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The Influence of Digital Marketing and Electronic Word of Mouth on Consumer Purchase Decisions among MSMEs: An IBM SPSS Statistics Analysis

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ABSTRACT

This study aims to examine the influence of Digital Marketing and Electronic Word of Mouth (eWOM) on consumer purchase decisions among Micro, Small, and Medium Enterprises (MSMEs). A quantitative research approach was employed using a survey of 220 consumers who had purchased MSME products through digital platforms within the previous six months. The data were analyzed using IBM SPSS Statistics 27, including validity, reliability, normality, multicollinearity, multiple linear regression, t-test, F-test, and coefficient of determination analyses. The findings indicate that all research instruments were valid and reliable and satisfied the classical assumption tests. Multiple regression analysis revealed that Digital Marketing had a positive and significant effect on purchase decisions ($\beta = 0.418$, $p < 0.001$), while Electronic Word of Mouth also exerted a positive and significant influence ($\beta = 0.352$, $p < 0.001$). Simultaneously, both variables significantly affected consumer purchase decisions ($F = 137.81$, $p < 0.001$). The coefficient of determination ($R^2 = 0.559$) indicates that Digital Marketing and eWOM jointly explain 55.9% of the variance in purchase decisions, whereas the remaining 44.1% is attributable to other factors outside the research model. The findings confirm that Digital Marketing is the dominant determinant of consumer purchasing decisions, while eWOM strengthens consumer confidence through online reviews and recommendations. This study implies that MSMEs should integrate digital marketing strategies with effective online customer engagement to enhance competitiveness, customer loyalty, and long-term business sustainability in the digital economy.

Keywords: Digital Marketing, Electronic Word of Mouth, Purchase Decision, MSMEs, IBM SPSS Statistics.

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh Digital Marketing dan Electronic Word of Mouth (eWOM) terhadap keputusan pembelian konsumen pada Usaha Mikro, Kecil, dan Menengah (UMKM). Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 220 konsumen yang pernah membeli produk UMKM melalui platform digital dalam enam bulan terakhir. Data dianalisis menggunakan IBM SPSS Statistics 27 melalui uji validitas, reliabilitas, normalitas, multikolinearitas, regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa seluruh instrumen penelitian valid dan reliabel, serta memenuhi

asumsi klasik. Analisis regresi menunjukkan bahwa Digital Marketing berpengaruh positif dan signifikan terhadap keputusan pembelian ($\beta = 0,418$; $p < 0,001$), demikian pula Electronic Word of Mouth ($\beta = 0,352$; $p < 0,001$). Secara simultan, kedua variabel berpengaruh signifikan terhadap keputusan pembelian ($F = 137,81$; $p < 0,001$) dengan nilai koefisien determinasi (R^2) sebesar 0,559, yang menunjukkan bahwa 55,9% variasi keputusan pembelian dijelaskan oleh Digital Marketing dan eWOM, sedangkan sisanya dipengaruhi faktor lain. Temuan ini menegaskan bahwa Digital Marketing merupakan faktor dominan dalam meningkatkan keputusan pembelian, sementara eWOM memperkuat kepercayaan konsumen melalui ulasan dan rekomendasi daring. Penelitian ini memberikan implikasi bahwa UMKM perlu mengintegrasikan strategi pemasaran digital dengan pengelolaan komunikasi pelanggan secara daring untuk meningkatkan daya saing, loyalitas pelanggan, dan keberlanjutan usaha di era ekonomi digital.

Kata kunci: Digital Marketing, Electronic Word of Mouth, Keputusan Pembelian, UMKM, IBM SPSS.



