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## **THE IMPACT OF DIGITAL MARKETING, ELECTRONIC WORD OF MOUTH (E-WOM) AND PERSONAL SELLING ON PURCHASING DECISIONS AND THE INFLUENCE OF COMPETITORS' PRODUCTS AS MODERATING VARIABLES**

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### **Abstract**

This study aims to explain the presence or absence of the impact of several independent variables, namely Digital Marketing, Electronic word of Mouth (e-WOM), Personal Selling and the Influence of Competitor Products as Moderating Variables on Purchasing Decisions. The purchase decision in this study is the decision to choose a copy trading application issued by PT Digital Cerberus Indonesia, a growing local cryptocurrency platform (startup). The research was conducted at a digital currency trading company, PT Digital Cerberus Indonesia, based in Bekasi, which has 2,135 users and a random research sample of 100 people was taken. PT Digital Cerberus Indonesia is a company founded by the author in 2021 and managed until now. The research instrument used is in the form of a questionnaire that has passed the validity and reliability test so that the instrument is declared valid and reliable. Furthermore, the collected data was analyzed by the SPSS 26 method including Correlation test and Multiple Regression test. The results showed that Digital Marketing variables had a positive impact on the decision to choose the Cerberus copy trading application. Word of Mouth Electronic Variables have a positive impact on the decision to choose Cerberus applications. Personal Selling variables have a positive impact on the decision to choose the Cerberus application. This means that the three independent variables themselves affect the decision to choose a cerberus trading coffee application. From multiple regression analysis, it is concluded that the three free variants mentioned above together (simultaneously) have a positive impact on the decision to choose the Cerberus application. The moderating variable does not have a positive impact on the decision to choose the Cerberus application.

*Keywords:* digital marketing; electronic word of mouth; personal selling; product competitor moderating variables; decision to choose

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### **INTRODUCTION**

Internet service users in Indonesia as of January 2021 amounted to 202.6 million users, digital service users. It also experienced an increase of 37% during the COVID-19 pandemic. The internet makes it easier for people to obtain information from various parts of the world and the internet is also used to run online businesses and online learning because it is considered quite effective in this new normal era (Storm et al., 2017). With the increase of online business, there is

a big impact on society, namely changes in consumer behavior. Changes in consumer behavior in question are shifts in the way of shopping or investing. Consumers who initially shopped conventionally turned to shopping or investing online, because consumers wanted an effective and efficient way. Through E-commerce ease in buying can be achieved. Starting from all-digital marketing techniques, such as marketing on social media, as well as various payment methods according to what consumers want.

For this reason, the company must be able to maintain its position by improving digital marketing strategies, improving the quality of applications by providing quality trend copy trading, and following trends that exist in the community to be able to improve purchasing decisions. Marketing communication in product marketing strategies plays an important role in attracting consumer buying interest and can reach the company's target market (Patrutiu-Baltes, 2016).

According to Agirachman et al., (2017) 95% of buyers consider a product/service through mobile phones before making a purchase decision. In making it easier for consumers to find the truth and authenticity of a product/service, it can be seen through eWOM by reading comments from previous consumers who provide statements about the products/services they have purchased.

Personal selling strategies provide opportunities for people to get to know the latest Cerberus Copy Trading promo. Some of the personalselling activities carried out by PT. Cerberus Indonesia in marketing Cerberus Copy Trading products using promo by telegram (Ewe & Ho, 2022).

The application of personal selling is used to introduce products or services to potential customers in more depth about detailed information and more of the products to be sold by the company (Rapp & Panagopoulos, 2012). Personal selling strategies are more flexible than other marketing communication strategies because the Copy Trading Team or sellers can adjust the approach to attract customers' buying interest. Therefore, the role of promotional personnel in personal selling for companies is very important in order to create sales success and be able to compete with other competitors. But sometimes the Copy Trading Team or salespeople in carrying out the personal selling process experience various kinds of obstacles, often the Copy Trading Team in explaining information and product benefits that have been designed by the company is not conveyed properly, this can only be caused by the ability of the Copy Trading Team who are less capable in terms of communication (Agnihotri et al., 2012).

