The Effect of Sales Promotion on Electronic Word of Mouth and Purchase Decision
(Study on Bukalapak Users in Denpasar City)

I Nyoman Wara Wangsa, Gede Bayu Rahanatha, Ni Nyoman Kerti Yasa, and I Made Dana

ABSTRACT

Rapid technological advances cause changes in people's behavior, one of these changes causes a new trend, namely changes in people's behavior from offline to online. Bukalapak utilizes digital services through applications to respond to changes in people's behavior. Bukalapak must carry out the right strategy so that consumers feel interested and make purchasing decisions at Bukalapak. This study aims to explain the effect of sales promotion on electronic word of mouth and purchase decision. This research was conducted in Denpasar City with the number of samples taken as many as 143 respondents with a questionnaire tool. The sample is determined using a non-probability sampling model with a purposive sampling method. The data analysis technique used is path analysis with the help of the SPSS program. The results of the analysis show that all hypotheses are accepted. Sales promotion has a positive and significant effect on purchasing decisions, sales promotion has a positive and significant effect on electronic word of mouth, electronic word of mouth has a positive effect on purchase decision and electronic word of mouth is able to mediate the effect of sales promotion on purchase decision. The result shows that efforts to obtain optimal purchasing decisions require a good sales promotion analysis and electronic word of mouth so that a good electronic word of mouth would affect the implications of the effect of sales promotion on purchasing decisions towards optimal improvement.

Keywords: Sales Promotion; Electronic Word of Mouth (E-WOM); Purchase Decision.

I. INTRODUCTION

The use of internet technology that has been presented amid people's lives indirectly facilitates and helps all people's activities in daily life. Based on the survey results of the Indonesian Internet Service Providers Association (APJII), Indonesian Internet Users in 2019 up to the second quarter of 2020 amounted to 73.7%, or as many as 196.7 million users. The growing influence of the internet affects people's behavior and lifestyle from offline shopping to online (Dwipayana & Sulistiyawati, 2018; Santoso & Aprianingsih, 2017). This phenomenon causes businessmen to develop their business by looking at the opportunities that exist in this era. Bukalapak is one of the e-commerce companies from Indonesia that takes advantage of this opportunity. Bukalapak is one of the e-commerce sites with the highest number of visitors in Indonesia, but it is still far behind by its two competitors, namely Tokopedia and Shopee, so Bukalapak must know how consumers search for information and what makes consumers interested in a product so that consumers will make purchasing decisions at Bukalapak.

According to Sudaryono (2016), purchasing decisions are activities to choose from several alternative choices. We can see these activities when people are going to shop at Bukalapak where they will compare and see the advantages of promotion that is offered by Bukalapak. Consumer considerations in using or making purchases on e-commerce Bukalapak can be measured by the promotions offered by the online application. This is supported by the results of research by Susanti & Gunawan (2019), Solihin (2020) and Dewi & Sutanto (2018) which reveal that promotion has a positive and significant effect on product purchasing decisions.

Research result by Sholihat (2019) shows that sales promotion has a significant effect on purchase decision. The same as previous research, Haryani (2019) also explains that sales promotion has a positive effect on purchase decision. However, this is in contrast to the results of research conducted by Hashiyadi et al. (2016) which reveal that promotion has a negative and insignificant effect on purchase decision. Polla et al. (2018) found that in their research promotion has no effect on purchase decision. On the other hand, Laoli & Hasan (2020) also explain that promotion has no significant effect on purchase decision.

Previous studies have shown that there are still discrepancies in the results regarding the effect of sales promotion on purchase decision, so a variable is needed that can mediate the effect of sales promotion on purchase decision. The relevant mediating variable used to strengthen
the effect of sales promotion on purchasing decisions in this study is Electronic Word of Mouth. This is supported by the research of Prasad et al. (2017) which explain that if a product or brand is promoted through social media and assisted by positive E-WOM, it will have a significant value on purchasing decisions. According to the result of research conducted by Fahmi (2018), E-WOM is a form of consumer willingness to voluntarily give opinions to other consumers to buy or use products from a company by using internet media. Customers who are satisfied with the services provided by Bukalapak will provide a good review or rating to Bukalapak.

