The Effect of Social Media Advertising, E-Wom and Price on Consumer Purchase Decisions in Buying Skincare Products at E-Commerce Shoppe

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ARTICLE INFO	ABSTRACT
	This study aims to determine the effect of social media advertising, electronic word of mouth and prices on skincare purchasing decisions at Shopee. This research uses a quantitative approach with a population of student consumers at the Faculty of Economics and Business, Widyatama University. The sampling technique uses the purposive sampling method by taking samples through the Google Form Questionnaire which is distributed online. The sample was distributed to 100 respondents according to the research criteria. The data analysis technique uses multiple regression. The results of the study explain that social media advertising variables have a significant effect on skincare purchasing decisions with a significant value of $0.000 < 0.05$. Electronic word of mouth variables have a significant effect on skincare purchasing decisions with a significant value of $0.010 < 0.05$. Meanwhile, the price variable does not have a significant effect on skincare purchasing decisions at Shopee with a significant value of $0.071 > 0.05$. The results of the coefficient of determination (R) are independent (social media advertising, electronic word of mouth and price) simultaneously by obtaining an R Square value of 41.9%. Keywords: Electronic Word of Mouth, Purchase Decision, Price, Social Media Advertising

INTRODUCTION

The development of information technology is developing so rapidly, one of the most rapid developments is the development of the internet. This can be proven by all current activities that use the internet a lot. These uses include for the benefit of households, companies, education, even personal interests just to complain through social media platforms. According to (databooks.Katadata.co.id, 2022) Statistics of Indonesian internet users in 2022 are more than 204 million residents and Indonesian social media users in 2022 are more than 191 million people with an average internet usage of around 8 hours. According to Lee (2022) define social media as a tool or method used by consumers to share information in the form of text, images, audio and video with other people and companies or vice versa. Kotler distinguishes the market as a physical

market and a digital market, a market that is also called a physical market is like a store where we shop directly and is called a digital market, namely when we shop on the internet (Feijoo, 2022; Ghanbarpour, 2022).

Today's buying and selling activities cannot be separated from the existence of an e-commerce, which is very helpful in terms of shopping where consumers can choose and buy with applications that are on their gadgets, one of the most visited e-commerce is Shoppe (Rianawati, A., Hadi, F. S., & Johan, A). This Shoppe company is an e-commerce under the auspices of the SEA Group, an internet company in Southeast Asia which has been official since it was first introduced in Singapore in 2015 and has been followed by other Asian countries such as Malaysia, the Philippines, Taiwan, Vietnam and Indonesia. As reported by a source (DataIndonesia.id, n.d.), the Shoppe application is ranked second as the most visited e-commerce with a total of 132.78 million visits throughout the first quarter of 2022. Currently, Shoppe offers a wide range of products, be it fashion, electronics, skincare and many others (Chen, 2022; Efendioğlu, 2022). This makes it easier for consumers to fulfill their needs and desires in a more practical manner, especially the need for skincare products or beauty treatments which are now urgently needed by women and men (Raji, 2019).

Shopping online or often referred to as e-commerce has several advantages that can be felt by users, such as not having to leave the house or going to the shopping area directly, all that is needed is to order the item through the gadget and the item will be delivered to the house. The two perceived advantages are saving time in buying and saving fuel for circling in terms of shopping, we can also control prices or compare prices from several online shop places. The three online shops or e-commerce are always open within 24 hours, this is what benefits us in determining the time when we will carry out online shop activities (Takwim, Asmala, & Johan, 2022).

However, besides the advantages offered by e-commerce, currently consumers must have a level of trust in sellers they have never known or have never purchased before. Because it is undeniable that buying and selling transactions online, there are risks that can occur compared to traditional buying and selling transactions such as goods that are not suitable, damage to goods while traveling, not being able to try the goods we ordered before buying them. These are all issues related to trust that can undo consumer interest and buying behavior towards goods and services offered online.

