

The Influence of Website Quality, Social Media, and Brand Ambassadors on Online Purchasing Decisions at Shopee Through E-Word of Mouth as An Intervening Variable in Residents of Citra Indah City Jonggol Housing

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Abstract

The purpose of this study was to determine the effect of Website Quality, Social Media, and Brand Ambassador on Purchase Decisions and to find out E-Word Of Mouth in intervening the relationship between Website Quality, Social Media, and Brand Ambassadors on Purchase Decisions. The population of this research is all residents of Citra Indah City Jonggol Housing. Data were collected as many as 174 respondents and processed with IBM AMOS software version 24. The results of the research conclusions: 1) Website quality directly has a positive effect on E-WOM; 2) Social Media directly has a positive effect on E-WOM; 3) Brand Ambassadors directly have a positive effect on E-WOM; 4) Website quality directly has a positive effect on Purchase Decisions; 5) Social Media directly has a positive effect on Purchase Decisions; 6) Brand Ambassador directly has a positive and insignificant effect on Purchase Decisions; 7) E-WOM directly has a positive effect on Purchase Decisions; 8) Website quality indirectly has a positive effect through E-WOM on Purchase Decisions; 9) Social Media indirectly has a positive effect through E-WOM on Purchase Decisions; 10) Brand Ambassador indirectly has a positive and insignificant effect through E-WOM on Purchase Decisions.

Keywords

website quality; social media, brand ambassador; E-Word of mouth; purchase decision



I. Introduction

Over time, e-commerce companies are currently providing space for other business actors to be able to display their products on their websites. This led to the creation of an electronic market which is currently known as a marketplace. The marketplace is a solution created from the rapid development of the internet and information technology that has hit the trading industry. In the marketplace, every business actor can display their products to be traded without the hassle of building a system. The existence of this marketplace is very beneficial for business actors, especially small and medium enterprises. Where these business actors feel that it is easier to carry out their business operations. With this virtual market, business actors only need to provide complete information about the products they sell in the marketplace such as product information, prices, shipping, and others.

In increasing business in the midst of intense e-commerce competition, Shopee uses various ways in its marketing so that the Shopee brand can stick in people's memories. Some of the ways used are the use of Social Media marketing, the use of Brand Ambassadors, and Improving the quality of the Website. Marketing is a process of

planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni et al, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

Shopee's marketing practice never escapes the use of Brand Ambassadors who are believed to be able to attract consumers. Using local and international Brand Ambassadors that are much loved by millennials Such as local artists who have been trusted to become Shopee icons including Prilly Latuconsina, Via Vallen, Rizky Febian, Syahrini, and Didi Kempot. While international Brand Ambassadors such as Black Pink and Cristiano Ronaldo. A Brand Ambassador is someone who promotes their brand and products to their network with the aim of increasing brand awareness and sales.

Brand Ambassadors are selected people who are invited to work with or collaborate with brand owners. The role of this Brand Ambassador is as the "face" of the brand that invites cooperation. The period of time a person becomes a Brand Ambassador is usually only for a while according to the contract agreed upon between the two parties. The task of the Brand Ambassador is to learn all knowledge about the brand with which he is invited to work together. So when someone is appointed to be a Shopee Brand Ambassador, then that person should learn everything about Shopee even though he has never used Shopee at all.

Purchasing decisions are influenced by four main factors, namely Culture (culture, subculture, and economic class), Social (reference group, family and roles, and status), Personal (age, work, economic state, lifestyle, and personality), Psychological (motivation, perception, learning, emotional and memory) (Kotler & Keller, 2016).

Research Gap is an examination of how to build research questions from existing literature, which tends to encourage the development of interesting and influential theories. From the description above as a whole, there are several Research Gaps from previous research results to be developed. Research gaps in this study can be explained as follows:

In previous research, there was an inconsistency in the results of research on word of mouth on purchasing decisions that E-Word of Mouth did not have a significant effect on purchasing decisions (Rasyid et al. 2018). However, there is another study that states that E-Word of Mouth has a significant effect on purchasing decisions (Joesyiana 2018). And there is another study mentioning that the E-Word of Mouth has a positive and significant effect on purchasing decisions (Saputra & Ardani, 2020).