The purposes of this study are 1) To explain the effect of sales promotion on purchase decision on Bukalapak users in Denpasar city. 2) To explain the effect of sales promotion on E-Word of Mouth on Bukalapak users in Denpasar city. 3) To explain the effect of E-Word of Mouth on purchase decision on Bukalapak users in Denpasar city. 4) To explain the role of E-Word of Mouth in mediating sales promotions on purchase decision on Bukalapak users in Denpasar city.

II. LITERATURE REVIEW

A. Purchase Decision

Purchase decision according to Sudjatmika (2017) is when consumer buy the product they have chosen in e-commerce. Purchasing decisions are defined by Kristiawan & Keni (2020), namely the process of a consumer in managing information about a product and marketers have an important role so that consumers choose one of the alternatives offered. Purchasing decisions involve several sequences of choices formed by consumers before making a purchase decision that begins after the consumers have desire to fulfill their need (Hanaysya, 2018; Pratiwi & Yasa, 2019; Cahyani & Yasa, 2021).

B. Sales Promotion

Haryani (2019) explains that sales promotion is one of the promotional programs that can increase sales and customer interest in shopping for a brand. Wahyuni et al. (2016); Temaja et al. (2015); Muderawan et al. (2020); Hermawan & Yasa (2021) reveal that sales promotions are incentives and offers that stimulate and encourage consumers or customers to buy a product. According to Ratih & Rahanatha (2020) sales promotion is a collection of short-term incentive tools designed to encourage the purchase of a product or service.

C. Electronic Word of Mouth

According to Ayunita & Muskita (2021) WOM through internet media is called electronic word of mouth (E-WOM), e-WOM through social media is done by giving product reviews, providing recommendations to other consumers or just sharing experiences (testimonials). In the research of Fhonna & Utami (2018); F. Sari & Pangestuti (2018); Asdiana & Yasa (2020); Devi & Yasa (2021); and Suartina et al. (2022) it is explained that E-WOM is a form of marketing communication that contains positive or negative statements made by potential consumers and former consumers about a product that is available to many people through the online media.

On the basis of literature review from previous researches, the conceptual framework can be presented in Fig. 1.

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on purchasing decisions. Sari et al. (2017) also state that the E-WOM communication variable has a positive and significant effect on purchasing decisions. Research conducted by Febriasari (2017) shows that the E-WOM has a positive and significant effect on the purchasing decision process. However, in research Sindunata & Alexander Wahyudi (2018), explained that E-WOM has a positive but not significant effect on purchasing decisions.

**H3: Electronic word of mouth positive and significant effect on purchasing decisions.**

In this study, there is a mediating variable, namely electronic word of mouth which mediates the effect of promotion on purchase decision. The result of research conducted by Prasad et al. (2017) explain that if a product or brand is promoted through social media and assisted by positive E-WOM, it will have a significant value on purchasing decisions. According to Ayunita & Muskita (2021), promotion through social media and electronic word of mouth together have a significant effect on purchasing decisions. The research by Suryati (2021) explains that promotion through social media and electronic word of mouth which mediates the effect of sales promotions mediated by electronic word of mouth has an effect on purchasing decisions. However, according to the research by Widyanto & Albetris (2021) E-WOM has no significant effect on purchasing decisions. Saadah (2018) states that promotion through social media does not directly affect purchasing decisions with E-WOM as an intervening variable.

**H4: E-Word of mouth capable mediate the effect of sales promotion on purchasing decisions.**

### III. MATERIALS AND METHODS

This research is associative which describes and tests the hypotheses of the relationship between two or more variables. The research location is in the Denpasar City area, especially the Bukalapak application users who have made purchases 2 times or more in the last 6 months.