In Indonesia, the trend for beauty products is increasing even during the Covid-19 pandemic, awareness of caring for beauty also has an influence which has caused new lifestyles and trends in young people, we can see this from reports from sources (DataIndonesia.id , 2022), revenue from body care and beauty products in Indonesia is estimated to continue to increase every year. In 2020, the value will almost reach US $ 7 billion or the equivalent of Rp. 100.02 trillion (exchange rate of Rp. 14,381 / US $). The figure is then estimated to increase by 7.25% to US$7.46 billion in 2021. A year later, revenue from body care and beauty products is projected to grow 7.29% to US$8 billion. Revenue from these products is also expected to increase by another 7.26% to US$8.6 billion in 2023. Its value is predicted to grow 5.64% to 9.07 billion in 2024. Meanwhile, the figure is projected to grow 5.65% to US$9.58 billion in 2025. This increase is in line with the increasing interest of the Indonesian people in body and beauty care products. In fact, the various product variants are increasingly diverse following the high market demand.

The first factor Social media advertising is the act of attracting public attention to an offer through channels of social media accounts (Kwok, 2019; Xie, 2019). In short, social media advertising is any form of advertising that appears online on various social media accounts such as Facebook ads, Twitter ads and Instagram ads. According to Shouman (2020) stated that advertising through social media is the marketing side of E-commerce, consisting of the work of a company to communicate, promote, sell goods and services via the internet. Then from the survey results according to the latest weareso-cial.com until 2022, that social media users in Indonesia have a

great opportunity to serve as a marketing place for business people who want to market their products or services (Lai, 2021). The second factor with the advancement of internet technology is that electronic word of mouth (e-WOM) is widely available. According to Anastasia (2019) viral marketing or also known as electronic word of mouth (e-WOM) is marketing that uses the internet to create the effect of word of mouth in supporting the business and objectives of the marketing (Chen, 2021; Delafrooz, 2019).

The third factor is price which is inseparable from the things consumers consider before making a purchase at an online store, as is the theory put forward by Camoiras-Rodríguez (2020) which states that the simplest reason for online purchases is to save money on several online categories, prices. significantly lower than the list price of manufacturers or purchasing outlets, therefore price is important in influencing purchasing decisions at online stores, while other elements are only cost elements. This is in line with previous research according to previous research conducted by Martins et al (2021) price has a significant influence on purchasing decisions. Because the price is defined as the amount of money that must be paid by consumers to get or obtain a product. A good and attractive price will attract consumers to use it as a determining factor in choosing a purchase decision. So this research is focused on Widyatama University Faculty of Economics and Business Students who buy Skincare products in E-Commerce, especially Shoppe in Bandung, because Bandung is the fourth city after Jakarta, Surabaya, Medan with the percentage of online shoppers in brackets the last few years (www.lifestyleindonews.com).

Literature Review
Social Media Advertising

There is no doubt that the advent of social media has broadened the way brand owners interact and engage with consumers by offering multiple products or services on platforms where different types of brand-related content can be disseminated to consumers (Weismueller et al., 2020). Advertising content is one of the important marketing communications currently posted on social media by brand owners and brand managers (Arora, 2019). In other words, social media has become an effective platform for disseminating advertising content (Raji, 2019). Therefore, advertisements spread on social media are referred to as social media advertisements. Social media advertising content is important in building successful brands because repeated and frequent advertising exposure increases the likelihood of brand recognition and brand recall in the minds of consumers (Mekawie, 2019). Likewise, the opinion of Dodoo (2019) states that advertising is used to create added value for brands in all industries. Social media advertising content refers to brand-related creative and persuasive content posted or shared either on fan pages or public social media accounts. Advertising context is also a brand communication tool that can be used to promote the idea of a product or service. A large amount of cross-industry marketing efforts are put into advertising to build a successful brand. Advertising is also used to popularize brands and evoke various kinds of associations in consumers' memories. Thus, the company strategically relies on advertising to create equity, because it can build an image to differentiate with its competitors.

