 2016). Factors influencing purchase intention include product quality, brand, price, availability, and promotion (Kotler, 2014).

Based on the literature review, the following hypotheses are formulated:

H1: Influencer Marketing positively influences consumer purchase intention at Foxy Store.

H2: Online Customer Reviews positively influence consumer purchase intention at Foxy Store.

H3: E-WOM positively influences consumer purchase intention at Foxy Store.

H4: Influencer Marketing, Online Customer Reviews, and E-WOM simultaneously positively influence consumer purchase intention at Foxy Store.

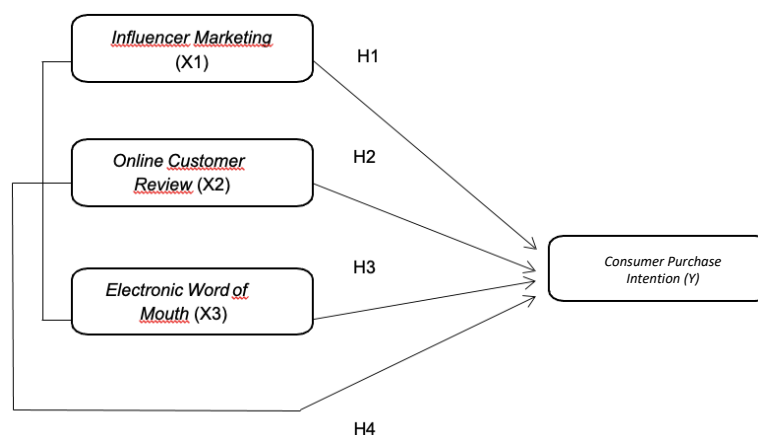


Figure 1. Research Model

2. METHOD

This research uses a quantitative approach with a survey method, distributing questionnaires to consumers of Foxy Store in Denpasar, a fashion brand for women actively utilizing social media and e-commerce. The research population is all consumers of Foxy Store, with the sample size determined using Hair et al.'s (2019)

formula, resulting in 120 respondents. The sampling technique used was accidental sampling, where respondents were chosen randomly based on their availability and eligibility.

The research instrument was tested for validity using the product-moment correlation and for reliability using Cronbach's Alpha, with an alpha value above 0.70 considered reliable. Data collected were analyzed using SPSS 25 through several stages, including descriptive analysis to describe respondent profiles and variables, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis to test the influence of Influencer Marketing, Online Customer Reviews, and E-WOM on purchase intention. The coefficient of determination (R^2) test was used to measure the contribution of independent variables, while t-tests and F-tests were used to examine the partial and simultaneous effects of the independent variables on consumer purchase intention.

3. RESULT AND DISCUSSION

4.1 Result

Table 1 presents the results of the validity test for each variable used in this study, including Influencer Marketing, Online Customer Review, E-WOM, and Consumer Purchase Intention. Validity refers to how accurately the instrument (in this case, the questionnaire) measures the variables it intends to measure.

Tabel 1. Validity Test

Variable	Item No	r-tabel	r-calculated	Status
Influencer Marketing (X1)	1	0.1793	0.787	Valid
	2	0.1793	0.880	Valid
	3	0.1793	0.852	Valid
	4	0.1793	0.854	Valid
	5	0.1793	0.682	Valid
Online Customer Review (X2)	1	0.1793	0.801	Valid
	2	0.1793	0.755	Valid
	3	0.1793	0.841	Valid
Electronic Word of Mouth (E-WOM) (X3)	1	0.1793	0.858	Valid
	2	0.1793	0.837	Valid
	3	0.1793	0.782	Valid
Consumer Purchase Intention (Y)	1	0.1793	0.830	Valid
	2	0.1793	0.807	Valid
	3	0.1793	0.734	Valid
	4	0.1793	0.806	Valid

Source: Data Processed (2024)

The r-calculated values for each item in the questionnaire are higher than the r-table value (0.1793), indicating that all items are valid. This means that the instrument used in this study is effective in measuring the intended variables. High validity is crucial as it ensures that the data collected is trustworthy and accurately reflects the concepts being studied, forming a solid foundation for further analysis.

