



The Influence of Digital Marketing and Online Customer Reviews Through Brand Image on Purchasing Decisions

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Abstract. Tokopedia is the e-commerce platform that will be covered in this study. This study aims to determine the ways in which digital marketing and brand image impact consumer decisions while making purchases (case study on tokopedia users). Questionnaires or sheets of questions are distributed to respondents in order to obtain the primary data needed in the data collection approach. The SMART Partial Least Squares version 4 software is used in the data processing procedure. Path analysis is the data analysis technique employed. The findings indicate that: (1) internet reviews by customers do not significantly influence decisions to buy; (2) digital marketing greatly influences purchasing decisions; (3) digital marketing significantly influences brand image; (4) online customer reviews significantly influence brand image; and (5) brand image significantly influences purchasing decisions. Digital marketing (see point 6) and online customer reviews (see point 7) have a big influence on brand image-based purchasing decisions.

Keywords: Digital Marketing, Online Customer Reviews, Brand Image

1. Introduction

1.1 Research Background

With a special emphasis on Tokopedia users, the study explores the Internet of Things' (IoT) explosive growth and impact on Indonesia's e-commerce scene. Consumer behavior has changed dramatically as a result of the growing e-commerce industry and the expanding internet [1]. In 2024, Indonesia will have 221.0 million internet users, or 59.3% of the world's total, and rank fourth in terms of monthly online shoppers [2]. This demonstrates how the internet helps to make online buying and e-commerce transactions possible.

According to definitions provided by [3] and [4], e-commerce is the practice of conducting business using computer networks and the internet while providing both physical and digital goods. In Indonesia, Tokopedia, Shopee, Lazada, Bukalapak, and Blibli are the primary e-commerce platforms. As of 2022, Tokopedia has the most website visitors [5]. The research highlights the significant impact that digital Digital marketing (see point 6) and online customer reviews (see point 7) have a big influence on brand image-based purchasing decisions.

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Online advertising, social media, and content marketing are examples of digital marketing methods that are essential for raising brand awareness and influencing consumer decisions [6], [7]. Consumers' shopping decisions are increasingly influenced by online customer reviews, which they highly rely on [8]. Additionally, Tokopedia's marketing strategy places a strong emphasis on brand image because it has a substantial impact on consumer perceptions and decision-making, as outlined by [9].

This study is interesting since it looks at how brand image, digital marketing, and online customer reviews interact to affect consumers' decisions to buy products on Tokopedia. The study's objective is to look into how these factors impact consumer behavior, with a focus on how online reviews increase consumer trust, which in turn affects Tokopedia's ability to compete in the market. Gaining an understanding of these variables can help determine how well Tokopedia's digital marketing strategies are working to attract and grow its user base.

1.2 Research Objectives

This study looks into a number of important variables that affect Tokopedia consumers' decisions to buy. First and foremost, it looks to ascertain how digital marketing influences consumers' decisions to buy as well as how online customer reviews influence those decisions. The study also intends to investigate the effects of online consumer reviews and digital marketing on Tokopedia's brand image. Additionally, the study will evaluate the connection between brand perception and consumer choices. Finally, the study aims to investigate how brand image mediates the impact of online customer reviews and digital marketing on Tokopedia users' purchasing decisions.

2. Literature Review

2.1 Marketing Theory

The goal of marketing is to satisfy human needs and aspirations through transactions [10]. It distinguishes marketing from selling by concentrating on recognizing and profitably satisfying these demands. The marketing concept, which first appeared in the middle of the 1950s, emphasizes that addressing target market needs more successfully than rivals is the key to organizational success[10].

Another way to think about marketing is as a thorough process that includes product development, price, promotion, and delivery in order to satisfy consumer demand [11]. Competition, technology, social and cultural influences, economic conditions, and demographics all have an impact on this process. To enable transactions and accomplish corporate objectives, cooperation with intermediaries is necessary[12]. Marketing relies heavily on communication, and corporations frequently use brand ambassadors to help them promote their products by taking advantage of their strong

public perception and enormous followings. For businesses to reach potential customers and overcome sales obstacles, effective communication tactics are crucial.