Social Media Advertising is an act of attracting public attention to an offer through channels of social media accounts, or in short social media is all forms of advertisements that appear online on various social media accounts such as Facebook ads, YouTube ads and Instagram ads. According to Ji (2022) states that advertising is all paid forms of non-personal presentation and promotion of ideas, goods or services by a clear sponsor. Advertising can be an easy way in terms of costs to convey messages, advertisements can also provide satisfactory results. According to Baek (2022) stated that advertising through social media is the marketing side of E-commerce, consisting of the work of a company to communicate, promote, sell goods and services via the internet. Social media advertising is a form of internet advertising, but because of them customers may have different perceptions and experiences of interacting with social media advertising. This is also due to the nature of social media advertising which empowers customers to have more engagement (such as re-sharing, commenting, posting and learning). When examining the effect of the

marketing mix, especially advertising on purchasing decisions, stated that advertising intensity was the most dominant determinant. Rana (2022) that advertising effectiveness has offered constructive insight into how perceived advertising contributes to purchasing decisions as well as consumer perceptions of a brand. In other words, the attractiveness of advertising in explaining purchasing decisions is important. This attraction can be explained through the experiences and attitudes of consumers towards the content of the ad itself.

H1. Social Media Advertising influences consumer purchasing decisions

Concept E-Word of Mouth

Stanton (2019) states that the concept of e-Word of mouth is a marketing communication tool that describes non-verbal communication between person to person and recipients which is considered as the delivery of information related to products or services through internet-based technology The definition of electronic word of mouth (eWOM) according to Habib (2021) is marketing using the internet to create word of mouth effects to support marketing efforts and objectives. Viral marketing is contagious like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to tell others about the products and services developed by the company in the form of audio, video and writing. by online. Another opinion from Sulthana (2019) states that electronic word of mouth (eWOM) is positive or negative communication between potential, customers or former customers about products or companies that are publicly available on the internet. eWOM becomes a "venue" or a place that is very important for consumers to give their opinions and is considered more effective compared to WOM because of its level of accessibility and wider reach than traditional WOM which is offline media (Chu, 2019).

Rachbini et al (2021) stated that e-Wom has been considered as an influential marketing tool in influencing consumer purchasing decisions. e-Wom is generally defined as the act of meeting and sharing opinions with each other on the internet platform by providing information posted by people who have used products or services, so that this information can be used by other consumers for decision making. Information disseminated via e-WOM tends to be accepted as reliable information. According to Wang (2020) e-Wom is very important because it can shape consumer attitudes towards brands. Rosario (2020) describes that e-wom as communication that provides information related to products or services. According to Verma (2021) the message conveyed can be positive or negative depending on what is felt by the sender of the message for the service received. So far, consumers prefer e-WOM because it is considered accurate in providing experience-based information, so that this can be used as a basis for decision making.

H2. E-wom has a positive effect on purchasing decisions

Concept Price

Price is the value or money that customers give in exchange for certain offers that serve to satisfy their needs and wants. In simple terms, price is a measure of the value exchanged by customers to buy an offer, be it a product or service. As according to Rahmidani (2021) price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of goods and services so as to cause consumer satisfaction. And according to Chen and Cheng (2019), price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements. Additionally Abdullah (2020) states that price can be defined as the amount of money billed for a product or service. Price is the amount of money needed to get a number of combinations of goods and services. Price has a very important role in influencing consumer purchasing decisions in buying products or services. Saputro (2019) states that price is a monetary unit or other measure that is exchanged in order to obtain rights. Meanwhile Ellisya (2019) states that price is the only element of the marketing mix that generates sales revenue or the amount of money charged for a purchase. Pasek & Kasih (2021) mentions that there are several indicators, namely price affordability, price compatibility with product or service quality, price competitiveness, and price compatibility with benefits. A good and attractive price will attract consumers to use it as a determining factor in choosing a purchase decision. This is in

line with research Yang & Leung (2020) that there is a positive and significant effect between price and purchase decision. These results indicate that the price determined in the purchasing process will help consumers decide to purchase the product.

H3. Price has a positive effect on purchasing decisions.

