The Influence of Social Media, Price, and E-Word of Mouth on Purchasing Decisions at Florist Flower Shops

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Article Info	ABSTRACT
	The study aims to determine how Social Media, Price, and E-Word of Mouth influence Purchase Decisions, particularly in flower shops in Denpasar city. This research uses a quantitative approach. Sampling was done using Nonprobability Sampling with Random Sampling, resulting in a sample size of 100 respondents. Data were processed using SPSS version 26 software. The analysis method used was multiple linear regression analysis, with respondents being customers of flower shops in Denpasar city. The research instrument was a questionnaire. Statistical analysis methods used in this study include validity tests, reliability tests, classical assumption tests, multiple linear regression tests, t-tests, F-tests, and correlation tests. The results showed that the t-value for social media was 6.123, which is greater than the t-table value of 1.66088, indicating that social media affects purchase decisions. The t-value for price was 2.829, greater than the t-table value of 1.66088, indicating that price affects purchase decisions. The t-value for E-WOM was 3.734, greater than the t-table value of 1.66088, indicating that E-WOM affects purchase decisions. The F-test value was 91.937, which is greater than the F-table value of 2.699, indicating that social media, price, and E-WOM simultaneously influence purchase decisions.

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1. INTRODUCTION

With the advancement of technology, particularly telephones and the internet, various aspects of human life, including the economy, have been significantly affected. The ease of access to information and online shopping has created business opportunities through digital platforms. The rapid growth of internet users in Indonesia presents opportunities for SMEs to leverage technology, especially social media, to enhance business effectiveness and reach a broader market (Khoziyah & Lubis, 2021).

Social media plays a crucial role in marketing strategies, helping SMEs compete in the digital market and influencing consumer purchasing decisions through pricing and electronic word of mouth (E-WOM). Research shows that social media, pricing, and E-WOM significantly affect consumer purchasing decisions (Dewi &

Sudiksa, 2019). SMEs in Denpasar, as the economic and educational center of Bali, have great potential to harness technology to increase revenue and regional economic stability, with innovation and effective marketing strategies being key to remaining competitive (Kusnandar, 2021).

According to Nurliyanti et al. (2022), purchasing decisions are the process by which consumers recognize products, seek information, evaluate quality and alternatives, and adjust their preferences to reduce risks and select the most desired products. Indicators of purchasing decisions include purchasing habits, purchase intentions, purchasing priorities, willingness to sacrifice, and purchases based on product benefits and expectations (Ilmaya & Hidayati, 2016).

Indriyani & Suri (2020) explain that social media is an online platform for sharing information, knowledge, and views among connected individuals and is often used as a source of information before making a purchase. According to Indriyani & Suri (2020), the six indicators of social media are engaging and entertaining content, interaction between consumers and sellers and other consumers, ease of searching and communicating product information, and the level of trust in social media.

According to Melpiana & Sudarajat (2022), price is the total value paid by consumers to obtain the benefits of a product or service. According to Setyo (2018), price-related indicators include the set price, affordability, alignment with product quality, market competitiveness, and discounts.

According to Damayanti (2020), E-WOM is an evolution of WOM that utilizes electronic media to provide responses, reviews, or opinions about a product. According to Goyette et al. (2010), E-Word of Mouth consists of the intensity of using social media to share product or service reviews, content that includes information on quality and price, and positive and negative opinions from consumers.

2. LITERATURE REVIEW

2.1 Marketing

Marketing is a managerial process that enables individuals or groups to obtain what they need and want by creating, offering, and exchanging valuable products with others, or any activities related to delivering products or services from producers to consumers (Ariyanto et al., 2023).

Marketing management is an effort to plan, execute (involving organization, direction, and coordination), and oversee marketing activities within an organization to achieve efficiency and effectiveness. In its scope, marketing encompasses the entire system related to business activities, starting from planning, pricing, promotion, to the distribution of goods or services to meet the needs of buyers, both actual and potential (Sudarsono, 2020).

2.2 Purchasing Decision

According to Wiranata et al. (2021), purchasing decisions involve selecting between two or more alternatives, meaning that for a consumer to make a decision, several alternative choices must be available. According to Keren & Sulistiono (2019), purchasing decisions are the process of evaluating and choosing among various product options available, based on consumer interests with the aim of determining the choice deemed most beneficial.