2.2 Digital Marketing

The term "digital marketing" describes the use of digital technologies, like the internet and electronic communication, for product promotion and sales, customer preference development, and customer retention [13]. Digital marketing's job is to draw customers in by fusing technological and conventional forms of communication. Digital marketing has a favorable impact on customer purchase decisions, brand image, and overall sales performance, according to recent research [14] and [15]. Businesses can engage with customers directly through digital marketing, forging closer bonds and producing individualized experiences [16], [17].

These metrics assist businesses in maximizing their online presence to foster more fruitful and productive client relationships, which eventually spurs expansion and success.

2.3 Online Customer Review

Online customer reviews are statements made by consumers following their use of a good or service, and they can be found on a variety of websites, including forums, social media, and e-commerce sites [18]; [19]. These reviews, which can take the kind of remarks, ratings, or testimonies, offer prospective customers insightful information about the caliber and dependability of goods and services [20]. Since online reviews act as a type of electronic word-of-mouth and have the power to affect consumer trust and brand reputation, they are crucial in influencing consumer purchasing decisions [8]. Studies have indicated that consumer reviews posted online have a big influence on what people decide to buy on sites like Shopee and Tokopedia [21].

The usefulness of the information offered, the reviewers' reputation and level of experience, and the reviews' timeliness are some of the variables that affect how effective online customer reviews are [22]. Online customer reviews can be measured in a number of ways, such as awareness, frequency of use, product comparison, and the overall influence these evaluations have on consumers' purchasing decisions [23].

2.4 Brand Image

Brand image is a term used to describe how consumers perceive a brand, including its physical attributes, values, personality, and associations created via interactions with the company [24]. A positive brand image can increase consumer loyalty and has a significant impact on purchase decisions [25]. [26] claims that brand image is based on consumer perceptions and beliefs, which are frequently triggered by slogans or other brand-related cues. These connections affect how consumers view the brand, particularly if they have firsthand experience with the product. Building a good brand

image requires uniqueness, consistency in brand communication, and providing added value [24]. Long-term business value, brand preference, and consumer loyalty are all increased by a good brand image.

Strength, favorability, and distinctiveness of brand linkages are factors that impact brand image[27]. Stronger brand loyalty, increased likelihood of purchase, and improved company reputation are just a few advantages that come from having a positive brand image [28]. Beyond the product itself, a strong brand image can influence market entry, add value to the product, and act as a strategic corporate asset [29].Indicators of brand image, such as personality, attitude, and brand identity, are crucial in influencing consumer opinion and setting a company apart from rivals[30].

2.5 Purchase Decision

Making a purchase is the last step in a decision-making process that involves choosing a desired good or service from a range of options. [31] states that a variety of elements, including situational conditions, attitudes, and personal preferences, play a role in purchasing decisions. Customers may move through several phases, such as recognizing a problem, obtaining data, assessing their options, buying something, and acting on the information they have obtained [32]. This procedure emphasizes how consumers analyze things to meet their demands, which is a problem-solving aspect of purchase decisions [33].Additional phases, including the post-purchase assessment, improve customer satisfaction and repurchase propensity.

According to [34], a number of factors, including cultural, social, personal, and psychological ones, affect how consumers behave when making purchases. Peer, family, and society roles are among the social and cultural factors that influence consumer behavior. Aside from psychological factors like motivation, perception, and attitudes, other important factors include personal traits like age, lifestyle, and economic standing. In addition to these characteristics, situational considerations like pricing, promotion, and brand loyalty also affect consumer decision-making. Product selection, brand preference, and payment options are examples of indicators of purchasing decisions that show how customers engage with different market offerings [35].

