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When Digital Marketing Meets e-WOM: Understanding How Purchase Intention Shapes Consumer Decisions at Wahyu Redjo Jewelry, Kediri

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Abstract:

In this study, Gold jewelry plays a dual role in Indonesia, serving both aesthetic and symbolic functions as a marker of social status and as a reliable investment asset. With the digital transformation, consumer behavior especially among Millennials and Generation Z has shifted significantly: they increasingly rely on online information regarding price, product quality, and brand reputation before committing to a purchase. This study examines factors affecting purchase intention and actual purchase decision at Wahyu Redjo Jewelry's new store in Kediri, with emphasis on digital marketing strategies and electronic word of mouth (e-WOM). Data were collected via a structured survey of potential customers and analysis of customer reviews. Findings indicate that both strong digital marketing presence and favorable e-WOM significantly enhance purchase intention, which in turn highly correlates with purchase decision. These results suggest that Wahyu Redjo should intensify its digital engagement and leverage positive consumer testimonials to build trust and competitiveness in the local Kediri market.

Keywords: *Digital Marketing; Electronic Word Of Mouth; Gold Jewelry; Purchase Intention; Purchase Decision*

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1. Introduction

Gold jewelry has long been an integral part of Indonesian culture and economy. In addition to being worn as accessories, gold jewelry functions as both an investment and a symbol of social status. Data indicate that gold jewelry represents the largest share of investment, reaching 49.9%. Beyond its aesthetic and prestige value, gold is also considered a reliable asset that preserves its worth amid inflation and economic uncertainty. In the Indonesian cultural context, gold carries deep symbolic meaning, particularly in wedding ceremonies, religious rituals, and as a marker of social standing. This tradition creates a stable and sustainable market for the gold jewelry industry, attracting a wide range of consumers—from individual buyers to investors seeking portfolio diversification (Ratela & Taroreh, 2016).

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However, the gold jewelry industry is currently undergoing a fundamental transformation due to the digital revolution. The digital era has altered how consumers search for information, compare products, and make purchase decisions (Zed, Indriani, & Wati, 2025). Modern consumers, particularly Millennials and Gen Z, now rely heavily on online platforms to obtain information about prices, quality, and store reputation before visiting physical stores (Az-Zahra & Sukmalengkawati, 2022). Consequently, purchasing decisions are no longer solely determined by product quality, but also by the effectiveness of digital marketing strategies and *electronic word of mouth* (e-WOM) communication used by jewelry companies.

One notable player in this industry is **Wahyu Redjo Jewelry**, a well-established business in precious metals and gold founded by KPH Adipati Nur Cokrodiningrat in Surabaya. The company manages four jewelry brands—Wahyu Redjo, Wahyu Ganesya, Wahyu Trisna, and Nur Galuh Hardjo—and operates more than 100 branches across East Java. Recently, Wahyu Redjo expanded its operations by opening a new branch in Kediri, located at Jl. H.O.S. Cokroaminoto No. 58, Pahing. The city's growing gold market presents vast opportunities; however, the new branch faces challenges such as declining consumer purchase intentions and shifting consumption patterns caused by weakened purchasing power and intense local competition. Therefore, understanding the factors that shape consumer purchase intentions and decisions becomes crucial for sustaining market growth and competitiveness.

Purchase intention represents the early stage of consumer behavior that may lead to an actual transaction. According to Amelia et al. (2025), purchase intention is formed through interactions between product perceptions, emotional states, and digital experiences. In the jewelry context, consumers' intentions are influenced by their perceptions of quality, pricing, and brand reputation (Ayu, Ernawati, & Julaiha, 2024). Although high purchase intention does not always guarantee actual buying behavior, it serves as a vital mediator linking marketing strategies with purchasing decisions (Sya'adah, Ali, & Anas, 2025). Thus, understanding the determinants of purchase intention is essential for companies like Wahyu Redjo Jewelry in crafting effective digital marketing approaches.

Numerous studies have demonstrated that *electronic word of mouth* (e-WOM) significantly affects consumers' purchase intentions and decisions. e-WOM, which encompasses product reviews, comments, and recommendations shared on digital platforms, is considered more credible and authentic than traditional advertising (Anastasiei, Pop, & Dabija, 2025). Reviews and testimonials from fellow customers can enhance trust and influence perceptions of product quality, pricing, and service experience (Ani, Lumanauw, & Tampenawas, 2021). In the jewelry business, where authenticity and trust are paramount, positive e-WOM can play a decisive role in shaping customer confidence and purchase behavior (Nuranasmita, 2025).

Meanwhile, *digital marketing* also serves as a critical instrument in shaping consumer engagement and purchase behavior. Through various online channels—social media,

websites, and e-commerce—companies can reach wider audiences and communicate value propositions directly (Indriani, Agustina, & Handoko, 2024). Azmi Fadhilah and Pratiwi (2021) emphasized that consistent and appealing digital marketing campaigns strengthen brand awareness and drive purchase intentions. Similarly, Ansar, Udayana, and Maharani (2024) found that the integration of social media marketing and e-WOM positively affects purchase decisions through the mediating role of purchase intention. In the gold jewelry sector, digital marketing enables brands to build long-term relationships and trust with consumers, which are key to sustaining competitiveness.

Despite extensive research on the impact of digital marketing and e-WOM on purchasing behavior, most prior studies have focused on e-commerce or fast-moving consumer goods such as food, fashion, and cosmetics (Anggraini & Ahmadi, 2025; Gusmiawati & Dewi, 2025). Research on high-value products like gold jewelry remains limited, revealing a significant research gap. Unlike ordinary products, jewelry purchasing involves complex emotional, financial, and social considerations (Devi, Riva'i, & Angelica, 2024). Hence, there is a need to investigate how digital marketing and e-WOM influence consumer behavior in the context of luxury and investment-oriented goods.

