

The Effect of Using e-Commerce Platforms, Influencer Marketing, Electronic Word Of Mouth on Purchasing Decisions on MSMEs Batik Products in Kediri Regency

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ABSTRACT

This study analyzes the effect of e-commerce platforms, influencer marketing, and electronic word of mouth (e-WOM) on consumer purchasing decisions. The approach used is quantitative with a causal associative research type. Data were collected through questionnaires from 100 respondents who had purchased batik products online. The instrument was tested for validity and reliability, then analyzed using multiple linear regression. The results showed that the three independent variables, namely the use of e-commerce platforms, influencer marketing, and e-WOM, positively and significantly affected purchasing decisions. These findings confirm that digital marketing strategies are important in driving consumer purchasing decisions. This research provides practical contributions for batik MSME players in developing effective digital promotion strategies and theoretical contributions in studying consumer behavior in the digital era.

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1. INTRODUCTION

MSMEs (Micro, Small, and Medium Enterprises) are the backbone of the national economy. Based on data from the Ministry of Cooperatives and SMEs, more than 60% of Indonesia's GDP is contributed by the MSME sector. One of the prominent MSME sectors is the batik industry, which not only has economic value but also high cultural value. Kediri District, as a culturally rich region, contributes to the development of batik products through various MSMEs spread across the region. However, batik MSMEs still face several challenges, particularly in terms of marketing, market penetration, and adaptation to changes in consumer behavior that are increasingly digital.

Digital transformation fundamentally changes how consumers seek information, assess products, and make purchasing decisions. One significant change is the shift from conventional to digital transactions through e-commerce platforms. According to Kotler and Keller (2016), e-commerce is a modern trading system that allows consumers and producers to interact without geographical boundaries through internet technology. E-commerce allows MSMEs to reach consumers more widely, speed up the transaction process, and display a more interactive product catalog. In this context, platforms such as Tokopedia, Shopee, and Bukalapak are important tools for batik MSMEs to market their products effectively.

In addition, marketing strategies have also shifted. Consumers are now more influenced by the opinions and recommendations of public figures or digital personalities known as influencers. According to Freberg et al. (2011), influencers are individuals who have the credibility, reach, and

ability to influence the opinions and behaviors of others through social media. In marketing, influencer marketing is a strategy that utilizes digital personalities to introduce or recommend products to their audience. A study by Sudha and Sheena (2017) showed that product promotion through influencers proved more effective in building trust and driving purchase decisions than conventional advertising.

The role of electronic word of mouth (e-WOM) is no less important. e-WOM is a form of communication between consumers in the digital world that includes reviews, testimonials, and comments spread through social media, online forums, and review features in e-commerce. According to Hennig-Thurau et al. (2004), e-WOM has a strong influence because it is considered a more objective source of information than direct promotion from manufacturers. Research from Jalilvand and Samiei (2012) even confirms that e-WOM significantly affects consumer perceptions, attitudes towards brands, and purchasing decisions. Therefore, batik MSMEs in Kediri Regency must utilize positive reviews and consumer experiences as part of their digital marketing strategy.

Purchasing decisions are the result of a series of complex psychological processes. According to Engel, Blackwell, and Miniard (1995), purchasing decisions are influenced by information received by consumers, both from producers and third parties. In this digital era, information sources such as e-commerce, influencers, and e-WOM are key factors that influence how consumers assess and choose products.

Seeing this development, it is crucial to examine how the use of e-commerce platforms, influencer marketing, and electronic word of mouth affect consumer purchasing decisions, especially in batik products MSMEs in Kediri Regency. This research is expected to provide practical insights for MSME players in developing relevant and effective digital marketing strategies, as well as theoretical contributions in the study of consumer behavior in the digital era.

Use of e-Commerce Platforms

e-Commerce is the process of buying, selling, and exchanging products, services, and information through computer networks, including the internet (Laudon & Traver, 2021). In the context of MSMEs, using e-commerce platforms such as Shopee, Tokopedia, and Bukalapak can expand market reach and improve operational efficiency.