#### TABLE I: VARIABLES AND INDICATORS

| Variable             | Dimension | Indicator | Source                          |
|----------------------|-----------|-----------|---------------------------------|
| Sales promotion      |           | Discount (X1.1) | Ratih &                         |
|                      |           | Coupon (X1.2) | Rahmanatha. (2020) and         |
|                      |           | Price pack (X1.3) | Sunawarman et al. (2018)      |
|                      | Intensity | Loyalty program (X1.4) |                    |
|                      |           | Frequency of interaction with social network users |                    |
| Electronic Word of Mouth | Valance of opinion | Recommendations from social network users (Y1.2) | Priamsa (2017) and Sari et al. (2017) |
|                      | Content   | Price information offered. (Y1.3) |                          |
|                      |           | Stability in a product (Y2.1) |                              |
| Purchase decision    |           | Habits in buying products (Y2.2) | Sholihat (2019)              |
|                      |           | Willingness to recommend (Y2.3) |                              |
|                      |           | Interest in revisiting (Y2.4) |                              |

Source: Previous research with some adjustments.

The population in this study are Bukalapak application users who are domiciled in Denpasar City and have made a minimum of 2 purchases in the last 6 months. The sampling method used in this research is purposive sampling method. Data is collected by using a questionnaire to the respondents. Sugiyono (2017) suggests that the minimum sample size for multivariate analysis is at least 10 times the number of indicators. The number of indicators used is 11 indicators so that the minimum number of respondents involved is 110 respondents. Measurement of research variables using a 5-point Likert scale, from 1 = strongly disagree, to 5 = strongly agree.

### IV. RESULTS AND DISCUSSION

The profiles of 143 respondents are presented in general with several characteristics including gender, age, last education, occupation and average income per month.

#### TABLE II: CHARACTERISTICS OF RESPONDENTS

| No | Variable     | Classification | Number of people | Percentage (%) |
|----|--------------|----------------|------------------|----------------|
| 1  | Gender       | Man            | 47               | 32.9           |
|    |              | Woman          | 96               | 67.1           |
|    |              | Total          | 143              | 100            |
| 2  | Age          | 17-21 years old| 130              | 90.9           |
|    |              | 22-26 years old| 10               | 7              |
|    |              | 27-31 years old| 1                | 0.7            |
|    |              | 32-36 years old| 1                | 0.7            |
|    |              | > 36 years old | 1                | 0.7            |
|    |              | Total          | 143              | 100            |
| 3  | Last education | High School | 132              | 92.3           |
|    |              | Associate’s    | 0                | 0              |
|    |              | Bachelor’s     | 10               | 7              |
|    |              | Postgraduate   | 1                | 0.7            |
|    |              | Total          | 143              | 100            |
| 4  | Job          | Student        | 140              | 97.9           |
|    |              | Private employees | 1         | 0.7            |
|    |              | Entrepreneur   | 0                | 0              |
|    |              | Government employees | 2     | 1.4            |
|    |              | Total          | 143              | 100            |
| 5  | Average Income | < Rp 1,500,000 | 113              | 79             |
|    | Per month    | IDR 1,500,000 to IDR 2,500,000 | 25 | 17.5           |
|    |              | > IDR 2,500,000 to IDR 3,500,000 | 3   | 2.1            |
|    |              | IDR 3,500,000 to IDR 5,000,000 | 2    | 1.4            |
|    |              | Total          | 143              | 100            |

Source: Data processed in 2021.

Based on Table II, it can be seen that the number of Bukalapak users in Denpasar City who were used as samples was 143 people. When viewed from the gender, female sex dominates in this study with a percentage of 67.1 percent. The dominance of respondents in this study aged 17-21 years, as much as 90.9%. Based on the results, it was found that the dominance of the last education of respondents who answered this research questionnaire was high school as much as 92.3%. The job status of the respondents is mostly as a student, as much as 97.9%. Average income per month of respondents in this study was dominated by income < Rp. 1,500,000 per month, which is 79%. This is because the majority of respondents’ employment status are still students.