The urgency of this study arises from the rapid shift in consumer behavior in the digital era. Alviansyach et al. (2024) revealed that consistent application of digital marketing improves consumer trust and purchase intention, while Ardhiansyah and Marlena (2021) demonstrated that combining social media marketing with e-WOM has a strong effect on consumers' willingness to buy. For Wahyu Redjo Jewelry's new Kediri branch, applying insights from these studies could help design an effective digital communication strategy to increase brand awareness, consumer trust, and purchase decisions in a highly competitive local market.

Based on these considerations, this study offers novelty by examining the effect of *digital marketing* and *electronic word of mouth* on *purchase intention* and its impact on *purchase decision* in the context of the gold jewelry industry, specifically at Wahyu Redjo Jewelry's new Kediri branch. Theoretically, this research contributes to consumer behavior literature in the luxury and investment product segment, while practically, it provides insights for jewelry businesses in formulating digital strategies that foster purchase intention and strengthen consumer loyalty. Thus, this study bridges the existing research gap and offers actionable recommendations for enhancing gold jewelry marketing strategies in the digital era.

2. Theoretical Background

Digital Marketing

Digital marketing has become a pivotal strategy for businesses aiming to reach broader audiences and enhance consumer engagement in the digital era. It integrates various online platforms such as social media, e-commerce, and websites to deliver marketing messages effectively and interactively (Zed, Indriani, & Wati, 2025).

According to Az-Zahra and Sukmalengkawati (2022), digital marketing significantly influences consumer purchase intentions because it provides convenient access to product information and builds stronger brand relationships. Likewise, Azmi Fadhilah and Pratiwi (2021) emphasized that the implementation of digital marketing by MSMEs enables them to strengthen competitiveness and increase market reach through cost-efficient communication strategies.

The advantages of digital marketing include personalization, direct communication, and data-based consumer insight, which enhance marketing precision and conversion rates (Indriani, Agustina, & Handoko, 2024). Febrianti and Sudrajat (2021) demonstrated that digital marketing design and content consistency influence consumer interest in purchasing K-pop albums, reflecting how creative content shapes emotional engagement. Similarly, Izzah and Novitaningtyas (2021) found that digital marketing positively impacts consumer purchase intentions in online marketplaces, while Nini (2023) confirmed that online marketing improves consumers' perceived convenience and trust in online transactions. Ayu, Ernawati, and Julaiha (2024) revealed that digital marketing and product quality jointly determine consumer purchase intentions, highlighting that online visibility must be supported by tangible product value.

Overall, digital marketing serves not only as a promotional tool but also as a relationship-building platform where trust and consumer perceptions are shaped continuously (Erwin, Faiza, Dewi, & Syamsurizal, 2024; Darmawijaya, Muhardi, & Chaidir, 2023). Therefore, in the gold jewelry industry—where trust and credibility are vital—digital marketing provides a channel for reinforcing brand authenticity, transparency, and consumer loyalty.

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) refers to informal communication among consumers through digital platforms regarding product evaluations, experiences, and recommendations. It represents a critical factor influencing purchase intention and decision-making in the digital marketplace (Anastasiei, Pop, & Dabija, 2025). Unlike traditional advertising, e-WOM is considered more credible and emotionally persuasive because it comes from real users rather than brands (Ani, Lumanauw, & Tampenawas, 2021).

Studies have shown that e-WOM can enhance or damage a company's reputation depending on the tone and credibility of online reviews. Fitriasari and Ahmadi (2025) explained that product reviews, brand reputation, and consumer feedback on social media significantly affect buying intentions. Similarly, Gusmiawati and Dewi (2025) demonstrated that positive e-WOM has a direct and significant effect on purchase decisions, particularly when consumers perceive online reviews as trustworthy. Harahap, Ichsan, and Elanda (2025) also confirmed that e-WOM mediates the relationship between brand trust and purchase intention in the halal product market, underscoring the importance of consumer-generated content in influencing purchasing behavior.

Ardhiansyah and Marlena (2021) as well as Ansar, Udayana, and Maharani (2024) found that e-WOM combined with social media marketing significantly enhances consumer purchase intention through affective engagement. Meanwhile, Alviansyach et al. (2024) observed that e-WOM and social media marketing influence purchasing decisions through the mediating role of purchase intention, particularly in digital service platforms like Tiket.com. Devi, Riva'i, and Angelica (2024) further highlighted that social media marketing's impact on purchase intention is strengthened when moderated by e-WOM credibility.

In the jewelry context, where trust and perceived value are fundamental, e-WOM plays a decisive role. Positive reviews about product authenticity, design, and pricing can reinforce consumer confidence, while negative reviews may quickly reduce perceived reliability (Nuranasmita, 2025). Consequently, businesses must strategically manage online feedback to sustain brand image and consumer trust in high-involvement purchase categories such as gold jewelry.

Purchase Intention

Purchase intention refers to a consumer's plan or willingness to buy a product based on perceived value, trust, and satisfaction (Amelia, Ali, Khan, Sawitri, & Navanti, 2025). It represents a psychological state that bridges the gap between marketing stimuli and actual purchasing behavior. According to Sya'adah, Ali, and Anas (2025), purchase intention mediates the effects of e-WOM and product quality on purchase decisions, implying that effective digital communication indirectly encourages actual buying behavior through emotional and cognitive appeal.

Amelia et al. (2025) found that social media marketing and product quality have significant positive impacts on purchase decisions through the mediating role of purchase intention. Similarly, Ardiyansyah, Kusumawati, and Hastuti (2025) demonstrated that content marketing on platforms like TikTok enhances purchase intention among young consumers by increasing emotional connection and product familiarity. These findings suggest that digital content quality and interactivity are crucial in generating purchase motivation.

