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**THE INFLUENCE OF DIGITAL MARKETING, ELECTRONIC WORD OF MOUTH, ELECTRONIC TRUST, AND LIFESTYLE ON BUYING DECISIONS THROUGH THE SHOPEE APPLICATION ON ACTIVE STUDENTS OF THE MANAGEMENT PROGRAM FACULTY OF ECONOMICS AND MANAGEMENT MALAHAYATI UNIVERSITY BANDAR LAMPUNG**

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**Abstract:** *This research aims to determine Digital Marketing, Electronic Word of Mouth, Electronic Trust, and Lifestyle on Buying Decisions via the Shopee application among Active Students of the Management Study Program. The approach used in this research is quantitative with a survey method by distributing questionnaires at Malahayati University. The data sources used are primary data (questionnaire) and secondary data. Data was processed using the SPSS version 24.0 application. The population in this study were all active students of the Management Study Program with a sample size of 289 students. This research shows that Electronic Word of Mouth, Electronic Trust and Lifestyle have a significant influence on Buying Decisions via the Shopee Application among Active Students of the Management Study Program, but Digital Marketing does not have a significant influence on Purchasing Decisions via the Shopee Application for Active Students of the Management Study Program. The limitations of this research are only four contributing variables, namely Digital Marketing, Electronic Word of Mouth, Electronic Trust, and Lifestyle in influencing Buying Decisions via the Shopee Application for Active Students of the Management Study Program. This research can be useful for e-commerce companies in determining sales strategies, especially for the current millennial generation, as well as useful for potential consumers in decide to buy via online applications.*

**Keywords:** *Digital Marketing, Electronic Word of Mouth, Electronic Trust, Lifestyle, Buying Decision.*

**Abstrak:** Penelitian ini bertujuan untuk mengetahui Digital Marketing, Electronic Word of Mouth, Electronic Trust, dan Gaya Hidup terhadap Keputusan Pembelian melalui aplikasi Shopee pada Mahasiswa Aktif Program Studi Manajemen. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan metode survei dengan menyebarkan kuesioner di Universitas Malahayati. Sumber data yang digunakan adalah data primer (kuesioner) dan data sekunder. Data diolah dengan menggunakan aplikasi SPSS versi 24.0. Populasi dalam penelitian ini adalah seluruh mahasiswa aktif Program Studi Manajemen dengan jumlah sampel sebanyak 289 mahasiswa. Penelitian ini menunjukkan bahwa Electronic Word of Mouth, Electronic Trust dan Lifestyle mempunyai pengaruh yang signifikan terhadap Keputusan Pembelian melalui Aplikasi Shopee pada Mahasiswa Aktif Program Studi

Manajemen, namun Digital Marketing tidak mempunyai pengaruh yang signifikan terhadap Keputusan Pembelian melalui Aplikasi Shopee. bagi Mahasiswa Aktif Program Studi Manajemen. Batasan penelitian ini hanya empat variabel yang berkontribusi yaitu Digital Marketing, Electronic Word of Mouth, Electronic Trust, dan Gaya Hidup dalam mempengaruhi Keputusan Pembelian melalui Aplikasi Shopee pada Mahasiswa Aktif Program Studi Manajemen. Penelitian ini dapat bermanfaat bagi perusahaan e-commerce dalam menentukan strategi penjualan khususnya bagi generasi milenial saat ini, serta bermanfaat bagi calon konsumen dalam memutuskan pembelian melalui aplikasi online.

**Kata Kunci:** Pemasaran Digital, Electronic Word of Mouth, Electronic Trust, Gaya Hidup, Keputusan Pembelian.

## **I. INTRODUCTION**

### ***Background***

The Internet has dominated daily life for the few decades, providing access to endless information. At the same time, the social media revolution has drastically changed consumer behavior and the relationship between consumers and businesses, and the widespread adoption of mobile devices has made the Internet accessible to everyone (Lamberton & Stephen, 2016).

As a result, more people have access to the Internet, giving consumers more power and initiative over businesses (Berthon, Pitt, Plangger, & Shapiro, 2012; Makrides, 2017). They now choose what, how, and when to receive information, shifting from a passive to an active role (Lamberton & Stephen, 2016). The business world risks being left behind if they do not realize how dynamic the business environment is in this modern era (Day, 2011). Businesses in all sectors are forced to use digital marketing strategies due to competitive pressures.