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A.INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the global business environment, shifting marketing practices from conventional approaches toward digitally integrated strategies that emphasize interactivity, personalization, and data-driven decision-making. Digital marketing has evolved beyond its traditional role as a promotional tool into a strategic business capability that enables organizations to establish long-term relationships with customers through social media, search engines, mobile applications, e-commerce platforms, and other digital communication channels. The widespread adoption of internet technologies and mobile devices has significantly altered consumer behavior, allowing individuals to access product information, compare alternatives, and complete purchasing transactions anytime and anywhere. Consequently, businesses are increasingly required to develop digital competencies to remain competitive within rapidly changing marketplaces. For Micro, Small, and Medium Enterprises (MSMEs), digital marketing represents a critical opportunity to expand market reach, enhance brand visibility, improve customer engagement, and strengthen competitive advantage despite limited organizational resources. Previous studies consistently demonstrate that effective digital marketing strategies positively influence customer engagement, brand awareness, and consumer purchasing behavior (Kotler et al., 2021; Chaffey & Ellis-Chadwick, 2022; Tiago & Veríssimo, 2014).

In Indonesia, the digital transformation of MSMEs has become a national economic priority due to the sector's substantial contribution to economic growth, employment generation, and poverty reduction. The Indonesian government has continuously promoted MSME digitalization through various national initiatives designed to improve technological adoption and increase participation in the digital economy. Simultaneously, post-pandemic consumer behavior has accelerated the adoption of online shopping, creating new opportunities and challenges for MSMEs seeking sustainable business growth. Digital marketing enables business owners to utilize customer analytics, personalized advertising, search engine optimization, content marketing, and social media engagement to improve consumer experiences and purchasing outcomes. These capabilities not only increase sales performance but also strengthen customer loyalty and long-term organizational competitiveness. Furthermore, international organizations emphasize that digital transformation has become an essential prerequisite for MSME resilience in increasingly competitive markets characterized by technological innovation and changing consumer expectations (OECD, 2023; World Bank, 2023; UNCTAD, 2024).

Alongside the rapid development of digital marketing, social media platforms have facilitated the emergence of Electronic Word of Mouth (eWOM), which has become one of the most influential sources of consumer information in digital marketplaces. Unlike traditional advertising, which is fully controlled by firms, eWOM originates from consumers' actual experiences and is therefore perceived as more authentic, trustworthy, and credible. Online reviews, customer ratings, testimonials, influencer recommendations, and user-generated content significantly shape consumer perceptions before purchasing decisions are made. Contemporary consumers increasingly rely on peer-generated information because it reduces uncertainty, minimizes perceived purchasing risk, and enhances confidence in product quality and organizational credibility. Consequently, positive electronic word of mouth has become a valuable intangible asset capable of reinforcing digital marketing efforts while simultaneously increasing consumer trust and purchase intention. Previous empirical studies consistently report that high-quality and credible eWOM positively affects consumer attitudes, purchase intentions, and final purchasing decisions across various digital commerce environments (Cheung & Thadani, 2012; Erkan & Evans, 2016; Ismagilova et al., 2020).

Consumer purchase decision-making represents the final stage of a complex evaluation process involving psychological, social, technological, and economic considerations. Within the context of the digital economy, purchasing decisions are no longer determined solely by product quality or pricing but are increasingly influenced by digital information accessibility, online customer experiences, brand reputation, and interactive communication across digital platforms. The Technology Acceptance Model (TAM) explains that individuals are more likely to adopt digital technologies when they perceive them as useful and easy to use, while the Information Adoption Model suggests that the credibility and quality of online information significantly determine consumer behavioral intentions. Although previous studies have independently examined the effects of digital marketing and Electronic Word of Mouth on consumer behavior, relatively limited research has investigated their simultaneous influence on purchase decisions among MSME consumers, particularly within emerging digital economies such as Indonesia. Therefore, this study aims to analyze the influence of Digital Marketing and Electronic Word of Mouth on consumer purchase decisions among MSMEs, providing both theoretical contributions to digital consumer behavior literature and practical implications for developing sustainable digital marketing strategies in increasingly competitive business environments (Davis, 1989; Venkatesh & Davis, 2000; Kotler et al., 2021).