About this social media marketing, according to the author is something that is mandatory in the digital era 4.0 or even here does not use anything or does not use any theory that was previously stated in the form of articles or anything else, the author really believes, not 99% but 100%. 100% it's about social media, so everything from A to Z is about social media, the most powerful on YouTube and then on Telegram because of the community. Anyway, on Telegram and other social media such as Instagram, Facebook and TikTok, it is a kind of supporting factor that makes people believe.

That social media according to the author must exist if, likened to the analogy of a what is called a train There must be content there must be a head (Lanier, 2018). The head is the same youtube telegram, it contains about the core functionalities of all kinds of existing business forms here or 100% representative of business forms. While these cars are kind of like that, but contain where like social media combined 50% with personal branding. Like Facebook to Instagram like tiktok so that people know that we have a business is real.

In the author's opinion, Social media in Digital marketing is included in YouTube, TikTok, Instagram, Facebook, while personal selling is included in telegram. Why, because this telegram

answers one by one more intensively (Quesenberry, 2020). So, Digital marketing is divided from youtube, facebook, Instagram, and tiktok. While this income focuses on telegram, why telegram? a fairly large group that is 16 thousand members and which is 12 thousand members where it is really very intense in PT. Cerberus New Zealand. So, why every question asked by users or what is the name of the member in the telegram group is directly answered by the author and becomes a direct interaction, where each of them gets a significant answer that is not as widespread as YouTube or other social media. It means that personal selling is included in the telegram.

According to the author, there is no difference from others when the person considers that personal selling must be polite, personal selling must be what the name is from a to z (Riquelme & González-Cantergiani, 2016). It must be read positively precisely the author or his new figures yes it is in branding and indeed such a person is really what it is, if it is really said to be true, Wrong is said to be wrong, or stupid is said to be stupid. Or if you don't understand, it is said not to understand, so that people understand that this author is not an ambiguous influencer figure where this individual has the double meaning of saying yes, but not saying no, but yes. So what is written is famous for personal selling that is absolutely or really in making an accurate decision is really, not no. So this guy doesn't mostly mince words. In addition, all videos are 100% Andi Firmansyah's videos that contain content, not most pleasantries, and are open, where this user is afraid to open something. But this author actually opened it so that many people did not fall into what many were saved so that his personal selling here is an entity or figure that he does not make up. Continue what is called do not use small talk and go straight to one specific point.

One jargon where the author always puts at the beginning of the video is that a fraudster will politely speak so that many are lulled by his seduction, because it tells sweet and closes bitter greetings. But the author is a person who is firm in all aspects and it is better to be known as sadistic but true to reality as it is, rather than gentle, polite but there is a shrimp behind the stone.

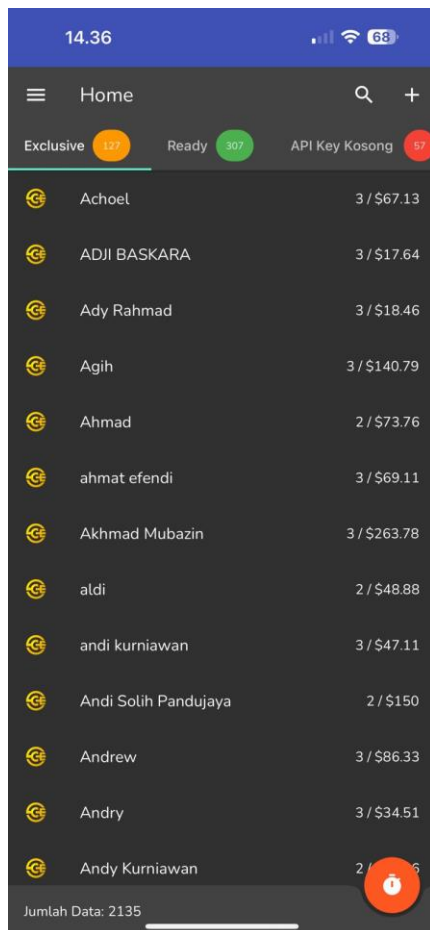
Because basically in this world, the reality must be bitter, especially the three combinations of youtube, social media, telegram, intensive enlargement, especially with real personal branding, which is really real resulting in public trust that grows one by one resulting in a strong community so that the purchase decision is not so difficult.