According to Kotler and Keller (2016), e-commerce creates opportunities for more personalized interactions with customers through information systems that allow monitoring of consumer preferences and behavior. E-commerce also allows consumers to make price comparisons, view reviews, and obtain product information quickly, which can influence their purchasing decisions. Indicators of e-Commerce Usage (Chong et al., 2010): (1) Ease of use of the platform, (2) Access to product information, (3) Quality of the transaction system, and (4) Security and trust in payment. The more effective and convenient the use of e-commerce, the more likely consumers are to make purchases due to access to information and efficient transaction processes.

Hypothesis 1 (H1): Using e-commerce platforms positively and significantly affects purchasing decisions at Batik product MSMEs in Kediri Regency.

Influencer Marketing

Influencer marketing is a marketing strategy in which individuals who have influence on social media promote products or services to their audience. According to Freberg et al. (2011), an influencer is an individual who has the power to influence the perception and behavior of others through the content they create.

In marketing communication theory, influencers are considered opinion leaders who can influence consumers' decision-making process (Kotler & Keller, 2016). This influence comes from the credibility, attractiveness, and social connectedness between the influencer and the audience. Influencer Marketing Indicators (Sudha & Sheena, 2017): (1) Influencer credibility, (2) Influencer attractiveness or personality, (3) Relevance of content to the product, and (4) Level of engagement with followers. Influencers can create positive perceptions and increase purchase intentions because they are considered trusted and reliable sources of information.

Hypothesis 2 (H2): Influencer marketing has a positive and significant effect on MSMEs' purchasing decisions regarding batik products in Kediri Regency.

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is any form of positive or negative communication consumers make about a product or service through digital media. According to Hennig-Thurau et al. (2004), e-WOM is very important because it is considered more objective, comes from personal experience, and is easily accessible to other consumers.

e-WOM includes product reviews, customer testimonials, ratings, and comments on social media. In many cases, positive e-WOM can strengthen consumer confidence in the product, while negative e-WOM can inhibit purchase intention. Indicators of e-WOM (Goldsmith & Horowitz, 2006): (1) Information quality, (2) Trust in the source of information, (3) Relevance to needs, and (4) Intensity of information dissemination. Positive reviews from other consumers increase trust and confidence in the product, encouraging purchase actions.

Hypothesis 3 (H3): Electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions on batik product MSMEs in Kediri Regency.

Purchase Decision

Purchasing decisions are a process that consumers go through from need recognition to product selection and purchase. Engel, Blackwell, and Miniard (1995) define purchasing decisions as the result of information processing, alternative evaluation, and preference for specific products.

In the digital context, the decision-making process not only depends on promotions from manufacturers but is also influenced by information from third parties such as influencers and e-WOM. Stages of Purchasing Decisions (Kotler & Keller, 2016): (1) Need recognition, (2) Information search, (3) Alternative evaluation, (4) Purchase decision, (5) Post-purchase evaluation.

The Indicators of Purchasing Decisions (Schiffman & Kanuk, 2007): (1) Awareness of needs, (2) Interest in products, (3) Confidence in information, (4) Intention to buy, and (5) Actual purchase behavior. In the digital era, purchasing decisions are not only influenced by price or product quality, but also by ease of access through e-commerce, influence from influencers, and recommendations through e-WOM.

Hypothesis 4 (H4): Using e-commerce platforms, Influencer Marketing, and Electronic Word Of Mouth on Purchasing Decisions at MSMEs for batik products in Kediri Regency.

The following is a description of the conceptual framework of research on the Effect of Using e-Commerce Platforms, Influencer Marketing, Electronic Word of Mouth on Purchasing Decisions in MSMEs.