Despite the growing recognition of digital marketing and Electronic Word of Mouth (eWOM), empirical findings regarding their relative influence on consumer purchase decisions remain inconsistent across different business contexts and industrial sectors. Some studies identify digital marketing as the dominant predictor of purchasing behavior because organizations possess direct control over promotional content, advertising campaigns, and customer engagement strategies. Conversely, other scholars argue that consumer-generated information distributed through eWOM exerts greater influence because online reviews and recommendations are perceived as more credible than firm-generated promotional messages. These differences indicate that consumer purchasing behavior is increasingly shaped by the interaction between organizational marketing strategies and peer-to-peer digital communication rather than by a single marketing instrument. Moreover, the rapid expansion of social commerce and integrated digital platforms has intensified the need for businesses to simultaneously optimize promotional effectiveness and online customer engagement. Consequently, understanding the combined effects

of Digital Marketing and eWOM has become increasingly important for developing comprehensive digital marketing strategies capable of improving organizational performance and sustaining customer relationships in highly competitive digital environments (Tuten & Solomon, 2023; Chaffey & Ellis-Chadwick, 2022; Kotler et al., 2021).

From a theoretical perspective, this study is grounded in the Technology Acceptance Model (TAM) and the Information Adoption Model (IAM), which collectively explain how consumers process digital information before making purchasing decisions. TAM proposes that individuals are more likely to adopt digital platforms when they perceive them as useful and easy to use, thereby facilitating information search, product evaluation, and online transactions. Meanwhile, the Information Adoption Model emphasizes that the credibility, relevance, and quality of information significantly influence consumer attitudes and behavioral intentions. Within digital commerce ecosystems, Digital Marketing functions as a firm-controlled communication mechanism, whereas Electronic Word of Mouth serves as an external validation process generated by consumers themselves. The integration of these theoretical perspectives provides a comprehensive framework for explaining why digital promotional activities and consumer-generated information jointly influence purchasing behavior. Therefore, investigating both variables simultaneously offers a more holistic understanding of consumer decision-making than examining each construct independently.

Although numerous studies have examined Digital Marketing and Electronic Word of Mouth, several research gaps remain evident. First, previous investigations have predominantly focused on large corporations or e-commerce marketplaces, while empirical evidence concerning MSMEs remains relatively limited. Second, many studies analyze Digital Marketing and eWOM separately, overlooking the possibility that both variables operate simultaneously in influencing purchase decisions. Third, the accelerating digital transformation of MSMEs in Indonesia requires updated empirical evidence reflecting current consumer behavior within increasingly technology-oriented business ecosystems. Addressing these gaps is essential because MSMEs represent the backbone of the Indonesian economy and face increasing pressure to enhance competitiveness through digital innovation. The present study therefore contributes to the literature by examining the simultaneous influence of Digital Marketing and Electronic Word of Mouth on consumer purchase decisions among MSMEs using multiple regression analysis. This integrated approach is

expected to enrich digital marketing theory while providing practical insights for improving business competitiveness in the digital era.

Based on these theoretical and empirical considerations, this study aims to analyze the influence of Digital Marketing and Electronic Word of Mouth on consumer purchase decisions among MSMEs using IBM SPSS Statistics 27. Specifically, the research investigates the individual and simultaneous effects of both independent variables while identifying their relative contributions to consumer purchasing behavior. The findings are expected to contribute to the advancement of digital marketing literature by validating the integration of organizational digital promotion and consumer-generated online communication within a unified analytical framework. Furthermore, this research provides practical recommendations for MSME owners, policymakers, and digital marketing practitioners regarding the development of integrated digital marketing strategies capable of strengthening customer trust, increasing purchase decisions, and improving long-term business sustainability. As digital transformation continues to reshape global business competition, understanding the interaction between Digital Marketing and Electronic Word of Mouth will become increasingly essential for organizations seeking sustainable competitive advantage in the evolving digital economy.

