Proceeding of International Bussiness and Economic Conference (IBEC) Vol. 5 No. 1, pp 1068-1084, November, 2026
http://conference.eka-prasetya.ac.id/index.php/ibec

The Influence of Electronic Word of Mouth (e-WOM) and Digital Service Quality on Purchase Decisions at CV. Putra Mas Pratama

Thomas Jordy[1], Desma Erica Maryati Manik [2], Fransesco Luis Figo[3], Yuyun[4]
Management Study at Sekolah Tinggi Ilmu Ekonomi Eka Prasetya[1,2,3,4]
Jl. Merapi No. 8, Pusat Pasar, Medan Kota District, Medan City, North Sumatra

*Corresponding author: thomasjordy2019@gmail.com

ABSTRACT

This study examined the effects of electronic word of mouth (e-WOM) and digital service quality on purchase decisions at CV. Putra Mas Pratama. A quantitative approach was used, with questionnaire data from 133 respondents selected through simple random sampling from a population of 199 customers. Multiple linear regression showed positive and significant associations for e-WOM (B = 0.340, t = 5.098, p < 0.001) and digital service quality (B = 0.277, t = 6.731, p < 0.001). The overall model was significant (F = 54.584, p < 0.001), with R^2 = 0.456 and adjusted R^2 = 0.448. These findings suggest that customer communication and service quality deserve attention in the company's marketing and service practices.

Keywords: Electronic Word of Mouth; Digital Service Quality; Purchase Decisions

INTRODUCTION

The development of digital technology has driven changes in business strategies toward the *smart business* concept, which involves utilizing technology to improve operational effectiveness, strengthen customer relationships, and create competitive advantages. In the building materials sales industry, the implementation of technology-based strategies can be realized through the utilization of *electronic word of mouth* (e-WOM) and improvements in digital service quality. e-WOM enables consumers to obtain product information and recommendations quickly through digital media, while digital service quality provides a more convenient, responsive, and efficient transaction experience.

Digital transformation has driven changes in business strategies across various sectors, including the building materials trade. The utilization of digital technology through online platforms, social media, and digital-based customer services is part of the implementation of *smart business*, enabling businesses to reach consumers more effectively, improve service quality, and create sustainable value (*sustainable value creation*). In this context, building materials remain an essential component of construction activities as they are used in the development of buildings, roads, bridges, and various other infrastructure. Therefore, building material businesses are required not only to provide quality products but also to optimize digital marketing strategies and technology-based services to increase competitiveness and meet the needs of society in the digital era (Supriono et al., 2025).

Building material trading businesses not only serve individual consumers, such as homeowners undertaking renovation projects, but also serve as major suppliers for contractors and construction workers involved in large-scale construction projects. Building material stores or distributors often provide a wide range of products from various brands and specifications to meet the specific requirements of each project, ranging from residential construction to commercial and industrial projects (Adi, 2021).

The construction industry is one of the sectors that plays an important role in infrastructure development and the provision of various public facilities. In its implementation, managing building material inventories presents its own challenges, as it must adapt to the dynamic changes in project requirements and requires effective coordination among various parties. Unfortunately, many construction companies still manage their inventories using manual methods or rely on software that is no longer adequate. These conditions can lead to errors in stock recording and calculation, delays in report preparation, and limited ability for companies to respond to changes in project requirements quickly and effectively (Hangga et al., 2025).

Building quality in Indonesia still faces various challenges related to environmental resilience, energy efficiency, and ecological impact. The use of conventional materials often has limitations in terms of sustainability, making innovation in environmentally friendly materials a solution for improving building quality standards. Adopting more environmentally friendly materials can also reduce construction waste and carbon emissions (Krisdiyanto, 2025).

In Medan City, there are various companies engaged in the building materials trading sector to meet the growing needs of the community and construction businesses. These companies provide various types of building materials used in the construction of residential houses, buildings, and infrastructure projects. Along with infrastructure development and new projects, Medan's property market in 2025 presents trends and investment opportunities that deserve attention. These fluctuations reflect the influence of macroeconomic factors, market demand, and the availability of housing. Meanwhile, new property projects from well-known developers such as Wiraland Group have recorded relatively high sales, with sales reaching 70% for several residential projects, indicating that public interest in new housing remains strong (Admin, 2025). Along with the increase in property sales, the demand for building materials has also increased. One of the companies engaged in this sector is CV. Putra Mas Pratama, which provides various building material needs in a wide range of types and specifications according to customer requirements.

CV. Putra Mas Pratama is a company engaged in the trading of building materials, providing various construction materials for residential, commercial, and industrial projects. The company offers a wide range of building materials, such as cement, steel, lightweight steel, sand, stone, ceramic tiles, paint, and other construction supplies. By being committed to product quality and good service, CV. Putra Mas Pratama strives to meet customer needs in a timely manner and support the smooth progress of construction projects. The following presents the customer data of CV. Putra Mas Pratama.

Table.1
Customer Data CV. Putra Mas Pratama

Yelalrs	Numbelr of Customelrs	Pelrcelntalgel Growth
2021	201	
2022	219	8.96
2023	252	15.07
2024	233	-7.54
2025	199	-14.59

Source : CV. Putra Mas Pratalma, 2026

Based on Table 1, the number of customers at CV. Putra Mas Pratama increased during the 2021–2023 period, followed by a decline in the following two years. In 2021, the number of customers was recorded at 201. In 2022, this number increased to 219 customers, representing a growth of 8.96%. Subsequently, the number of customers increased again to 252 in 2023, with a growth rate of 15.07%. However, the number of customers then decreased to 233 in 2024, representing a decline of 7.54%, and further decreased to 199 customers in 2025, or a decline of 14.59%.