3. Methodology

3.1 Conceptual Framework

With a focus on Tokopedia users as a case study, this study attempts to investigate how online customer evaluations and digital marketing affect consumers' decisions to buy. The objective of The conceptual basis of this study is to determine how the intervening variable, through the independent variable, affects the independent variable both directly and indirectly. With brand image acting as an intervening variable, this paradigm will offer a deeper understanding of the elements influencing

consumer decisions in Tokopedia users. The following diagram displays the study's conceptual framework:

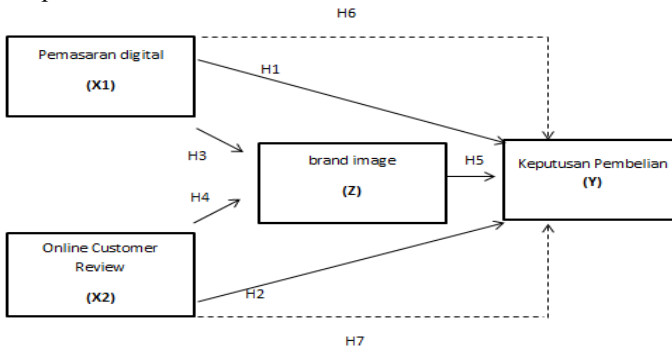


Figure 1. Conceptual Framework

3.2 Hypothesis

Hypotheses are very tentative responses to questions about which the truth must be discovered. The hypothesis is put up in a provisional manner since the accusations made are solely predicated on the relevant theory and do not yet make reference to the original evidence that researchers gather [36]. The following are the study's hypotheses:

- H₁ = Digital marketing has a big impact on Tokopedia customers' purchasing decisions.
- H₂ = Online customer reviews have a big impact on Tokopedia customers' purchasing decisions.
- H₃ = Digital marketing has a big influence on how Tokopedia users view brands.
- H₄ = Online customer reviews have a significant impact on how Tokopedia customers evaluate brands.
- H₅ = For Tokopedia consumers, brand image has a big impact on their purchase decisions.
- H₆ = Digital marketing has a big impact on Tokopedia consumers' brand image and purchase decisions.
- H₇ = Through brand image, online customer reviews significantly influence Tokopedia customers' purchasing decisions.

3.3 Research Method

Using a quantitative approach, this study gathers primary data using online questionnaires from Tokopedia users, namely master's students at the Business and Economics Faculty. The main goal of the study is to look into the impacts of digital marketing (X1), online customer reviews (X2), and brand image (Z) on purchasing decisions (Y). The study is classified as associative research since it aims to determine the relationship between these variables (Sugiyono, 2014). In the span of a month, the study was carried out at Hasanuddin University's Master of the Faculty of Economics and Business.

297 master's students from three different departments throughout the 2022–2023 academic year make up the study's population. Purposive sampling was used to select 170 respondents based on predetermined criteria, such as being enrolled in classes during the designated time frame (Sugiyono, 2014). A systematic questionnaire with a A Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree," was used to collect the data. These questionnaires provided the primary data, and literature research and other pertinent sources provided the secondary data (Sujarweni, 2014).

Descriptive analysis was used to examine the data in order to ascertain the general answers of the respondents. Partial Least Square (PLS) with the SmartPLS application was utilized to evaluate the correlations between the variables for the structural model. Tests like composite reliability, The validity and reliability of the measurement model were assessed using convergent and discriminant validity (Ghozali & Latan, 2014). The R-square value was used to evaluate the structural model's correctness, and bootstrapping was used to test hypotheses and determine the statistical significance of the correlations between the variables.

4. Result

4.1 Respondent Characteristics

This study surveyed 170 respondents from postgraduate programs at Hasanuddin University. The respondents' demographics were analyzed based on gender, academic major, generation, age, length of time as Tokopedia users, and purchase frequency.

Gender

Table 1. Characteristics of Respondents Based on Gender

Gender	Number (Person)	Percentage (%)
Male	62	36.5%
Female	108	63.5%
Total	170	100%

Source: Primary Data Processed, 2024

Tokopedia is primarily used by female users, as evidenced by the fact that 63.5% of respondents were female and 36.5% were male.

Academic Major

Table 2. Characteristics of Respondents Based on Major

Major	Number (Person)	Percentage (%)
Management Science	27	15.9%
Accounting	103	60.6%
Regional Financial Management	40	23.5%
Total	170	100 %

Source: Primary Data Processed, 2024

Most respondents were from accounting (60.6%), followed by Regional Financial Management (23.5%), and Management Science (15.9%).