Following the validity test, Table 2 presents the results of the reliability test for the same set of variables. Reliability assesses the consistency of the measurement instrument. A commonly used metric is Cronbach's Alpha, where a value above 0.70 indicates good reliability.

Tabel 2. Reliability Test

Variable	Cronbach's Alpha	Status
Influencer Marketing (X1)	0,871	Reliable
Online Customer Review (X2)	0,714	Reliable
Electronic Word of Mouth (E-WOM) (X3)	0,766	Reliable
Consumer Purchase Intention (Y)	0,804	Reliable

Source: Data Processed (2024)

As shown in Table 2, all the variables (Influencer Marketing, Online Customer Review, E-WOM, and Consumer Purchase Intention) have Cronbach's Alpha values above 0.70, signifying that they are reliable. This consistency indicates that if the study were repeated with a different sample, the results would remain stable.

Reliability is a key aspect in ensuring that the instrument consistently measures the same constructs, enhancing the robustness of the research findings.

Table 3 provides the results of the t-test, which assesses the partial influence of each independent variable (Influencer Marketing, Online Customer Review, and E-WOM) on the dependent variable, Consumer Purchase Intention. The t-test is used to determine whether each independent variable significantly affects the dependent variable individually.

Tabel 3. t-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Keterangan
	B	Std. Error	Beta			
(Constant)	1.593	.755		2.111	.037	
Influencer Marketing (X1)	.144	.059	.198	2.446	.016	H1 Accepted
Online Customer Review (X2)	.417	.108	.320	3.868	.000	H2 Accepted
Electronic Word of Mouth (X3)	.554	.106	.431	5.216	.000	H3 Accepted

a. Dependent Variable: Minat Beli Konsumen (Y) Source: Data Processed (2024)

The results of the t-test show that all three independent variables have a significant positive effect on Consumer Purchase Intention. Specifically:

1. Influencer Marketing (X1) has a significant impact with a p-value of 0.016, meaning that effective influencer promotion increases consumer purchase intention.
2. Online Customer Review (X2) also shows a significant effect with a p-value of 0.000, highlighting the importance of positive online reviews in strengthening consumer trust and encouraging purchases.
3. Similarly, E-WOM (X3) has a significant impact with a p-value of 0.000, reinforcing the idea that recommendations from other consumers, especially through social media, play a crucial role in influencing purchasing decisions.

Table 4 presents the results of the F-test, which evaluates the simultaneous effect of all three independent variables (Influencer Marketing, Online Customer Review, and E-WOM) on the dependent variable (Consumer Purchase Intention). The F-test assesses whether, together, these variables provide a significant explanation for the variations in the dependent variable.

Tabel 4. F-Test Result

Model		Sum of Squares	Df	Mean Square	F	Sig.	Keterangan
1	Regression	514.312	3	171.437	154.175	.000 ^a	H4 Accepted
	Residual	128.988	116	1.112			
	Total	643.300	119				

a. Predictors: (Constant), E-Word of Mouth (X3), Influencer Marketing (X1), Online Customer Review (X2)

b. Dependent Variable: Minat Beli Konsumen (Y) Source: Data Processed (2024)

The F-calculated value of 154.175, which is greater than the F-table value, and the p-value of 0.000, indicate that all three independent variables simultaneously have a significant effect on Consumer Purchase Intention. This shows that the combined influence of Influencer Marketing, Online Customer Reviews, and E-WOM plays a crucial role in driving consumer purchasing decisions. This result emphasizes the importance of an integrated digital marketing strategy, where these three factors work together to enhance consumer attraction and purchasing behavior.

In conclusion, Tables 1 to 4 collectively demonstrate that the research instrument is both valid and reliable, providing strong evidence for the significant impact of Influencer Marketing, Online Customer Reviews, and E-WOM on Consumer Purchase Intention. The partial effects (Table 3) and the simultaneous influence (Table 4) of these variables highlight the importance of combining these elements in digital marketing strategies to influence consumer behavior effectively.