Customer numbers declined from 252 in 2023 to 199 in 2025. This provided a practical reason to examine customers' purchasing evaluations, but the present survey does not test the causes of the historical decline.

Purchase decision refers to the process consumers undertake to determine whether to purchase a product after going through several stages, beginning with recognizing a need, searching for information, evaluating various alternatives, making a purchase decision, and evaluating the product after purchase. During this process, consumers consider various factors that can provide confidence that the selected product will meet their needs and expectations. Therefore, a purchase decision does not occur spontaneously, but rather results from a psychological process and an evaluation of the information and product attributes received by consumers (Zulfa & Muthi, 2025).

Along with the development of information technology, the sources of information used by consumers are no longer limited to company promotions but also come from the experiences and recommendations of other consumers shared through digital media. Such information can build trust and reduce uncertainty before making a purchase. Therefore, the more positive the information received by consumers, the greater their tendency to make a purchase decision (Rahmawati et al., 2025).

In the study by Putri & Novianti (2023), In an increasingly competitive business environment, consumers have broad access to various sources of information through the internet before deciding to purchase a product. Electronic Word of Mouth (E-WOM) has become one of the influential sources of information because it contains experiences, reviews, recommendations, and comments from other consumers that can shape potential buyers' perceptions. The more positive the information received through E-WOM, the higher the level of consumer trust in the product, thereby encouraging purchase decisions. Conversely, negative reviews or comments can reduce consumers' intention to make a purchase. Therefore, E-WOM is an important factor that companies need to consider in increasing consumer purchase decisions.Electronic Word of Mouth (E-WOM) is a form of development of Word of Mouth (WOM) that utilizes digital media as a means of disseminating information. Through E-WOM, consumers can obtain various reviews, recommendations, and experiences from other users that help reduce uncertainty when evaluating a product or service. The information conveyed may be either positive or negative, thereby influencing consumer perceptions and purchase decisions (Erratna & Tjahjaningsih, 2022).

Based on the study by Ardhana & Saptaria (2025), the development of digital technology has changed the way companies provide services to consumers. Digital service quality is measured not only by the speed and accuracy of services but also by the ease with which customers can obtain information, place orders, and communicate through digital media. In building material stores, digital services such as consultations via WhatsApp, stock information, and delivery services can improve the customer shopping experience. Digital service quality not only increases customer satisfaction but also encourages purchase decisions. Fast and responsive services, along with the ease of obtaining product information through digital media, can increase consumer trust. In building material stores, services such as online consultations, stock information, and digital ordering are factors that influence customers' purchase decisions. This is supported by research showing that service quality has a positive effect on consumer purchase decisions (Saleh & Rijali, 2025).

Based on the foregoing discussion, the researcher is encouraged to further analyze the influence of *Electronic Word of Mouth* and digital service quality on purchase decisions among consumers of building material stores. This research is important because there are still limited studies examining the relationship between these two variables in the context of building material stores, particularly at the research location. The optimization of *Electronic Word of Mouth* and digital service quality represents a technology-based *smart business* strategy that enables businesses to improve marketing effectiveness, strengthen interactions with consumers, and enhance competitiveness in the digital era.

The implementation of these strategies may also contribute to sustainable value creation through increased customer satisfaction, trust, and loyalty, thereby providing sustainable benefits for businesses and the community as service users, although sustainable value creation itself is not measured in this study. Therefore, the results of this study are expected to provide empirical contributions to enriching research in the field of digital marketing and serve as a reference for building material store businesses in optimizing Electronic Word of Mouth and digital service quality to improve consumer purchase decisions.

LITERATURE REVIEW

Purchase Decision (Y)

According to Samsiyah et al. (2023), a purchase decision is the result of a decision-making process that involves analyzing, evaluating, and selecting from various available alternatives to determine the most appropriate action for consumers. A purchase decision may become a routine activity for most products; however, when there are changes in the product, price, or service, the decision-making process may be repeated. According to Aripin & Negara (2021), a purchase decision is a process of determining the best, logical, rational, and ideal decision based on facts, data, and information from available alternatives to achieve predetermined objectives with minimal risk, effectively and efficiently. According to Arfah (2022), a purchase decision is one of the stages in the purchase decision process that occurs before post-purchase behavior. According to Sudaryatno et al. (2021), the indicators of purchase decisions are involvement, interest, and referenÎ.

In this study, Purchase Decision is assessed using the indicators attributed to Sudaryatno et al. (2021), namely: (1) involvement, referring to the extent to which respondents are involved in considering or making a purchase; (2) interest, referring to respondents' interest in the product or purchase; and (3) reference, referring to the use of information or references when considering a purchase. These indicators are interpreted in relation to the respondents' purchase-decision process at CV. Putra Mas Pratama. The actual meaning of each indicator depends on the wording of the questionnaire items administered in this study. In particular, the reference indicator should reflect the use of information or references in making a purchase decision, rather than the respondents' willingness to recommend the company to others, which would be more closely related to word-of-mouth communication.

Electronic Word of Mouth (e-WOM) (X1)

According to Setiawan (2025), lectronic Word of Mouth (eWOM) is a form of communication between consumers conducted through digital media with the purpose of conveying experiences, opinions, recommendations, and criticisms regarding a product, service, or tourist destination. According to Sudirman & Musa (2023), Word of Mouth (WOM) is a marketing activity intentionally designed and encouraged by organizations to influence consumers to disseminate messages about a brand, product, or service to other parties. According to Sudarsono et al. (2025), ectronic Word of Mouth (eWOM) is a form of marketing communication that occurs when consumers voluntarily share their experiences, evaluations, or recommendations regarding a product, service, or brand with others, either through direct interaction or digital media. According to Yuliantoro et al. (2019), e indicators of *Electronic Word of Mouth* (eWOM) include *Recommendation Intention, Positive Communication,* and *Advocacy/Encouragement*.