Generation

Table 3. Characteristics of Respondents Based on Generation

Generation	Number (Person)	Percentage (%)
2022	25	14.7%
2023	145	85.3%
Total	170	100%

Source: Primary Data Processed, 2024

Most respondents (85.3%) were from the 2023 academic cohort, while 14.7% were from 2022.

Age

Table 4. Respondent Characteristics Based on Age

Age	Number (People)	Percentage (%)
21 - 25 Years	100	58.8%
26 - 30 Years	70	41,1%
31 - 45 Years	0	0
Total	170	100%

Source: Primary Data Processed, 2024

Table 4 indicates that 100 respondents, or 58.8%, are Tokopedia e-commerce users between the ages of 21 and 25. Respondents between the ages of 26 and 30 make up 69 respondents, or 40.6%, and those between the ages of 31 and 45 make up 0% of the total. This indicates that the majority of Tokopedia E-commerce consumers are young adults between the ages of 21 and 25.

Length of Time as Users

Table 5. Characteristics of Respondents Based on Length of Time as A User

Length of Time as A User	Number (People)	Percentage (%)
<3 Months	55	32.3%
3-6 Months	57	33.5%
6-12 Months	20	11.8%
>12 Months	38	22.4%
Total	170	100%

Source: Primary Data Processed, 2024

According to Table 5, 55 individuals (32.3%) have been Tokopedia e-commerce users for less than three months, 57 individuals (33.5%) have been users for three to six months, 20 individuals (11.8%) have been users for six to twelve months, and 38 individuals (22.4%) have been Tokopedia e-commerce users for more than twelve months. This shows that the majority of Tokopedia e-commerce users have been users for 3-6 months, namely 57 people (33.5%).

Purchase Frequency

Table 6. Characteristics of Respondents Based on Frequency of Purchase

Purchase Frequency	Number (Person)	Percentage(%)
1-3 times	89	52.4%
4-6 times	53	31.2%
6-9 times	16	9.4%
>9 times	12	7.1%
Total	170	100%

Source: Primary Data Processed, 2024

According to Table 6, 89 individuals (52.4%) have made purchases one to three times, 53 individuals (31.2%) have made purchases four to six times, 16 individuals (9.2%) have made purchases six to nine times, and 12 individuals (7.1%) have made purchases more than nine times. This indicates that the frequency of purchases—four to six times—continues to dominate the bulk of Tokopedia e-commerce consumers.

4.2 Description of Research Variables

Digital Marketing (X_1)

Tokopedia's digital marketing initiatives were well regarded by respondents (mean score = 3.99). With a score of 4.08, "Tokopedia uses a chatbot to provide customer support" was the indicator with the highest rating.

Online Customer Reviews (X_2)

Online customer reviews had an average score of 3.98, with "Has a good reputation in the eyes of consumers" receiving the highest rating (mean score = 4.05).

Brand Image (Z)

The brand image of Tokopedia received an average score of 4.11, which is very high. "Tokopedia often offers free shipping for certain minimum purchases" was the item with the highest rating (mean score = 4.14).

Purchase Decision (Y)

With an average score of 4.11, the purchasing decision variable received an extremely high rating. The statements "I will provide information that Tokopedia can be accessed 24/7" and "I feel that the Tokopedia purchase process is very simple" received the highest ratings (mean score = 4.14).