In managing the user in this Copy Trading application, this user already knows that the Author is a figure who is what he is, where he displays all forms of shortcomings and advantages in decision making, which is not making it up while others are selling sweetly it is the Author as it is, this is the good tablet, like this person, like this (Kromidha & Li, 2019). So if later there is a deficiency in a product, it is said that the person has also remembered the sin, from the beginning has reminded the bottom of the deficiency here, not there. So that person will not cause disappointment because from the beginning they already know that the shortcomings here are the advantages of the author here, so they believe so there is a kind of suggestion from them that this is what a person is. If it's right, it's right, wrong, it's less wrong, it's less, right, it's right.

And from there the author draws a conclusion that they are ready with whatever is there, because what the shortcomings have been shown, with one making a diagram yes there is a lack of this, you know, so that the person is not too expecting and wrong. One of the most impactful things is that the author always shows realistically not something sweet when the user says that 1 day it can get 5% 10% or even 15% will be sent to the account, although basically the author from there can sometimes a day more than 5% but what is accepted always says that one day is enough 1% like that even though it can only be more us but better to talk bitter than sweet but not in accordance with expectations.

## The Impact of Digital Marketing, Electronic Word Of Mouth (E-Wom) And Personal Selling On Purchasing Decisions And The Influence Of Competitors' Products As Moderating Variables

Copy Trading application is only available at PT. Cerberus Indonesia, The application of personal selling is a promotional tool that is worth using compared to other promotions, because purchasing decisions are made directly to potential customers so that the Copy Trading Team from Cerberus must understand as a whole about the information from the application that will be conveyed to potential customers. In addition to explaining product information, the Copy Trading Team must also be able to persuade potential customers to become customers. Personal selling activities carried out by the team aim to increase sales or product investment. Of course, each company has its own strategy.



**Figure 1. Cerberus App Users in 2022**

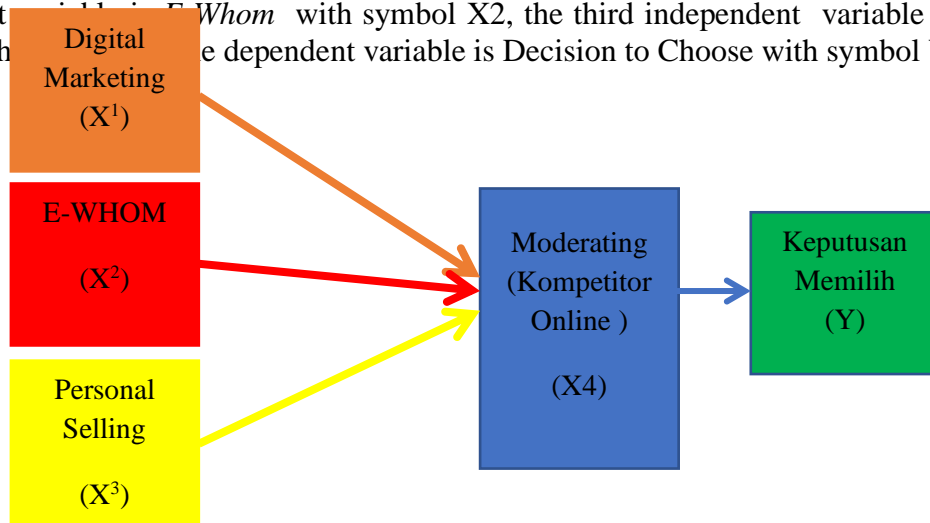
Based on the background description that has been presented above, the general problem of this study is whether there is an Impact of Digital Marketing, Electronic Word Of Mouth (E-Whom) and Personal Selling on Purchasing Decisions (Tammu & Palimbong, 2022). In accordance with the formulation of the problem that has been stated above, the general purpose of this study is to determine the Impact of *Digital Marketing*, on Purchasing Decisions.

### METHOD RESEARCH

This study describes and tests the impact of independent variables on dependent variables. The scope of this study is to test the Impact of Digital Marketing, E-Whom and *Personal Selling* on Choosing Decisions. There are four research variables, namely three independent variables and one dependent variable (Sugiyono, 2018).

