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# THE ROLE OF CONTENT QUALITY AND THE INFLUENCE OF SOCIAL MEDIA, INFLUENCERS ON PURCHASING DECISIONS MEDIATED BY THE SHOPEE E-WOM PLATFORM FOR FASHION PRODUCTS

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**ABSTRACT**

In the rapidly evolving digital landscape, E-commerce platforms, particularly in the fashion sector, are gaining increasing prominence. Shopee, as a leading E-commerce platform, provides a diverse array of fashion products from various brands and sellers. This study adopts a quantitative research approach to validate pre-established hypotheses. The chosen research method involves a survey utilizing a questionnaire. The population under consideration consists of subjects affiliated with the research conducted on the Shopee marketplace, with respondents being consumers of the Regalia Garment shop. A purposive sampling technique was employed, with 150 respondents selected based on their high shopping frequency on the Shopee platform. Hypothesis testing in this research employs a Structural Equation Model (SEM) approach, specifically based on Partial Least Square (PLS). The study delves into the influence of content creators, social media, and influencers on purchasing decisions for fashion products on Shopee. The results of the hypothesis analysis reveal a complex landscape concerning the interaction variables within the realm of digital marketing on the Shopee platform that impact decision-making. While social media may not exhibit a significant influence on purchasing decisions on Shopee, various other indicators on the platform suggest an impact on social media variables. Notably, optimizing marketing strategies that leverage the role of influencers in appropriate product contexts demonstrates a positive and significant influence on purchasing decisions. Furthermore, it is evident that social media positively affects Electronic Word-of-Mouth (e-WOM) by influencing trends and fostering conversations that impact its audience. In the e-commerce landscape, influencers play a crucial role, exerting influence through interactions and recommendations to their followers, thereby influencing individual purchasing decisions. The significance of e-WOM in shaping purchasing decisions on Shopee is underscored by recommendations

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from numerous users, even though it may not have a statistically significant impact on purchasing decisions in certain aspects.
**Keyword :** E-commerce Platforms, Fashion products, Social media, Purchase decisions, Influencer marketing

## INTRODUCTION

The rapidly developing digital era has raised E-commerce platforms as the center of attention in shopping activities, especially in the fashion product sector. One technical method to increase business competition and product sales is through the use of E-commerce or electronic commerce, allowing producers to sell products and services online (Khoziyah & Lubis, 2021:39-50; Purnama, 2020). Shopee, as a major E-commerce Platform, offers a variety of fashion products from various brands and sellers. In this context, the role of content creators, social media and influencers is increasingly important in influencing consumer preferences and purchasing decisions for fashion products on Shopee.

This research focuses on the influence of content creators, social media, and influencers in purchasing decisions on the Shopee platform, in accordance with consumers' understanding of the product and assessments from various sources that determine purchasing goals (Swastha & Irawan, 2008: 118) . Content creators play a key role in providing insight into the latest trends and providing fashion inspiration to consumers. Social media such as Instagram, TikTok, and Facebook have a big impact in shaping consumer preferences with visual content and user reviews. Meanwhile, influencers, with their presence and influence on social media, can shape consumer preferences through product recommendations and presentations in everyday life (Cheung & Thadani, 2012; Fadillah et al., 2021; Darwin, 2020).

This research seeks to better understand the influence of social media, content creators and influencers on purchasing decisions for fashion products on Shopee. Hopefully, a better understanding of these elements will provide valuable insights for the fashion, E-commerce and marketing industries. It is hoped that in-depth analysis of interactions between consumers, content creators and influencers can help formulate more effective and targeted marketing strategies to increase sales of fashion products on the platform.

## RESEARCH METHOD

### A. Data Types and Sources

The approach taken is quantitative research which aims to verify the hypothesis that the researcher has determined. The research method applied in this research is a survey in the form of a questionnaire. This research uses primary data taken from October to November 2023..