4.3 Inferential Statistical Analysis

Outer Model Testing

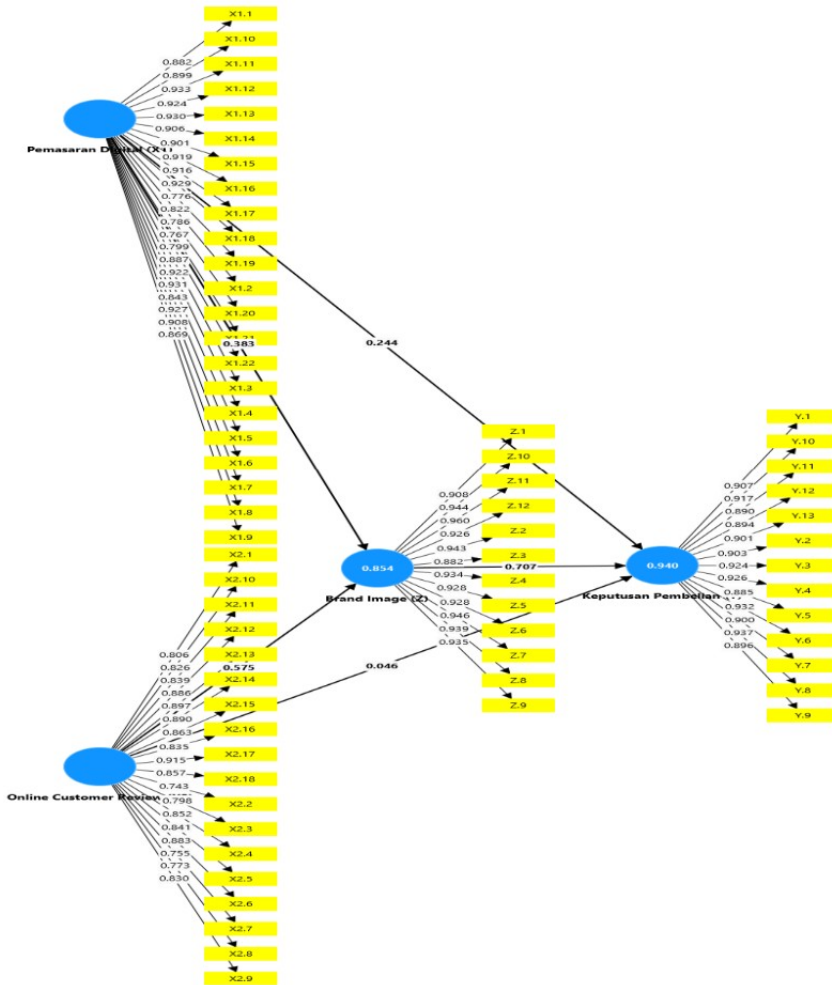


Figure 2. PLS Model Estimation Results

Convergent validity was tested, and all indicators had an outer loading value > 0.7. The average variance extracted (AVE) was above 0.5 for all variables, ensuring convergent validity.

Inner Model Testing

The R-Square values were 0.854 for brand image and 0.940 for purchase decisions, indicating that the model has a strong structural fit.

4.4 Hypothesis Testing

Direct Influence

- H₁ : Purchase decisions are positively and significantly impacted by digital marketing (t-statistic = 3.342 > t-table (1,96), p 0,000 < 0.05).
- H₂ : Online customer reviews have no discernible effect on purchase decisions (t-statistic = 0.078 > t-table (1,96), p 0,276 > 0.05).
- H₃ : Digital marketing has a favorable effect on brand image (t-statistic = 4.429 > t-table (1,96), p 0,000,000 < 0.05).
- H₄ : Online customer reviews positively affect brand image (t-statistic = 6.812 > t-table (1,96) , p 0,000 < 0.05).
- H₅ : Brand image positively affects purchasing decisions (t-statistic = 6.566 > t-table (1,96) , p 0,000 < 0.05).

Indirect Influence

- H₆ : Digital marketing positively affects purchasing decisions through brand image (t-statistic = 3.045 > t-table (1,96) , p 0,001 < 0.05).
- H₇ : Online customer reviews positively affect purchasing decisions through brand image (t-statistic = 5.784 > t-table (1,96) , p 0,000 < 0.05).

5. Discussion

The Effect of Digital Marketing on Purchasing Decisions

With a t-statistic of 3.342 and a P-value of 0.000, the research findings show that digital marketing significantly influences consumer decisions to buy. Effective digital marketing strategies, like engaging content and chatbots, create positive customer emotions that boost buy intent. These results are consistent with other research showing that digital marketing increases customer trust and brand awareness, which makes it a crucial component in shaping contemporary consumer behavior. It is recommended that businesses concentrate on online advertising and pertinent content to bolster their digital marketing campaigns and eventually influence customer purchase decisions.