Moreover, Anggraini and Ahmadi (2025) noted that influencer marketing plays a vital role in shaping purchase intention among Generation Z consumers, highlighting the importance of social credibility in the decision-making process. Ratela and Taroreh (2016) earlier emphasized that product differentiation and perceived quality directly affect purchase decisions, showing that while digital factors are influential, the core product attributes remain key determinants of consumer intention.

In the context of luxury or high-value products such as gold jewelry, purchase intention is often influenced by both emotional and rational evaluations—trust, social symbolism, and perceived long-term value. Therefore, understanding how digital marketing and e-WOM jointly shape purchase intention is essential for predicting consumer behavior in this segment.

3. Methodology

This study employs a quantitative research method with an associative approach to examine the relationship between Digital Marketing (X1) and Electronic Word of Mouth (X2) on consumer Purchase Decision (Y), mediated by Purchase Intention (Z). The research was conducted at Wahyu Redjo Gold Store, Pasar Pahing branch, located on Jl. HOS. Cokroaminoto No. 68, Kediri, East Java. The focus of this study is to understand how marketing strategies through digital channels and consumer online communication influence decision-making behavior in the gold retail sector.

The population in this study consisted of customers of Wahyu Redjo Gold Store, although the exact number was not precisely known. The sample was determined using purposive sampling with specific criteria, namely respondents aged between 19 and 40 years, those who had purchased products at least twice, were familiar with the store's products, and followed the store's social media accounts. Based on Slovin's formula, with a population estimate of 1500 and a 10% margin of error, the minimum sample size required was 94. In practice, data were collected from 95 respondents, fulfilling the required sample size.

The primary data source was obtained through structured questionnaires distributed to respondents. Data collected were quantitative in nature, expressed in numerical values, and measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." In addition to questionnaires, observation and interviews were conducted to strengthen the findings and ensure the validity of the responses. These methods were intended to provide a more comprehensive understanding of consumer perceptions and behaviors in relation to the variables under study.

For data analysis, several stages were carried out, including validity and reliability testing, as well as classical assumption tests consisting of normality, heteroscedasticity, multicollinearity, and autocorrelation tests. Path analysis was then applied to examine both direct and indirect relationships among variables. Furthermore, hypothesis testing was conducted through the t-test, F-test, coefficient of determination, and the Sobel test to assess the mediating effect of Purchase Intention. These analytical steps were designed to ensure the robustness and accuracy of the research findings.

4. Empirical Findings/Result

Instrument Test

Validity test

Validity testing is used to determine whether the questionnaire is valid or not. A valid instrument. A valid instrument is defined as a measuring tool used to obtain valid data (measurements) because the instrument has the ability to measure what it should measure. This study tested the validity of the correlation value using the SPSS program. By looking at the table of thing diminutive fundamental values with a centrality level of 5% and N = 95, the r table regard is 0.2017. For each instrument

thing, the rcount regard is at that point calculated by comparing the rcount with the rtable.

Table 1. Validity Test Results

No	Statement	r table	*Pearson product correlation*	Description
1	X1.1	0.2017	0.611	Valid
2	X1.2	0. 2017	0.611	Valid
3	X1.3	0. 2017	0.745	Valid
4	X1.4	0. 2017	0.526	Valid
5	X1.5	0. 2017	0.575	Valid
6	X2.1	0.2017	0.615	Valid
7	X2.2	0. 2017	0.540	Valid
8	X2.3	0. 2017	0.720	Valid
9	X2.4	0. 2017	0.568	Valid
10	X2.5	0. 2017	0.607	Valid
11	Z.1	0.2017	0.493	Valid
12	Z.2	0.2017	0.254	Valid
13	Z.3	0.2017	0.633	Valid
14	Z.4	0.2017	0.695	Valid
15	Z.5	0.2017	0.542	Valid
16	Y.1	0.2017	0.370	Valid
17	Y.2	0.2017	0.219	Valid
18	Y.3	0.2017	0.529	Valid
19	Y.4	0.2017	0.634	Valid
20	Y.5	0.2017	0.593	Valid

Source: 2025 processed original data

Based on the table above, that all statement items in the digital marketing variable (X1), electronic word of mouth (X2), purchase interest (Z0 and purchase decision (Y) have a Pearson product correlation value > r table, namely 0.2017, so it can be concluded that the 20 statement items above are valid.

Reliability Test

A reliability test is a tool used to measure questionnaires that are indicators of variables. This tool can be considered reliable if the answers are consistent over time in the same symptoms, thus being trustworthy and reliable. A reliable instrument is a tool that, when used repeatedly to measure the same object, will produce the same data. In this ask approximately, the immovable quality test utilized was the Cronbach's Alpha condition with a standard regard of 0.6. Based on the immovable quality test utilizing Cronbach's Alpha, the comes almost of the instrument unflinching quality test were gotten as takes after:

Table 2. Reliability Test Results

Cronbach's Alpha	N of Items	Standard	Information
0, 833	20	0,6	Reliable

Source: 2025 processed original data

Based on the reliability test table for statement items, it was determined that a variable is reliable if the answers to the statements are consistent, with a Cronbach's alpha

value of 0.833 for all items, and a total value of > 0.60. Therefore, it can be concluded that all items in the variable are reliable.

Traditional assumption test

Test of normalcy

The normality test is used to determine whether the confounding variables or residuals in a regression model have a normal distribution. The normality test in this study was processed using SPSS version 26.0. The results of the normality test can be seen if the significance value is >0.05, then the residual values are normally distributed. If the significance value is <0.05, then the residual values are not normally distributed.

Table 3. Normality Test Results Sub-Structural I

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.75137830
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.048
Test Statistic		.078
Asymp. Sig. (2-tailed)		.197[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: 2025 processed original data

From the results above, the Kolmogorov-Smirnov value in the structural normality test I is 0.078 with a significance of 0.197. Since the Kolmogorov-Smirnov significance value of 0.197 > 0.05, it can be concluded that the data is normally distributed.