Validity testing is carried out to determine whether the questionnaire used is valid or not. Reliability testing means the instrument has consistency in measuring research variables.
that consumers perceive Bukalapak’s e-commerce to have offered good and attractive sales promotions.

Table VI shows that the average score for electronic word of mouth is in the good category, which is 3.77, which means that consumers are satisfied when shopping at e-commerce Bukalapak, thus forming a good and positive electronic word of mouth towards Bukalapak.

Table VII shows that the average purchase decision score is in the good category, which is 3.99, which means that consumers feel satisfied and confident when shopping at Bukalapak e-commerce.

\[
Y_1 = 0.732 X + \epsilon_1
\]

Structure 1: \( Y_1 = \beta_1 X + \epsilon_1 \)

| TABLE III: RESEARCH INSTRUMENT VALIDITY TEST RESULTS |
|---|---|---|---|
| No. | Variable | Instrument | Pearson Correlation |
|---|---|---|---|
| 1 | Sales promotion (X) | X1.1 | 0.951 |
|   |   | X1.2 | 0.969 |
|   |   | X1.3 | 0.985 |
|   |   | X1.4 | 0.911 |
|   |   | Y1.1 | 0.896 |
| 2 | Electronic Word of Mouth (Y1) | Y1.2 | 0.893 |
|   |   | Y1.3 | 0.948 |
|   |   | Y2.1 | 0.888 |
| 3 | Purchase decision (Y2) | Y2.2 | 0.885 |
|   |   | Y2.3 | 0.954 |
|   |   | Y2.4 | 0.946 |

Source: Primary data, processed in 2021.

Table III shows that all instruments have a Pearson Correlation greater than 0.30, then all instruments used in this study are valid.

Table IV shows that all instruments have Cronbach’s Alpha values greater than 0.6, so all instruments used in this study are reliable or have consistency in measuring research variables.

Table V shows that the average Sales Promotion score is in the good category with an average score of 4.11, which means

| TABLE V: DESCRIPTION OF RESPONDENTS’ ANSWERS TO SALES PROMOTION VARIABLES |
|---|---|---|---|---|---|---|---|
| No | Statement | Frequency of Respondents’ Answers | Amount | Average | Criteria |
|---|---|---|---|---|---|
| 1 | Bukalapak offers attractive discounts | 1246 | 597 | 4.17 | Good |
| 2 | Bukalapak offers attractive coupons/vouchers. | 12974 | 583 | 4.08 | Good |
| 3 | Bukalapak offers attractive price package promotions | 12741 | 584 | 4.08 | Good |
| 4 | Bukalapak provides attractive rewards such as points and vouchers to loyal Bukalapak customers | 12038 | 588 | 4.11 | Good |

The overall average of the E-WOM variables 3.77 Good

Source: Primary data, processed in 2021.

| TABLE VI: DESCRIPTION OF RESPONDENTS’ ANSWERS TO THE ELECTRONIC WORD OF MOUTH VARIABLE |
|---|---|---|---|---|---|---|
| No | Statement | Frequency of Respondents’ Answers | Amount | Average | Criteria |
|---|---|---|---|---|---|
| 1 | I shared a review about Bukalapak with several people through social media. | 1461 | 540 | 3.78 | Good |
| 2 | I recommend the Bukalapak application on social media. | 16341 | 538 | 3.76 | Good |
| 3 | I share information about product prices offered by Bukalapak on social media. | 14353 | 540 | 3.78 | Good |

The overall average of the E-WOM variables 3.77 Good

Source: Primary data, processed in 2021.

| TABLE VII: DESCRIPTION OF RESPONDENTS’ ANSWERS TO PURCHASE DECISION VARIABLES |
|---|---|---|---|---|---|---|
| No | Statement | Frequency of Respondents’ Answers | Amount | Average | Criteria |
|---|---|---|---|---|---|
| 1 | I always feel confident to shop at Bukalapak. | 372 | 574 | 4.01 | Good |
| 2 | I repeatedly shop at Bukalapak. | 3327 | 549 | 3.84 | Good |
| 3 | I am willing to recommend Bukalapak to my closest relatives. | 5264 | 576 | 4.03 | Good |
| 4 | I am willing to shop again at Bukalapak. | 2381 | 582 | 4.07 | Good |