In previous research there was an inconsistency in the results of research on Brand Ambassadors on purchasing decisions, namely Brand Ambassadors did not affect purchasing decisions (Faradasya and Trianasari 2021). There is another study that states that Brand Ambassadors have a positive and significant effect on purchasing decisions (Sriyanto 2019). And there are also those who mention that Brand Ambassadors have a positive and significant effect on purchasing decisions (Brestilliani 2020)

1.1 Research Objectives

Based on the formulation of the problem above, the objectives to be achieved in this study are as follows:

1. To find out and analyze the effect of Website Quality on E-Word of Mouth

2. To find out and analyze the influence of Social Media on E-Word of Mouth
3. To find out and analyze the influence of Brand Ambassadors on E-Word of Mouth
4. To find out and analyze the effect of Website Quality on Purchasing Decisions
5. To find out and analyze the influence of Social Media on Purchasing Decisions
6. To find out and analyze the influence of Brand Ambassadors on Purchasing Decisions
7. To know and analyze the effect of E-Word of Mouth on Purchasing Decisions
8. To find out and analyze the influence of Website Quality indirectly on Purchasing Decisions through E-Word of Mouth
9. To find out and analyze the influence of Social Media indirectly on Purchasing Decisions through E-Word of Mouth.
10. To find out and analyze the influence of Brand Ambassadors indirectly on Purchasing Decisions through E-Word of Mouth

II. Review of Literature

2.1 Marketing Management

Marketing Management is one type of management needed for all businesses. Marketing management concerns products or services to be better known to consumers. Therefore, the company must understand the complete discourse related to this marketing management. According to (Kotler, Philip, and Keller 2016) is: "Marketing management as the art and science of choosing a target market and obtaining, retaining, and increasing the number of customers by creating, delivering, and communicating superior customer value.

2.2 Website Quality

According to Rahmat (2010), a website is a whole of web pages contained in a domain that contains information. A website is usually built on many interconnected webs. Then according to Barnes and Vidgen (2002), Website Quality (website quality) is an instrument developed to assess the usefulness, information, and quality of service interactions of internet websites. Siagan and Cahyono (2014) said that the quality of the website describes the capability or ability of the online shop to be able to provide maximum service to consumer needs. From this definition, it can be concluded that website quality is an instrument that assesses the capabilities of a website. Aruf, Tri (2021)

2.3 Social Media

Social media is learning more about the products and services of a brand, following trends, providing feedback, utilizing customer service through social media, making purchases, knowing more about promotional campaigns and discounts, to join a community of fans. Alpha, Keni (2020)

2.4 Brand Ambassador

A brand ambassador is someone who is able to become a spokesperson, provide detailed information on the picture and quality of a product, and give a good impression of the brand image (Soehadi, 2015). Characteristic indicators of brand ambassadors are known as ViSCAP which are formed from popularity (visibility), credibility (credibility), attractiveness (attraction), and power (power) that exist in celebrities who represent products or services so that they can persuade potential customers to buy products or services (Percy & Rossiter, 2015). Brand ambassadors, which are often also called

celebrity endorsements or celebrity credibility, have a relationship with trust in the brand (Dwivedi and Johnson, 2013; Blessing et al., 2020).

The relationship of celebrity credibility to trust in the brand is formed because consumers tend to retaliate by engaging in long-term relational behavior with brands that are supported by credible celebrity choices. Rahayu, Belladina (2021).

2.5 E-Word of Mouth

Word of Mouth according to Kotler and Keller (2016: 145) is a communication process in the form of providing recommendations either individually or in groups to a product or service with the aim of providing personal information.

Word of mouth is known as an important factor in influencing consumer decisions in purchasing, is a form of verbal influence between the speaker and the recipient personally, and the verbal influence can be good or bad, because, the party who tells the story is a neutral party, free from the bonds of a company, the story told by the person or party is nothing more than what he feels or what he has received from a company (Wang, 2015). Word of mouth is also a very powerful thing in influencing a person.

2.6 Purchasing Decision

Purchasing decisions consumer is a process by which consumers choose and evaluate products or services, often consumers consider various things that suit their needs in the process of deciding on the purchase. Humam, Rahayu, Andini (2022).

III. Research Method

The distribution of questionnaires was carried out for two weeks to customers at Shopee. The population in this study was taken from all Customers on Shopee.