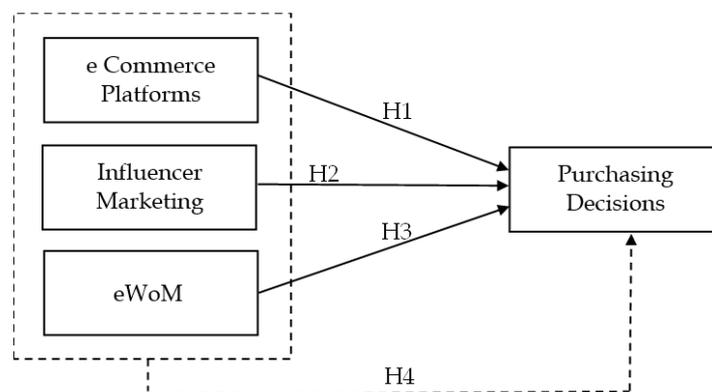


Figure 1. Conceptual

2. RESEARCH METHOD

Research Type and Approach

This research uses a quantitative approach with a causal associative research type. This approach was chosen because the research aims to determine the relationship and influence between the independent variables, namely the use of e-commerce platforms, influencer marketing, and electronic word of mouth (e-WOM), on the dependent variable, namely purchasing decisions. Data

was collected through questionnaires to consumers who purchased batik products from MSMEs in Kediri Regency, primarily through digital platforms. The results of this study are expected to provide an empirical picture of how much influence each variable has on consumer purchasing decisions.

Research Population and Sample

The population in this study is all consumers who have purchased batik products from MSMEs in Kediri Regency through digital platforms such as e-commerce or social media. Because the population size is not known with certainty and is widely dispersed, the sampling technique used is purposive sampling based on specific criteria relevant to the research objectives. The sample criteria set is that they have purchased batik online through e-commerce, or because they are influenced by influencers or e-WOM. The determination of the sample size is based on the opinion of Roscoe (1975), who states that a good sample size in multivariate research is between 30 and 100 respondents. Therefore, this study determined a minimum sample size of 100 respondents.

Data Collection Technique

Data collection techniques in this study were carried out through two primary methods: questionnaires and documentation. The questionnaire was the main instrument for collecting primary data from respondents. The questionnaire was arranged in the form of a Likert scale with five levels of assessment, ranging from "strongly disagree" (1) to "strongly agree" (5). The questionnaire was distributed online and offline to respondents who met the criteria. In addition, documentation techniques were used to collect secondary data, such as data on the number of batik MSMEs in Kediri District, MSME development reports from relevant agencies, and relevant scientific literature and journals to support the discussion of theory and research background.

Data Analysis

In this study, the data analysis process was carried out systematically to ensure that the data collected met the eligibility requirements and produced valid conclusions. The first step in data processing is to test the validity and reliability of the research instrument. The validity test aims to determine whether each question item in the questionnaire can measure the intended construct. An item is said to be valid if the item-total correlation value (r_{count}) is greater than the r table value, which indicates that the item is significantly correlated with the total score of the variable (Field, 2018). Meanwhile, the instrument's reliability was tested using Cronbach's Alpha, with a minimum limit of 0.70 to state that the instrument has an acceptable level of internal consistency (Hair et al., 2010).

The next stage is the classical assumption test after the instrument is declared valid and reliable. This test is important before applying regression analysis to ensure that the data meets the basic statistical requirements of the regression model. The classical assumption test includes a normality test (to ensure that the data distribution is close to normal), a multicollinearity test (to see if there is a very high relationship between independent variables), and a heteroscedasticity test (to test whether there is inequality of variance of the residuals). If all assumptions are met, regression analysis can be performed more validly (Field, 2018).

After the data meet the classical assumptions, the researcher conducts hypothesis testing. This test is conducted to test whether the initial conjecture or statement formulated (research hypothesis) can be accepted or rejected. Hypothesis testing is done by looking at the significance value (p-value) and the t-statistic value of each independent variable on the dependent variable. The hypothesis will be accepted if the p-value is <0.05 and the $t_{count} > 1.98$, which means that the independent variable has a significant effect on the dependent variable at the 5% significance level ($\alpha = 0.05$). This hypothesis test is important for concluding the causal relationship between variables in the study.