4.2 Discussion

The results of the regression analysis show that the variables of Influencer Marketing (X1), Online Customer Review (X2), and Electronic Word of Mouth (E-WOM) (X3) positively influence Consumer Purchase Intention (Y) at Foxy Store in Denpasar. The partial test (t-test) reveals that Influencer Marketing has a significant effect on purchase intention with a significance value of $0.016 < 0.05$. This indicates that the more effective the

use of influencers in promoting products, the greater the encouragement for consumers to make a purchase. These findings support previous research by Anggraini & Indasari (2024), which states that the credibility, appeal, and relevance of influencers are key factors in influencing consumers' purchase decisions, particularly in the fashion sector.

Furthermore, the Online Customer Review (X2) variable also has a significant impact on purchase intention, with a significance value of $0.004 < 0.05$. This means that positive reviews from customers on online platforms help increase the confidence of other consumers in making a purchase. Consumers tend to trust the real-life experiences shared by previous buyers as a form of social proof. These findings are consistent with the study by Putri & Cahyono (2023), which emphasizes that online reviews not only serve as a source of information but also act as a major driver in shaping a positive attitude towards a product.

Meanwhile, the Electronic Word of Mouth (E-WOM) (X3) variable also proved to have a significant influence on purchase intention, with a significance value of $0.001 < 0.05$. E-WOM disseminated through social media has a considerable impact on consumer perception due to its rapid, broad, and easily accessible nature. Information shared by other consumers about products from Foxy Store can increase trust and create a viral effect that encourages new consumers to make a purchase. This result strengthens the research by Sari & Wibowo (2022), which shows that communication among consumers on social media has become one of the most effective digital marketing strategies in increasing purchase intention.

Simultaneously, all three independent variables have a significant influence on consumer purchase intention, as shown by the F-calculated value being larger than the F-table value with a significance level of $0.000 < 0.05$. This emphasizes that the combination of influencer marketing, online customer reviews, and electronic word of mouth plays an important role in shaping consumer behavior, particularly in the fashion industry, which heavily relies on trends, brand image, and consumer trust. Therefore, an integrated digital marketing strategy can significantly improve the competitiveness of Foxy Store in Denpasar and broaden its customer base.

4. CONCLUSION

This study demonstrates that Influencer Marketing, Online Customer Reviews, and Electronic Word of Mouth (E-WOM) positively and significantly influence consumer purchase intention at Foxy Store in Denpasar. Individually, Influencer Marketing has proven to enhance purchase intention through the credibility and closeness of influencers with their audience. Online Customer Reviews play a crucial role in building consumer trust through positive reviews, which help reinforce perceptions of product quality. Meanwhile, E-WOM has been shown to be effective in influencing purchasing decisions through recommendations from other consumers, who are perceived as more authentic and convincing.

Simultaneously, these three factors create a complementary digital marketing ecosystem, where the combination of Influencer Marketing, Online Customer Reviews, and E-WOM significantly enhances trust and encourages consumers to make a purchase. Thus, the integration of digital marketing strategies based on influencers, online reviews, and consumer communication becomes key to increasing purchase intention and the competitiveness of Foxy Store in the local fashion market.

Implications of the Study

From a theoretical perspective, this study strengthens the literature on consumer behavior in the context of digital marketing, particularly by highlighting the significant role of Influencer Marketing, Online Customer Reviews, and E-WOM in shaping purchase intention. These findings support the social influence theory and trust-based marketing theories, which emphasize the importance of credibility and third-party recommendations in the consumer decision-making process.

From a managerial perspective, this study provides guidance for business owners, especially Foxy Store, to comprehensively integrate digital marketing strategies. The effective use of influencers aligned with the target market, active management of customer reviews, and encouraging positive E-WOM dissemination will create a synergistic effect in boosting purchase intention. This strategy is particularly relevant for the retail and fashion industries in the increasingly competitive digital marketplace.

From a practical perspective, this research highlights that purchasing decisions are often influenced by external factors such as reviews, recommendations, and public figures. Consequently, consumers should be more critical when filtering information before making purchase decisions, while companies can be more prudent in maintaining the credibility and quality of their products to ensure continued trust from the public.

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