The Affecting of E-Servqual and E-WoM on Decisions to Purchase at the PF Store Pematang Siantar

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Abstract— **This research investigates the influence of E-Servqual and E-WoM on purchasing decisions in the context of social media-based e-commerce, with a case study of PF Store Pematang Siantar, an Instagram-based fashion retailer in North Sumatra, Indonesia. As social commerce through Instagram becomes increasingly prevalent in regional markets, understanding the factors that influence consumer purchasing decisions is crucial for business sustainability. The study employed a quantitative approach with 98 respondents, selected through the Slovin formula from 5,050 Instagram followers of PF Store as of May 2024. The findings reveal significant contributions to understanding consumer behavior in social media-based retail. E-Servqual (X1) demonstrated a greet impact on purchasing decisions, with t-count value is greater than the t-tabel at a significance level of 0.02. Similarly, E-WoM (X2) showed a stronger positive influence at a significance level of 0.03. The simultaneous effect of both variables was confirmed through F-test results with a significance value of 0.001, indicating their crucial role in driving consumer purchasing decisions in social commerce platforms. These results provide valuable insights for small and medium-sized enterprises utilizing Instagram as their primary e-commerce platform, particularly in regional markets. The study highlights the importance of maintaining high-quality electronic services and managing customer feedback effectively in social media-based retail environments.**

Keywords: E-Servqual, E-WoM, Purchasing Decisions

1. INTRODUCTION

Information technology developing in the era of globalization has brought major changes in the business world, including in consumer behavior patterns. Nowadays, people tend to choose practical and fast ways to fulfill their needs. This creates new challenges for businesses to utilize technology as a means to increase sales. One strategy that is starting to be widely applied is e-commerce, where transactions are carried out electronically using the internet as a marketing tool [1]. PF.Store Pematangsiantar, as one of the retail businesses that sells clothing and accessories, faces similar challenges. In this case, Electronic Service Quality (E-Servqual) and Electronic Word of Mouth (E-WOM) play a significant role in influencing buying choices.

E-Servqual refers to the extent to which digital media facilitates a convenient, effective, and efficient shopping experience [2]. After conducting a pre-survey, it was found that PF Store focuses more on offline services than online. A total of 6 out of 8 respondents stated that this store is less active in providing online shopping services, and only uses one social media platform for promotion. This inactivity has an impact on the impracticality felt by consumers, thus affecting their decision to buy. In fact, previous research states that good E-Servqual has Electronic Service Quality (E-Servqual) and Electronic Word of Mouth (E-WOM) play a significant role in influencing buying choices [1].

Apart from service quality, the E-WoM factor also has an important influence in building consumer perceptions. Syifaul defines E-WOM as good or bad reviews submitted by customers online about a goods or brand [3]. Based on the pre-survey, it was found that PF Store. Store is rarely the subject of conversation on social media. A total of 7 out of 8 respondents stated that this store lacks positive reviews and is not widely known. The low level of consumer discussion about products on social media affects potential buyers' trust in this store, which ultimately impacts purchasing decisions. A previous study by Fadilla also confirmed that E-WOM has a greet impact on buying choices [4].

These two variables are interrelated in creating a consumer experience that influences purchasing decisions. At PF. Store, problems-related to less than the importance of enhancing these two aspects is highlighted by the optimal E-Servqual and absence of positive social media discussions.

2. THEORETICAL REVIEW
2.1 E-SERVQUAL

E-Servqual is how a website can facilitate effective and efficient buying and selling and delivery transactions. E-Servqual is a form of quality service in internet media that establishes relationships between sellers and buyers in shopping effectively and efficiently [2]. The extent of E-Servqual's impact on online shopping has been demonstrated by a number of earlier research. E-Servqual significantly influenced purchasing decisions, according to Setyowati and Suryoko's study "The Influence of E-Servqual on Purchasing Decisions Through E-Trust as a Mediating Variable" [5]. Research by Firdausya and Oktini supports this conclusion and demonstrates the impact of e-servqual on purchasing decisions, showing that the greater the e-servqual offered, the more purchases people make [6]. Indicators of E-Servqual according to Zeithaml et al., include: efficicncy, reliability, fullfilment, privacy, responsiveness, compensation, and contact [2].

2.2 E-WOM

E-Servqual is how a website can facilitate effective and efficient purchasing and vending and delivery business dealings. E-Servqual is a form of quality service in internet media that establishes relationships between sellers and buyers in shopping effectively and efficiently [2]. Numerous prior research has demonstrated the significant impact of E-Servqual in the realm of online buying. Setyowati and Suryoko in their research entitled "The Influence of E-Servqual on Purchasing Decisions Through E-Trust as a Mediating Variable" found that E-Servqual had a notable impact on purchasing choices [5]. This discovery is supported by research conducted by Firdausya and Oktini, which confirms the impact of E-Servqual on purchasing decisions [6]. It suggests that when the e-Servqual is of high quality, consumers tend to make more purchases. Indicators of E-WoM according to Goyette et al., include aspects such as intensity, valence of opinion, and content [10].