### B. Population

The research encompasses subjects affiliated with the study conducted on the Shopee marketplace, with respondents being consumers of the Regalia Konveksi store. Sampling is considered representative of the entire population, utilizing purposive sampling as the technique for sample determination. This method involves specific considerations, as outlined by Sugiono (2016:219). The determination of the research sample size was adjusted by employing partial least square analysis through SMART PLS software, following the guidelines provided by Barclay in JF Hair's book (2013). Recent research by Reinartz et al. (2009) illustrated that PLS-SEM is a suitable option for dealing with a small sample size. Additionally, PLS-SEM exhibits greater statistical power in situations where the model structure is less complex, especially with a smaller sample size, compared to its covariance-based counterpart.

Some researchers argue that sample size considerations are not crucial in PLS-SEM applications. This perspective aligns with the widely referenced 10 times rule (Barclay et al, 1995), suggesting that the sample size should be at least as large as the larger of the following:

10 times the highest number of formative indicators used to measure a single construct variable.

10 times the highest number of structural paths directed to a specific construct variable in the structural model.

Since the research adopts a structural model with reflective indicators, the determination of the sample size is justified by applying Barclay's second proposition. This involves examining the construct variables with the most entry points, where the endogenous variable for purchasing decisions has four entry points. Thus, the minimum required sample size for this study is 50 respondents actively using social media or engaging in online shopping.

**C. Data Collection**

The data source used in this research is primary data, namely information obtained directly from the original source. Primary data is information provided directly by the source to the data collector (Sugiyono, 2017:193). This research information was taken from a questionnaire distributed to Shopee users at the Regalia Konveksi shop. This research analysis took place simultaneously with the data collection process, or was carried out after the data was collected.

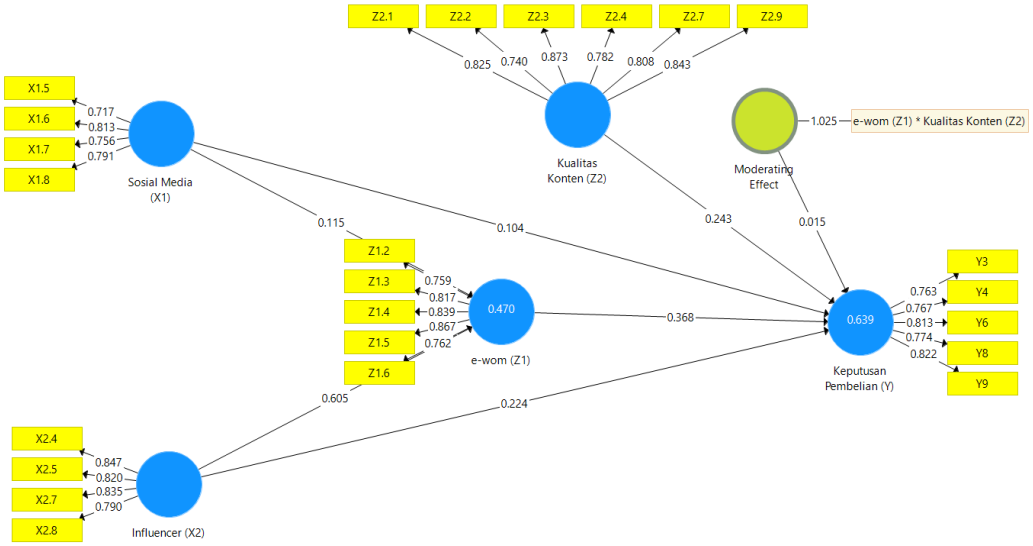
**D. Data Analysis Method**

In this research, hypothesis testing was conducted using a Partial Least Square (PLS) approach within the context of Structural Equation Modeling (SEM). PLS represents a variant of structural equation modeling that relies on components. The primary objective of hypothesis testing was to investigate the potential influence of research variables on one another. This analysis entailed assessing the Regression

Weight using Critical Ratio (CR) and Probability (P) values. The predetermined criteria for validation were set with a CR value equal to or greater than 1.96 and a P-value equal to or less than 0.05. If the processed data indicate values meeting these criteria, the proposed research hypothesis is considered substantiated.