The final step is to conduct multiple linear regression analysis, which is used to determine how much simultaneous and partial influence the independent variables - namely, the use of e-commerce platforms, influencer marketing, and electronic word of mouth - have on the dependent variable, namely, purchasing decisions. Multiple linear regression will produce a model equation that describes the relationship between variables and a regression coefficient value that can be used to

interpret the direction and strength of the influence of each independent variable on purchasing decisions (Hair et al., 2010). This analysis also includes an R-squared value, which shows the proportion of variation in purchasing decisions that can be explained by the three independent variables.

3. RESULTS AND DISCUSSIONS

Validity Test

Before conducting further analysis, a validity test was carried out on the research instrument to ensure that each question item in the questionnaire could measure the intended variable appropriately. The validity test is carried out by analyzing the correlation value between each question item's score and the construct's total score. Items are said to be valid if the correlation value (r-count) is greater than the r-table at a certain level of significance (usually $\alpha = 0.05$) and has a significance value (Sig. 2-tailed) less than 0.05. The validity test results are presented in the following table.

Table 1. X1 Validity Test Results

Item	r table	r count	Description
X1.1	0.361	0.683	Valid
X1.2	0.361	0.764	Valid
X1.3	0.361	0.667	Valid
X1.4	0.361	0.456	Valid

Table 2. X2 Validity Test Results

Item	r table	r count	Description
X2.1	0.361	0.680	Valid
X2.2	0.361	0.645	Valid
X2.3	0.361	0.617	Valid
X2.4	0.361	0.578	Valid

Table 3. X3 Validity Test Results

Item	r table	r count	Description
X3.1	0.361	0.587	Valid
X3.2	0.361	0.819	Valid
X3.3	0.361	0.821	Valid
X3.4	0.361	0.765	Valid

Table 4. Y Validity Test Results

Item	r table	r count	Description
Y1.1	0.361	0.506	Valid
Y1.2	0.361	0.713	Valid
Y1.3	0.361	0.702	Valid
Y1.4	0.361	0.621	Valid
Y1.5	0.361	0.722	Valid

Based on the table above, all items show a calculated r value greater than the r table of 0.361 at a significance level of 0.05. This indicates that each question item is declared valid and can be used to measure the variable concerned appropriately.

Reliability Test

After the validity test is carried out, the next step is the reliability test to determine the internal consistency of the research instrument. The reliability test was carried out using Cronbach's Alpha, where an instrument is declared reliable if the Cronbach's Alpha value is greater than 0.7. The following are the results of the reliability test for each variable:

Table 5. X1 Reliability Test Results

Cronbach's Alpha	N of Items
0.741	5

Table 6. X2 Reliability Test Results

Cronbach's Alpha	N of Items
0.735	5

Table 7. X3 Reliability Test Results

Cronbach's Alpha	N of Items
0.799	5

Table 8. Y Reliability Test

Cronbach's Alpha	N of Items
0.756	6

Based on the reliability test results above, all variables in this study have a Cronbach's Alpha value above 0.7. Therefore, all items in the questionnaire instrument are consistent and reliable for use in this study.

Classical Assumption Test

Normality Test

The normality test is carried out to determine whether the residual data in the regression model is normally distributed. One method used is the One-Sample Kolmogorov-Smirnov (K-S) Test on unstandardized residuals. The results of the One-Sample Kolmogorov-Smirnov Test are presented in Table 9 below:

Table 9. One-Sample Kolmogorov-Smirnov Test Results

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0.185

The test results show that the significance value (Asymp. Sig. 2-tailed) is 0.185. Because the significance value is greater than 0.05, it can be concluded that the residual data is usually distributed. Thus, the normality assumption in regression analysis has been met, and the regression model is suitable for further analysis.