METHODS

The type of research used in this research is descriptive research using quantitative analysis methods. The variables used, namely social media advertising, electronic word of mouth and price, are the independent variables and the purchase decision is the dependent variable. For the population in this study, namely students of the Faculty of Economics and Business at Widyatama University. So to determine the sample, the researcher uses the Roscoe formula, because according to Sugiyono (2014), for research where the population is not known with certainty, the number of samples used refers to the Roscore formula, namely:

$N = z^2/(4(Moe)^2$:

Where:

N = Sample Size

Z = normal distribution level at a significance level of 5% = 1.96

Moe = Margin of error or maximum error that can be tolerated, as much as 10% So based on the formula above, the number of samples that must be taken is:

$N = (1,96)^2/(4(0,1))^2$

N = 96.04

N = 96

So based on the description above, the number of respondents in this study amounted to 96 respondents, here the researchers rounded up the number of samples to as many as 100 respondents, because when the number of a sample approaches the general population, the possibility of generalization errors decreases. The technique used to collect respondent data is purposive sampling.

Social media advertising variables (X1) use indicators of mission (goal), message (message conveyed), media (media used). Electronic Word of Mouth (X2) uses indicators of reading online reviews of other consumer products, gathering information, consulting online, Feelings of worry, Increased self-confidence reading online reviews, Price (X3) uses indicators of price affordability, price conformity with product quality, price competitiveness and suitability of price with benefits. While the Purchase Decision variable (Y) with indicators Product choice, brand choice, Dealer choice, Purchase amount, Purchase timing, Payment method payment method). The data analysis technique used in this study is a quantitative descriptive method and for the data analysis method used to analyze research data so that it can be interpreted so that the resulting reports are easy to understand. The following data analysis methods were used in this study: validity test, reliability test, data normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, t test (partial test), F test (simultaneous test), the coefficient of determination with using SPSS 26.

RESULTS AND DISCUSSION

Validity Test

The validity test was carried out to correct and find out whether each statement in the questionnaire with the number of each variable was feasible to be used as a data collection. For the number of respondents from this study as many as 100 respondents, it is known that df = (n-2) where df = 100-2 = 98, the significance level used is 0.05 = 5%, so the value of r table is 0.1654.

Table 1. Validity Test Results

Variable	Item	R-Count	R-Table	Validity
Purchase Decision	1	0,736	0,165	Valid
	2	0,633	0,165	Valid
	3	0,731	0,165	Valid
	4	0,697	0,165	Valid
	5	0,559	0,165	Valid
Social Media Advertising	1	0,676	0,165	Valid
	2	0,708	0,165	Valid
	3	0,684	0,165	Valid
	4	0,745	0,165	Valid
	5	0,732	0,165	Valid
Electronic word of mouth	1	0,597	0,165	Valid
	2	0,660	0,165	Valid
	3	0,705	0,165	Valid
	4	0,728	0,165	Valid
	5	0,580	0,165	Valid
Price	1	0,719	0,165	Valid
	2	0,669	0,165	Valid
	3	0,651	0,165	Valid
	4	0,730	0,165	Valid
	5	0,640	0,165	Valid

Source: Data Processed (2022)

Based on the table above, the results of the data processing test show that all of the statements on the questionnaire are declared valid, because Rcount > 0.165, all statements can be used as a data collection tool.

Reliability test

Reliability is when the instrument can be trusted enough to be used as a data collector because the instrument is good. A measuring instrument is said to be reliable or trustworthy, if the measuring instrument used is stable, reliable and used in forecasting. In this study the testers used the SPSS program, and the technique used was Cronbach alpha and it was said to be reliable if the Cronbach alpha value exceeded (0.60).

Table 2. Instrument Reliability Test Results

Variable	N of item	Cronbach alpha	Information
Social Media Advertising	5 item	0,752	Reliable
Electronic word of mouth	5 item	0,669	Reliable
Price	5 item	0,708	Reliable
Purchase Decision	5 item	0,676	Reliable

Source: Data Processed (2022)

Based on the table above, it can be seen that each variable has Cronbach alpha > 0.60 so it can be concluded that all variables of Social Media Advertising (X1), electronic word of mouth (X2), Price (X3) and Purchase Decision (Y) declared Reliable.

Data Normality Test

The normality test is a test to measure whether the data the researcher has is normally distributed so that parametric statistical data can be used, if the data is not normally distributed, non-parametric statistics are used. Parametric statistics require that the data for each variable to be analyzed must be normally distributed. The normality test can be carried out using the one-way Kolmogorov Smirnov test with the following hypothesis.