B.RESEARCH METHOD

This study employed a quantitative research approach using a cross-sectional survey design to examine the influence of Digital Marketing and Electronic Word of Mouth (eWOM) on consumer purchase decisions among Micro, Small, and Medium Enterprises (MSMEs). A quantitative approach is appropriate for testing causal relationships among variables through statistical analysis and hypothesis testing (Creswell & Creswell, 2023). The research population consisted of consumers who had purchased MSME products through digital platforms within the previous six months. A total of 220 valid respondents were selected using purposive sampling based on predetermined criteria, namely individuals aged at least 18 years who had experience purchasing MSME products through online platforms. Primary data were collected using a structured questionnaire with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument comprised three constructs: Digital Marketing, Electronic Word of Mouth (eWOM), and Purchase Decision, each measured using eight indicators

adapted from previous validated studies (Kotler et al., 2021; Chaffey & Ellis-Chadwick, 2022; Erkan & Evans, 2016). Prior to hypothesis testing, all questionnaire items were subjected to validity and reliability analyses to ensure measurement accuracy and internal consistency.

The collected data were analyzed using IBM SPSS Statistics 27. Descriptive statistical analysis was first conducted to describe respondent characteristics and summarize the distribution of the research variables. Instrument quality was subsequently assessed using the Pearson Product Moment validity test and Cronbach's Alpha reliability test, while classical assumption testing included normality and multicollinearity analyses to verify the suitability of the data for regression analysis (Hair et al., 2022). The proposed hypotheses were tested using multiple linear regression analysis, followed by partial significance testing (t-test), simultaneous significance testing (F-test), and coefficient of determination (R^2) analysis to evaluate both the individual and combined effects of Digital Marketing and Electronic Word of Mouth on consumer purchase decisions. Statistical significance was determined at the 5% significance level ($\alpha = 0.05$), which is widely adopted in social science research (Field, 2024). The use of multiple regression analysis enabled the study to determine the relative contribution of each independent variable while simultaneously assessing the overall explanatory power of the research model.

Figure 1. Conceptual Framework of the Study

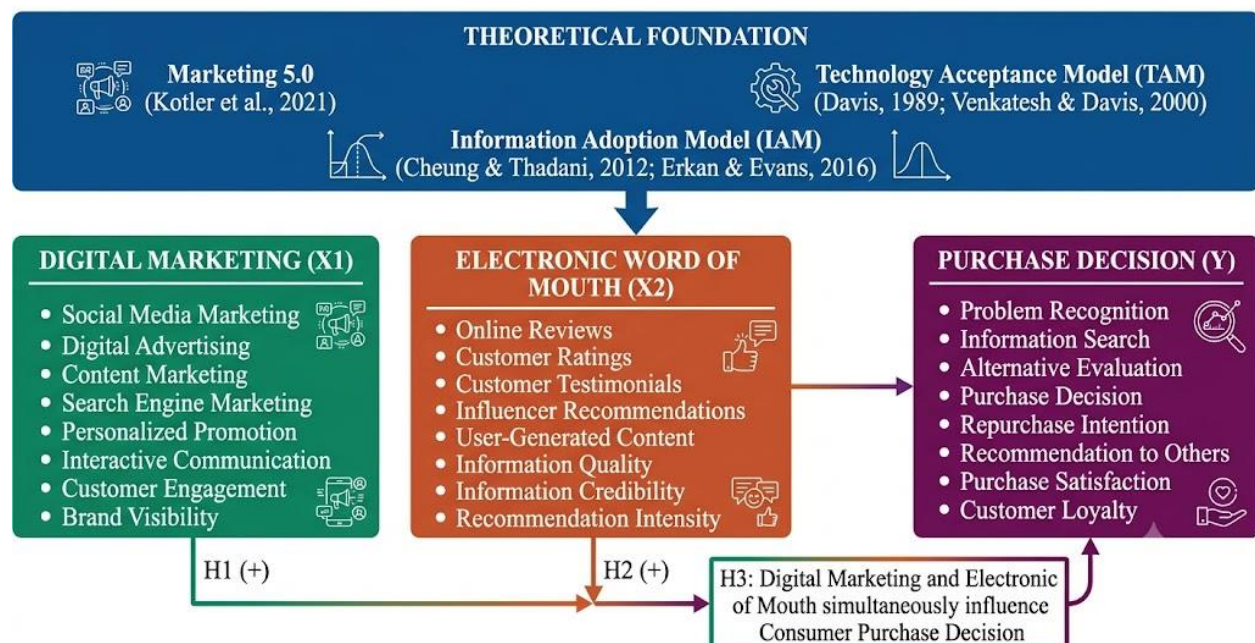


Figure 1. Conceptual Framework of the Study: The Influence of Digital Marketing and Electronic Word of Mouth on Consumer Purchase Decision