## RESULTS & DISCUSSION

### Evaluation of Measurement Model/ Outer Model




Figures1Outer Model

This study evaluates convergent validity through Outer Loading and Average Variance Extracted (AVE). An indicator is considered to demonstrate sound convergent validity if its Outer Loading exceeds 0.7, and the Average Variance Extracted surpasses 0.5. The subsequent values for Outer Loading and Average Variance Extracted for each indicator within the research variable are outlined below:

Table1 *Convergent ValidityTest-Outer Loading*

| Variables | Indicators | Outer Loading |
|---|---|---|
| Social media (X1) | X1.5 | 0.717 |
| | X1.6 | 0.813 |
| | X1.7 | 0.756 |
| | X1.8 | 0.791 |
| Influencers(X2) | X2.4 | 0.847 |
| | X2.5 | 0.820 |
| | X2.7 | 0.835 |
| | X2.8 | 0.790 |
| E-wom (Z1) | Z1.2 | 0.759 |
| | Z1.3 | 0.817 |
| | Z1.4 | 0.839 |

| Variables | Indicators | Outer Loading |
|---|---|---|
| | Z1.5 | 0.867 |
| | Z1.6 | 0.762 |
| Content quality (M) | Z2.1 | 0.825 |
| | Z2.2 | 0.740 |
| | Z2.3 | 0.873 |
| | Z2.4 | 0.782 |
| | Z2.6 | 0.808 |
| | Z2.7 | 0.843 |
| | Z2.9 | 0.763 |
| Purchase Decision (Y) | Y.3 | 0.767 |
| | Y.4 | 0.813 |
| | Y.6 | 0.774 |
| | Y.8 | 0.822 |
| | Y.9 | 1,025 |
| Moderating Effect | Z1*Z2 | 0.717 |

Source: Data processed by Smart-PLS

According to the information presented in Table 1 for Outer Loading, it is evident that none of the indicator variables have values below 0.5. Therefore, all the indicators are deemed appropriate and valid for inclusion in the study, making them suitable for further analysis.

Table2 *Convergent ValidityTest- Average Variance Extracted (AVE)*

| Variables | Average Variance Extracted (AVE) |
|---|---|
| Social Media (X1) | 0.593 |
| Influencers (X2) | 0.678 |
| E-wom (Z1) | 0.656 |
| Content quality (M) | 0.661 |
| Purchase Decision (Y) | 0.621 |
| Moderating Effect | 1,000 |

Source: Data processed by Smart-PLS

Based on the data presented in Table 2, it is clear that the Average Variance Extracted values for all variables under investigation in this study are above 0.5. This suggests that each variable demonstrates satisfactory convergent validity. The following section will discuss the outcomes of the discriminant validity assessment, utilizing Fornell-Larcker and Cross Loading values. An indicator is considered to meet discriminant validity standards if both Fornell-Larcker and Cross Loading values for the indicator within its variable are higher compared to other variables. The subsequent Fornell-Larcker and Cross Loading values correspond to each respective indicator:

Table3 *Discriminant Validity Test - Fornell-Larcker*

| | X1 | X2 | Z1 | m | Y | M.E |
|---|---|---|---|---|---|---|
| Social Media (X1) | 0.770 | | | | | |
| Influencers (X2) | 0.660 | 0.824 | | | | |
| E-wom (Z1) | 0.514 | 0.680 | 0.810 | | | |
| Content quality (M) | 0.435 | 0.513 | 0.735 | 0.813 | | |
| Purchase Decision (Y) | 0.545 | 0.662 | 0.747 | 0.672 | 0.788 | |
| Moderating Effect | -0.088 | -0.289 | -0.308 | -0.066 | -0.187 | 1,000 |