2.3 BUYING DECISION

Tjiptono said that the buying process involves consumers identifying their needs, researching particular products or brands, and assessing how effectively these options can address their needs prior to making a choice. This process is closely related to consumer behavior, where each individual has different considerations in making purchasing decisions based on their needs and preferences. In the process, Kotler and Armstrong identifies five processes that consumers go through in obtaining purchasing decisions, namely problem identification, searching for details, evaluating options, finalizing buying choices, and taking action post-purchase. Kotler and Armstrong further describe five main indicators in purchasing decisions, namely awareness of needs, information search and evaluation, making purchasing decisions, giving recommendations to others, and making repeat purchases [11].

3. RESEARCH METHODS

The link between E-Servqual, E-WoM, and Purchase Decision is investigated in this study using a quantitative approach. Primary data for this study was gathered using a standardized questionnaire. Using a 5-point Likert scale, where 1 represents strongly disagree and 5 represents strongly agree, the variables were operationalized into indicators. Using the Slovin method with a 5% margin of error, a sample size of 98 respondents was established using a non-probability sampling technique. The population is made up of followers of the PF Store Instagram account. The research data was processed and analyzed using SPSS.

The Pearson correlation coefficient was used to test the validity of the research instruments; items were deemed valid at a significance level of 5% if the computed r-value was greater than the r-table value of 0.361. The findings indicated that the validity of every measuring item for each of the three variables was adequate. The correlation coefficients for E-Servqual (X1) varied from 0.723 to 0.836 for each of the eight items. Purchase Decision (Y) displayed correlation values ranging from 0.714 to 0.880 for 10 items, whereas E-WoM (X2) displayed correlation coefficients between 0.743 and 0.851 for 6 items. Every measurement item for every variable was greater than the r-table value of 0.361, suggesting that they were all legitimate and suitable for gathering data.

4. RESULTS DAN DISCUSSION
4.1 RESULTS

The results of multiple linear regression tests in this study, including:

Tabel 1. Multiple Linier Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	32.776	24.316		7.595	.000		
	E-Servqual	12.049	.116	.043	2.426	.027	.993	1.007
	E-WoM	22.193	.146	.135	3.325	.038	.993	1.007

From the empirical findings described above, the next equation can be formulated: Y = 32.776 + 12.049X1 + 22.193X2 + e.

   a. The derived constant is 32.776, which proves that in conditions where E-Servqual and E-WoM are assumed to be 0, the Purchasing Decision is projected to be 32.776.

   b. The coefficient associated with E-Servqual is measured at 12.049. Assuming that other variables remain constant, a 1 unit increase in E-Servqual will result in a

12.049 increase in Purchasing Decision, thus explaining that E-Servqual has a positive influence on Purchasing Decision.

c. The coefficient associated with E-WoM is measured at 22.193. This shows that an increase of 1 unit in E-WoM will increase the Purchasing Decision by 22.193, assuming that other variables are held constant. This shows that E-WoM has a impact on Purchasing Decisions.

Table 2. Partial Test (t)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	32.776	24.316		7.595	.000		
	E-Servqual	12.049	.116	.043	2.426	.027	.993	1.007
	E-WoM	22.193	.146	.135	3.325	.038	.993	1.007

Based on the information presented in Table 2, the outcomes of the hypothesis testing are delineated as follows:

a. E-Servqual (X1) shows the t-count value of the t-table value is 1.98, thus it can be concluded that t-count t-table (2.426 > 1.98) with significance level is less than 0.05 (0.02 >0.05). Therefore it can be concluded the the E-Servqual has a significant and positive impact on purchasing decisions (the first hypothesis is accepted

b. E-WoM (X2) shows t-count of 3.325 and t table value of 1.98, thus determining the condition of t-count > t-table (3.325 > 1.98) and the significance level is also smaller than 0.05 (0.03 < 0.05). Thus it can be concluded that E-WoM has a significant and positive impact on purchasing decisions (second hypothesis accepted).

Table 3. Simultaneous Test (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.837	2	14.918	9.021	.001[b]
	Residual	1388.163	95	14.612		
	Total	1418.000	97			

According to the data presented in Table 3, the computed F value is 9.021, while the F table value is 3.09; thus, it is evident that 9.021 > 3.09, with a significance level of 0.001 < 0.05.So it can be inferred that the E-Servqual and E-WoM have a positive and statistically significant influence on purchasing decisions at PF Store.

Table 4. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853	.521	.724	3.823

Based on the findings of the research, it is evident that the Adjusted R Square value obtained is 0.724. This statistic indicates that 72% of the variance in the Purchasing Decision variable can be elucidated by the E-Servqual and E-WoM variables. The residual 28% is affected by additional determinants that were not incorporated in this investigation, such as usability and e-trust [12], as well as product quality [13].