The first independent variable is *Digital Marketing* with symbol  $X_1$ , the second

independent variable is *Digital Marketing* with symbol X<sup>1</sup>, the second independent variable is *E-Whom* with symbol X<sup>2</sup>, the third independent variable is *Personal Selling* with symbol X<sup>3</sup>, and the dependent variable is *Decision to Choose* with symbol Y.:



**Figure 2. Research Design**

In this study, the sample to be taken was 100 respondents. While the sampling used is Incidental Sampling / Accidental Sampling. According to Sugiyono, (2016;124) Incidental Sampling / Accidental Sampling is a sampling technique based on chance, that is, any user who coincidentally meets the researcher can be used as a sample, if it is considered that the person who happened to meet is suitable as a data source.

## RESULT AND DISCUSSION

### Uji Validitas

**Tabel 3. Hasil Uji Validitas**

		Nomor	Digital Marketing (X <sup>1</sup> )	V3	V4	V5	V6	Total
Nomor	Pearson Correlation	1	0,082	0,053	0,081	0,161	,365**	,210*
	Sig. (2-tailed)		0,417	0,603	0,425	0,110	0,000	0,036
	N	100	100	100	100	100	100	100
Digital Marketing (X <sup>1</sup> )	Pearson Correlation	0,082	1	1,000**	1,000**	1,000**	1,000**	1,000**
	Sig. (2-tailed)	0,417		0,000	0,000	0,000	0,000	0,000
	N	100	101	101	101	101	101	101
V3	Pearson Correlation	0,053	1,000**	1	1,000**	1,000**	1,000**	1,000**
	Sig. (2-tailed)	0,603	0,000		0,000	0,000	0,000	0,000
	N	100	101	101	101	101	101	101
V4	Pearson Correlation	0,081	1,000**	1,000**	1	1,000**	1,000**	1,000**
	Sig. (2-tailed)	0,425	0,000	0,000		0,000	0,000	0,000
	N	100	101	101	101	101	101	101
V5	Pearson Correlation	0,161	1,000**	1,000**	1,000**	1	1,000**	1,000**
	Sig. (2-tailed)	0,110	0,000	0,000	0,000		0,000	0,000

The Impact of Digital Marketing, Electronic Word Of Mouth (E-Wom) And Personal Selling On Purchasing Decisions And The Influence Of Competitors' Products As Moderating Variables

		Nomor	Digital Marketing (X1)	V3	V4	V5	V6	Total
	N	100	101	101	101	101	101	101
V6	Pearson Correlation	,365**	1,000**	1,000**	1,000**	1,000**	1	1,000**
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000		0,000
	N	100	101	101	101	101	101	101
Total	Pearson Correlation	,210*	1,000**	1,000**	1,000**	1,000**	1,000**	1
	Sig. (2-tailed)	0,036	0,000	0,000	0,000	0,000	0,000	
	N	100	101	101	101	101	101	101

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

From the table of validity test results of research instruments, the number R is lower than the table R for N equal to 100. The table R is 0.1638 for the standard 0.05%. So the calculated R varies from 0.082 to 0.161 on the Pearson Correlation scale. As for the table obtained R table for N = 100 is 0.1638. According to the provisions, if R is calculated under R table, the research instrument is said to be Valid. For more details can be seen in the table above.

**Table 4. Reliability Test Results**

Cronbach's Alpha	Reliabilitas min	Congclusion
0,994	0,700	The results of the Reliability test obtained Cronbach's Alpha number of 0.994 very close to 1, higher than 0.700 as the minimum limit of reliability. So it is concluded that the Reliability of the instrument is very high.

### Uji Regresi Linear Digital Marketing

Digital Marketing which consists of dimensions of interest in; to be interested in reading the contents of reviews about PT Cerberus copy trading on social media, can understand the contents of Cerberus copy trading reviews on social media, believe in the contents of Cerberus copy trading reviews on social media, can see based on reviews on social media that PT Cerberus has a good reputation, can know clearly that Pcerberus has reliable traders with a 99% reputas-Winrate. Table 4 Electronic Word of Mouth (e-Wom) The Internet makes it easier for people to obtain information from various parts of the world also provides great benefits to online business and online learning because it is considered more effective and efficient (Park et al., 2019). With the increase of online business, there is a big impact on society, namely changes in consumer behavior. Changes in consumer behavior are shifts in the way of shopping and decision-making processes both in trade in goods and services and investment. Consumers who initially shopped conventionally switched to shopping or investing online because of the demands of which one is more effective, more efficient, and faster. Through e-commerce, the ease of buying can be achieved.