Multicollinearity Test

A multicollinearity test is conducted to determine whether or not there is a strong linear relationship between independent variables in the regression model. This test examines the Tolerance value and Variance Inflation Factor (VIF). A model is considered free from multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10. The multicollinearity test results are presented in Table 10 as follows:

Table 10. Multicollinearity Test Results

	Tolerance	VIF
X1	0.305	3.277
X2	0.306	3.269
X3	0.227	4.413

Based on the multicollinearity test results, it is known that variable X1 has a Tolerance value of 0.305 and a VIF of 3.277; variable X2 has a Tolerance value of 0.306 and a VIF of 3.269; while variable X3 has a Tolerance value of 0.227 and a VIF of 4.413. All Tolerance values are above the minimum limit of 0.10, and the VIF value is below the maximum limit of 10. Thus, it can be concluded that there are no symptoms of multicollinearity between the independent variables in this model, so that each variable can be used simultaneously in regression analysis.

Heteroscedasticity Test

The heteroscedasticity test aims to see if there is an inequality of variance of the residuals in the regression model, which can lead to inaccurate parameter estimates. One method used is to look at

the pattern on the scatterplot between the standardized residual value (Regression Studentized Residual) and the predicted value, which has also been standardized (Regression Standardized Predicted Value).

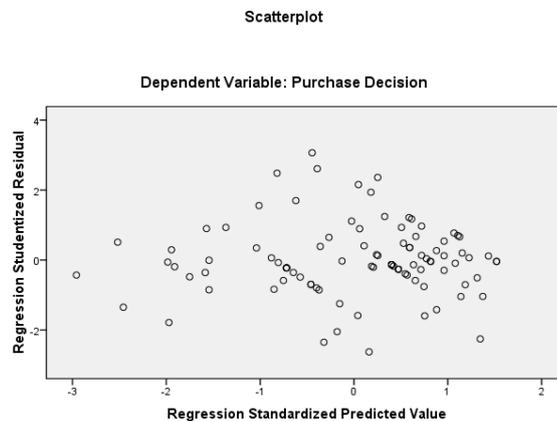


Figure 2. Heteroscedasticity Test

Based on the scatterplot above, the distribution of points does not form a clear pattern, such as a spread pattern forming a fan (funnel) or curved pattern. Instead, the dots spread randomly around the horizontal line (residual value 0). This indicates no symptoms of heteroscedasticity in the regression model, so the model is considered to fulfill the assumption of homoscedasticity.

T-test and Multiple Regression Analysis

Test t

In regression analysis, the t-test is conducted to evaluate whether each independent variable significantly influences the dependent variable. The results of the t-test for each independent variable are shown in Table 11 as follows:

Table 11. t-test results

	t	Sig.
X1	2.745	0.007
X2	4.592	0.000
X3	2.646	0.010

Based on the t-test results presented in Table 11, the three independent variables tested significantly influence the dependent variable. The X1 variable shows a t value of 2.745 with a significance value of 0.007. Because the significance value is smaller than 0.05, it can be concluded that variable X1 has a positive and significant effect on the dependent variable.

Furthermore, the X2 variable obtained a t value of 4.592 with a significance value 0.000. This indicates that the X2 variable has a very significant effect on the dependent variable. A higher t value than other variables indicates that X2 may have a more substantial contribution to influencing the dependent variable. Finally, variable X3 also shows a significant effect with a t value of 2.646 and a significance value of 0.010. This value is still below the significance limit of 0.05, so it can be said that X3 also plays a significant role in influencing the dependent variable.

F test

The F test aims to test the overall significance of the regression model. This test evaluates whether at least one independent variable significantly affects the dependent variable. The results of the F test can be seen in Table 12 below:

Table 12. F Test Results

	F	Sig.
Regression	102.640	0.000

Based on Table 12, the F test results show an F value of 102.640 with a significance value 0.000. This significance value, which is smaller than 0.05, indicates that the independent variables tested in the model have a significant effect on the dependent variable simultaneously. In other words, the regression model is feasible for explaining the relationship between the independent and dependent variables in this study.