4.2 DISCUSSION
4.2.1   THE IMPACT OF E-SERVQUAL ON PURCHASING DECISIONS

E-Servqual has been found to have a partial, positive, and statistically significant impact on the purchasing decisions made by customers at PF shop Pematang Siantar, based on the results of the initial hypothesis examination and multiple linear regression analysis. The significance level is less than 0.05 (0.02 < 0.05), and the t statistic exceeds the critical t value (2.426 > 1.98), according to the analytical data, which show that the t statistic is 2.426 while the critical t value is 1.98. These findings are consistent with the scientific study "The Influence of E-Servqual on Purchasing Decisions Through E-Trust as a Mediating Variable," which found that E-Servqual significantly and favorably influences decisions about what to buy [5]. Additionally, research results show a strong favorable association between E-Servqual and consumer purchase decisions, supporting this claim. The higher the buying price, the higher the quality of the service [6]. The E-Servqual framework has the potential to positively influence consumers' purchasing decisions since high-quality electronic services make online shopping more pleasurable and rewarding for users. When an online shop like PF Store Pematang Siantar provides an easy-to-use platform, complete product information, a smooth ordering process, and perception customer service, this increases consumer trust and comfort in shopping.

4.2.2   THE IMPACT OF E-WOM ON PURCHASING DECISIONS

The results of the second hypothesis test indicate that E-WoM influences purchasing decisions. The calculations' results indicate that the t count is 3.325 and the t table is 1.98, indicating that the t count > the t table (3.325 > 1.98) and that the significance value is less than 0.05 (0.03 < 0.05). As a result, either the second hypothesis is true or the E-WoM variable significantly and favorably influences consumer choices. These findings are also consistent with a study titled "The Effect of e-WoM (Electronic Word of Mouth) on Halal Cosmetics Purchasing Decisions at Shopee," which found that E-WOM influences purchasing decisions in a positive way [10]. The study "The Effect of E-WOM on Purchasing Decisions Mediated by Brand Image and Brand Trust at Indomaret Mandala By Pass Branch" further supports the idea that E-WOM significantly and favorably influences purchasing decisions [11]. Because online reviews and suggestions from other customers are a reliable and significant source of information for prospective purchasers, e-WoM can positively impact purchasing decisions. Because they feel more assured that their judgments are backed by other customers' positive experiences, prospective buyers may be inspired to make more confident purchases as a result.

4.2.3   THE IMPACT OF E-SERVQUAL AND E-WOM ON PURCHASING DECISIONS

The study's findings indicate that E-Servqual and E-WoM significantly and favorably influence consumers' decisions to buy at the PF Store. According to the F test, the significance value is 0.001 (less than 0.05), and the F count value is 9.021 > F table is 3.09. This suggests that these two factors taken together have a statistically significant impact on purchasing decisions. The term "e-servqual" describes the level of engagement that users have with online services, including things like speed, noise level, transaction security, and convenience of use. The higher the quality of this service, the more satisfied consumers are, which ultimately encourages them to make a purchase. Meanwhile, E-WoM refers to information and recommendations published by consumers via digital platforms, such as reviews and testimonials. A positive reputation built through E-WoM can shape positive

perceptions of potential buyers and increase their confidence in making decisions to purchase. These findings are consistent with a number of earlier studies, including one that indicated E-Servqual and E-WoM significantly and favorably influenced purchasing decisions. This supports the finding that these two factors significantly impact consumer behavior when it comes to online buying [15]. Additionally, according to the coefficient of determination test, E-Servqual and E-WoM can explain 72% of the variability in purchasing decisions, with 28% being influenced by unidentified characteristics like electronic trust. Purchase decisions are greatly impacted by electronic trust, which is essential in forming consumer confidence in the online platform or product [16].

5. CONCLUSION

Both E-Servqual (X1) and E-WoM (X2) variables had substantial and partially beneficial effects on purchasing decisions (Y) at PF Store Pematang Siantar, according to the t-test results. Additionally, the F-test results demonstrate that E-Servqual (X1) and E-WoM (X2), when taken into account jointly, significantly and favorably influence Y's decision to buy from the same store. Furthermore, the coefficient of determination study shows that E-Servqual and E-WoM factors account for 72% of the variability in purchase decision variables. These findings have important practical implications for PF Store Pematang Siantar's business strategy on Instagram. To enhance E-Servqual, the store should focus on improving their Instagram content organization, providing detailed product information, implementing efficient direct message response systems, maintaining clear purchasing procedures, and ensuring reliable delivery tracking through regular updates on Instagram stories or direct messages. Additionally, to encourage positive E-WoM, PF Store should actively engage with customer reviews in comments and stories, encourage customers to share their purchasing experiences through Instagram features (stories, reels, or posts), implement a customer testimonial highlight, and develop a reward program for customers who share their positive experiences.

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