In this study, e-WOM is examined using the indicators attributed to Yuliantoro et al. (2019), namely: (1) recommendation intention, the respondent's willingness to recommend the company's products or services to others; (2) positive communication, the respondent's willingness to share positive experiences or information about the company with others; and (3) advocacy/encouragement, the respondent's willingness to

encourage others to consider or use the company's products or services. These indicators focus on consumers' communication and recommendation intentions. Therefore, if the administered questionnaire asked respondents about their own willingness to recommend or communicate with others, the variable reflects outgoing WOM-related intentions rather than exposure to or influence from online reviews posted by other consumers. The interpretation of e-WOM in this study is consequently based on the direction of communication measured by the original questionnaire items.

Digital Service Quality (X2)

According to Sirna et al. (2025), service quality refers to efforts to fulfill customer needs by providing services in an appropriate manner that meets customer expectations and satisfaction. According to Sudadio (2024), ervice quality is a comparison of service performance related to products, services, people, and processes provided by producers to meet customer expectations. According to Ambas et al. (2025), service quality is an important concept in management that focuses on an organization's ability to meet or exceed customer expectations. According to Bahrani (2022), the indicators of service quality are reliability, responsiveness, assurance, empathy, and tangibles.

In this study, service quality is examined specifically in the context of the digital service channels used by CV. Putra Mas Pratama, namely enquiries and consultations via WhatsApp, product, price and stock information shared through digital media, and online ordering and delivery confirmation. Therefore, the five service quality dimensions of Bahrani (2022) were adapted to these digital touchpoints: (1) reliability, the accuracy of product, price and stock information given through digital channels and the fulfilment of orders as confirmed; (2) responsiveness, the speed of replies to WhatsApp enquiries and order confirmations; (3) assurance, the competence of staff in answering product questions through digital channels and customers' sense of security in ordering and paying digitally; (4) empathy, personal attention and the ease of contacting staff through digital channels; and (5) tangibles, the clarity and appearance of digital information such as product photos, catalogues, price lists and delivery information. The variable is therefore referred to as Digital Service Quality throughout this manuscript.

Based on the background and literature review presented above, the conceptual framework for this study is as follows:

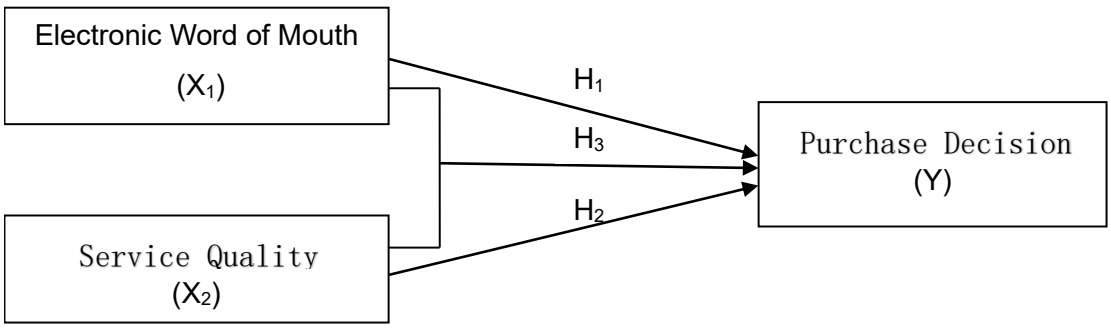


Figure 1. Conceptual Framework

The hypotheses in this study are as follows:

H_1: *Electronic Word of Mouth (e-WOM) has a positive and significant effect on* Purchase Decisions at CV. Putra Mas Pratama.

H_2: Digital Service Quality has a positive and significant effect on Purchase Decisions at CV. Putra Mas Pratama.

H_3: Electronic Word of Mouth (e-WOM) and Digital Service Quality have a positive and significant effect on Purchase Decisions at CV. Putra Mas Pratama.

RESEARCH METHOD

Determining the research location is very important because establishing the research location means that the object and purpose of the study have been determined. The research was conducted at CV. Putra Mas Pratama. The research period began in July 2026 and continued until August 2026.

According to (Pane et al., 2020), Data are a collection of information or raw facts in the form of symbols, numbers, words, or images, obtained through observation or by searching specific sources. Data sources are determined based on the needs and objectives of the research (Saat & Mania, 2020). If the researcher uses questionnaires or interviews to collect data, the data source is referred to as the respondent, namely the person who responds to or answers written or oral questions. The data sources used in this study consist of primary data and secondary data (Diana & Tampubolon, 2023). The type of data used in this study is quantitative data, with a quantitative research approach. Quantitative data are data presented in the form of numbers or scores that can be measured and statistically analyzed. In this study, quantitative data were obtained through the distribution of closed-ended questionnaires using a Likert scale to respondents, allowing each response to be converted into a numerical value to measure respondents' perceptions of the variables under study (Handayani, 2022). This study uses primary data as the main source of data. The data were obtained directly from respondents through the distribution of questionnaires prepared in accordance with the objectives of the study.