Table 4. Normality Test Results Sub-Structural II

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		95
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.68696961
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.060
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: 2025 processed original data

From the results above, the Kolmogorov-Smirnov value in the structural normality test II is 0.069 with a significance level of 0.200. Since the Kolmogorov-Smirnov

significance level is 0.200 > 0.05, it can be concluded that the data is normally distributed.

Test of Multicollinearity

In multiple linear regression models, a multicollinearity test is used to identify the level of correlation between independent variables. A high correlation indicates a disrupted relationship between the independent and dependent variables. The multicollinearity test is performed using the Tolerance and VIF (Variance Inflation Factor) values, as well as the independent variables. A regression model is considered multicollinearity-free if its VIF value is no more than 10 and its tolerance value is no less than 0.10.

Table 5. Multicollinearity Test Results Sub-Structural I

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Digital Marketing	.619	1.615
	EWOM	.619	1.615

Source: 2025 processed original data

Based on the table above, it can be concluded that the data in this study does not exhibit multicollinearity. This is evident from the tolerance value (0.619) being greater than 0.10 and the Variance Inflation Factor (VIF) being less than 10.00, at 1.615. Therefore, it can be concluded that there is no multicollinearity among the independent variables.

Table 6. Multicollinearity Test Results Sub-Structural II

Coefficients[a]			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Digital Marketing	.511	1.956
	EWOM	.381	2.626
	Purchase Intention	.325	3.078

Source: 2025 processed original data

Based on the table above, it can be concluded that the data in this study does not exhibit multicollinearity. This can be seen from the tolerance values greater than 0.10, namely 0.511; 0.381 and 0.325, respectively, and the Variance Inflation Factor (VIF) values less than 10.00, namely 1.956; 2.626 and 3.078, respectively. Therefore, it can be concluded that there is no multicollinearity among the independent variables.

Test of Autocorrelation

An autocorrelation test is performed to determine whether a correlation exists between period t and the previous period (t -1). A good regression model is one that is free from autocorrelation. This can be determined by comparing the D-W value with the d value from the Durbin-Watson table. The results of the autocorrelation test in this study are shown in the following table.

Table 7. Autocorrelation Test Results Sub-Structural I

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.822[a]	.675	.668	.760	1.810

Source: 2025 processed original data

Based on the table above, the DW value can be known as 1,810, this value will be compared with the significance table value of 5%, with the number of samples 95 (n) and the number of independent variables 2 (k = 2), then the du value is obtained as 1.7091. The result of the DW value of 1,810 is greater than the upper limit (du) which is 1.7091 and less than (4-du) or 4 - 1.7091 = 2.2909. So it can be concluded that in sub-structural I of this study there is no autocorrelation.

Table 8. Autocorrelation Test Results Sub-Structural II

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844[a]	.712	.702	.698	1.991

Source: 2025 processed original data

Based on the table above, the DW value can be known as 1.991, this value will be compared with the significance table value of 5%, with the number of samples 95 (n) and the number of independent variables 3 (k = 3), then the du value is obtained as 1.7316. The result of the DW value of 1.991 is greater than the upper limit (du) which is 1.7316 and less than (4-du) or 4 - 1.7316 = 2.2684. So it can be concluded that in sub-structural II of this study there is no autocorrelation.

Test of Heteroscedasticity

The heteroscedasticity test aims to determine whether there is inequality in the variance of residuals from one observation to another in the regression model. A good regression model is one that does not exhibit heteroscedasticity. To determine heteroscedasticity, the Glejser test can be used. The results of the heteroscedasticity test are as follows.

Table 9. Heteroscedasticity Test Results Sub-Structural I

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.569	.687		-.828	.410
	Digital Marketing	.071	.035	.262	2.032	.055
	EWOM	-.021	.034	-.081	-.626	.533

Source: 2025 processed original data

Based on the results of the heteroscedasticity test using the Glejser test on sub-structural model I, the significance value of the Digital Marketing variable was 0.055 and that of Electronic Word of Mouth (E-WOM) was 0.533. Since all significance values were greater than 0.05, it can be concluded that this regression model does not exhibit symptoms of heteroscedasticity. Thus, the independent variables in this study

are free from the problem of unequal residual variance, making the regression model suitable for further analysis.

Table 10. Heteroscedasticity Test Results Sub-Structural II

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.107	.786		1.408	.163
	Digital Marketing	.018	.036	.072	.498	.619
	EWOM	-.042	.041	-.172	-1.023	.309
	Purchase Intention	-.002	.060	-.007	-.041	.967
a. Dependent Variable: aBS2						

Source: 2025 processed original data

Based on the results of the heteroscedasticity test using the Glejser test on sub-structural model II, the significance value of the Digital Marketing variable was 0.619, Electronic Word of Mouth (E-WOM) was 0.309, and Purchase Intention was 0.967. All significance values were greater than 0.05, so it can be concluded that this regression model does not experience symptoms of heteroscedasticity. This means that the distribution of residual variance in the model is constant (homoscedastic), so the classical assumption regarding heteroscedasticity is met and the regression model can be used reliably for further analysis.

Path Analysis Results

The next data processing technique is to use path analysis. Researchers use path analysis because this analysis functions to determine the direct and indirect influence of a set of variables, namely the causal variables (exogenous variables) on the effect variables (endogenous variables).