Figure 1 provides a structured visual representation of the study's conceptual framework, detailing the relationships among the foundational theories, independent variables, and the dependent variable. At the apex, the framework establishes the "Theoretical Foundation," comprising Marketing 5.0, the Technology Acceptance Model (TAM), and the Information Adoption Model (IAM), which collectively provide the theoretical underpinning for the study. Below this foundational layer, the operational variables are organized to depict the directional hypotheses. On the left side, two distinct independent variables are presented: "Digital Marketing (X1)" and "Electronic Word of Mouth (X2)," each broken down into specific key indicators such as social media marketing and online reviews, respectively. On the right side, "Purchase Decision (Y)" serves as the primary dependent variable, outlining the sequential decision-making stages and post-purchase outcomes. The arrows connecting these variables illustrate the hypothesized relationships: Hypothesis 1 (H1) and Hypothesis 2 (H2) posit direct positive influences of Digital Marketing and Electronic Word of Mouth on Purchase Decision, while Hypothesis 3 (H3) proposes that both independent variables simultaneously exert a combined effect on the consumer's ultimate purchase decision.

C.RESULTS AND DISCUSSION

➤ Results

• Respondent Characteristics

A total of 220 valid questionnaires were analyzed using IBM SPSS Statistics 27. The respondents consisted of consumers who had purchased products from MSMEs through digital platforms within the last six months. Female respondents accounted for 56.4%, while males represented 43.6%. Most respondents were between 21–30 years old (44.1%), followed by 31–40 years (31.8%), indicating that the majority belonged to digitally active consumer groups. Regarding education, 62.3% possessed undergraduate degrees, while 24.5% had completed senior high school and 13.2% held postgraduate qualifications. Furthermore, approximately 71.8% of respondents reported purchasing MSME products online more than three times during the previous

six months, suggesting that they were sufficiently experienced to evaluate digital marketing practices and electronic word-of-mouth (eWOM).

- Descriptive Statistics

Table 1 presents the descriptive statistics of all research variables.

Table 1. Descriptive Statistics

Variable	Mean	Std. Deviation	Interpretation
Digital Marketing	4.18	0.54	High
Electronic Word of Mouth	4.05	0.61	High
Purchase Decision	4.21	0.57	High

The descriptive findings indicate that respondents generally perceived MSMEs as implementing effective digital marketing strategies and receiving positive electronic word of mouth. Likewise, consumers demonstrated a high tendency toward purchase decisions. Among the independent variables, digital marketing obtained the highest average score ($M = 4.18$), implying that social media promotions, online advertising, and digital content significantly attracted consumer attention.

- Validity Test

The validity test was conducted using Pearson Product Moment correlation.

Table 2. Validity Test

Variable	Number of Items	r-count	r-table	Result
Digital Marketing	8	0.641–0.842	0.132	Valid
eWOM	8	0.618–0.855	0.132	Valid
Purchase Decision	8	0.652–0.867	0.132	Valid

All questionnaire items exceeded the critical value (0.132), indicating satisfactory construct validity.

- Reliability Test

Table 3. Reliability Test

Variable	Cronbach's Alpha	Interpretation
Digital Marketing	0.912	Excellent

eWOM	0.904	Excellent
Purchase Decision	0.918	Excellent

Cronbach's Alpha values exceeded the recommended threshold of 0.70, confirming excellent internal consistency.

- Normality Test

The Kolmogorov–Smirnov test indicated a significance value of **0.200**, exceeding 0.05.

Table 4. Normality Test

Test	Sig.
Kolmogorov-Smirnov	0.200

The residuals were therefore normally distributed.