A. If Sig > 0.05 then the data is normally distributed
B. If Sig > 0.05 then the data is not normally distributed

Table 3. Normality Test Results (Kolmogorov Smirnov test)

Item		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.61694354
Most Extreme Differences	Absolute	.073
	Positive	.043
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Data Processed (2022)

Based on the results of the table above, it shows that the significance is above 0.05, indicating a normal distribution pattern. The results of the data show that there is an Asym value. Sig. (2-tailed) is 0.200, which means 0.200 > 0.05, so it can be concluded that the test model meets the normality requirements.

Multicollinearity Test

The multicollinearity test shows that the independent variable should not have symptoms of multicollinearity. The symptom of multicollinearity is a symptom of a correlation between independent variables. If multicollinearity arises, steps are taken to correct it by removing the variables in the regression model. The requirement to be free from a multicollinearity symptom is if VIF < 10, and tolerance > 0.1. The results on the multicollinearity test in this study can be seen in the following table:

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Social Media Advertising	0.678	1.475
E-WOM	0.712	1.405
Price	0.738	1.355

Source: Data Processed (2022)

The results of the data test show that there is no multicollinearity test on all variables. It can be seen from the results of the VIF value that has a value < 10, and the results of the tolerance value of all variables > 0.1.

Heteroscedasticity Test

This test is used to test whether in a regression model there is an unequal variance between the residuals of one observation and another. The heteroscedasticity test in this study can be seen from the scatterplot image pattern below:
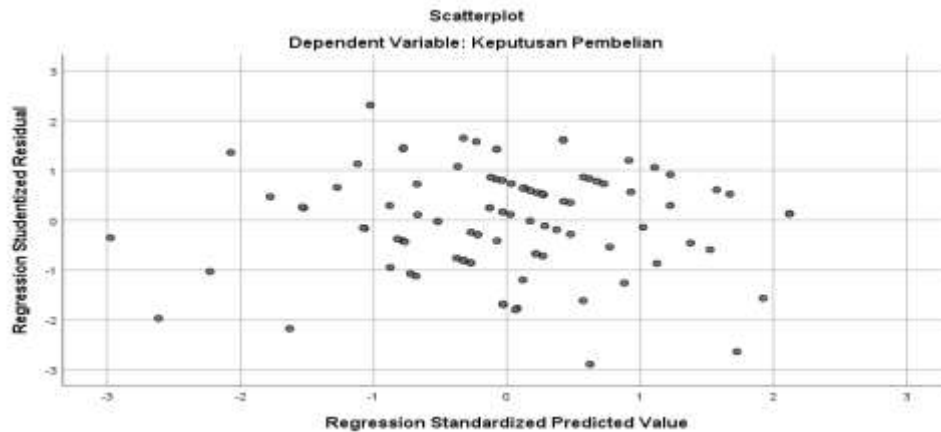
Figure 1. Heteroscedasticity Test
Source: Data Processed (2022)

Based on the results of the Scatterplot graph shown above for the heteroscedasticity test, it shows dots that spread randomly and no clear pattern is formed and the distribution of the dots spreads below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in regression model, so the regression model is used to predict the Purchase Decision variable (Y).

Multiple linear Regression Test
Multiple linear regression analysis is used to describe the value of the dependent variable when the value of the independent variable increases or decreases and to determine the direction of the relationship between the independent and dependent variables. Multiple linear regression in this study can be seen in the table below.

Table 5. Multiple linear regression test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
(Constant)	7.027	1.756		4.003	.000
Social Media Advertising	.354	.081	.406	4.363	.000
E-WOM	.217	.083	.238	2.615	.010
Price	.140	.077	.163	1.825	.071

Based on the table above, it is known that the multiple regression equation in this study is as follows:
Y= 7.027+0.354 X1+ 0.217 X2+ 0.140 (X3)
Information:
Y = Purchase Decision
X1= Social media ads
X2= electronic word of mouth
X3 = Price

Interpretation:
1. a = 7.027, which is a constant value, which is an estimation of consumers' purchasing decisions in buying skincare in the Shoppe application, if the social media advertising, e-wom and price variables have a value equal to zero. So that the average purchase decision variable (Y) is 7.027.
2. (b1) = 0.354 is the value of the regression coefficient on the social media advertising variable (X1). If variable X1 experiences an increase, then variable Y also increases by 35.4%.