Structural Path Analysis Equation I

In determining the overall influence of research variables, the path coefficient value is obtained from the sum of all exogenous variables on the endogenous variables. The path coefficient value (based on estimates) of digital marketing and electronic word of mouth variables on purchasing interest is as follows:

Table 11. Results of Structural Path Analysis Coefficient I

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.544	1.117		6.752	.000
	Digital Marketing	.251	.057	.333	4.409	.000
	EWOM	.423	.056	.573	7.590	.000

Source: 2025 processed original data

Based on the results of the processing in the table above, the obtained path coefficients are ρzx1X1 = 0.333, ρzx2X2 = 0.573. To find the error (ϵ1), look at the R-square in the model summary table. The formula for obtaining the residual coefficient is 1.00 –

R-square. Therefore, the error (ϵ1) is = 1.00 – 0.675 = 0.325. Therefore, the resulting path analysis equation is as follows:

$$Z = \rho zx1X1 + \rho zx2X2 + \epsilon 1$$
$$Z = 0.333X1 + 0.573X2 + 0.325\ \epsilon 1$$

Or

Purchase interest = 0.333 Digital Marketing + 0.573 Electronic word of mouth + 0.325 ϵ1

Structural Path Analysis Equation II

In determining the overall influence of research variables, the path coefficient value is obtained from the sum of all exogenous variables on the endogenous variables. The path coefficient values (based on estimates) of the digital marketing and electronic word of mouth variables and purchase intention on purchasing decisions are as follows.

Table 12. Results of Structural Path Analysis Coefficient II

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.613	1.256		4.468	.000
	Digital Marketing	.211	.058	.289	3.670	.000
	EWOM	.265	.065	.371	4.066	.000
	Purchase Intention	.276	.096	.284	2.880	.005

Source: 2025 processed original data

Based on the processing results in the table above, the path coefficients obtained are ρyx1X1 = 0.289, ρyx2X2 = 0.371, ρzyY = 0.284. To find the error (ϵ2), namely by looking at the R square in the model summary table. The formula for obtaining the residual coefficient is 1.00 – R square. So the error (ϵ2) is = 1.00 – 0.712 = 0.288. So, the path analysis equation formed is as follows:

$$Y = \rho yx1X1 + \rho yx2X2 + \rho zyZ + \epsilon 2$$
$$Y = 0.289X1 + 0.371X2 + 0.284Z + 0.288\ \epsilon 2$$

Or

Purchase decision = 0.289 digital marketing + 0.371 electronic word of mouth + 0.284 purchase interest + 0.288 ϵ2

Path Analysis Diagram

The path coefficients were previously processed using IBM SPSS 26 software. Once obtained, the next step was to summarize them by entering them into a path analysis diagram. The path coefficient results for all variables can be seen in the figure below:

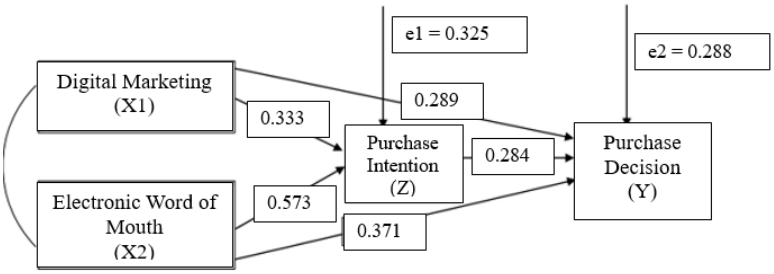

Figure 1. Path Analysis Diagram
Source: 2025 processed original data

Based on the diagram above, two path analysis equations can be identified, as follows:

a. The variables Digital Marketing (X1) and Electronic Word of Mouth (X2) are two exogenous variables that have a correlative relationship with each other and jointly influence the endogenous variable Purchase Intention (Z).
b. The variables Digital Marketing (X1) and Electronic Word of Mouth (X2) are two exogenous variables that have a correlative relationship with each other and jointly influence the intermediary variable Purchase Intention (Z).

Calculation of Influence

The next analysis concerns the influence calculation. This calculation is performed to determine how strongly one variable influences another, both directly and indirectly. The results of the direct, indirect, and total effects calculations for the variables Digital Marketing (X1), Electronic Word of Mouth (X2), Purchase Decision (Y), and Purchase Intention (Z) are as follows:

Table 13. Calculation of Influence

Variable	Direct Effect	Variable	Indirect Effect	Total Effect
X1 against Y	0.289			
X2 against Y	0.371			
X1 against Z	0.333	X1 against Y through Z	0.333 x 0.284 = 0.095	0.333 + 0.095 = 0.428
X2 against Z	0.573	X2 against Y through Z	0.573 x 0.284 = 0.163	0.573 + 0.163 = 0.736
Z against Y	0.284			

Source: 2025 processed original data

Based on the influence calculation table above, it can be interpreted that variable X1 (Digital Marketing) has a direct influence on Y (Purchase Decision) of 0.289. In addition, X1 also influences Z (Purchase Interest) by 0.333, which then provides an indirect influence on Y through Z of 0.095, so that the total influence of X1 on Y increases to 0.428. Meanwhile, variable X2 (Electronic Word of Mouth/E-WOM) has a direct influence on Y of 0.371 and an influence on Z of 0.573. Through Z, X2 provides an indirect influence on Y of 0.163, so that the total influence of X2 on Y is 0.736. Furthermore, variable Z (Purchase Interest) itself has a direct influence on Y

of 0.284. These results indicate that both Digital Marketing and E-WOM play an important role in increasing purchasing decisions, with the influence path through Purchase Intention strengthening the relationship, where E-WOM is proven to have the greatest total influence on purchasing decisions.

Hypothesis Test Results

Coefficient of Determination (R^2)

The coefficient of determination (R2) from the regression results shows how much of the dependent variable can be explained by the independent variables. The following are the results of the coefficient of determination test:

Table 14. Results of Sub-Structural Determination Coefficient Test I

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.822[a]	.675	.668	.760	1.810

Source: 2025 processed original data

The table above shows that the coefficient of determination is 0.675. This means that the contribution of digital marketing and electronic word of mouth variables is 67.5%, while the remaining 32.5% is explained by other factors not disclosed in this study.