Multiple Regression Analysis

In multiple regression analysis, an assessment is made of the independent variables' effect on the dependent variable (X1, X2, and X3). The results of the regression analysis are presented in Table 13 below:

Table 13. Multiple Regression Analysis Results

Unstandardized Coefficients		
	B	Std. Error
Constant)	1.209	1.031
X1	0.313	0.114
X2	0.511	0.111
X3	0.371	0.140

Based on the results above, the multiple regression model can be written with the following formula:

$$Y = 1.209 + 0.313X_1 + 0.511X_2 + 0.371X_3 + e \dots\dots\dots(1)$$

Based on the multiple regression equation obtained, it can be seen that the constant of 1.209 indicates that if the e-Commerce Platform, Influencer Marketing, and Electronic Word of Mouth variables are zero, the purchasing decision is estimated at 1.209. Furthermore, the e-Commerce Platform variable has a coefficient of 0.313, which means that every one-unit increase in the e-Commerce Platform will increase purchasing decisions by 0.313 units, assuming other variables remain constant. The influencer marketing variable has the most significant influence, with a coefficient of 0.511, so a one-unit increase in influencer marketing will increase purchasing decisions by 0.511 units. Meanwhile, Electronic Word of Mouth also makes a positive contribution with a coefficient of 0.371, which indicates that a one-unit increase in Electronic Word of Mouth will increase purchasing decisions by 0.371 units. Overall, the three independent variables positively and significantly influence purchasing decisions, with Influencer Marketing having the most dominant influence compared to other variables.

Test of Correlation Coefficient and Coefficient of Determination (R²)

Table 14. Test Results of the Coefficient of Determination

Model Summary ^b	
Adjusted R Square	0.755

Based on the coefficient of determination test results presented in Table 14, the adjusted R Square value is 0.755. This shows that about 75.5% of the variation in the dependent variable can be explained by the independent variables in the regression model. At the same time, the remaining 24.5% is influenced by other factors outside the model that are not examined in this study. In other words, the regression model used has a fairly good ability to explain the relationship between the variables studied.

DISCUSSION

The Effect of the Use of e-Commerce Platforms on Purchasing Decisions on MSMEs Batik Products in Kediri Regency

Based on the results of the analysis, it is found that the use of e-commerce platforms (X1) has a positive and significant effect on purchasing decisions (Y) in batik product MSMEs in Kediri Regency. This is indicated by a t value of 2.745 and a significance value of 0.007, below the significance limit of 0.05. In other words, the more optimal the use of e-commerce platforms by batik MSMEs, the more likely consumers are to make purchasing decisions for these products.

This result is in line with the findings of research conducted by Putra and Sari (2021), which states that the use of e-commerce platforms significantly increases consumer buying interest in MSME products in the craft sector. The study emphasizes that the accessibility of products through digital media makes it easier for consumers to get information and make transactions, making purchasing decisions easier and faster.

In addition, research by Nugroho (2019) also shows that e-commerce can expand the market reach of MSMEs while increasing consumer confidence through transparent product reviews and ratings. Thus, the e-commerce platform is not only a medium of transaction but also a means of communication that increases consumer loyalty.

Furthermore, Susanti and Wijaya's study (2020) supports this finding, which found that the utilization of digital technology in marketing, especially e-commerce, can be a key factor in improving the competitiveness of MSMEs in local and national markets. This is very relevant to the condition of batik MSMEs in Kediri Regency, which are trying to penetrate a wider market through digital channels.

Thus, this study's results strengthen the evidence that e-commerce platforms are an effective strategy for increasing purchasing decisions in MSMEs, especially in today's digital era. However, to maximize this positive impact, MSMEs also need to pay attention to aspects of product quality, service, and professional management of digital platforms.