Conversely, if the social media advertising variable decreases, the purchase decision decreases. A positive coefficient value means that there is a positive relationship between social media advertising and purchasing decisions. The more attractive the social media advertisements, the higher the purchase decision of skincare consumers at the shoppe.

3. (b2) = 0.217 is the value of the regression coefficient on the eWOM variable (X2). If the X2 variable experiences an increase, then the Y variable also increases by 21.7%. Conversely, if the eWOM variable decreases, the Purchase Decision decreases. A positive coefficient value means that there is a positive relationship between eWOM and purchasing decisions. The greater the electronic word of mouth, the higher the purchase decision of skincare consumers at Shoppe.
4. (b3) = 0.140 is the value of the regression coefficient on the price variable (X3). If variable X3 experiences an increase, then variable Y also increases by 14%. Conversely, if the price variable decreases, the Purchase Decision decreases. A positive coefficient value means that there is a positive relationship between price and purchase decision. The more affordable the price, the higher the consumer's purchasing decision for skincare at Shoppe.

Partial Test (Test Statistical t)
The t test is used to determine whether the independent variable partially affects the dependent variable. The results of testing the influence of social media advertising variables, electronic word of mouth and prices partially on purchasing decisions can be seen as follows:

The results of the regression analysis in Table 5 state that:
1. The t_count value for the Social Media Advertising variable (X1) is 4.363 greater than the t_table value of 1.660 with a significant level of 0.000 <0.05, so Ho is rejected which means social media advertising (X1) has a significant effect on Purchase Decision (Y), with thus ha accepted.
2. The t_count value for the E-WOM variable (X2) of 2.615 is greater than the t_(table) value of 1.660 with a significant level of 0.010 <0.05. So Ho is rejected, meaning that E-WOM (X2) has a significant effect on Purchase Decision (Y), thus Ha is accepted.
3. The t_count value for the Price variable (X3) is 1.825 greater than the t_(table) value of 1.660 with a significant level of 0.070 > 0.05. So that Ho is accepted, which means that price has no significant effect on purchasing decisions (Y), thus Ha is rejected.

Simultaneous Test (Statistical Test f)
The F test is used to test whether the independent variables, namely social media advertising, eWOM and price, together have an influence on the dependent variable, namely purchasing decisions. This test is carried out by comparing F count with Ftable. Calculating F counting with df = n-k1 – 100-3-1 = 96, the significance level is 5%, the value is 2.70. The results of testing the research data are

Table 6. F statistical test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	200.324	3	66.775	24.766	.000[b]
Residual	258.836	96	2.696		
Total	459.160	99			

Source: Data Processed (2022)

On the results of simultaneous data testing it is explained that Fcount is worth 24.766 along with a significant value of 0.000. The criteria for accepting H0 are F count < F table or sig > 0.05, while in this test it is found that F count has more value than F table (24.766 > 2.70), and a significant value = 0.000 less than the error level of 0.05 (0.000 <0.05). So it can be concluded that there is a significant variable effect simultaneously on social media advertising, eWOM and prices on

purchasing decisions of skincare consumers at Shoppe for Widyatama Faculty of Economics and Business Students.

Determinant Coefficient Test
The Coefficient of Determination Test (R2) is used to determine the percentage of dependent change (X). The goal is to calculate the magnitude of the influence of the independent variable on the dependent variable. The higher the value of R2, the greater the proportion of the total variation in the dependent variable that can be explained by the independent variable.

Table 7
Determination Test Results (R2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.661[a]	0.436	0.419	1.64201

Source: Data Processed (2022)

The results of the regression calculation show that the coefficient of determination (R Square) obtained is 0.419, which means that the effect of the independent variable (X) on the dependent variable (Y) is 41.9%. This means that the magnitude of the influence of the independent variables Social media advertising, E-WOM and Prices on the dependent variable Purchase Decision is 41.9% while the remaining 58.1% is explained by other variables outside the regression model.