2.3 Social Media

Nasrullah (2021) defines social media as an online platform that allows users to express themselves, interact, collaborate, share, and communicate with other users, thereby forming virtual social relationships. With the presence of social media, the exchange of information between users becomes easier, more transparent, sincere, reliable, and accountable.

Indriyani & Suri (2020) explain that social media refers to the interactions, activities, and behaviors that occur among groups of individuals connected online, with the purpose of sharing information, knowledge, and views using web-based communication tools. Many people today use

social media as a source of information before making a purchase.

2.4 Price

According to Melpiana & Sudarajat (2022), price is the total value paid to obtain ownership of a product or service. Price encompasses the total value exchanged by consumers to obtain the benefits from a product or service. According to Setyo (2018), price is the monetary value for acquiring a combination of goods and services.

Abdul Gofur (2019) defines price as the cost set or charged by producers to consumers as compensation for the products or services provided. Price includes various costs that consumers must pay to obtain a product or service, which can encompass elements such as production costs, distribution costs, and producer profit margins.

2.5 Electronic Word of Mouth (E-WOM)

According to Satria Nurcahyo & Ahmad Ali (2023), E-WOM is the process by which customers express their opinions and information about products, either positively or negatively, through the internet. Damayanti (2020) describes E-WOM as an evolution of word of mouth (WOM). While the core remains the same—providing verbal responses, reviews, or opinions about a product—the difference lies in the execution of E-WOM using electronic media.

Electronic Word of Mouth (E-WOM) refers to any statements, whether positive or negative, made by potential customers, active customers, or customers who have made a purchase regarding a company's products or services. These statements are used and can be accessed by various individuals and companies through internet platforms (Faozah et al., 2020).

3. METHODS

This study uses a quantitative approach with a descriptive method to analyze the relationship between social media, price, and E-Word of Mouth on purchasing decisions at florist shops in Denpasar (Ahyar et al., 2020). The research is conducted in Denpasar, a center of education that influences the culture of using flower bouquets as gifts or birthday greetings, over a study period of 3 months from March to May 2024. The sample for this study is selected using Nonprobability Sampling with a Random Sampling method for efficiency and better population representation (Sekaran, 2018).

This study employs purposive sampling with inclusion criteria such as customers of florist shops in Denpasar City aged 15 years and above. Exclusion criteria include respondents unwilling to fill out the Google Form and those under 15 years old (Sugiyono, 2004). A total of 100 respondents are chosen based on the Cochran formula for an adequate sample size (Sugiyono, 2019). The research instrument used is a questionnaire with a Likert scale, in accordance with recommendations for measuring attitudes, opinions, and perceptions of respondents regarding the phenomena being studied (Sugiyono, 2019).

4. RESULTS AND DISCUSSION

4.1 Normality Test

Table 1.1 Normality Test

One-Sample Kolmogorov-Smirnov Test	
N	100
Asymp. Sig. (2-tailed)	.200[c,d]

Source: Data processed with SPSS 26, 2024

The result in Table 1.1 shows an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data used is normally distributed or meets the normality assumption.

4.2 Multicollinearity Test

Table 1.2 Multicollinearity Test

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Media Sosial	.413	2.422
	Harga	.444	2.254
	E-WOM	.570	1.755
a. Dependent Variable: Keputusan Pembelian			

Source: Data processed with SPSS 26, 2024

Based on Table 1.2 above, the results show that the VIF values for the three independent variables are <10, and the Tolerance values for the three variables are >0.1. Thus, it can be concluded that the multiple linear regression model does not exhibit multicollinearity among the independent variables, and it can be used in the research.
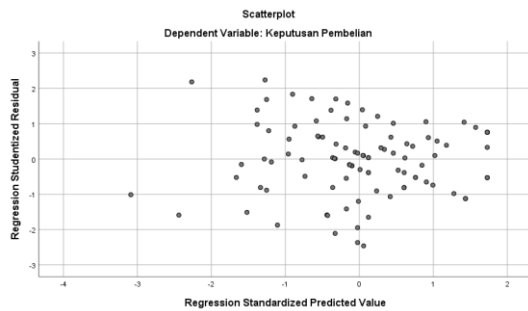
4.3 Heteroscedasticity Test

Figure 1.1 Heteroscedasticity Test

The results from Figure 1.2 show that the points are scattered randomly without forming a clear pattern. This suggests that heteroscedasticity is not present in the regression model, making the model suitable for predicting purchasing decisions.