In this study, the research population is one of the important elements that must be determined, as all samples or respondents used as research subjects are drawn from the population. Therefore, determining an appropriate population will facilitate the sampling process and support the achievement of the research objectives. According to (Amruddin et al., 2022), Population refers to the entire group, totality, or generalization of units, individuals, objects, or subjects that possess certain quantities and characteristics to be studied. It may consist of people, objects, institutions, events, and other entities from which research information (data) can be obtained and conclusions can subsequently be drawn. A sample is a representative or a small portion of members of the population selected according to certain procedures that can represent the population (Nasution et al., 2025). The research population in this study consists of 199 customers of CV. Putra Mas Pratama. The sampling method used in this study is the Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{199}{1 + 199\ (0.05)^2}$$

$$n = \frac{199}{1 + 0.4975}$$

$$n = 132.888147$$

$$n = 133$$

Based on the calculation using the Slovin formula with an error rate of 5% (0.05), the sample size obtained was 132.888147, which was then rounded to 133 respondents. The sampling technique used in this study is simple random sampling. This study uses primary data as the main data source, obtained directly from respondents. Data collection was conducted by distributing questionnaires using Google Forms and conducting interviews to obtain more in-depth information. Subsequently, the collected data were analyzed using several analytical techniques, with multiple linear regression analysis as the main method to examine the relationships and effects among the variables in the study.

The research instrument was a closed-ended questionnaire consisting of 33 statements measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree).

Electronic Word of Mouth (X1) was measured with nine items based on the three indicators of Yulinatoro et al. (2019): recommendation intention, positive communication, and advocacy/encouragement (three items per indicator). Purchase Decision (Y) was measured with nine items based on the indicators of Sudaryatno et al. (2021): involvement, interest, and reference (three items per indicator). Digital Service Quality (X2) was measured with 15 items adapted from the five dimensions of Bahrani (2022), with three items per dimension. All Digital Service Quality items were worded to refer to the company's digital channels rather than in-store service. The item-to-dimension mapping is presented in Table 2.

Only customers who had used at least one of CV. Putra Mas Pratama's digital service channels—WhatsApp enquiries, digital product or stock information, or online ordering—during the previous 12 months were eligible to complete the questionnaire. Eligibility was assessed through a screening question at the beginning of the Google Form. The target population comprised 199 customers. To clarify the sampling procedure, the study should specify the date or year of the customer list used as the sampling frame and whether digital-channel eligibility was established for all 199 customers before random selection or assessed after customers had been selected. The number of customers invited, screened out, retained in the final sample of 133 respondents, and replaced, if any, should also be reported according to the actual data-collection records.

Before the main data collection, the questionnaire's validity and reliability were assessed in a pilot test involving 30 customers who were excluded from the main sample of 133 respondents. For the pilot sample (n = 30; df = 28), the critical Pearson correlation coefficient at the 5% significance level (two-tailed) was 0.361. The validity criterion should be reported according to the item–total correlation procedure actually used. If Pearson item–total correlation was used, items were assessed by comparing their Pearson correlation coefficients with the critical value of 0.361 and examining their significance values. If corrected item–total correlation was used, this should be identified explicitly and reported consistently in both the Methods and Results sections. A variable was considered reliable if its Cronbach's alpha coefficient exceeded 0.60.

Table 2.
Item-to-Dimension Mapping of the Digital Service Quality Variable

Dimension	**Item No.**	**Content of the items (digital channels)**
Reliability	DSQ1–DSQ3	Accuracy of product, price and stock information given via WhatsApp/digital media; orders delivered as confirmed digitally
Responsiveness	DSQ4–DSQ6	Speed of replies to WhatsApp enquiries; prompt order confirmation; quick handling of complaints through digital channels
Assurance	DSQ7–DSQ9	Staff competence in answering product questions online; clarity of explanations; sense of security when ordering and paying digitally
Empathy	DSQ10–DSQ12	Personal attention in digital communication; ease of contacting staff via WhatsApp; understanding of each customer's project needs
Tangibles	DSQ13–DSQ15	Clarity and appearance of product photos, digital catalogues/price lists, and delivery information shared digitally

Source: Research questionnaire, 2026

RESULTS

Validity Test

Table 3.
Validity Test Results (Pilot Test, n = 30)

Item	e-WOM		Digital Service Quality (X_2)		Purchase Decision (Y)	
	Pearson Correlation	Significant	Pearson Correlation	Significant	Pearson Correlation	Significant
1	0.510	0.004	0.770	0.000	0.573	0.001
2	0.807	0.000	0.522	0.003	0.641	0.000
3	0.631	0.000	0.608	0.000	0.659	0.000
4	0.474	0.008	0.617	0.000	0.552	0.002
5	0.555	0.001	0.628	0.000	0.565	0.001
6	0.578	0.001	0.675	0.000	0.600	0.000
7	0.820	0.000	0.692	0.000	0.466	0.009
8	0.807	0.000	0.476	0.008	0.737	0.000
9	0.884	0.000	0.783	0.000	0.667	0.000
10			0.835	0.000		
11			0.404	0.027		
12			0.626	0.000		
13			0.727	0.000		
14			0.669	0.000		
15			0.628	0.000		

Source: SPSS Test Results, 2026

Based on Table 3, the validity test was conducted using a separate pilot sample of 30 respondents, as described in the Research Method section. With 28 degrees of freedom (df = n − 2) and a 5% significance level (two-tailed), the critical Pearson correlation value was 0.361. The correlation coefficients and corresponding significance values were checked against the original SPSS output for the pilot sample, and inconsistencies were corrected where necessary. The results indicate that all items have Pearson correlation coefficients greater than 0.361 and significance values below 0.05. Therefore, all questionnaire items met the specified validity criteria and were considered suitable for use in the main study.

Reliability Test

Table 4.
Reliability Test Results

Name of Variable	Cronbach's Alpha	N of Item
Electronik Word of Mouth	0.826	9
Digital Service Quality	0.898	15
Purchase Decision	0.776	9

Source: SPSS Test Results, 2026

Based on Table 4, the test results show that all instruments for each variable have values above 0.60. Therefore, all variables used in this study are declared reliable and can be used as research instruments.