Businesses in all sectors are forced to use digital marketing strategies due to competitive pressures. Digital media solutions are especially beneficial for small and medium-sized enterprises (SMEs) that are thinking about going global by conserving resources (Chong & Pervan, 2007; Lohrke, Franklin, & Frownfelter-Lohrke, 2006) and opening up digital channels to enable deeper interactions with customers and their sales of goods and services (Shideler & Badasyan, 2012).

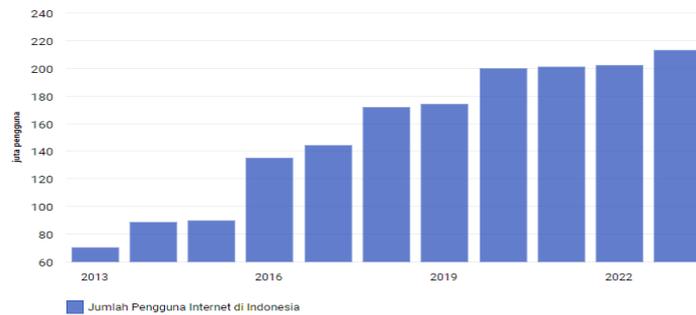


Figure 1.1

Indonesian Internet Users (Januari 2013-Januari 2023)

Source : databoks.katadata.co.id

According to the data listed above from databoks.katadata.co.id (2023), Indonesia is ranked 4th as the highest internet user in the world. The We Are Social report as of January 2023 stated that internet users reached 213 million internet users in Indonesia. At the beginning of this year, Indonesia's population was 276.4 million people or 77% of the total population. The number of internet users in the country rose 5.44% compared to the previous year (year-on-year/yoy). In January 2022, the number of internet users in Indonesia will only be 202 million people.

In terms of trends, the number of internet users in Indonesia has continued to increase every year in the last decade. The number of internet users in the country was recorded to have increased by 142.5 million from January 2013 which was only 70.5 million people. The highest growth in the number of internet users in the last decade was in January 2016, reaching 50.16% on an annual basis (yoy). Meanwhile, the slowest growth was in January 2022, which only grew 0.5% (yoy).

Developing an online market, also known as an online buying and selling site, as a forum for interaction between sellers and buyers in the digital realm. One of the Asian countries with quite large e-commerce development is Indonesia.

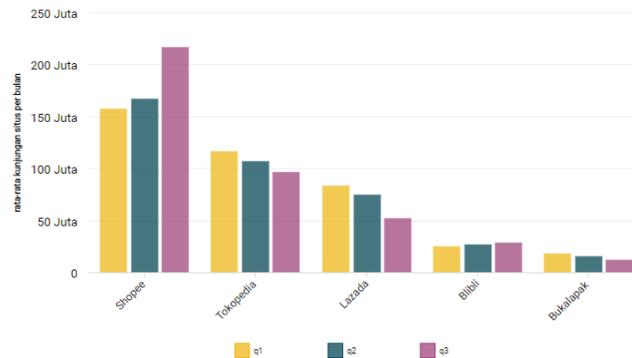


Figure 1.2.

Number of Visits to the 5 Largest E-Commerce Sites in Indonesia  
Quarter I – Quarter III 2023

Source: databoks.katadata.co.id

According to SimilarWeb data, the 5 e-commerce sites in the marketplace category with the most visitors in Indonesia in the third quarter of 2023 are Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. Of the five sites, only the Shopee and Blibli sites experienced an increase in visitors, while the other two sites had millions of monthly visits to the Shopee site. When compared with the average visits in the second quarter of 2023 (quarter-over-quarter/qoq), there is an increase of around 30%. During this period, average visits to the Blibli site increased by 5% (qoq), compared to a decrease of 9% (qoq) on Tokopedia, 30% (qoq) on Lazada, and 21% (qoq) on Bukalapak. The focus of this research is only on the highest rate in the third quarter, namely the Shopee application.

Shopee uses this promotional information as one of its tactics. Reviews given by customers who have made purchases on the Shopee website application, as well as on social media in the comments column provide information about their disappointment. Khoziyah (2021) claims that digital marketing utilizes digital technology, which produces online activities such as social media, websites and emails that support marketing campaigns aimed at attracting and retaining customers. In addition, information disseminated via electronic word-of-mouth (E-WOM) is carried out, according to Kamtarin (2012), via the internet or other online media, such as social media, which can facilitate consumer interaction on a large scale.

One of the factors that influences users when deciding to buy is electronic trust or the consumer's own trust. Nowadays online shopping is not a taboo thing in society. People think that online shopping provides easy access to finding the goods they need. Online shopping is

the consumer's desire to get something by spending money at the online shop that the consumer wants (Harahap & Amanah, 2018).