Source: Data processed by Smart-PLS

Table4*Discriminant Validity Test - Cross Loading*

| | **SM (X1)** | **IF(X2)** | **EW (Z1)** | **KK (Z2)** | **KP (Y)** | **M.E** |
|---|---|---|---|---|---|---|
| X1.6 | 0.717 | 0.691 | 0.466 | 0.281 | 0.364 | -0.230 |
| X1.7 | 0.813 | 0.615 | 0.403 | 0.468 | 0.479 | -0.048 |
| X1.8 | 0.756 | 0.319 | 0.370 | 0.307 | 0.399 | -0.028 |
| X2.3 | 0.791 | 0.379 | 0.336 | 0.270 | 0.431 | 0.046 |
| X2.4 | 0.651 | 0.847 | 0.568 | 0.457 | 0.514 | -0.110 |
| X2.5 | 0.497 | 0.820 | 0.551 | 0.402 | 0.517 | -0.248 |
| X2.7 | 0.484 | 0.835 | 0.562 | 0.333 | 0.516 | -0.350 |
| Y3 | 0.539 | 0.790 | 0.557 | 0.488 | 0.624 | -0.243 |
| Y4 | 0.534 | 0.652 | 0.642 | 0.623 | 0.763 | -0.279 |
| Y6 | 0.387 | 0.425 | 0.528 | 0.401 | 0.767 | -0.152 |
| Y8 | 0.389 | 0.486 | 0.619 | 0.454 | 0.813 | -0.052 |
| Y9 | 0.474 | 0.495 | 0.579 | 0.530 | 0.774 | -0.180 |
| Z1.1 | 0.333 | 0.510 | 0.553 | 0.599 | 0.822 | -0.049 |
| Z1.2 | 0.281 | 0.492 | 0.759 | 0.419 | 0.572 | -0.365 |
| Z1.3 | 0.321 | 0.571 | 0.817 | 0.437 | 0.587 | -0.218 |
| Z1.4 | 0.464 | 0.618 | 0.839 | 0.814 | 0.530 | -0.231 |
| Z1.5 | 0.486 | 0.584 | 0.867 | 0.646 | 0.649 | -0.230 |
| Z2.1 | 0.509 | 0.486 | 0.762 | 0.639 | 0.676 | -0.216 |
| Z2.2 | 0.373 | 0.400 | 0.586 | 0.825 | 0.534 | -0.010 |
| Z2.3 | 0.276 | 0.256 | 0.456 | 0.740 | 0.367 | -0.024 |
| Z2.4 | 0.445 | 0.451 | 0.618 | 0.873 | 0.576 | -0.111 |
| Z2.6 | 0.524 | 0.514 | 0.715 | 0.782 | 0.608 | -0.177 |
| Z2.7 | 0.225 | 0.450 | 0.637 | 0.808 | 0.556 | -0.040 |
| Z2.9 | 0.248 | 0.376 | 0.528 | 0.843 | 0.577 | 0.060 |
| *e-wom* | -0.088 | -0.289 | -0.308 | -0.066 | -0.187 | 1,000 |

Source: Data processed by Smart-PLS

Upon examining the information presented in Tables 3 and 4, it is evident that each indicator linked to the research variable demonstrates the highest Fornell-Larcker

and Cross Loading values specifically on the variable it represents. These values surpass those associated with other variables. These findings provide confirmation that the indicators utilized in this study exhibit robust discriminant validity within their respective variables.

The subsequent section details the results of reliability assessments, utilizing composite reliability, rho_A, and Cronbach's alpha values. An indicator is considered to meet reliability standards if the composite reliability values are above 0.6 (Bagozzi & Yi, 1998; Chin & Dibbern, 2010), and both rho_A and Cronbach's alpha values exceed 0.7 (Vinzi, Trinchera, & Amato, 2010). The forthcoming values present the composite reliability, rho_A, and Cronbach's alpha for each individual indicator in the Reliability Test, as indicated in Table 5.