Descriptive Statistical Analysis

Table 5.
Descriptive Statistics Test Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
e_WOM	133	15.00	36.00	27.3609	4.23252
Digital_Service_Quality	133	26.00	71.00	54.7218	6.85715
Purchase_Decision	133	16.00	39.00	31.9098	4.08519
Valid N (listwise)	133				

Source: SPSS Test Results, 2026

Based on Table 5, a total of 133 observations were used. The Electronic Word of Mouth (e-WOM) variable has a minimum value of 15 and a maximum value of 36, with a mean of 27.3609 and a standard deviation of 4.23252. The Digital Service Quality variable has a minimum value of 26 and a maximum value of 71, with a mean of 54.7218 and a standard deviation of 6.85715. The Purchase Decision variable has a minimum value of 16 and a maximum value of 39, with a mean of 31.9098 and a standard deviation of 4.08519.

Classical Assumption Test

Normality Test

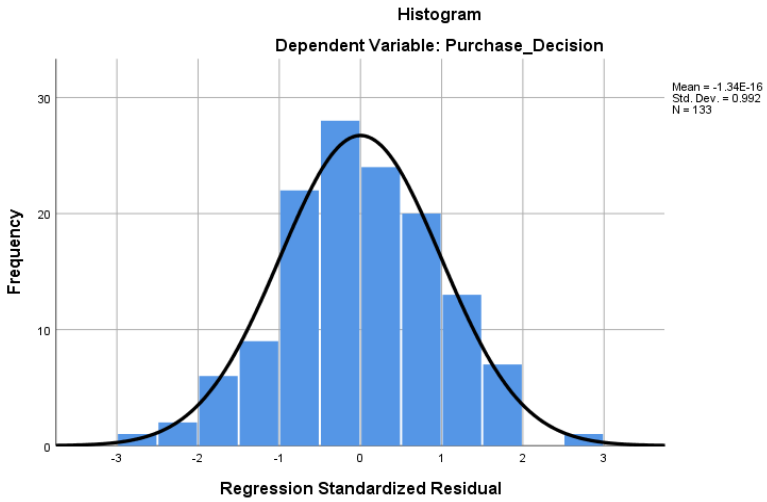


Figure 2. Normality Test Results Using a Histogram Graph
Source: SPSS Test Results, 2026

Figure 2 shows that the histogram forms a bell-shaped pattern and does not indicate any tendency to skew to either the left or right. Therefore, it can be concluded that the data in this study are normally distributed.

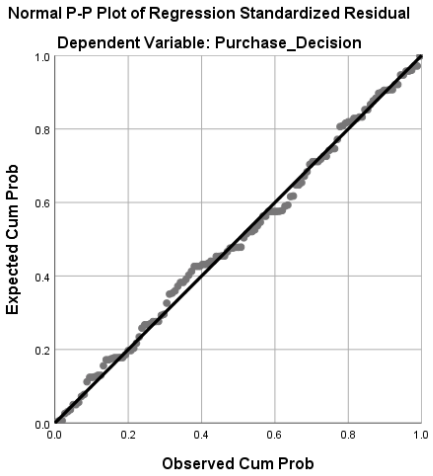


Figure 3. Normality Test Results Using the Probability Plot Method
Source: SPSS Test Results, 2026

Figure 3 shows that the data points are distributed around the diagonal line and do not indicate any significant deviation to either the left or right. Therefore, it can be concluded that the data in this study are normally distributed.

Table 6.
Normality Test Results Using the *One-Sample Kolmogorov-Smirnov Test*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		133
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.01183797
Most Extreme Differences	Absolute	.050
	Positive	.045
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200[c,d]

Source: SPSS Test Results, 2026

Table 6 The residual test and plots showed no clear departure from normality (D = 0.050; SPSS reported p = 0.200 as a lower bound). Therefore, the residuals were considered approximately normally distributed.

Multicollinearity Test
Table 7.
Multicollinearity Test Results

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	E_WOM	0.956	1.046
	Digital_Service_Quality	0.956	1.046

a. Dependent Variable: Purchase_Decision

Source: SPSS Test Results, 2026

Based on Table 7, The tolerance values for Electronic Word of Mouth and Digital Service Quality were both 0.956, exceeding the recommended threshold of 0.10. Meanwhile, the VIF values for both independent variables were 1.046, below the threshold of 10. These results indicate no evidence of problematic multicollinearity between Electronic Word of Mouth and Digital Service Quality in the regression model.

Heteroscedasticity Test

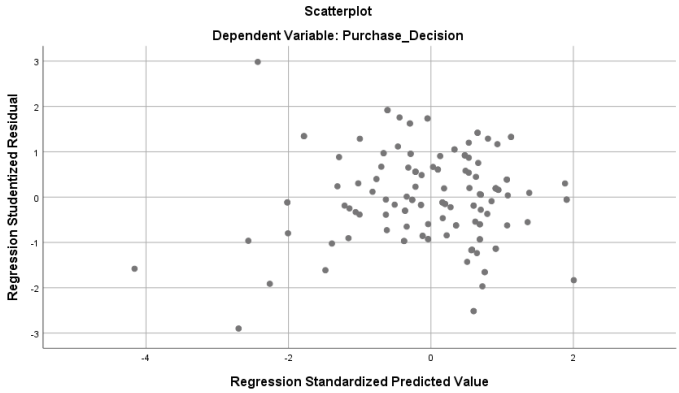


Figure 4. Heteroscedasticity Test Results
Source: SPSS Test Results, 2026

Based on Figure 4, The points are randomly distributed and do not form any clear pattern above or below zero on the Regression Studentized Residual axis. This pattern provides no clear evidence of heteroscedasticity in the regression model. Therefore, the scatterplot results suggest that the homoscedasticity assumption is reasonably satisfied.