Discussion of Research Results
Based on the results of hypothesis testing and the results of multiple linear regression analysis in this study, it shows that (H1) which states that the variables of social media advertising, E-WOM and prices have an effect on purchasing decisions simultaneously can be accepted. These results also indicate that the research model, namely the variables of social media advertising, E-WOM and prices, has a fairly strong relationship, meaning that social media advertising, E-WOM and prices as well as the variable Purchase Decision have a strong relationship and can be put to good use to improve a Purchase Decision significantly.

Based on the results of the research described earlier, it was found that social media advertising variables have a positive and significant influence on purchasing decisions. This can be seen through the tcount value for the social media advertising variable (X1) worth 4.363 which is greater than the ttable value of 1.660 with a significant level of 0.000 <0.05, so Ho is rejected meaning social media advertising (X2) has a significant effect on purchasing decisions (Y) Skincare products in e-commerce Shopee for students of the Faculty of Economics and Business, Widyatama University. thus Ha is accepted. This is because the advertisements given contain complete product information, especially Skincare, on the Shopee e-commerce, so that the impression that appears in the memory of the product is positive in the eyes of consumers. The results of this study are supported by previous researchers conducted by (Fathia Salsabila, 2021) in her research showing the results that social media advertising has a significant effect on the Purchase Decision for Scarlett Whitening Skincare Body Lotion Products.

Based on the results of the research described earlier, it was found that the E-WOM variable in this study had a positive and significant influence on purchasing decisions. This is shown by the tcount value for the E-WOM variable (X2) of 2.615 greater than the ttable value of 1.660 with a significant level of 0.010 <0.05, so Ho is rejected meaning E-WOM (X2) has a significant effect on Purchase Decision (Y) Skincare products in e-commerce Shopee for students of the Faculty of Economics and Business, Widyatama University, thus Ha is accepted. This means that communication through electronic word of mouth can convince consumers because consumers can know clearly about information about Skincare products from other people who have used them before, so that consumers will feel satisfied when they want to make a purchase at Shopee without feeling afraid of quality. goods or fraud against the Skincare product. The results of this study are supported by previous researchers who have conducted (Sari & Muhammad Saputra, 2017) in their research showing that electronic word of mouth has a significant effect on purchasing decisions.

Based on the results of the research described previously, it was found that the price variable in this study did not have a partially significant effect on purchasing decisions. This is shown by the tcount value for the price variable (X3) worth 1.825 greater than the ttable value of 1.660 with a significant level of 0.071 > 0.05, so that Ho is accepted which means price (X3) does not significantly influence the purchase decision (Y). thus Ha is rejected. Price in determining the price of a product is very important, because basically consumers when looking for a product, especially Skincare, will compare the cheapest prices, only then will the benefits be obtained from the product. However, based on the research results, the price factor is not a supporting or driving factor in purchasing decisions for students of the Faculty of Economics and Business in buying skincare at Shopee. The results of this study support the results of research that has been conducted (Listighfaroh, 2020) which found that the relationship between prices has no effect on purchasing decisions.

CONCLUSION

The conclusions from the results and discussion that have been described include the following: (1) Simultaneously or together, the result is that the advertising variables on social media, E-WOM and prices have a positive and significant effect on purchasing decisions in buying skincare products in e-commerce Shopee for students of the Faculty of Economics and Business, Widyatama University. (2) Individually or partially, social media advertising variables have a positive and significant impact on purchasing decisions in purchasing Skincare products at the e-commerce Shoppe for Students of the Faculty of Economics and Business, Widyatama University. (3) Single or partial, the E-WOM variable has a positive and significant impact on Purchasing Decisions in buying Skincare products at Shopee e-commerce for Students of the Faculty of Economics and Business, Widyatama University. (4) Single or partial, the price variable has no significant effect on purchasing decisions in buying skincare products at Shopee e-commerce for students of the Faculty of Economics and Business, Widyatama University.

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