The overall average of the Purchasing Decision variables 3.99 Good

Source: Primary data, processed in 2021.

| TABLE VIII: RESULTS OF PATH ANALYSIS IN STRUCTURAL 1 |
|---|---|---|---|---|
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|
| 1 | (Constant) | -178 | 0.313 | -0.568 | 0.571 |
|   | Sales promotion | 0.961 | 0.075 | 0.732 | 12.753 | 0.000 |
|   | R Square | 0.536 | 0.000 |
|   | F Statistics | 162.631 | 0.000 |

Source: Primary data, processed in 2021.
The equation can be interpreted as $\beta_1$, which is worth 0.732 indicates that the sales promotion variable has a positive effect on electronic word of mouth, if sales promotion increases then electronic word of mouth will increase by 0.732. The value of sig F is 0.000 or less than 0.05, then the structural equation 1 is considered fit/valid, which means that the sales promotion variable has a positive and significant effect on the electronic word of mouth variable.

Structure : $Y_2 = \beta_0X + \beta_1Y_1 + \epsilon_2$

$Y_2 = 0.468X + 0.390Y_1 + \epsilon_2$

This equation can be interpreted, namely $\beta_2$ which is worth 0.468 indicating that the sales promotion variable has a positive effect on purchasing decisions, if sales promotion increases, purchasing decisions will increase by 0.468. The next coefficient, $\beta_3$ which is worth 0.390, indicates that the variable electronic word of mouth has a positive effect on purchasing decisions, if electronic word of mouth increases, purchasing decisions will increase by 0.390.

The value of sig F is 0.000 or less than 0.05, then the structural equation 2 is considered fit/valid, this means that sales promotion and electronic word of mouth have a value that has a positive and significant effect on the purchasing decision variable.

The coefficient $\beta_1$ which is worth 0.753 indicates that the sales promotion variable has a positive effect on purchasing decisions, if sales promotion increases, purchasing decisions will increase by 0.753. The value of sig F of 0.000 or less than 0.05, it can be interpreted that the sales promotion variable has a significant and positive effect on the purchasing decision variable.

**TABLE IX: RESULTS OF PATH ANALYSIS IN STRUCTURAL 2**

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|---------------------------|---|------|
|       | B                      | Std. Error | Beta |       |       |
| (Constant) | 0.604                  | 0.236      | 2.560 | 0.012 |
| 1     | Sales promotion         | 0.520      | 0.083 | 0.468 | 6.261 | 0.000 |
|       | Electronic Word of Mouth | 0.330      | 0.063 | 0.390 | 5.222 | 0.000 |
|       | R Square                | 0.637      | 123.080 |       |       |
|       | F Statistics            | 184.524    |       |       |       |
|       | F Uji Test Significance | 0.000      |       |       |       |

Source: Primary data, processed in 2021.

**TABLE X: RESULTS OF PATH ANALYSIS WITHOUT MEDIATION VARIABLES**

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|---------------------------|---|------|
|       | B                      | Std. Error | Beta |       |       |
| (Constant) | 0.545                  | 0.256      | 2.124 | 0.035 |
| 1     | Sales promotion         | 0.837      | 0.062 | 0.753 | 13.584 | 0.000 |
|       | R Square                | 0.567      | 184.524 |       |       |
|       | F Statistics            | 0.000      |       |       |       |

Source: Primary data, processed in 2021.

The total effect of sales promotion variable on purchase decision is 0.753 and it can be concluded based on these results that the effect of sales promotions on purchasing decisions without going through electronic word of mouth has a greater value than the direct effect of sales promotions on purchasing decisions through the variable electronic word of mouth of 0.468.