- Multicollinearity Test

Table 5. Multicollinearity Test

Variable	Tolerance	VIF
Digital Marketing	0.714	1.401
eWOM	0.714	1.401

Tolerance values exceeded 0.10, while VIF values remained below 10, indicating the absence of multicollinearity.

- Multiple Linear Regression Analysis

Table 6 presents the regression results.

Table 6. Regression Coefficients

Variable	B	Beta	t	Sig.
Constant	7.352	-	4.982	0.000
Digital Marketing	0.421	0.418	7.694	0.000
Electronic Word of Mouth	0.367	0.352	6.381	0.000

The regression equation is:

$$Y = 7.352 + 0.421X_1 + 0.367X_2$$

The results demonstrate that both Digital Marketing and Electronic Word of Mouth positively influence consumer purchase decisions. Specifically, every one-unit increase in Digital Marketing is associated with a 0.421-unit increase in Purchase Decisions, while a one-unit increase in eWOM contributes an additional 0.367 units.

- Coefficient of Determination

Table 7. Model Summary

R	R Square	Adjusted R Square
0.748	0.559	0.555

The coefficient of determination ($R^2 = 0.559$) indicates that Digital Marketing and Electronic Word of Mouth jointly explain 55.9% of the variation in Purchase Decisions, while the remaining 44.1% is influenced by other variables not included in the research model.

- Simultaneous Test (F-test)

Table 8. ANOVA

F	Sig.
137.81	0.000

The significance value of 0.000 confirms that Digital Marketing and Electronic Word of Mouth simultaneously have a statistically significant effect on consumer purchase decisions.

- Partial Test (t-test)

The regression analysis revealed that Digital Marketing significantly influences Purchase Decisions ($\beta = 0.418$, $p < 0.001$). Likewise, Electronic Word of Mouth also exerts a significant positive influence ($\beta = 0.352$, $p < 0.001$). Since both significance values are below 0.05, both hypotheses are accepted.

- Interpretation of Findings

The empirical findings indicate that Digital Marketing is the strongest determinant of consumer purchase decisions among MSMEs. Consumers increasingly rely on attractive digital

content, interactive social media campaigns, personalized online promotions, and convenient digital communication before making purchasing decisions. These findings suggest that MSMEs investing in digital marketing capabilities are more likely to attract consumers and stimulate purchase intentions.

Electronic Word of Mouth also plays a substantial role in shaping purchasing decisions. Consumers tend to trust online reviews, customer testimonials, recommendations from influencers, and user-generated content before purchasing MSME products. Positive online discussions reduce uncertainty and strengthen consumer confidence, thereby increasing purchase decisions.

The combined explanatory power of 55.9% demonstrates that digital promotional activities and online consumer communication collectively represent the primary determinants of consumer purchasing behavior. Nevertheless, 44.1% of purchasing decisions remain influenced by additional factors such as product quality, pricing strategy, brand image, service quality, consumer trust, perceived value, and delivery performance.

Overall, the regression model confirms that MSMEs should not only invest in digital advertising but also actively manage online customer engagement and encourage satisfied customers to share positive experiences. Integrating effective digital marketing with strong electronic word-of-mouth strategies provides a competitive advantage capable of improving consumer purchasing decisions in increasingly competitive digital marketplaces.

➤ Discussion

The findings demonstrate that Digital Marketing has a significant positive influence on consumer purchase decisions among MSMEs. This result indicates that consumers increasingly depend on digital communication channels to obtain product information before making purchasing decisions. Social media promotions, interactive content, targeted advertisements, and online promotional campaigns have become effective instruments for attracting consumer attention and stimulating purchase intentions. The high regression coefficient obtained in this study suggests that well-designed digital marketing strategies substantially improve consumers' willingness to purchase MSME products. These findings support the argument that digital

transformation has fundamentally changed consumer behavior, shifting purchasing activities from conventional face-to-face interactions toward technology-driven decision-making processes. Consequently, MSMEs capable of developing attractive digital marketing content are better positioned to compete within highly competitive online marketplaces while simultaneously expanding their market reach beyond geographical limitations.