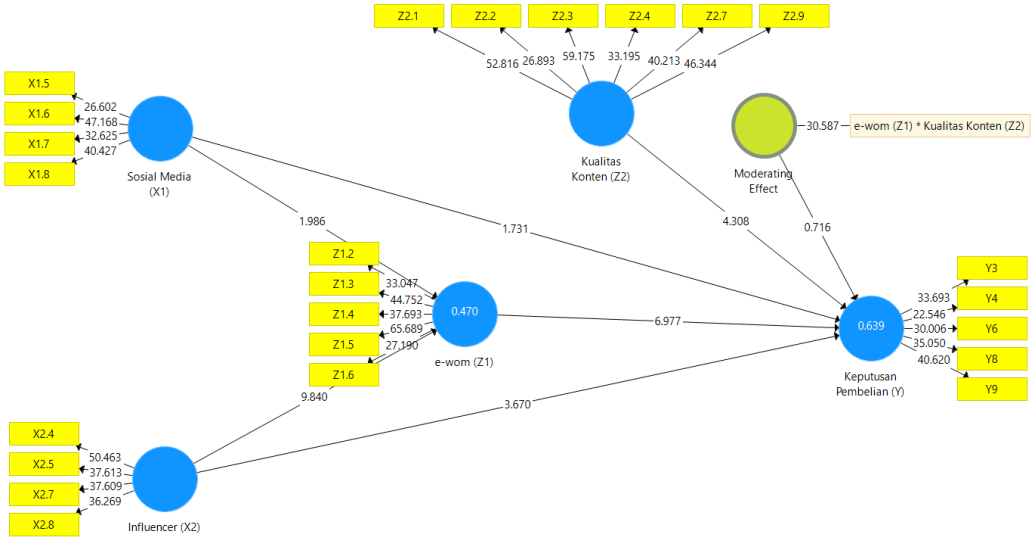
- Composite Reliability, rho_A, and Cronbach's Alpha

| Variables | Composite Reliability | rho_A | Cronbach's Alpha |
|---|---|---|---|
| Social Media (X1) | 0.771 | 0.773 | 0.853 |
| Influencers (X2) | 0.842 | 0.842 | 0.894 |
| E-wom (Z1) | 0.868 | 0.871 | 0.905 |
| Content Quality (Z2) | 0.897 | 0.905 | 0.921 |
| Purchase Decision (Y) | 0.848 | 0.851 | 0.891 |
| Moderating Effect | 1,000 | 1,000 | 1,000 |

Source: Data processed by Smart-PLS

From the information provided in the aforementioned Table 5, it is apparent that the composite reliability values for all research variables surpass the threshold of > 0.6, while the values for rho_A and Cronbach's alpha exceed > 0.7. These findings signify that each variable has satisfied the criteria set for composite reliability, rho_A, and Cronbach's alpha. Consequently, it can be inferred that the overall variables exhibit a notably high level of reliability.

## Evaluation of Structural Model/Inner Model




Figures2Inner Model

Examining the schematic representation of the inner model as depicted in Figure 3, it can be elucidated that the most substantial path coefficient is evident in the impact of influencers on e-WOM, amounting to a coefficient of 9,840. Subsequently, the influence of e-WOM on purchasing decisions follows closely with a coefficient of 6,977. Conversely, social media exhibits the least impact on e-WOM, registering at 1,986. This description highlights that all variables within this model exhibit positive path coefficients. This indicates that as the path coefficient value of an exogenous variable on the endogenous variable increases, the influence becomes more robust. The R-Square values are presented in Table 6.

| | R-Square |
|---|---|
| *E-wom* | 0.639 |
| Buying decision | 0.470 |

Source: Data processed by Smart-PLS

Based on the data in the table above, it can be seen that the R-Square value for the E-wom and Purchasing Decision variables is 0.639 and 0.470 respectively, which means the ability of the exogenous variable to explain the endogenous variable is 63.9% and 47% (moderate). ) where 36.1% and the remaining 53% are the influence of other exogenous variables not measured in this study.

Table5 *Path Coefficient*

| | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T-Statistics (\|O/STDEV) | P values | Signification |
|---|---|---|---|---|---|---|
| Social Media (X1)→Purchase Decision (Y) | 0.104 | 0.103 | 0.060 | 1,731 | 0.084 | Not significant |
| *Influencers*(X2)→Purchase Decision (Y) | 0.224 | 0.224 | 0.061 | 3,670 | 0,000 | Significant Positive |
| Social Media (X1)→E-wom (Z1) | 0.115 | 0.114 | 0.058 | 1,986 | 0.048 | Significant Positive |
| *Influencers*(X2)→E-wom (Z1) | 0.605 | 0.607 | 0.061 | 9,840 | 0,000 | Significant Positive |
| *e-wom*(Z1)→Purchase Decision (Y) | 0.368 | 0.363 | 0.053 | 6,977 | 0,000 | Significant Positive |
| *E-wom*(Z1)→Content Quality→Purchase Decision (Y) | 0.015 | 0.015 | 0.021 | 0.716 | 0.474 | Not significant |

Source: Data processed by Smart-PLS

Table 7 above shows the results of the PLS calculation which states the influence between variables. Based on the table above, it can be seen that of the 7 hypotheses processed in this research, it can be declared accepted or significant if. P-Values < 0.05 in this study also used the T test or partial test to support the significance test. For Alpha α 5% t or 0.05 and the df value = 150 which shows the value of t = 1.655 / with an alpha value of 0.025 which shows t = 1.976 There are 5 hypotheses which state it is positively significant and 2 hypotheses which state it is not significant.