Table IX shows that testing the $H_2$ hypothesis identifies a relationship between sales promotions and purchasing decisions with a positive beta value of 0.468 and a significance of 0.000. The significance value of 0.000 <0.05 states that $H_2$ is accepted so that it can be concluded that sales promotion has a positive and significant effect on purchase decision. This means that the increasing efforts of Bukalapak to carry out sales promotions, the more purchasing decisions made by Bukalapak users in Denpasar City and vice versa. This study supports the result of previous researches conducted by Sholihat (2019) and Anggraini & Melinda (2018) which explain that sales promotion has a significant effect on purchasing decisions.

Table VIII shows that testing the $H_3$ hypothesis identifies a relationship between sales promotion and electronic word of mouth with a positive beta value of 0.732 and a significance of 0.000. The significance value of 0.000 <0.05 states that $H_3$ is accepted so that it can be concluded that sales promotion has a positive and significant effect on electronic word of mouth. This means that the more Bukalapak’s efforts to provide sales promotion, the more electronic word of mouth by Bukalapak users in Denpasar City and vice versa. This study supports the result of previous researches conducted by Savitri et al. (2016) and Kamaruddin et al. (2021) which explain that promotion has a positive and significant effect on electronic word of mouth.

Table IX shows that testing the $H_3$ hypothesis identifies a relationship between electronic word of mouth and purchase decision with a positive beta value of 0.390 and a significance of 0.000. The significance value of 0.000 <0.05 states that $H_3$ is accepted so that it can be concluded that electronic word of mouth has a positive and significant effect on purchase decision. This means that the more Bukalapak users convey or do electronic word of mouth, the more purchasing decisions made by Bukalapak users in Denpasar City and vice versa. This study supports the result of previous researches conducted by Prasad et al. (2017), Fonna & Utami (2018) and Tjhin & Aini (2019) who explain that electronic word of
mouth has significant and positive effect on the involvement of purchasing decisions.

Based on the results of research using Solihum Theory in testing the H2 hypothesis indicates that there is a relationship between sales promotions and purchase decision mediated by electronic word of mouth with a coefficient value of β₁ obtained at 0.753 and a significance value of 0.000 or less than 0.05 which means β₁ is significant. The results also show that β₂ and β₃ are significant and β₁ is also significant, where the path coefficient β₁ is smaller (β₁ = 0.468) (down) than β₁ without mediation (β₁ = 0.753). Based on the results of the analysis, H₂ can be accepted so it can be concluded that electronic word of mouth is able to mediate the effect of sales promotion on purchase decision where electronic word of mouth is a partial mediation variable. This shows that if Bukalapak’s sales promotion is assisted by the submission of reviews or electronic word of mouth, it can improve purchasing decisions for Bukalapak users in Denpasar City. This is in line with researches by Ayunita & Muskita (2021) and Suryati (2021) which explain that promotions mediated by electronic word of mouth affect purchasing decisions.

V. CONCLUSIONS AND SUGGESTION

Based on the results and discussion of the research, it can be concluded as follows: 1) Sales promotion has a positive and significant effect on purchase decision on Bukalapak users in Denpasar City, this means that the more companies do sales promotion well, it will be in line with increasing purchase decision. 2) Sales promotion has a positive and significant effect on electronic word of mouth on Bukalapak users in Denpasar City, this means that the more companies do sales promotions well, it will be in harmony with optimal electronic word of mouth. 3) Electronic word of mouth has a positive and significant effect on purchase decision on Bukalapak users in Denpasar City, this means that the increasing electronic word of mouth that is carried out will increase purchasing decisions. 4) Electronic word of mouth is able to partially mediate the effect of sales promotions on purchase decision on Bukalapak users in Denpasar City, this means that by using electronic word of mouth, the company will experience an increase in the influence generated by sales promotions on purchasing decisions. The results of this study indicate that in improving purchasing decisions, Bukalapak must provide attractive promotion offers and lure consumers to willing recommend Bukalapak through social media so the resulting of purchase decision can be better. Further research is expected to be able to examine other variables or different models and the scope of the research is not only limited to Bukalapak users in Denpasar City in order to provide more views and benefits that can be felt in general public.

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