Table 15. Results of Sub-Structural Determination Coefficient Test II

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844[a]	.712	.702	.698	1.991

Source: 2025 processed original data

The table above shows that the coefficient of determination is 0.712. This means that the contribution of digital marketing, electronic word of mouth, and purchasing interest variables is 71.2%, while the remaining 28.8% is explained by other factors not disclosed in this study.

Results of t test

The t-statistic test essentially indicates the extent to which an independent variable individually explains the dependent variable. This partial test is conducted by comparing significance values below 0.05, thus rejecting H0 and accepting Ha. Therefore, it can be concluded that there is a partial influence between the independent and dependent variables, and vice versa.

Table 16. Results of t test for Sub-Structural I

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.544	1.117		6.752	.000
	Digital Marketing	.251	.057	.333	4.409	.000
	EWOM	.423	.056	.573	7.590	.000

Source: 2025 processed original data

Based on the table above, it is shown that the digital marketing variable has a significance value of 0.000, where this probability value is less than 0.05. Thus, according to the provisions in the testing criteria, if the significance value is <0.05, it can be concluded that the digital marketing variable has a significant effect on purchase intention. The results obtained indicate that H0 is rejected and H1 is accepted, and it can be concluded that digital marketing has a significant effect on purchase intention.

Based on the table above, it is shown that the electronic word of mouth variable has a significance value of 0.000, where this probability value is less than 0.05. Thus, according to the provisions in the testing criteria, if the significance value is <0.05, it can be concluded that the electronic word of mouth variable has a significant effect on purchase intention. The results obtained indicate that H0 is rejected and H2 is accepted, and it can be concluded that electronic word of mouth has a significant effect on purchase intention.

Table 17. Results of t test for Sub-Structural II

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.613	1.256		4.468	.000
	Digital Marketing	.211	.058	.289	3.670	.000
	EWOM	.265	.065	.371	4.066	.000
	Purchase Intention	.276	.096	.284	2.880	.005

Source: 2025 processed original data

The table above shows that the digital marketing variable has a significance value of 0.000, with a probability value less than 0.05. Therefore, according to the test criteria, if the significance value is <0.05, it can be concluded that the digital marketing variable has a significant effect on purchasing decisions. These results indicate that H0 is rejected and H3 is accepted, and it can be concluded that digital marketing has a significant effect on purchasing decisions.

The table above shows that the electronic word of mouth variable has a significance value of 0.000, with a probability value less than 0.05. Therefore, according to the test criteria, if the significance value is <0.05, it can be concluded that the electronic word of mouth variable has a significant effect on purchasing decisions. These results indicate that H0 is rejected and H4 is accepted, and it can be concluded that electronic word of mouth has a significant effect on purchasing decisions.

Based on the table above, it is shown that the purchase intention variable has a significance value of 0.005, where this probability value is less than 0.05. Thus, according to the provisions in the testing criteria, if the significance value is <0.05, it can be concluded that the purchase intention variable has a significant effect on purchasing decisions. The results obtained indicate that H0 is rejected and H5 is accepted, and it can be concluded that purchase intention has a significant effect on purchasing decisions.

Result of F Test

The F-statistic test essentially indicates the extent to which independent variables simultaneously explain the dependent variable. This simultaneous test is performed with a significance value below 0.05, so H0 is rejected and Ha is accepted. Therefore, it can be concluded that there is a simultaneous influence between the independent and dependent variables, and vice versa. The following are the results of the F-statistic test, which can be seen in the table below.

Table 18. Result of F test for Sub-Structural I

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.257	2	55.128	95.569	.000[b]
	Residual	53.070	92	.577		
	Total	163.326	94			

Source: 2025 processed original data

Based on the table above, it shows that the independent variable has a significance value of 0.000, where this probability value is less than 0.05. Thus, in accordance with the provisions in the testing criteria, if the significance value is below 0.05, it can be concluded that the digital marketing and electronic word of mouth variables together have a significant influence on purchasing interest.

Table 19. Result of F test for Sub-Structural II

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.470	3	36.490	74.854	.000[b]
	Residual	44.361	91	.487		
	Total	153.832	94			

Source: 2024 processed original data

Based on the table above, it shows that the independent variable has a significance value of 0.000, where this probability value is less than 0.05. Thus, in accordance with the provisions in the testing criteria, if the significance value is below 0.05, it can be concluded that the variables of digital marketing, electronic word of mouth, and purchase intention together have a significant influence on purchasing decisions.

Sobel Test Result

The Sobel test is conducted to measure whether the intervening variable, in this case, purchasing intention, can be used as an instrument for the independent and dependent variables. The test is considered significant if the calculated t-value exceeds the table t-value. To determine the standard error, refer to the coefficients table above, prior to this discussion. The results of the calculation are as follows:

Digital Marketing (X1) on purchasing decisions (Y) through purchasing interest (Z)

The formula for calculating the size of the standard error of the indirect effect of Sab is:

$$\text{Sab} = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

For :
a = 0,251
Sa = 0,057
b = 0,276
Sb = 0,096
So that:
Sab = $\sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$
Sab = $\sqrt{0.276^2x0.057^2 + 0.251^2x0.096^2 + 0.057^2x0.096^2}$
Sab = $\sqrt{0.076176x0.003249 + 0.063001x0.009216 + 0.003249x0.009216}$
Sab = $\sqrt{0.000247495824 + 0.000580617216 + 0.000029942784}$
Sab = $\sqrt{0.000858055824}$
Sab = 0.029
Based on the Sab results to test the significance of the indirect effect, it is necessary to calculate the t value of the ab coefficient using the following formula:

$$t = \frac{ab}{sab}$$

$$t = \frac{0.251\ x\ 0.276}{0.029}$$

$$t = 2.389$$

The calculation results above obtained a t-value of 2.389 < t-table 1.98609, namely with a significance level of 0.05. Therefore, it can be concluded that H0 is rejected and H6 is accepted. This means that Digital Marketing (X1) has a significant effect on Purchasing Decisions (Y) through Purchase Intention (Z). So it can be concluded that there is an indirect influence in the form of mediation between Electronic Word of Mouth on Purchasing Decisions (Y).