**H1: Social media influences purchasing decisions**

The impact of social media on purchasing decisions yields an original sample (O) result of 0.104, signifying a positive influence between the two variables. However, the P-Values stand at 0.084, falling short of the standard criterion of P-Values < 0.05. Additionally, the t-statistic value is 1.731, which is below 1.976. Consequently, the first hypothesis of this research is rejected, indicating insignificance. From the sample data, it can be inferred that the exogenous variable (Social media) fails to demonstrate a discernible influence on the endogenous variable (purchasing decisions). Thus, it can be concluded that social media has an insignificant effect on purchasing decisions.

These findings contradict the results of previous studies such as the research by Kadek Riyan Putra Richadinata, Ni Luh Putu Surya Astitiani (2021) on "THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASING DECISIONS IN THE BALI INTERNATIONAL UNIVERSITY ENVIRONMENT," Fanlia Adiprimadana Sanjaya, Riris

Ambarwati, Dewi Lesmanawati (2022) in "The Influence of Social Media Marketing and Brand Image on Purchasing Decisions Mediated by Electronic Word of Mouth (Case Study: Consumers of the Banjarbaru 'Ikhtiar' Shop)," and Othysalonika, Abdul Wahib Muhaimin, Febriananda Faizal (2022) on "The Influence of Social Media Marketing on Consumer Interest and Purchasing Decisions in Healthy Food Businesses in Malang City." Other studies, including Gumilar Tintan Mulyansyah (2021), Wibi Anindra Lukito, Aswin Fahmi D* (Title: "The Influence of Promotion with social media on the Decision to Purchase Ortuseight Sports Shoes in the Tanjung Morawa Community"), Rio Haribowo, Hendy Tannady, Muhammad Yusuf, Galih Wisnu Wardhana, Syamsurizal (2022) with the title "Analysis Of The Role Of Social Media Marketing, Product Quality And Brand Awareness On Buying Decisions For Restaurant Customers In West Java," and Rima Rohmatun Nisa (2019) with the title "The Influence of Social Media Influencers and Trustworthiness on Purchasing Decisions for Make Over Cosmetics (In Royal Plaza)," along with Nararya Narottama, Natasha Erinda Putri Moniaga (2022) in "The Influence of Social Media Marketing on Consumer Purchasing Decisions in Culinary Tourism Destinations in Denpasar City," identified significant influence between social media and purchasing decisions. It's noteworthy that the inclusion of the Shopee platform as an object of research distinguishes this study from others, and the uniqueness of each study's focus contributes to the variation in findings.

**H2: Influencers influence purchasing decisions**

The impact of influencers on purchasing decisions reveals an original sample (O) result of 0.224, indicating a positive influence between both variables. The P-Value is 0.000, meeting the standard criterion of P-Values < 0.05, and the t-statistic value is 3.670, exceeding 1.976. Consequently, the hypothesis in both studies is accepted and deemed significant. From the sample data, it can be deduced that the exogenous variable (influencers) does exhibit a discernible influence on the endogenous variable (purchasing decisions). Therefore, it can be asserted that influencers have a significant and positive impact on purchasing decisions.

These findings align with prior research conducted by Dinda Noer Pratiwi, Ana Noor Andriana (2023) in "The Influence of Celebrity Endorser, Brand Image and E-WOM on Decisions to Purchase Somethinc Series Serum Products." Moreover, in the context of nano influencers, the results echo those of Livia Nadhifa Putri, Adila Sosianika (2021) in "Identification of the Role of Nano Influencers in E-WOM Engagement on social media on Purchase Interest," as well as Adhimurti Citra Amalia, Gabriella Sagita Putri (2019) in "Analysis of the Influence of Social Influencers Media on Purchasing Decisions of Generation Z Consumers in the City of Surabaya.."