The size of the sample is the number of individuals, subjects, or elements of the population taken as a sample. Here is a formula that can be used to find out the minimum number of samples for a study.

According to (Hair, Anderson, Tathan 2010) the size of the sample when is too large will make it difficult to get a suitable model, and it is recommended that the appropriate sample size is between 100-200 respondents so that interpretation estimates can be used with the Structural Equation Model (SEM).

According to (Hair, Anderson, Tathan 2010) using SEM allows the analysis of a series of relationships simultaneously so as to provide statistical efficiency. According to (Hair, Anderson, Tathan 2010) some guidelines for determining the magnitude of the sample for SEM are given as follows:

- a. When estimating parameters using the maximum likelihood estimation method the recommended sample size is between 100 and 200, with the minimum sample being 50.
- b. A total of 5 to 10 times the number of parameters present in the model.
- c. Equal to 5 to 10 times the number of manifest variables (indicators) of the entire latent variable.

According to (Ferdinand 2014) Structural Equation Modeling (SEM) analysis is a second-generation multivariate statistical technique that combines measurement models such as confirmatory factor analysis with structural models such as regression analysis or path analysis. Data analysis techniques using SEM are carried out to thoroughly explain the relationship between variables in the study. SEM is used not to design a theory, but rather to examine and justify a model.

According to (Ferdinand 2014), an SEM model can be divided into two main parts, namely:

a. Measurement Model Test

The measurement model test is to test the relationship between indicators and latent variables. The combination of structural and measurement model testing allows researchers to test measurement error as an integral part of SEM and perform factor analysis in conjunction with hypothesis testing. In the measurement model test, chi-square results were obtained of 233,242, Degrees of freedom of 113, and a Probability level of .000.

a. Structural Test of the Model

A structural model is a relationship between latent variables (variables that cannot be measured directly and require several indicators to measure them. Although the CFI, GFI, and AGFI values are at marginal values, according to (Hair, Anderson, Tathan 2010), the CFI, GFI, and AGFI values are close to the recommended values, the model is still worth continuing. This means that the model is quite fit and suitable for use. By default, AMOS will convert the entered raw data as input data files, into a covariance matrix. A covariance matrix is a type of matrix that is used as an input to perform SEM analysis that aims to test the theory. Likewise, to determine the estimated recommended model.

IV. Result and Discussion

4.1 Research Results

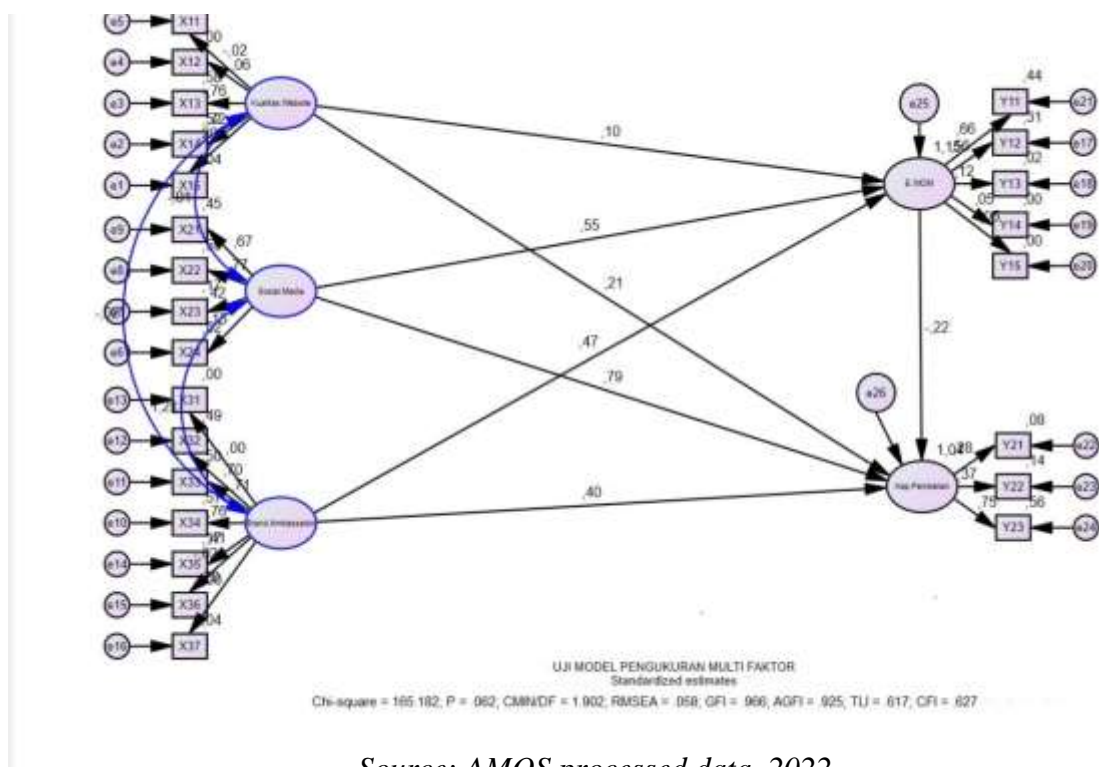
a. Structural Equation Modeling (SEM)