Electronic word of mouth (X2) on purchasing decisions (Y) through purchasing interest (Z)
The formula for calculating the size of the standard error of the indirect effect of Sab is:

$$\text{Sab} = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

For :
a = 0.423
Sa = 0,056
b = 0,276
Sb = 0.096
So that:
Sab = $\sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$
Sab = $\sqrt{0.276^2x0.056^2 + 0.423^2x0.096^2 + 0.056^2x0.096^2}$
Sab = $\sqrt{0.076176x0.003136 + 0.178929x0.009216 + 0.003136x0.009216}$
Sab = $\sqrt{0.000238887936 + 0.001649009664 + 0.000028901376}$
Sab = $\sqrt{0.001916798976}$
Sab = 0.044

Based on the Sab results to test the significance of the indirect effect, it is necessary to calculate the t value of the ab coefficient using the following formula:

$$t = \frac{ab}{sab}$$

$$t = \frac{0.423\ x\ 0.276}{0.044}$$

$$t = 2.654$$

The calculation results above obtained a t-value of 2.654 < t-table 1.98609, which is with a significance level of 0.05. Therefore, it can be concluded that H0 is rejected and H7 is accepted. This means that Electronic word of mouth (X2) has a significant effect on purchasing decisions (Y) through purchase interest (Z). Therefore, it can be concluded that there is an indirect influence in the form of mediation between Electronic word of mouth on purchasing decisions.

5. Discussion

Direct Effect of Digital Marketing on Purchase Intention

The findings indicate that digital marketing has a significant positive influence on consumers' purchase intentions. This result demonstrates that well-designed digital marketing strategies—such as social media campaigns, online advertising, and website optimization—can enhance consumer awareness and motivate them to consider purchasing. The finding aligns with previous research by Az-Zahra and Sukmalengkawati (2022), who emphasized that digital marketing facilitates information access and shapes favorable consumer perceptions toward products. Likewise, Ayu, Ernawati, and Julaiha (2024) confirmed that digital marketing, combined with product quality, strongly affects purchase intention among MSME consumers.

This result supports the argument that digital marketing acts not only as a promotional tool but also as an engagement mechanism that builds brand familiarity and emotional connection (Indriani, Agustina, & Handoko, 2024). Febrianti and Sudrajat (2021) also found that appealing digital content encourages consumers to develop curiosity and ultimately the intention to buy. In the context of Wahyu Redjo Jewelry, digital marketing helps create strong brand visibility and trust, which are crucial in influencing consumers to form positive purchase intentions toward gold jewelry products.

Direct Effect of Electronic Word of Mouth (e-WOM) on Purchase Intention

The study also reveals that electronic word of mouth significantly influences purchase intention. This finding suggests that consumers are more inclined to purchase when they are exposed to positive reviews, recommendations, and feedback from other users online. The result is consistent with Anastasiei, Pop, and Dabija (2025), who found that e-WOM credibility directly shapes affective responses and enhances consumers' willingness to buy. Similarly, Ani, Lumanauw, and Tampenawas (2021) demonstrated that e-WOM influences consumers' purchasing behavior in e-commerce because it provides authentic insights into product quality and service performance.

Moreover, Fitriasari and Ahmadi (2025) explained that online reviews and brand reputation on social media act as persuasive communication that fosters consumer confidence. Alviansyach et al. (2024) also highlighted that e-WOM, together with social media marketing, enhances purchase intention through psychological trust and perceived product value. In the gold jewelry sector, where authenticity and credibility are paramount, positive consumer reviews play a vital role in reinforcing the attractiveness and reliability of the brand, thereby increasing consumers' intention to make a purchase.

Direct Effect of Digital Marketing on Purchase Decisions

The results further indicate that digital marketing has a direct and significant effect on consumers' purchase decisions. This implies that digital marketing activities not only generate interest but also effectively drive consumers toward actual buying behavior. The finding aligns with Zed, Indriani, and Wati (2025), who observed that digital marketing strategies improve consumer engagement and conversion rates in e-commerce settings. Likewise, Erwin, Faiza, Dewi, and Syamsurizal (2024) highlighted how digital marketing, when integrated with cultural or entertainment-based strategies, enhances brand appeal and motivates purchase decisions.

According to Azmi Fadhilah and Pratiwi (2021), effective digital marketing enables businesses to strengthen competitiveness and maintain consistent consumer interaction. For Wahyu Redjo Jewelry, consistent online presence, transparent product information, and responsive customer interaction likely facilitate decision-making by reducing consumers' uncertainty. Therefore, the findings underscore digital marketing's role not only in shaping attitudes but also in converting those attitudes into actual purchase behavior.

Direct Effect of Electronic Word of Mouth on Purchase Decisions

The study confirms that e-WOM exerts a significant positive influence on purchasing decisions. This indicates that consumers often base their buying choices on the opinions and experiences of others shared through online platforms. The result is consistent with previous findings by Gusmiawati and Dewi (2025), who demonstrated that e-WOM substantially shapes consumer confidence and final purchase behavior. Similarly, Harahap, Ichsan, and Elanda (2025) revealed that e-WOM reinforces purchase decisions by enhancing perceived trust and credibility of products.