The positive influence of Electronic Word of Mouth (eWOM) confirms that online consumer communication has become one of the most important determinants of purchasing behavior in the digital economy. Consumers no longer rely exclusively on promotional messages produced by businesses but increasingly evaluate products through customer reviews, ratings, recommendations, testimonials, and user-generated content available across digital platforms. Positive online experiences shared by previous consumers reduce perceived purchasing risks and strengthen consumer confidence before completing transactions. Conversely, negative reviews may discourage potential buyers even when businesses invest heavily in promotional activities. These findings suggest that maintaining customer satisfaction after purchases is equally important as attracting new customers because satisfied consumers become voluntary promoters who continuously generate positive electronic word of mouth capable of influencing broader consumer communities.

Comparing the standardized regression coefficients reveals that Digital Marketing exerts a stronger influence than Electronic Word of Mouth on consumer purchase decisions. This finding implies that proactive promotional strategies implemented directly by MSMEs remain the primary driver of purchasing behavior. Attractive visual content, consistent social media engagement, personalized communication, promotional discounts, and influencer collaborations provide businesses with greater control over consumer perceptions than relying solely on customer-generated recommendations. Nevertheless, Electronic Word of Mouth continues to reinforce purchasing confidence by validating promotional claims communicated through digital marketing activities. Therefore, the relationship between Digital Marketing and eWOM should not be viewed as competitive but rather complementary, since effective promotional campaigns encourage customer engagement that subsequently generates positive online reviews capable of strengthening future purchasing decisions.

The coefficient of determination indicates that Digital Marketing and Electronic Word of Mouth jointly explain 55.9% of the variation in consumer purchase decisions. This relatively high explanatory power demonstrates that digital communication variables represent major determinants of purchasing behavior among MSME consumers. However, approximately 44.1% of purchasing decisions remain influenced by additional factors beyond the scope of the present study. These factors may include product quality, pricing strategies, perceived value, brand reputation, customer trust, after-sales services, delivery reliability, payment convenience, and individual consumer preferences. Therefore, while digital marketing significantly contributes to consumer purchasing behavior, MSMEs should adopt comprehensive marketing strategies integrating digital promotion with product innovation and superior customer service to achieve sustainable competitive advantages within increasingly dynamic digital business environments.

The findings are consistent with the Technology Acceptance Model (TAM), which emphasizes that individuals are more likely to adopt technologies perceived as useful and easy to use. Digital marketing platforms simplify consumers' access to product information, promotional offers, and purchasing channels, thereby increasing the perceived usefulness of online shopping experiences. Likewise, the Information Adoption Model explains that consumers evaluate the credibility and quality of information obtained through Electronic Word of Mouth before making purchasing decisions. High-quality online reviews reduce uncertainty and increase confidence, ultimately encouraging purchasing behavior. Consequently, the present study confirms that consumer decision-making in digital marketplaces is influenced not only by technological accessibility but also by the credibility and reliability of information disseminated through online consumer communities.

The present findings are also consistent with previous empirical studies reporting that digital marketing significantly enhances consumer engagement and purchasing behavior among small businesses. Earlier research has demonstrated that social media marketing increases brand awareness, customer interaction, and purchase intention through continuous communication between businesses and consumers. Similarly, previous studies concerning Electronic Word of Mouth concluded that online reviews and customer recommendations significantly improve consumer trust because information generated by fellow consumers is generally perceived as more objective than traditional advertising. The consistency between the present findings and previous

literature strengthens the external validity of this study and confirms that Digital Marketing and Electronic Word of Mouth remain universally important determinants of consumer behavior across various industrial sectors and digital commerce environments.