Multiple Linear Regression Analysis

Table 8.
Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.437	2.361	
	E_WOM	0.340	0.067	0.352
	Digital_Service_Quality	0.277	0.041	0.465

a. Dependent Variable: Purchase_Decision

Source: SPSS Test Results, 2026

Purchase Decision = 7.437 + 0.340 Electronic Word of Mouth + 0.277 Digital Service Quality

Based on Table 8, it can be explained that the constant value (a) is 7.437, meaning that if all independent variables, namely Electronic Word of Mouth (X1) and Digital Service Quality (X2), are assumed to be constant or equal to 0, the value of Purchase Decision (Y) is 7.437 units. The Electronic Word of Mouth (X1) variable has a regression coefficient of 0.340, which means that every one-unit increase in Electronic Word of

Mouth will result in a 0.340-unit increase in Purchase Decision, assuming that the other variables remain constant. The regression coefficient for Digital Service Quality is 0.277. A one-unit increase in its score is associated with a 0.277-unit increase in the Purchase Decision score, holding e-WOM constant.

Partial Hypothesis Testing (t-Test)

Table 9. Partial Hypothesis Testing Results

Coefficients[a]			
Model		T	Sig.
1	(Constant)	3.150	0.002
	E_WOM	5.098	0.000
	Digital_Service_Quality	6.731	0.000
a. Dependent Variable: Purchase_Decision			

Source: SPSS Test Results, 2026

Based on Table 9, the results of the partial hypothesis testing (t-test) can be explained as follows. The X1 variable (Electronic Word of Mouth) obtained a t-count value of 5.098, while the t-table value with df = 130 at a 5% (0.05) significance level for a two-tailed test is 1.97838. Since 5.098 > 1.97838 and the significance value of 0.000 < 0.05, it can be concluded that Electronic Word of Mouth has a positive and significant effect on Purchase Decision.The X2 variable (Digital Service Quality) obtained a t-count value of 6.731 > 1.97838, with a significance value of 0.000 < 0.05. This indicates that Digital Service Quality has a positive and significant effect on Purchase Decision.

Simultaneous Hypothesis Testing (F-Test)

Table 10.
Simultaneous Hypothesis Testing Results

ANOVA[a]			
Model		F	Sig.
1	Regression	54.584	.000[b]
	Residual		
	Total		
a. Dependent Variable: Purchase_Decision			
b. Predictors: (Constant), Digital_Service_Quality, e_WOM			

Source: SPSS Test Results, 2026

Based on Table 10, the F-count value is 54.584 with a significance level of 0.000. At a 95% confidence level (α = 0.05), with df1 = 2 and df2 = 130, the F-table value is 3.07. Since the F-count value of 54.584 > the F-table value of 3.07 and the significance value of 0.000 < 0.05, H3 is accepted. Therefore, it can be concluded that Electronic Word of Mouth and Digital Service Quality simultaneously have a significant effect on Purchase Decision.

Coefficient of Determination Test (R^2)

Table 11. Coefficient of Determination Test Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676[a]	0.456	0.448	3.03492
a. Predictors: (Constant), Digital_Service_Quality, e_WOM				

b. Dependent Variable: Purchase_Decision

Source: SPSS Test Results, 2026

Based on Table 11 above, The coefficient of determination (R^2) is 0.456, indicating that Electronic Word of Mouth and Digital Service Quality explain 45.6% of the observed variation in Purchase Decision scores. The adjusted R^2 is 0.448 (44.8%). The remaining 54.4% of the variation was unexplained by this model; its specific causes were not examined in this study.

DISCUSSION

The Effect of Electronic Word of Mouth on Purchase Decision

Based on the results of the partial hypothesis testing (t-test), the Electronic Word of Mouth (X1) variable obtained a t-count value of 5.098, while the t-table value was 1.97838 with 130 degrees of freedom (df) at a 5% significance level ($\alpha = 0.05$) using a two-tailed test. Since 5.098 > 1.97838 and the significance value of 0.000 < 0.05, it can be concluded that Electronic Word of Mouth has a positive and significant effect on Purchase Decision (Y) at CV. Putra Mas Pratama.

The results of this study are consistent with Putri & Novianti (2023), who found that Electronic Word of Mouth had a positive and significant partial effect on purchase decisions for PT. Utama Pagar Indonesia products, and with Rahmawati et al. (2025), who found that word of mouth had a positive and significant effect on purchase decisions at a building materials store (Toko Bangunan Sidik Putra, East Lombok). Both studies therefore support the e-WOM–purchase decision relationship tested in H1. In contrast, Erratna & Tjahjaningsih (2022) did not test the direct effect of e-WOM on purchase decisions; they examined word of mouth as a moderator of the effects of facilities and location on rental decisions and found that its moderating effect was negative, meaning that word of mouth weakened rather than strengthened those relationships. Their study is therefore not direct evidence for or against H1, but it indicates that the role of word of mouth can depend on the context and on how the variable is positioned in the model.

The Effect of Digital Service Quality on Purchase Decision

The calculated t-value for the Digital Service Quality variable is 6.731, with a significance level of 0.000. With 130 degrees of freedom (df) and a 5% significance level ($\alpha = 0.05$) using a two-tailed test, the t-table value is 1.97838. Since the t-count value is greater than the t-table value (6.731 > 1.97838) and the significance value of 0.000 < 0.05, H2 is accepted. Therefore, Digital Service Quality has a positive and significant effect on Purchase Decision.