The Influence of Influencer Marketing on Purchasing Decisions on MSMEs Batik Products in Kediri Regency

The results showed that influencer marketing (X2) significantly influences purchasing decisions (Y) on batik products by MSMEs in Kediri Regency. This is indicated by a t value of 4.592 and a significance value of 0.000, far below the 0.05 significance limit. This high t value indicates that influencer marketing substantially influences consumer purchasing decisions on these batik products.

The strong positive influence of influencer marketing can be interpreted that the role of influencers as trusted parties and having a strong appeal on social media is able to influence consumer perceptions and attitudes. Consumers follow recommendations and reviews influencers provide because they are considered more authentic and credible than conventional advertisements. This is very relevant for batik MSMEs, which need an effective marketing strategy to attract the attention of an increasingly digital-savvy market.

This finding is supported by Kusuma and Hartono's research (2022), which states that influencer marketing is proven to increase consumer buying interest and purchasing decisions, especially in fashion products and local crafts. The study shows that consumer trust in influencers acts as a mediator in strengthening the influence of marketing on purchasing decisions.

In addition, a study by Fitriani (2020) also found that influencer marketing has a significant impact on consumer behavior in the context of MSMEs, because influencers are able to build emotional closeness and increase product awareness effectively. This influence is greater than other digital marketing methods due to more personalized and relatable interactions.

Furthermore, Rahmawati and Wibowo's (2021) research confirms that influencer marketing not only directly increases purchasing decisions, but also strengthens the loyalty and brand image of MSMEs, thus providing long-term effects for business growth.

Thus, it can be concluded that influencer marketing is a very effective digital marketing strategy for MSMEs of batik products in Kediri District. MSMEs need to maximize collaboration with

influencers that match their target market to increase consumer appeal and purchasing decisions significantly.

The Effect of Electronic Word Of Mouth on Purchasing Decisions on MSME Batik Products in Kediri Regency

The results showed that Electronic Word of Mouth (e-WOM) or electronic word of mouth communication (variable X3) significantly influences purchasing decisions (Y) in batik product MSMEs in Kediri Regency. This is supported by a t value of 2.646 and a significance value of 0.010, which is below the 0.05 significance limit. This means that e-WOM influences consumer decisions to buy batik products from MSMEs in the region.

This positive influence indicates that recommendations, reviews, and testimonials spread through social media, online forums, and other digital platforms are factors consumers consider before purchasing. Consumers tend to trust the experiences and opinions of fellow consumers more because they are considered more objective and trustworthy than official advertisements or promotions from manufacturers.

This research is supported by the study of Hassan et al. (2020), which found that e-WOM significantly impacts positive consumer perceptions and increases purchase interest, especially in MSME products that are local and have distinctive cultural values. In addition, research by Rachmawati and Suryani (2019) also revealed that positive reviews spread through e-WOM can increase consumer confidence and encourage purchasing decisions for handicraft products.

In line with this, Putri and Nugroho's research (2021) shows that effective e-WOM management can strengthen the relationship between MSMEs and consumers and increase brand loyalty and image in the eyes of consumers. Therefore, MSMEs must actively monitor and utilize e-WOM as part of their digital marketing strategy.

Thus, the results of this study confirm that e-WOM is one of the important factors influencing consumers' purchasing decisions on batik products by MSMEs in Kediri District. MSMEs should be able to optimize digital strategies to facilitate the spread of positive e-WOM, increasing sales and competitiveness of their batik products in the market.

The Effect of Using e-Commerce Platforms, Influencer Marketing, and Electronic Word of Mouth on Purchasing Decisions on MSMEs Batik Products in Kediri Regency

Based on the results of the F test, the F value is 102.640 with a significance value of 0.000. This significance value is well below the 0.05 threshold, indicating that this study's regression model is statistically significant. Thus, it can be concluded that the independent variables, namely the use of e-commerce platforms (X1), influencer marketing (X2), and electronic word of mouth (X3), simultaneously have a significant effect on purchasing decisions (Y) on batik product MSMEs in Kediri Regency.