4.4 Multiple Linear Regression Analysis Test

Table 1.3 Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	6.627	.822
	Media Sosial	.304	.050
	Harga	.162	.057
	E-WOM	.229	.061

Source: Data processed with SPSS 26, 2024

Based on Table 1.3 above, the multiple linear regression equation for this study is:

$$Y = 6{,}627 + 0{,}304\ X_1 + 0{,}162\ X_2 + 0{,}229\ X_3 + e$$

The equation can be interpreted as follows:
1. The constant value of the linear equation is 6.627, which means that if the variables of social media, price, and E-Word Of Mouth are zero, the purchasing decision variable would be 6.627.
2. The regression coefficient for social media (b1b_1b1) is 0.304, indicating that for a 1% increase in social media, the purchasing decision increases by 0.304.

3. The regression coefficient for price (b2b_2b2) is 0.162, indicating that for a 1% increase in price, the purchasing decision increases by 0.162.
4. The regression coefficient for E-Word Of Mouth (b3b_3b3) is 0.229, indicating that for a 1% increase in E-Word Of Mouth, the purchasing decision increases by 0.229.

4.5 t-Test (Partial)

table 1.4 t-Test (Partial)

Model		t	Sig.
1	(Constant)	8.067	.000
	Media Sosial	6.123	.000
	Harga	2.829	.006
	E-WOM	3.734	.000

Source: Data processed with SPSS 26, 2024

Based on Table 1.4 above:
1. The effect of social media (X1) on purchasing decisions (Y) yields a t-value of 6.123, which is greater than the t-table value of 1.66088, and the significance level of the t-test is 0.000, which is less than 0.05. Therefore, H0 is rejected and H1 is accepted. It can be concluded that social media has a significant effect on purchasing decisions.
2. The effect of the price variable (X2) on purchasing decisions (Y) yields a t-value of 2.829, which is greater than the t-table value of 1.66088, and the significance level of the t-test is 0.006, which is less than 0.05. Therefore, H0 is rejected and H1 is accepted. It can be concluded that price has a significant effect on purchasing decisions.
3. The effect of the E-Word Of Mouth (X3) variable on purchasing decisions (Y) yields a t-value of 3.734, which is greater than the t-table value of 1.66088, and the significance level of the t-test is 0.000, which is less than 0.05. Therefore, H0 is rejected and H1 is accepted. It can be concluded that E-Word Of Mouth has a significant effect on purchasing decisions.

4.6 F-Test (Simultaneous)

Table 1.5 F-Test (Simultaneous)

Model		F	Sig.
1	Regression	91.937	.000[b]

Source: Data processed with SPSS 26, 2024

The regression model above shows a significance value of 0.000 (< 0.05), indicating that the variables of Social Media, Price, and E-Word Of Mouth simultaneously affect the Purchasing Decision variable at flower shops in Denpasar City. Additionally, the F-value of 91.937 (> F-table 2.699) also indicates that these variables simultaneously influence the Purchasing Decision.

4.7 Coefficient of Determination Test

Table 1.6 Coefficient of Determination Test

Model	R Square
1	.742

Source: Data processed with SPSS 26, 2024

The table shows that the R Square (R^2) value is 0.742. This indicates that the independent variables (social media, price, and E-Word Of Mouth) explain 74.2% of the variation in the dependent variable (purchasing decision). The remaining 25.8% (100% - 74.2%) is influenced by other factors not examined in this study. The coefficient of determination (R^2) is 0.742 or 74.2%, which means that the coefficient of determination indicates a strong level of correlation.

5. CONCLUSION

Based on the research findings, there is significant evidence that social media, price, and E-Word of Mouth have a positive impact on purchasing decisions at florist shops in Denpasar City. Data analysis shows that each variable contributes both partially and collectively to influencing purchasing decisions, with statistical test results supporting the acceptance of the research hypothesis. Therefore, it is recommended that SMEs in the florist sector enhance their strategies for social media interaction, adjust prices to match product value, and increase consumer participation in E-Word of Mouth to boost sales and customer satisfaction.

For further implementation, florist shops in Denpasar City could consider strategies such as providing membership cards to encourage repeat purchases, creating an online community for consumer interaction, conducting market studies for optimal pricing, and actively responding to positive reviews and testimonials. By doing so, florist shops can strengthen their presence in the digital market and enhance their competitiveness in an increasingly competitive industry.

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