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The Role Of Ewom, Brand Image, And Personal Selling In Purchasing Decisions

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Abstract—This study investigates the effects of Electronic Word of Mouth (eWOM), Brand Image, and Personal Selling on purchasing decisions at PT Columbus Sarana Mandiri Solo. A quantitative study using a causal associative design was conducted involving 96 respondents selected through purposive sampling. Data were gathered using a valid and reliable Likert-scale questionnaire and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination (R²) with SPSS version 26. The findings demonstrate that eWOM, Brand Image, and Personal Selling each have a positive and significant effect on purchasing decisions, both individually and simultaneously. Among the three variables, Brand Image was identified as the strongest determinant of purchasing decisions. Furthermore, the adjusted R² value of 0.804 indicates that the proposed model explains 80.4% of the variation in purchasing decisions, while the remaining 19.6% is attributed to factors beyond the scope of this research. These findings emphasize the importance of strengthening brand image through digital platforms to support consumers' purchasing decisions.

Keywords— *Electronic Word of Mouth (eWOM); Brand Image; Personal Selling; Purchasing Decisions*

I. INTRODUCTION

The widespread adoption of digital technology has fundamentally changed the way consumers communicate and make purchasing decisions. Based on data published by the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia reached 79.50% in 2024, indicating a substantial shift toward digital interaction. Social media platforms, online reviews, and search engines have become primary sources of information that shape consumers' perceptions and purchasing decisions.

In contemporary marketing, Electronic Word of Mouth (eWOM), Brand Image, and Personal Selling play essential roles in influencing purchasing decisions (Siregar, 2024). As a form of digital communication, eWOM enables consumers to share information and experiences quickly and broadly, making it more credible than traditional advertising (Soinbala, 2020). Meanwhile, Brand Image can be defined as consumers' overall perception of a brand, influencing their preferences and encouraging long-term loyalty (Vidianto & Soebintoro, 2022). Personal Selling also remains an effective promotional strategy because it facilitates persuasive two-way communication between sales representatives and consumers (Wahjono et al., 2020).

Previous studies, however, have reported inconsistent findings regarding the influence of these variables on purchasing decisions. Several studies have demonstrated that eWOM, Brand Image, and Personal Selling significantly influence consumers' purchasing decisions (Annisawati et al., 2023; Herawati & Putra, 2023; Lutviana & Sukoco, 2024). In contrast, other studies have found no significant effects (Irfansyah, 2023; Rasyad & Ikasari, 2024; Putri, 2022). These inconsistencies indicate the need for further investigation, particularly within the retail electronics and furniture industry.

PT Columbus Sarana Mandiri, a retail company specializing in electronics and furniture throughout the Solo Raya region, faces several challenges, including ineffective management of eWOM, inconsistent brand perceptions among consumers, and varying levels of sales representatives' competencies in Personal Selling. These issues highlight the importance of examining how these factors influence consumers' purchasing decisions.

Accordingly, this study seeks to investigate the effects of Electronic Word of Mouth (eWOM), Brand Image, and Personal Selling on purchasing decisions at PT Columbus Sarana Mandiri Solo. The findings are expected to enrich the existing body of marketing literature, particularly in the field of digital marketing, while offering practical insights for improving marketing communication strategies and enhancing customer satisfaction.

Marketing management integrates the processes of planning, organizing, directing, and controlling marketing activities to satisfy customer needs and achieve organizational objectives (Reken et al., 2024). Purchasing decisions refer

to consumers' cognitive and behavioral processes in selecting, purchasing, using, and evaluating products or services (Damayanti et al., 2023).

Electronic Word of Mouth (eWOM) refers to the dissemination of information among consumers through online reviews, comments, and testimonials. eWOM enables consumers to exchange experiences and influences purchasing decisions through information credibility and quality (Purwanto et al., 2022). Brand Image reflects consumers' perceptions and associations toward a brand based on their experiences and knowledge. A favorable Brand Image contributes to greater consumer trust, thereby encouraging purchasing decisions (Wardhana, 2024). Personal Selling refers to direct communication between sales representatives and consumers to encourage product purchases through persuasive interaction (Firmansyah, 2020).

Previous studies have demonstrated that eWOM significantly influences purchasing decisions (Siregar, 2024). Brand Image enhances consumer trust and preferences (Purba et al., 2024), while Personal Selling strengthens emotional relationships between companies and consumers (Natalia et al., 2024). These findings provide the theoretical basis for the proposed hypotheses.

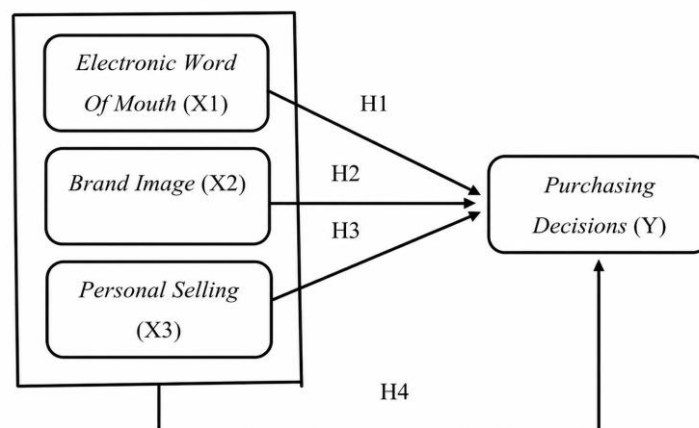


Fig. 1. Conceptual Framework.