The Effect of Online Customer Reviews on Purchasing Decisions

With a t-statistic of 0.078 and a P-value of 0.276, it was discovered that online customer reviews had no discernible impact on buying decisions. Even while reviews

might provide useful information, customers might give more weight to aspects like digital marketing, brand image, or firsthand experience than to online reviews. Customers may not rely solely on reviews to inform their purchases, and brand trust typically outweighs individual evaluations. According to the survey, Tokopedia should enhance user experiences by adding features like accessibility to its apps instead of depending just on online reviews to sway users' decisions.

The Effect of Digital Marketing on Brand Image

A t-statistic of 4.429 and a P-value of 0.000 indicate that digital marketing considerably enhances brand image. Digital marketing efforts, such as engaging content and eye-catching web design, create a strong, favorable brand image that increases consumer trust and loyalty. Digital marketing is essential for developing and preserving a positive brand image for Tokopedia since appealing digital platforms and consistent branding improve consumers' opinions of the company. The research highlights the significance of consistent investment in digital marketing as a means of fortifying brand identification.

Online Customer Reviews' Impact on Brand Image

With a t-statistic of 6.812 and a P-value of 0.000, it was discovered that online customer reviews considerably improved brand image. Reviews from customers are a crucial role in influencing consumers' perceptions of a company, since they serve as a source of legitimacy and trust. Good online reviews help Tokopedia's brand image by offering insightful information to prospective clients, according to the study. This emphasizes how crucial it is to manage online customer reviews in order to preserve a positive brand image because reviews are a vital source of data that customers use to gauge a company's reputation.

Brand Image's Impact on Purchase Decisions

Brand image has a significant impact on purchasing decisions, as shown by the t-statistic of 6.566 and P-value of 0.000. Strong, positive brand image increases purchase intent by bolstering consumer confidence and trust. Customers choose brands they believe to be trustworthy more frequently, which lowers the perceived risk of making a purchase. The results imply that Tokopedia has been successful in influencing consumer decisions as a result of its persistent efforts to enhance its brand image through tactics like free shipping promotions. Retaining customer loyalty and promoting repeat business depend on maintaining a strong brand image.

The Effect of Digital Marketing on Purchasing Decisions Through Brand Image

The study indicates that, with a P-value of 0.001, brand image is a favorable factor via which digital marketing influences purchasing decisions. By acting as a mediator, brand image demonstrates how successful digital marketing tactics not only directly affect consumer choices but also enhance brand perception, which in turn promotes

sales. Tokopedia's emphasis on digital marketing strategies, like social media campaigns and tailored content, helps create a favorable brand image, which increases customer trust and purchase intent. The study highlights how important it is to maximize purchase outcomes by incorporating brand image into digital marketing strategy.

The Effect of Online Customer Reviews on Purchasing Decisions Through Brand Image

With a P-value of 0.000, online customer reviews also have a considerable impact on purchasing decisions through brand image. Positive reviews help to build a positive brand image, which in turn affects consumers' inclination to buy. The utilization of reviews as a key marketing tactic improves brand perception, which in turn affects consumer behavior. According to the study, Tokopedia ought to concentrate on monitoring online reviews and actively addressing client comments, since these reviews can significantly affect the company's reputation and, in turn, the judgments that customers make about what to buy.

6. Conclusion

According to the study, digital marketing and brand image have a big influence on Tokopedia users' purchase decisions, particularly for postgraduate students at the Faculty of Economics and Business. Because it increases its influence on purchasing decisions, digital marketing has a notable impact on improving brand image. Although they improve a brand's reputation, online customer reviews have little direct influence on consumers' purchasing decisions. Nonetheless, brand image acts as a mediator between the influence of digital marketing and online customer reviews on purchase decisions, suggesting that a strong brand image enhances the overall impact of marketing strategies on consumer behavior.

Tokopedia is advised to concentrate on enhancing transaction features, application performance, and product quality in order to improve user experience and boost customer confidence. The study contends that while maintaining good product quality fosters a stronger brand image, streamlining transactions and guaranteeing quick and responsive app access can increase favorable ratings. Furthermore, Tokopedia ought to foster an atmosphere that encourages users to refer others to the platform, since word-of-mouth marketing and customer involvement can be further enhanced via recommendations. Future studies should examine additional factors including cost, brand ambassadors, and brand trust in order to give a more thorough knowledge of purchasing decisions.

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