This result is in line with Ardhana & Saptaria (2025), who examined the effect of service quality and price on customer decisions at the Wisma Jaya building materials store in Kediri, and with Rahmawati et al. (2025), who found that service quality had a positive and significant effect on purchase decisions at a building materials store in East Lombok. Both studies support the service quality–purchase decision relationship tested in H2, although they measured general service quality, whereas this study focuses on service delivered through digital channels such as WhatsApp enquiries and online ordering. Studies that examined the effect of service quality on other outcomes, such as brand loyalty or customer loyalty, are not treated here as direct confirmation of H2 because their dependent variables differ from purchase decisions.

The Simultaneous Effect of Electronic Word of Mouth and Digital Service Quality on Purchase Decision

The results show an F-count value of 54.584 with a significance level of 0.000. At a 95% confidence level (α = 0.05), with df1 = 2 and df2 = 130, the F-table value is 3.07. Since the F-count value of 54.584 > the F-table value of 3.07 and the significance value of 0.000 < 0.05, H3 is accepted. Therefore, it can be concluded that Electronic Word of Mouth and Digital Service Quality simultaneously have a significant effect on Purchase Decision.

The results also show that the adjusted coefficient of determination (Adjusted R^2) is 0.448. This value indicates that the regression model explains 44.8% of the variation in Purchase Decision after adjusting for the number of predictors in the model. The unadjusted coefficient of determination (R^2) is 0.456, indicating that Electronic Word of Mouth (e-WOM) and Digital Service Quality explain 45.6% of the observed variation in Purchase Decision. The remaining 54.4% of the variation is unexplained by this model, and its specific causes were not examined in this study.

None of the previous studies cited examined exactly the same two-predictor model of e-WOM and Digital Service Quality. The findings of Rahmawati et al. (2025), which examined word of mouth and service quality alongside price in a building materials store, provide contextual support for the relevance of customer recommendations and service quality to purchase decisions. However, conventional word of mouth differs from electronic word of mouth in terms of communication channels, while general service quality may include face-to-face interactions and other non-digital service dimensions. Therefore, this study provides related contextual evidence rather than an exact confirmation of the two constructs examined in the present research. Putri and Novianti (2023) provide supporting evidence for the relationship between e-WOM and purchase decisions, whereas Ardhana and Saptaria (2025) provide supporting evidence for the relationship between service quality and purchase decisions. These findings should be interpreted in light of the specific constructs and relationships examined in each study. Erratna and Tjahjaningsih (2022) examined word of mouth as a moderating variable; therefore, their study does not directly test the same two-predictor model. The original study should be consulted to verify the direction and significance of the reported moderation before drawing a more specific comparison.

CONCLUSION

Among the 133 surveyed customers, electronic word of mouth (e-WOM) and Digital Service Quality were each positively associated with purchase-decision scores. The overall regression model was statistically significant, $F(2, 130) = 54.584$, $p < 0.001$, with $R^2 = 0.456$ and adjusted $R^2 = 0.448$. The model explained 45.6% of the observed variation in purchase-decision scores, while the remaining 54.4% was unexplained by this model. The cross-sectional design and single-company setting limit causal interpretation and the generalizability of the findings to other companies or customer populations.

RECOMMENDATION

Based on the conclusions obtained from this study, the researcher provides the following recommendations:

Adding Research Variables

For future researchers who intend to conduct or develop similar research, it is recommended to add other variables that may influence Purchase Decision in addition to *Electronic Word of Mouth* and Digital Service Quality, such as Customer Experience, Brand Image, Brand Trust, Perceived Ease of Use, Perceived Usefulness, or other relevant variables.

Expanding the Geographical Scope

One of the limitations of this study is that the research area focuses only on customers of CV. Putra Mas Pratama. Therefore, future research is expected to expand the geographical scope by involving customers of similar companies from areas outside the city, so that the research results can provide a broader and more representative overview..
Increasing the Number of Respondents
This study is limited by the number of respondents due to constraints in time, human resources, and costs. Future research is recommended to increase the number of respondents so that the sample becomes more representative and the research results can describe the population of CV. Putra Mas Pratama more accurately..

REFERENCES

Adi, T. W. (2021). *Bisnis Mikro Kecil dan Menengah* (Perrtama). CV. Literasi Nusantara Abadi.

Admin. (2025). *Pasar Properti Di Medan: Harga, Tren, Dan Prediksi Masa Depan*. Kompas 24. https://kompas24.com/pasar-properti-di-medan-harga-tren-dan-prediksi-masa-depan/

Ambas, J., Rachman, E., Siswati, S., Tahir, A., Amin, A. N., Laksono, R. D., Finasim, Suhermi, Lenggono, K. A., Jotlely, Kainama, M. D., & Siahaan, S. M. (2025). *Manajemen Pelayanan Sektor Publik (Teori dan Praktek Layanan Publik di Rumah Sakit)* (Pertama). CV. Mega Press Nusantara.

Amruddin, Priyanda, R., Agustina, T. S., Ariyantini, N. S., & Rusmayani, N. G. A. L. (2022). *Metode Penelitian Kuantitatif*. Penerbit Pradina Pustaka.

Ardhana, A. B. F., & Saptaria, L. (2025). Dampak Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan pada Toko Bahan Bangunan Wisma Jaya Kediri. *Jurnal Samudra Ekonomi Dan Bisnis*, *16*(2), 389–400. https://doi.org/10.33059/jseb.v16i2.10644

Arfah, Y. (2022). *Keputusan Pembelian Produk* (Pertama). PT. Inovasi Pratama Internasional.