From a managerial perspective, these findings provide practical implications for MSME owners seeking to improve business competitiveness in the digital era. First, MSMEs should prioritize investment in digital marketing capabilities by producing high-quality visual content, implementing search engine optimization, utilizing social media advertising, and maintaining consistent communication across multiple digital platforms. Second, businesses should actively encourage satisfied customers to provide positive online reviews, testimonials, and recommendations because customer-generated content substantially strengthens organizational credibility. Third, rapid responses to customer complaints and transparent communication should become integral components of digital customer relationship management to prevent negative Electronic Word of Mouth from spreading across online communities. Implementing these integrated strategies will likely improve customer satisfaction, strengthen consumer trust, and ultimately increase purchasing decisions.

Overall, this study confirms that Digital Marketing and Electronic Word of Mouth have become strategic assets for MSMEs operating within increasingly competitive digital marketplaces. The integration of effective promotional activities with positive online consumer communication creates a mutually reinforcing mechanism that continuously stimulates consumer purchasing behavior. Businesses capable of combining attractive digital content, interactive customer engagement, and strong online reputations are more likely to develop sustainable competitive advantages than firms relying solely on conventional promotional approaches. Therefore, future MSME development strategies should not focus exclusively on technological adoption but also emphasize building long-term customer relationships capable of generating positive Electronic Word of Mouth. Such integrated digital marketing ecosystems will contribute not only to higher purchase decisions but also to improved customer loyalty, business sustainability, and long-term organizational performance.

D.CONCLUSION AND RECOMMENDATIONS

➤ Conclusion

This study concludes that Digital Marketing and Electronic Word of Mouth (eWOM) are significant determinants of consumer purchase decisions among Micro, Small, and Medium Enterprises (MSMEs). The empirical findings demonstrate that both independent variables positively and significantly influence purchase decisions, both individually and simultaneously. Digital Marketing emerged as the strongest predictor, indicating that effective digital promotional activities—including social media marketing, digital advertising, interactive content, and personalized communication—substantially enhance consumers' willingness to purchase MSME products. Meanwhile, Electronic Word of Mouth also plays a crucial role by increasing consumer trust through online reviews, customer testimonials, ratings, influencer recommendations, and user-generated content, thereby reducing perceived purchasing risk and strengthening purchase confidence.

Furthermore, the coefficient of determination ($R^2 = 0.559$) indicates that Digital Marketing and Electronic Word of Mouth jointly explain 55.9% of the variation in consumer purchase decisions, while the remaining 44.1% is influenced by other variables beyond the scope of this study, such as product quality, pricing strategy, brand image, customer trust, service quality, perceived value, and delivery performance. These findings confirm that an integrated digital marketing strategy supported by positive online consumer communication provides MSMEs with a sustainable competitive advantage in increasingly dynamic digital marketplaces. The study also contributes theoretically by supporting the Technology Acceptance Model (TAM) and the Information Adoption Model (IAM), demonstrating that consumers' purchasing decisions are shaped not only by the accessibility and usefulness of digital technologies but also by the credibility and quality of online information.

➤ Recommendations

Based on the research findings, MSME owners are encouraged to strengthen their digital marketing capabilities by investing in high-quality digital content, social media marketing, search engine optimization, personalized promotional campaigns, and interactive customer engagement.

In addition, MSMEs should actively manage Electronic Word of Mouth by encouraging satisfied customers to provide positive online reviews, responding promptly to customer feedback, and maintaining transparent communication across digital platforms. Integrating these strategies will enhance consumer trust, improve purchasing decisions, strengthen customer loyalty, and ultimately increase long-term business sustainability.

For policymakers and institutions supporting MSME development, the findings suggest the importance of expanding digital literacy programs, digital marketing training, and capacity-building initiatives that enable MSMEs to maximize digital technologies and online communication platforms. Financial and technical assistance should also be provided to facilitate the adoption of digital business ecosystems, particularly for small enterprises with limited technological resources.

Future research is recommended to incorporate additional variables that may influence consumer purchase decisions, including product quality, price perception, brand image, customer trust, perceived value, service quality, customer satisfaction, and digital payment convenience. Future studies may also employ larger and more geographically diverse samples, compare different business sectors, or adopt longitudinal and mixed-method approaches to provide a more comprehensive understanding of consumer behavior within the rapidly evolving digital economy.

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