Ansar, Udayana, and Maharani (2024) found that e-WOM and brand awareness jointly encourage consumers to transition from mere interest to actual buying behavior. In luxury or high-value products like gold jewelry, where risk perception is high, peer opinions and testimonials act as a social validation mechanism. Therefore, managing e-WOM becomes essential for businesses to ensure that positive narratives dominate the digital conversation, thereby facilitating consumers' decisions to purchase.

Direct Effect of Purchase Intention on Purchase Decision

The analysis indicates that purchase intention has a significant and positive influence on purchase decisions. This supports the theoretical understanding that intention is a strong predictor of behavior. Amelia et al. (2025) emphasized that purchase intention serves as an intermediary stage connecting product perception and actual buying

decisions. Similarly, Sya'adah, Ali, and Anas (2025) explained that when consumers possess strong intentions, they are more likely to follow through with the purchase, particularly when supported by favorable e-WOM and marketing exposure.
This finding resonates with Ardiyansyah, Kusumawati, and Hastuti (2025), who discovered that purchase intention, driven by engaging digital content, often leads to real buying actions. For Wahyu Redjo Jewelry, consumers who develop strong intentions through exposure to appealing digital campaigns and credible online reviews are more likely to visit stores or make purchases. Thus, strengthening consumers' purchase intention becomes a strategic step in ensuring higher conversion rates.

Indirect Effect of Digital Marketing on Purchase Decision through Purchase Intention

The study finds that digital marketing influences purchase decisions indirectly through purchase intention. This implies that digital marketing first stimulates consumers' desire or motivation to buy, which later translates into actual purchase behavior. The result is consistent with Alviansyach et al. (2024) and Amelia et al. (2025), who found that purchase intention mediates the relationship between digital marketing activities and purchase decisions.

This mediation reflects how digital marketing efforts—such as social media promotions, influencer engagement, and website optimization—shape consumers' cognitive and emotional evaluations before they decide to buy. In the jewelry industry, visual storytelling, brand aesthetics, and digital authenticity foster emotional engagement that leads consumers from awareness to commitment. Hence, the role of purchase intention as a mediating variable underscores the psychological pathway through which digital marketing affects actual purchasing outcomes.

Indirect Effect of Electronic Word of Mouth on Purchase Decision through Purchase Intention

The findings also demonstrate that e-WOM significantly affects purchase decisions indirectly through purchase intention. This suggests that consumers first form intentions based on the credibility and persuasiveness of online reviews, which later evolve into concrete buying decisions. The result supports Anastasiei, Pop, and Dabija (2025), who emphasized that emotional reactions to credible e-WOM enhance consumers' intentions to purchase. Similarly, Fitriasari and Ahmadi (2025) confirmed that positive online reviews stimulate strong purchase intentions, which subsequently lead to buying actions.

Ansar, Udayana, and Maharani (2024) and Ardhiansyah and Marlena (2021) also observed that e-WOM indirectly drives purchasing behavior through its impact on purchase intention, especially when consumers perceive the message as authentic and relatable. For gold jewelry consumers, recommendations and testimonials regarding product authenticity, pricing, and service quality enhance trust and desire to purchase. Thus, e-WOM serves as a powerful mediator that transforms online discourse into tangible consumer actions, highlighting its strategic role in digital consumer behavior.

6. Conclusions

The results of this study on the influence of digital marketing and electronic word of mouth (e-WOM) on purchase decisions through purchase intention at Toko Emas Wahyu Redjo Kediri, Pasar Pahing Branch, provide several important conclusions. The findings confirm that both digital marketing and e-WOM have significant and positive effects on purchase intention and purchase decisions. This demonstrates that when the company utilizes digital marketing effectively—through online advertising, social media engagement, and website optimization—consumers are more likely to form strong purchase intentions that translate into actual buying behavior. Similarly, positive electronic word of mouth, reflected in customer reviews and online testimonials, plays a crucial role in strengthening consumer trust and reducing perceived risk, ultimately leading to higher purchasing decisions.

The study also reveals that purchase intention acts as a mediating variable between both digital marketing and e-WOM toward purchase decisions. This finding highlights the psychological process through which consumers move from being exposed to marketing stimuli to making actual purchasing choices. Digital marketing strategies generate awareness and emotional engagement, while e-WOM enhances credibility and social proof; both drive the formation of purchase intention, which then motivates the final decision to buy. These results support the findings of previous studies such as those by Alviansyach et al. (2024), Amelia et al. (2025), and Anastasiei et al. (2025), who found that integrated digital communication and consumer-generated content jointly influence purchase behavior in the modern marketplace.

From a managerial perspective, this study underscores the importance of combining professional digital marketing practices with proactive e-WOM management. Toko Emas Wahyu Redjo can strengthen its market position by developing digital storytelling strategies, maintaining active engagement with customers on social media, and encouraging satisfied buyers to share positive online reviews. By fostering both visibility and credibility, the company can enhance purchase intention and ultimately improve sales performance.

Despite these valuable insights, this study has several limitations that open opportunities for future research. First, the research was limited to a single store branch and product category, which may constrain the generalizability of the findings. Future studies could involve broader samples, including multiple jewelry stores or different product sectors, to validate the model across diverse contexts. Second, this study focused only on digital marketing and e-WOM; future research could incorporate additional variables such as brand trust, perceived value, or customer experience to provide a more comprehensive understanding of consumer decision-making in the digital era. Lastly, future researchers may employ qualitative or mixed-method approaches to explore deeper motivations behind consumers' online engagement and purchasing behavior, offering richer insights for strategic marketing development.

In summary, the study confirms that digital marketing and e-WOM are essential drivers of purchase intention and decision-making among consumers. Strengthening these two aspects—supported by consistent brand communication and consumer trust—will be key for businesses like Toko Emas Wahyu Redjo to remain competitive in an increasingly digital and customer-driven market environment.

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