Starting from all-digital marketing techniques, such as marketing on digital media or on

Ioanas, (2020) social media and various payment methods according to what consumers want. According to, 95% of consumers consider a product or service through a mobile phone before deciding to make a purchase. In making it easier for consumers to find the truth and authenticity of a good or service seen through Electronic Word of Mouth (e-WOM), which is an informal conversation of consumers about a product or service on social media. The discussion became a consideration that was widely used by potential new customers. Personal Selling Strategy provides opportunities for the public to introduce goods and services to the public through personal communication, Personal communication that used to be done door to door service now in the digital era is done through social media including through Instagram. Therefore, the role of promotional personnel with their immediate achievements and credibility will be influential in winning the market. Audience comments and statements on the Cerberus application Gasfee is one part of the Electronic Word of Mouth (E-Wom) which has the following functions: 1) to be an indicator of how good Cerberus Gasfee is. Respondents who are interested in reading the YouTube channel comment column about Cerberus Gasfee are 88%, meaning that E-Wom users as a reference reach 88%. In addition to using the E-Wom variable to see the performance of Cerberus Gasfee, there are also 84% respondents, I can understand the content of Cerberus copy trading reviews on social media. This means that cerberus gasfee trading reviews are important to be understood by 84% of respondents. Respondents believe the content of Cerberus copy trading reviews on social media 89%. Respondents can see based on reviews on social media that PT Cerberus has a good reputation of 90%. Respondents can clearly know that PT Cerberus has reliable traders with a Winrate reputation of 90%. 84% respondents can clearly know from E-Wom that PT Cerberus has reliable traders with a 99% Winrate reputation of 84%. All 5 indicators show that E-Wom is a significant factor in determining the use of the Cerberus Gasfee application by respondents. The results of correlation analysis and regression analysis concluded that Electronic Word of Mouth (E-WOM) has a significant impact on the decision to use the Cerberus Gasfee application. In this study, the impact of Electronic Word of Mouth on the decision to choose the Cerberus Gasfee application as an independent variable. The e-WOM variable which has five indicators with relationships between variables according to Lingard et al., (2017) then the number 0.680 shows the relationship between variables in this study is strong to very strong. The coefficient number is marked positive which means that the relationship between variables is one. Thus, the strength of the relationship between variables is strong towards very strong with a positive direction. this shows that the stronger the electronic element of Word of Mouth, the stronger the consumer interest in choosing the Cerberus Gsasfee application. In the independent variable, there are 3 indicators that will be tested, namely Digital Marketing (X1), Electronic Word of Mouth (X2), and Personal Selling (X3). As for the dependent variable, namely the Purchase Decision, namely the decision to apply the Cerberus Copy Trading application issued by PT Cerberus. The Linear Regression Test of the Digital Marketring indicator against Purchasing Decisions obtained a Pearson Correlation number of 0.150 in the calculated R (R table 0.168). R count is lower than R table, so it is concluded that there is a correlation between the Digital Marketing indicator and Purchasing Decisions. Or referring to research problems, we can conclude

that Digital Marketing Indicators have an impact on Purchasing Decisions.

**Table 5 Test Regresi Linear**

R hitung	R table	Congclussion
0,150	0,168	R calculate < R table; there is a correlation between Digital Marketing indicators and Purchase Decisions (Cerberus Copy Trading Application Selection)

**Table 6 Correlations**

Correlations			
		digital marketing	Purchase Decision
digital marketing	Pearson Correlation	1	0,150
	Sig. (2-tailed)		0,135
	N	100	100
keputusan pembelian	Pearson Correlation	0,150	1
	Sig. (2-tailed)	0,135	
	N	100	100