Test Analysis Structural Equation Modelling or SEM is a combination of factor analysis and regression analysis that aims to test the relationship between variables in a research model. In testing the SEM model, it is divided into 2 (two) main parts, namely testing the validity of the measurement model and testing the validity of the structural model. In this study, AMOS 24.0 software was used to conduct SEM testing.

b. Measurement Test

The measurement model is part of SEM modeling which consists of a latent variable (construct) and several manifest variables (indicators) that support the strengthening of the latent variable. The purpose of this test is to find out how precisely the indicators describe the existing latent variables. Testing the validity of measurement models, in general, using Confirmatory Factor Analysis (confirmatory factor analysis).

The measurement test is carried out to test whether the indicators used in the study are able to explain the existence of the construct variables it represents. The test will be carried out by looking at the validity and reliability of each indicator variable used, then it will be tested whether the model developed in the study matches the data as a whole (goodness of fit test). The following are the full model results from research using SEM shown in Figure 4.5:



Source: AMOS processed data, 2022

Figure 1. Full Model Research

From the results of the CFA analysis for the full model in Figure 1, it has a goodness of fit Chi-Square value greater than the chi-square table, profitability greater than 0.05, CMIN/DF value, RMSEA, AGFI, and GFI have met the recommended values. And the value of CFI and TLI is marginal, but still qualifies.

c. Goodness-of-Fit

Test Goodness of Fit describes how well or fit a series of observations match the model. The measure of goodness of fit usually summarizes the difference between the observed value and the expected value of the model used.

The following are the results of the model alignment test (goodness-of-fit tests) in table 1 as follows:

Table 2. Goodness of Fit Measurement models

Source: AMOS processed data, 2022

| Index | Result | Critical Value | Model Evaluation |
|-------------|---------|----------------|------------------|
| Chi-square | 165.182 | Small | Marginal |
| Probability | 0.062 | ≥ 0.05 | Good fit |
| CMIN/ DF | 1.902 | ≤ 2.00 | Good fit |
| RMSEA | 0.058 | ≤ 0.08 | Poor fit |
| GFI | 0.966 | ≥ 0.90 | Good fit |
| AGFI | 0.925 | ≥ 0.90 | Good fit |
| TLI | 0.617 | ≥ 0.95 | Marginal |
| CFI | 0.627 | ≥ 0.95 | Marginal |

By looking at the models in Table 1 above, we can conclude that the research measurement model is still relatively fit. According to the opinion (Hair, Anderson, Tathan, 2010) that the use of 4 to 5 goodness of fit criteria is considered sufficient to assess the feasibility of a model, provided that each criterion of the goodness of fit i.e. absolute fit indices, incremental fit indices, and parsimony fit indices is represented, Therefore, the research on the goodness fit structural model above can be said that the model is a fit model.

d. Hypothesis Testing

After the stages of testing the suitability of the model and the normality of the data are carried out, the next step is testing the hypothesis of the proposed research. This hypothesis testing is based on the processing of research data using SEM analysis, by analyzing the regression values displayed in the table. (Regression Weights Analysis of Structural Equation Modeling). Testing this hypothesis is to use the Probability (P Value) value of the data process, compared to the statistical limit hinted at, which is below 0.05 for the P-Value value.