**H3: Social media influences E-wom**

The impact of social media on e-WOM reveals an original sample result (O) of 0.115, indicating a positive influence between both variables. The P-value is 0.048, meeting the standard criterion of P-Values < 0.05, and the t-statistic value is > 1.976, confirming the

acceptance and significance of the third hypothesis in this research. From the sample data, it can be inferred that the exogenous variable (Social media) does demonstrate a discernible influence on the endogenous variable (e-WOM). Therefore, it can be concluded that social media has a significant positive effect on e-WOM.

These results align with the outcomes of previous research conducted by Fanlia Adiprimadana Sanjaya, Riris Ambarwati, Dewi Lesmanawati (2022) in "The Influence of Social Media Marketing and Brand Image on Purchasing Decisions Mediated by Electronic Word of Mouth (Case Study: Consumers of the Banjarbaru 'Ikhtiar' Shop)," particularly in the context of consumer research in a shopping environment. Additionally, the findings are consistent with those of Ni Made Puspita Dewi, I Gusti Ayu Imbayani, Pande Ketut Ribek (2021) in "The Influence of Social Media Marketing on Purchasing Decisions Mediated by E-Word of Mouth at the Givanda Store Denpasar," which explores the influence of social media, particularly social media marketing, on e-WOM.

**H4: Influencers influence E-wom**

The impact of influencers on e-WOM reveals an original sample result (O) of 0.605, signifying a positive influence between both variables. The P-Value is 0.000, meeting the standard criterion of P-Values < 0.05, and the t-statistic value is 9.840, exceeding 1.976. Consequently, the fourth hypothesis of this research is accepted and deemed significant. From the sample data, it can be deduced that the exogenous variable (influencer) indeed exhibits a discernible influence on the endogenous variable (e-WOM). Therefore, it can be asserted that influencers have a significant positive effect on e-WOM.

These findings align with the results of research conducted by Shuang Zhou, Liz Barnes, Helen McCormick, Marta Blazquez Cano (2020) in "Social media influencers' narrative strategies to create eWOM: A theoretical contribution," which emphasizes social media influencers as instrumental in shaping e-WOM through narrative strategies. Additionally, the findings are consistent with Zheng Shen's research (2021) in "A persuasive eWOM model for increasing consumer engagement on social media: evidence from Irish fashion micro-influencers," which explores the influence of macro influencers and their strategies in fostering interaction to enhance the e-WOM variable..

**H5: E-wom influences purchasing decisions**

The influence of e-WOM on purchasing decisions is evident from the original sample result (O) of 0.368, indicating a positive correlation between the two variables. The P-Value, standing at 0.000, satisfies the standard requirement of P-Values < 0.05, while the t-statistic value reaches 6.977, surpassing the threshold of 1.976. As a result, the fifth hypothesis of this research is accepted and considered statistically significant. Analyzing the sample data leads to the inference that the exogenous variable (e-WOM) does indeed exert a noticeable impact on the endogenous variable (purchasing decisions).

Hence, it can be concluded that e-WOM significantly and positively influences purchasing decisions.

These findings reinforce existing research by various scholars, such as Luthfiyatillah et al. (2020) in "Effectiveness of Instagram and E-WOM (Electronic Word of Mouth) Media on Purchase Interest and Purchase Decisions," which underscores the influence of eWOM media on purchasing decisions. The results are also consistent with Muhammad Arif (2021) in "The Influence of Social Media Marketing, Electronic Word Of Mouth (EWOM), and lifestyle on online purchasing decisions," highlighting the impact of eWOM on online purchases of lifestyle products. Additionally, Dinda Noer Pratiwi, Ana Noor Andriana (2023) in "The Influence of Celebrity Endorser, Brand Image and E-WOM on Purchasing Decisions for Somethinc Series Serum Products" examines the effect of eWOM on purchasing decisions for skincare products. Furthermore, Yulianita Putri Rahma, Mulyo Budi Setiawan (2022) in "The Influence of Brand Ambassadors, Electronic Word of Mouth (E-wom), and Brand Image on Interest in Buying Azarine Sunscreen Products" focuses on skincare products in the purchasing decision variable, indicating the consistent impact of e-WOM across various contexts..