Aripin, Z., & Negara, M. R. P. (2021). *Perilaku Bisnis Etika Bisnis & Perilaku Konsumen* (Pertama). CV. Budi Utama.

Bahrani. (2022). *Kualitas Layanan Perguruan Tinggi : Komponen dan Metode* (Pertama). Syiah Kuala University Press.

Diana, S., & Tampubolon, A. E. J. (2023). *Metodologi Penelitian Vokasi* (Pertama). CV. Budi Utama.

Erratna, C. E., & Tjahjaningsih, E. (2022). *Efek Moderasi WOM Pada Pengaruh Fasilitas Dan Lokasi Terhadap Proses Pengambilan Keputusan* (Vol. 15, Number 1). http://journal.stekom.ac.id/index.php/E-Bisnis.page68

Handayani, L. T. (2022). *Buku Ajar Implementasi Teknik Analisis Data Kuantitatif* (Pertama). PT. Scifintech Andrew Wijaya.

Hangga, M. F. H., Pati, G. K., & Sabawaly, D. R. (2025). Implementasi Sistem Penjualan Bahan Bangunan Menggunakan Metode Rad Toko Merah Delima. *Neptunus:*

Jurnal Ilmu Komputer Dan Teknologi Informasi, *3*(4), 10–22. https://doi.org/https://doi.org/10.61132/neptunus.v3i4.1097

Krisdiyanto, A. (2025). Pengaruh Inovasi Material Ramah Lingkungan Terhadap Kualitas Bangunan di Indonesia dalam Perspektif Undang-Undang Jasa Konstruksi *Jurnal Riset Ilmiah* , *4*(11), 3529–3541. https://doi.org/https://doi.org/10.55681/sentri.v4i11.4829

Nasution, L., Mentari, P., & Vanessa. (2025). Pengaruh Green Product dan Pengetahuan Konsumen Terhadap Kepitisan Pembelian Hanasui Bodycare di Kecamatan Medan Petisah. *PenKoMi : Kajian Pendidikan & Ekonomi*, *8*(2).

Pane, S., Sari, W. K., & Wicaksono, Z. A. (2020). *Pengolahan Data Administrasi Barang Menggunakan Aplikasi APEX* (Pertama). Kreatif Industri Nusantara.

Putri, R. Y., & Novianti, R. (2023). Pengaruh Electronic Word of Mouth, Pemasaran Sosial Media dan Kualitas Produk Terhadap Keputusan Pembelian Produk PT. Utama Pagar Indonesia . *Global*, *7*(2). https://doi.org/https://jurnal.ikbis.ac.id/index.php/global/article/view/584/383

Rahmawati, D., Retnowati, W., & Widiana, H. (2025). Pengaruh Word of Mouth, Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Toko Bangunan Sidik Putra Selong Lombok Timur. *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, *6*(2), 298–302. https://doi.org/10.29303/alexandria.v6i2.1109

Saat, S., & Mania, S. (2020). *Pengantar Metodologi Penelitian*. Pusaka Almaida.

Saleh, M., & Rijali, N. F. (2025). *PENGARUH HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK SEMEN CONCH DI TOKO BANGUNAN SEHATI KECAMATAN MURUNG PUDAK KABUPATEN TABALONG*. https://doi.org/10.35722/japb

Samsiyah, S., Latif, N., Aprilla, C. D., Auliansyah, A. R., Raditya, G., Zukar, M., & Adella, N. T. (2023). *Perilaku Konsumen* (Pertama). CV. Mega Press Nusantara.

Setiawan, P. Y. (2025). *Membangun Citra Destinasi di Era Digital : Peran EWOM dan Implikasinya Pada Niat Berkunjung Wisatawan* (Pertama). CV. Intelektual Manifes Media.

Sirna, I. K., Adinegara, G. N. J., & Nainggolan, G. (2025). *Excellent Service For Hospitality Industry* (Pertama). Deepublish Digital.

Sudadio. (2024). *Manajemen Desain Mutu Terpadu Jasa Pendidikan : Upaya Sentral dan Strategis Dalam Penyelenggaraan Pendidikan Bermutu* (Pertama). Jakad Media Publishing.

Sudarsono, Suharti, L., Susiani, Yusuf, S. N., Gaib, S., Mamengko, V. V., Patutie, E., & Mada, N. S. (2025). *Strategi Pemasaran Teori dan Praktik* (Pertama). CV. Mega Press Nusantara.

Sudaryatno, Suroso, I., Hanim, A., Pansiri, J., & Umama, T. L. (2021). Impact of Culture, Brand Image and Price on Buying Decisions: Evidence From East Java, Indonesia. *Business Perspectives*, *17*(1).

Sudirman, I., & Musa, M. I. (2023). *Strategi Pemasaran* (Pertama). Telektual Karya Nusantara.

Supriono, Sundari, R. F., Lubis, E. R., & Lubis, N. H. P. (2025). *Manajemen dan Teknologi Bahan Konstruksi Dalam Proyek Teknik* (Pertama). UMSU Press.

Yulinatoro, N., Goeltom, V., Juliana, & Bernarto, I. (2019). Repurchase Intentuon and Word of Mouth Factors in The Millennial Generation Against Various Brand of Boba Drinks During The Covid 19 Pandemic. *African Journal of Hospitality*, *8*(2).

Zulfa, I., & Muthi, I. (2025). Peningkatan Kemampuan Membaca Peserta Didik dengan Menggunakan Media Komik. *Nian Tana Sikka : Jurnal Ilmiah Mahasiswa*, *3*(4), 148–160. https://doi.org/10.59603/niantanasikka.v3i4.968