Research Hypothesis:

Based on the conceptual framework and previous empirical studies, this research proposes four hypotheses. Electronic Word of Mouth (eWOM) is expected to have a positive and significant effect on purchasing decisions (H1). Brand Image is expected to positively influence consumers' purchasing decisions (H2). Third, Personal Selling is expected to positively affect consumers' purchasing decisions (H3). Furthermore, Electronic Word of Mouth (eWOM), Brand Image, and Personal Selling are hypothesized to simultaneously have a positive and significant effect on purchasing decisions (H4).

II. METHOD

A quantitative research design with a causal associative approach was adopted in this study. The target population comprised of consumers of PT Columbus Sarana Mandiri Solo. A total of 96 respondents were selected through purposive sampling. Primary data were gathered through a validated and reliable Likert-scale questionnaire, whereas secondary data were sourced from documents and pertinent literature. Each research variable was measured based on established theoretical indicators. The gathered data were evaluated through multiple linear regression, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination (R^2) utilizing SPSS version 26.

III. RESULTS AND DISCUSSION

A. Multiple Linear Regression Analysis

TABLE I. RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(constant)	-0.954	1.756		-0.543	0.588
	eWOM	0.360	0.053	0.362	6.808	0.000
	Brand Image	0.459	0.072	0.453	6.396	0.000
	Personal Selling	0.206	0.60	0.246	3.432	0.001

a. Dependent Variable: Purchasing Decision

Source: Data Processed in 2025

The regression equation obtained is: $Y = -0.954 + 0.360X_1 + 0.459X_2 + 0.206X_3$

The regression model indicates that all three independent variables positively influence purchasing decisions. Specifically, Electronic Word of Mouth (X_1), Brand Image (X_2), and Personal Selling (X_3) increase purchasing decision scores by 0.360, 0.459, and 0.206, respectively. Among these variables, Brand Image demonstrates the strongest influence on purchasing decisions.

B. Partial Hypothesis Testing (t-test)**TABLE II. RESULTS OF THE PARTIAL HYPOTHESIS TEST (T-TEST)**

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	B	Std. Error	Beta		
1	(constant)	-0.954	1.756		-0.543	0.588
	eWOM	0.360	0.053	0.362	6.808	0.000
	Brand Image	0.459	0.072	0.453	6.396	0.000
	Personal Selling	0.206	0.60	0.246	3.432	0.001

a. Dependent Variable: Purchasing Decision

Source: Data Processed in 2025

Based on the t-test analysis, all independent variables obtained significance values of less than 0.05, confirming that each variable has a positive and significant effect on purchasing decisions. Therefore, the null hypotheses (H_{01} , H_{02} , and H_{03}) are dismissed, while the alternative hypotheses (H_1 , H_2 , and H_3) are accepted.

C. Simultaneous Hypothesis Testing (F-test)**TABLE III. SIMULTANEOUS TEST RESULTS (F-TEST)****ANOVA^a**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2173.528	3	724.509	130.919	0.000 ^b
	Residual	509.129	92	5.534		
	Total	2682.656	95			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Personal Selling, eWOM, Brand Image

Source: Data Processed in 2025

The F-test analysis generated an F-value of 130.919 with a significance value less than 0.05, confirming that Electronic Word of Mouth, Brand Image, and Personal Selling simultaneously and significantly influence purchasing decisions.

D. Coefficient of Determination (R²)**TABLE IV. RESULTS OF THE COEFFICIENT OF DETERMINATION (R²)****Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.900 ^a	0.810	0.804	2.352	1.659

a. Predictor: (Constant), Personal Selling, eWOM, Brand Image

b. Dependent Variable: Purchasing Decision

Source: Data Processed in 2025

An adjusted R² value of 0.804 demonstrates that 80.4% of the variance in purchasing decisions can be attributed to Electronic Word of Mouth, Brand Image, and Personal Selling. The remaining 19.6% of the variance is associated with variables beyond the scope of this study.

IV. CONCLUSIONS

The findings of this study show a significant influence on consumers' purchasing decisions at PT Columbus Sarana Mandiri Solo using Electronic Word of Mouth (eWOM), Brand Image, and Personal Selling. Based on the findings, Brand Image has the strongest influence among the three independent variables. Brand Image has a regression coefficient of 0.459, followed by eWOM with a coefficient of 0.360, and Personal Selling with a coefficient of 0.206. Simultaneously, these three independent variables explain 80.4% of the variation in purchasing decisions, while the other 19.6% is attributed to the factors outside the scope of this research model.

While this study contributes to the existing literature, it is important to recognize several limitations. First, the number of respondents was relatively limited, and the research was conducted within a single company, which may reduce the applicability of the findings to a broader population. Second, this study examined only three independent variables. Other factors that may influence purchasing decisions were not included and should be considered in future research.

Future studies are expected to involve a broader and diverse sample and examine objects in other sectors or regions to increase the generalizability of the results. In addition, future research should consider incorporating other variables, such as price, product quality, service quality, or consumers' psychological factors, to provide a more comprehensive understanding of purchasing decisions.

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