**H6: E-wom influences purchasing decisions with content quality as a moderating variable**

The impact of e-WOM on purchasing decisions, with content quality as a moderating variable, reveals an original sample (O) result of 0.015, indicating a positive influence among the three variables. However, the P-Value is 0.474, failing to meet the standard of P-Values < 0.05. Additionally, the t-statistic value is 0.716, which is less than 1.976. Consequently, the seventh hypothesis of this study is rejected as it lacks significance. The sample data suggests that the exogenous variable (e-WOM) does not exhibit a discernible influence on the endogenous variable (purchasing decisions) through the moderating variable (content quality). Therefore, it can be concluded that e-WOM has an insignificant effect on purchasing decisions when moderated by content quality.

The study's findings reveal a novel association between e-WOM variables and purchasing decisions, moderated by content quality, a relationship not previously identified in similar research. However, acknowledging the researchers' limitations, there may be potential objections from other researchers at specific points that could further strengthen or challenge these findings.

## CONCLUSION

In a business world that is increasingly digitally connected, the results of this research highlight the complexity of the relationship between social media platforms, influencers, e-WOM, and purchasing decisions. Although there is evidence that supports the positive influence of influencers, e-WOM, and social media on several related variables, such as purchasing decisions, the findings also show that content quality does not moderate the relationship between e-WOM and purchasing decisions. Therefore,

further research and a more holistic approach is needed to understand the deeper role and interactions between these factors in shaping consumer behavior.

Based on the results of hypothesis analysis, this research describes a complex landscape regarding the interaction of variables in the context of digital marketing.

In the discussion, social media has insignificant results on purchasing decisions on Shopee because there are other indicators on Shopee that can influence social media variables. Influencers have a significant positive influence on purchasing decisions and can be optimized as a marketing strategy within the influencer sphere that is suitable for the product. marketed, Social media has a positive influence on e-wom because many people can be influenced by trends or follow what is being talked about a lot on social media, etc. Meanwhile, influencers have a positive influence on e-wom, which can be proven by the influence of influencers who can influence audience and followers to interact. For eWOM itself, it can make a purchasing decision with data that has a significant positive effect because many shopee customers need recommendations from several people for purchasing decisions. In contrast, e-WOM does not have a significant effect on purchasing decisions which are moderated I the quality of the content because in influencing eWOM the quality of the accurate, informative content that is served can become a purchasing decision

**RECOMMENDATIONS**

The following are suggestions that the author can give based on the results of this research, hopefully they can be useful for previous research:

1. Even though social media is not proven to have a significant influence on purchasing decisions, the use of social media can be optimized to improve purchasing decisions. With a content creation strategy that explains product details that make people more clear and understand it and provides educational value which creates eWOM for added value and purchasing influence.
2. As a positive result of influencers and eWOM on purchasing decisions, it is recommended to look for influencers who are suitable and relevant to the product being promoted and create strategies that provoke interaction to increase e-WOM and influence purchasing decisions.

ConclusionThis encourages the need for further research, optimizing marketing strategies based on influencers and e-WOM, as well as expanding understanding of the complex dynamics of social media variables and content quality in their influence on consumer purchasing decisions in the ever-growing digital era. With a more in-depth and holistic approach, it is hoped that there will be improved strategies that are right on target and responsive to changes in consumer behavior that continue to develop.

In Understanding further the role of social media, influencers, and e-WOM in consumer purchasing, marketing strategies need to be updated and optimized. Focusing on strengthening interactions between quality content, influencers who have

influence, and exploiting the viral potential of e-commerce can be a proactive step in increasing influence on purchasing decisions. There is also a need to increase cross-sector collaboration to expand understanding of the relationships between variables and adapt strategies that are more appropriate to the dynamics of digital consumers. Thus, this research not only provides insight, but also encourages the adoption of smarter and more targeted strategies in a market context that continues to change and develop rapidly.

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