To test the hypothesis regarding causality developed in this research model, it is necessary to test the null hypothesis which states that the regression coefficient between relationships is equal to zero through the t-test commonly used in regression models. In the output of SEM, this causality test is performed by reading the CR (Critical Ratio) value identical to the t-test. While the value listed in the significance column indicates the degree of significance between the variables in the model.

The relationship between variables with a significance level below 0.05 indicates that the relationship is a significant relationship. In this study, 2 (two) hypotheses were proposed, the next discussion of the results of hypothesis testing was as follows:

Table 3. Regression Weights: (Group number 1 - Default model)

| | | | Estimate | S.E. | C.R. | P | Label |
|---------------------|------|-------------------------|----------|------|-------|------|--------|
| E.WOM | <--- | Website Quality | ,285 | ,273 | 2,043 | ,027 | par_20 |
| E.WOM | <--- | <i>Social Media</i> | ,799 | ,882 | 2,040 | ,041 | par_21 |
| E.WOM | <--- | <i>Brand Ambassador</i> | ,325 | ,084 | 3,864 | *** | par_22 |
| Purchasing Decision | <--- | Website Quality | ,415 | ,265 | 2,431 | ,006 | par_23 |
| Purchasing Decision | <--- | <i>Social Media</i> | ,213 | ,218 | 3,437 | ,011 | par_24 |
| Purchasing Decision | <--- | <i>Brand Ambassador</i> | ,314 | ,873 | 2,506 | ,052 | par_25 |
| Purchasing Decision | <--- | E-WOM | ,432 | ,088 | 2,641 | ,001 | par_26 |

Source: AMOS processed data, 2022

Table 4. Hypothesis Testing Results

| Influence | | | t hitung | P Value | Conclusion |
|---------------------|---|-------------------------|----------|---------|--------------|
| E.WOM | → | Website Quality | 2,043 | ,027 | Significance |
| E.WOM | → | <i>Social Media</i> | 2,040 | ,041 | Significance |
| E.WOM | → | <i>Brand Ambassador</i> | 3,864 | *** | Significance |
| Purchasing Decision | → | Website Quality | 2,431 | ,006 | Significance |

| | | | | | |
|---------------------|---|-------------------------|-------|------|---------------|
| Purchasing Decision | → | <i>Social Media</i> | 3,437 | ,011 | Significance |
| Purchasing Decision | → | <i>Brand Ambassador</i> | 2,506 | ,052 | Insignificant |

Source: AMOS processed data, 2022

Based on the table above, the following conclusions were obtained:

1. The value of t counting Website Quality to E-WOM is 2,043 and the Sig value. As much as 0.027, because the Sig value is smaller than α (0.05), meaning that Website Quality has a positive and significant influence on E-WOM.
2. The value of t counting Social Media against E-WOM is 2,040 and the value of Sig. As much as 0.041, because the Sig value is less than α (0.05), meaning that Social Media has a positive and significant influence on E-WOM.
3. The brand ambassador's calculated t value to E-WOM is 3,864 and the Sig value. As much as 0.000, because the Sig value is smaller than α (0.05), it means that the Brand Ambassador has a positive and significant influence on E-WOM.
4. The value of t counting Website Quality to Purchasing Decision is 2,431 and the value of Sig. As much as 0.006, because the Sig value is smaller than α (0.05), meaning that website quality has a positive and significant influence on purchasing decisions.
5. The value of social media count t to the Purchase Decision is 3,437 and the Sig value. By 0.011, because the Sig value is smaller than α (0.05), it means that Social Media has a positive and significant influence on purchasing decisions.
6. The Brand Ambassador's calculated t value to the Purchase Decision is 2,506 and the Sig value. By 0.052, because the Sig value is smaller than α (0.05), meaning that the Brand Ambassador has a positive and insignificant influence on the Purchasing Decision.