This finding confirms that combining the three digital marketing factors plays an important role in encouraging consumers to make purchasing decisions. All three complement each other in building consumer awareness, trust, and interest in batik products offered by local MSMEs.

These results are in line with research conducted by Pratiwi and Santoso (2020), which states that digital marketing strategies consisting of e-commerce utilization, the role of influencers, and e-WOM have a significant influence in increasing consumer purchasing decisions, especially on culture-based products such as batik. They found that the synergy between these digital marketing elements had a more substantial effect than when applied separately.

In addition, Hidayat and Fadilah (2021), in their research, stated that e-commerce allows consumers to make transactions easily, influencer marketing forms a positive image of the product, and e-WOM strengthens trust through real experiences from other users. All three together can encourage consumers to make purchasing decisions with more confidence.

Similar research by Safitri and Maulana (2022) also shows that a comprehensive digital strategy can increase the effectiveness of MSME promotions and expand market reach. Thus, a multichannel approach (e-commerce, influencers, and e-WOM) is proven to be a relevant and effective strategy in dealing with modern consumer behavior that is increasingly digital-oriented.

Overall, this study's results reinforce the view that the successful marketing of MSME products, including batik, relies heavily on the integration of digital strategies that include technology, social communication, and consumer trust. Therefore, MSMEs must continuously strengthen their digital capabilities and build a solid online marketing ecosystem to improve consumer purchasing decisions sustainably.

4. CONCLUSION

Based on the research results, it can be concluded that the use of e-commerce platforms (X1), influencer marketing (X2), and electronic word of mouth (e-WOM) (X3) both partially and simultaneously have a significant effect on purchasing decisions (Y) on batik product MSMEs in Kediri Regency. Partially, the variable use of the e-commerce platform shows a t value of 2.745 with a significance of 0.007, which indicates that the more optimal the utilization of e-commerce by MSMEs, the greater the opportunity for consumers to make purchasing decisions. Influencer marketing recorded a t-value of 4.592 with a significance of 0.000, indicating that this strategy has the most decisive influence on influencing consumer purchasing decisions, specifically due to the influencer's role in building trust and increasing personalized product appeal. Meanwhile, the e-WOM variable has a t-value of 2.646 and a significance of 0.010, meaning that testimonials and reviews from other consumers also play an important role in driving purchasing decisions. Simultaneously, the three variables produced an F value of 102.640 with a significance of 0.000, indicating that all three contributed significantly to the purchase decision model under study.

Based on these findings, it is recommended that batik MSME players in Kediri Regency continue to increase the utilization of e-commerce platforms by optimizing features such as product catalogs, digital payment systems, and consumer reviews. Regarding influencer marketing, MSMEs need to collaborate with influencers who are relevant to the target market and have high credibility so that promotional messages can more effectively reach the right audience. In addition, MSMEs should also encourage consumers to provide positive reviews and share their experiences through social media to maximize e-WOM's potential. Local governments and related agencies can also play an active role in providing digital marketing training and opening up access to collaboration between MSMEs and digital players, so that the digital marketing ecosystem in the batik sector can develop sustainably. With these steps, it is hoped that batik MSMEs in Kediri Regency can improve their competitiveness and expand their market reach amidst the increasingly competitive digital economy.

For future research, it is recommended that researchers expand the scope of the study by exploring other variables that may also influence purchasing decisions. This is important to do considering that the results of this study show that 24.5% of the variation in purchasing decisions cannot be explained by the three independent variables that have been analyzed, namely the use of e-commerce platforms, influencer marketing, and electronic word of mouth. Adding other variables, such as price, product quality, brand image, or customer satisfaction, is expected to provide a more comprehensive picture of the factors that influence consumer behavior, especially in the context of MSMEs of batik products in Kediri Regency. This broader approach will enrich theoretical insights and provide a more substantial practical contribution for MSME players in formulating more effective and targeted marketing strategies.

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