### Word of Mouth Electronic Linear Regression Test

The internet makes it easier for people to obtain information from various parts of the world also provides great benefits to online business and online learning because it is considered more effective and efficient. With the increase of online business, there is a big impact on society, namely changes in consumer behavior. Changes in consumer behavior are shifts in the way of shopping and decision-making processes both in trade in goods and services and investment. Consumers who initially shopped conventionally switched to shopping or investing online because of the demands of which one is more effective, more efficient, and faster. Through e-commerce, ease in buying can be achieved. Starting from all-digital marketing techniques, such as marketing on digital media or on social media. As well as various payment methods according to what consumers want. According to Agirachman et al., (2017), 95% of consumers consider a product or service through mobile phones before deciding to make a purchase. To make it easier for consumers to find the truth and authenticity of a good or service seen through Electronic Word of Mouth (e-WOM), which is an informal conversation of consumers about a product or service on social media. The discussion became a consideration that was widely used by potential new customers. Personal Selling Strategy provides opportunities for the public to introduce goods and services to the community through personal communication, Personal communication that is carried out door to door cervice now in the digital era is carried out through social media. Therefore, the role of promotional personnel with all their achievements and credibility will be influential in winning the market.

Komentar dan pernyataan penonton canel youtube mengenai aplikasi Cerberus Gasfee adalah salah satu bagian dari Elektronik Word of Mouth (E-mouth) yang memiliki fungsi: 1) menjadi



indikator seberapa baik Cerberus Gasfee. Responden yang tertarik membaca kolom komentar channel youtube mengenai Cerberus Gasfee ada 88% artinya adalah pengguna E-Mouth sebagai referensi mencapai 88%. Selain menggunakan variabel E-mouth untuk melihat performance Cerberus Gasfee juga ada responden 84% Saya dapat memahami isi review copy trading Cerberus di Media Sosial. Artinya adalah review trading cerberus gasfee becomes important to understand by 84% of respondents. Respondents believe the content of Cerberus copy trading reviews on social media 89%. Respondents can see based on reviews on social media that PT Cerberus has a good reputation of 90%. Respondents can clearly know that PT Cerberus has reliable traders with a Winrate reputation of 90%. 84% respondents can clearly know from E-Mouth that PT Cerberus has reliable traders with a 99% Winrate reputation and 84%. All 5 indicators show significantly that E-Mouth is an important factor in determining the use of the Cerberus Gasfee application by respondents. The results of correlation analysis and regression analysis concluded that Electronic Word of Mouth has a significant impact on the decision to use the Cerberus Copy Trading application. In this study the impact of Electronic Word of Mouth on the decision to choose the Cerberus Gasfee application as an independent variable. The e-WOM variable which has five indicators with relationships between variables according to Lingard et al., (2017) then the number 0.680 shows the relationship between variables in this study is strong to very strong. The coefficient number is positively signed, which means that the relationship between variables is strong. Thus, the strength of the relationship between variables is strong towards very strong with a positive direction. this shows that the stronger the electronic element of Word of Mouth, the stronger the consumer interest in choosing the Cerberus Gasfee application.

Based on the Summary Table model above, it can be seen that the R Square value is 463 or 46.3%, so this shows that the variability of decisions to choose the Cerberus Gasfee application can be explained by Electronic Word of Mouth variables which consist of dimensions of interest in reviews about Cerberus Gasfee, understanding the contents of Cerberus copy trading reviews on Social Media, understanding the contents of Cerberus copy trading reviews on Social Media, Seeing based on reviews on Social media that PT Cerberus has a good reputation, knowing clearly that PT Cerberus has reliable traders with a 99% Winrate reputation.

## **CONCLUSION**

Based on the results of research and data analysis, it can be concluded that the Digital Marketing Variable (X1) has an impact on the decision to choose the Cerberus Gasfee Copy Trading application. Electronic Word of Mouth Variables (X2) have an impact on the Selection Decision of the Cerberus Gasfee Copy trading application. Variabel Personal Selling (X3) has an impact on the decision to choose the Cerberus Gasfee Copy Trading application. The three independent variables, namely X1, X2, X3, simultaneously have an impact on the decision to choose the Cerberus Gasfee copy trading application. Variabel Moderating (X4) i.e. Competitor Products do not influence or have a weak influence on Purchasing Decisions, Cerberus Gasfee Copy Trading Application Selection.

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