4.2 Discussion

From the results of data processing using AMOS 24 in this study, the managerial implications that can be shown in the role of each manifest variable (indicator) on its involvement in each latent variable in this study can be concluded as follows:

1. The influence of Website Quality directly has a positive and significant effect on E-WOM. The results of this study are relevant to research conducted by (Cahyani and Kuswati 2021) which states that the quality of the website has a positive and significant effect on E-WOM on Shopee user students at Muhammadiyah University of Surakarta. Likewise, the results of research conducted by (Rafulia et al. 2017) with the results of the study stated that the quality of the website has a positive and significant effect on the word of mouth from the online fashion ZALORA in Surabaya.
2. The influence of Social Media directly has a positive and significant effect on E-WOM. The results of this study are relevant to the research conducted by (Made et al. 2021) which states that Social Media marketing has a positive effect on E-WOM at the Givanda Store Denpasar.
3. The influence of Brand Ambassadors directly has a positive and significant effect on E-WOM. From the results of the descriptive analysis, it can show that the Brand Ambassador is a factor that is considered good and approved by respondents in conducting E-WOM.
4. The influence of Website Quality directly affects positive and significant purchase decisions. The results of this study are relevant to research conducted by (Solihin and Zuhdi 2021) which states that website quality variables have a positive and significant

effect on the purchasing decisions of online shop consumers at Eigerindostore.com. The results of this study also corroborate previous research conducted by (Ar-rouf, Rachma, and Mustapita 2021) which stated that website quality variables affect online purchase decisions on the Shopee application.

5. The influence of Social Media directly has a positive and significant effect on Purchasing Decisions. The results of this study are relevant to research conducted by (Angelyn and Sukardi Kodrat 2021) which states that the Social Media marketing director has a positive and significant effect on Purchasing Decisions at the Bakery Haroo Table online store in Surabaya. Also in line with the research conducted by (Praditasetyo and Saputri 2021) whose research results state that the Social Media marketing director has a positive and significant effect on Online Purchase Decisions on Shopee Indonesia.
6. The influence of Brand Ambassadors directly has a positive and insignificant effect on Purchasing Decisions. The results of this study are relevant to research conducted by (Faradasya and Trianasari 2021) which states that Brand Ambassadors have no influence on purchasing decisions on Shopee e-commerce. In contrast to the research conducted by (Osak and Pasharibu 2020) where the results of the study stated that Brand Ambassadors have a positive and significant effect on online purchasing decisions. Likewise with the research conducted by (Brestilliani 2020) results that state brand ambassadors have a positive and significant effect on online purchase decisions in the Shopee marketplace. Even research conducted by (Amin, Rafiqah, and Yanti 2021) states that Brand Ambassadors have no effect and are not significant to purchasing decisions. From the results of the descriptive analysis, it can show that the Brand Ambassador is one of the factors that is good and approved by respondents and influential in making purchasing decisions, but the results of the study show the opposite. This may be due to the characteristics of respondents aged 26-35 years, at which age consumers no longer attach importance to who promotes the product but rather attach importance to quality.
7. The influence of E-WOM directly has a positive and significant effect on Purchasing Decisions. The results of this study are relevant to research conducted by (Ruhamak and Rahmadi 2019) which states that E-WOM has a positive and significant effect on Purchasing Decisions at the Fajar English Course Pare Kediri course institution. Likewise, the results (Djimantoro and Gunawan 2020) state that E-WOM has a positive and significant effect on purchasing decisions at the Ayam Geprek restaurant. The results of this study and strengthened by several journals with the same relevant results shows that the higher the tendency of people to do E-WOM, the higher the possibility of making a purchase decision. This is due to the trust in the information that has been provided through social media.
8. The effect of Website Quality indirectly has a positive and significant effect through E-WOM on Purchasing Decisions. From the results of the descriptive analysis, it can show that the quality of the website is a factor that is considered good and approved by respondents in making a purchase decision through E-WOM.
9. The influence of Social Media does not directly have a positive and significant effect through E-WOM on Purchasing Decisions. From the results of descriptive analysis, it can show that Social Media is a factor that is considered good and approved by respondents in making a purchase decision through E-WOM.
10. The influence of Brand Ambassadors indirectly has a positive and insignificant effect through E-WOM on Purchasing Decisions. From the results of the descriptive analysis,

it can show that the Brand Ambassador is a factor that is considered good and approved by respondents in making a purchase decision through E-WOM

V. Conclusion

The conclusions of this study are as follows:

1. The quality of the website has a significant positive effect on E-WOM in the online purchase process at Shopee by residents of Citra Indah City Jonggol housing. The quality of the website will affect the E-WOM of online purchases at Shopee made by residents of Citra Indah City Jonggol housing. This means that the better the quality of the Shopee Website will increase the E-WOM carried out by customers, especially for residents of Citra Indah City Jonggol housing.
2. Social Media has a significant positive effect on E-WOM in online purchases at Shopee by residents of Citra Indah City Jonggol housing. Social Media will affect E-WOM in the online purchase process at Shopee carried out by residents of Citra Indah City Jonggol housing. This means that more and more frequent marketing through Social Media will increase E-WOM carried out by customers, especially for residents of Citra Indah City Jonggol housing.
3. Brand Ambassador has a significant positive effect on E-WOM in online purchases at Shopee by residents of Citra Indah City Jonggol housing estate. Brand Ambassadors will influence E-WOM in the online purchase process at Shopee carried out by residents of Citra Indah City Jonggol housing estate. This means that the better the selection of Brand Ambassadors carried out by shopee companies, will increase the E-WOM carried out by customers, especially for residents of Citra Indah City Jonggol housing.
4. The quality of the website has a significant positive effect on purchasing decisions in the online purchase process at shopee by residents of Citra Indah City Jonggol housing. The quality of the website will influence online purchase decisions at shopee made by residents of Citra Indah City Jonggol housing estate. This means that the better the quality of the shopee website will increase purchase decisions made by customers, especially for residents of Citra Indah City Jonggol housing.
5. Social Media has a significant positive effect on purchasing decisions in the online purchase process at Shopee by residents of Citra Indah City Jonggol housing. Social Media will influence online purchase decisions at Shopee made by residents of Citra Indah City Jonggol housing estate. This means that more frequent marketing through Social Media will increase purchasing decisions made by customers, especially for residents of Citra Indah City Jonggol housing.
6. Brand Ambassador has an insignificant effect on purchasing decisions in the online purchase process at Shopee by residents of Citra Indah City Jonggol housing. Brand Ambassador does not influence online decisions at Shopee made by residents of Citra Indah City Jonggol housing estate. This means that the better the selection of Brand Ambassadors made by Shopee companies, it will not increase the purchase decisions made by customers, especially for residents of Citra Indah City Jonggol housing.
7. E-WOM has a significant positive effect on purchasing decisions in the online purchase process at Shopee by residents of Citra Indah City Jonggol housing. E-WOM will influence online purchase decisions at Shopee made by residents of Citra Indah City Jonggol housing estate. This means that the more E-WOM is done, it will increase the purchase decisions made by customers, especially in the residents of Citra Indah City Jonggol housing.

8. Website Quality indirectly has a positive and significant effect through E-WOM on online purchasing decisions at Shopee by residents of Citra Indah City Jonggol housing. The quality of the website will influence online purchase decisions at shopee through E-WOM conducted by residents of Citra Indah City Jonggol housing estate. This means that the better the quality of the shopee website, it will increase customers to do E-WOM and will increase purchase decisions made by customers, especially in citra Indah City Jonggol residential residents. The influence of Social Media does not immediately have a positive and significant effect through E-WOM on online Purchasing Decisions at Shopee by residents of Citra Indah City Jonggol housing. Social Media will influence online purchase decisions at shopee through E-WOM carried out by residents of Citra Indah City Jonggol housing estate. This means that the better the marketing done by Shopee through Social Media, it will increase customers to do E-WOM and will increase purchase decisions made by customers, especially for residents of Citra Indah City Jonggol housing.
9. The influence of the Brand Ambassador indirectly has a positive and insignificant effect through E-WOM on online purchasing decisions at Shopee by residents of Citra Indah City Jonggol housing. The Brand Ambassador does not influence online purchase decisions at shopee through E-WOM carried out by residents of Citra Indah City Jonggol housing estate. This means that Shopee's Brand Ambassador currently has not had a positive effect on Shopee's online purchase decisions, although it has a positive effect on E-WOM.
10. The influence of the Brand Ambassador indirectly has a positive and insignificant effect through E-WOM on online purchasing decisions at Shopee by residents of Citra Indah City Jonggol housing. The Brand Ambassador does not influence online purchase decisions at shopee through E-WOM carried out by residents of Citra Indah City Jonggol housing estate. This means that Shopee's Brand Ambassador currently has not had a positive effect on Shopee's online purchase decisions, although it has a positive effect on E-WOM.

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