Lifestyle is the last factor that is thought to influence purchasing decisions. A person's interests and how they allocate their time and money to meet their daily needs are factors that determine their lifestyle (Tarigan, Sabrina & Syahputri, 2020). Because lifestyle is associated with an individual's interest in choosing the products they will consume, it can have an impact on purchasing decisions.

There is research related to the influence of digital marketing, electronic word of mouth, electronic trust and lifestyle on buying decisions. The results of research conducted (Wiranata et al, 2021) show that digital marketing has a significant positive influence on purchasing decisions. Research conducted by (Abubakar and Ilkan, 2016) shows that e-WOM has a positive effect on trust in a product, which also influences purchasing decisions. According to research (Luluk and Endang, 2022), electronic trust and lifestyle have a significant influence on Buying Decisions in the context of e-commerce. In (Ichsannudin & Purnomo, 2021), Kazali (2008:225) emphasizes that a person's lifestyle essentially consists of how they spend their time and money. Connecting paragraph.

Based on the background explanation above, the title of this research is "**The Influence of Digital Marketing, Electronic Word of Mouth, Electronic Trust and Lifestyle on Buying Decisions Through the Shopee Application in Active Students of the Management Study Program, Faculty of Economics and Management, Malahayati University, Bandar Lampung.**"

## **II. LITERATURE REVIEW**

According to Sanjaya (2020), digital marketing refers to branding-related marketing activities that use various website-based media, including blogs, Adwords, email, websites and other social media networks. Prabowo (2019) explains that digital marketing includes various activities that help businesses promote and market their goods and services. In addition, digital marketing can be used to open and create new markets that were previously closed due to limitations of time, distance or communication options.

### ***Electronic Word of Mouth (E WOM)***

According to (Sunyoto, 2014) the definition of word of mouth is "customers will talk to other customers or other people about their experiences using the products they purchased. So this advertisement is a reference from another person, and this reference is made by word of mouth. If you look at it physically, this advertising activity is very simple, but it is a surefire way to sell products.

Positive customer reviews of a company or product that can be accessed online by a large number of individuals or organizations are referred to as electronic word-of-mouth (eWOM) by Thureau et al. (2004).

### ***E-Trust***

According to (Sunyoto, 2014) the definition of word of mouth is "customers will talk to other customers or other people about their experiences using the products they purchased. So this advertisement is a reference from another person, and this reference is made by word of mouth. If you look at it physically, this advertising activity is very simple, but it is a surefire way to sell products.

### ***Lifestyle***

According to (Kasih et al., 2019) consumer trust is defined as consumers' expectations that providers of goods or services can be trusted or relied upon when fulfilling their promises. Based on the definition of E-Trust put forward by several experts, it can be seen that E-Trust is consumer confidence in product or service providers that they can be trusted or relied on in fulfilling their promises in accordance with consumer expectations online.) E-Trust leads to user willingness (consumers) to engage in online exchanges including money and personal information. According to Chai & Piew (2010) E - Trust is the basic beginning of establishing and maintaining relationships between customers and online sellers.

### ***Decision Buying***

Assuari (1966:130) purchasing decisions is a purchasing decision making process which includes determining what to buy or not to buy and this decision is obtained from previous activities. A purchasing decision is a final decision that must be taken by consumers to purchase a good or service with certain considerations. Purchasing decisions made by consumers describe the extent of marketers' efforts in marketing a product to consumers

### **III. RESEARCH METHODS**

This research uses quantitative data, or data that can be calculated in the form of numbers. The definition of quantitative research methods according to Sugiyono (2017: 8) is a positivist-based research methodology that is used to study certain populations or samples, collect data through the use of research instruments, and analyze quantitative and statistical data to test predetermined hypotheses. The aim of this research is to test the hypothesis that has been established. This research aims to test the independent variable (X), namely Digital Marketing, Electronic Word of Mouth, Electronic Trust and LifeStyle against the dependent variable (Y), namely Buying Decision

Penelitian yang dilakukan oleh peneliti merupakan jenis penelitian kuantitatif. Menurut Prof. Dr. Sugiyono, (2015) metode penelitian kuantitatif merupakan suatu metode penelitian berlandaskan filosofi positivisme, dimana populasi atau sampel tertentu disurvei, data dikumpulkan dengan menggunakan alat penelitian, dan penelitian kuantitatif memiliki tujuan untuk menguji hipotesis yang telah ditentukan dan analisis data statistik. Dengan menggunakan SPSS versi 29, dan dapat melakukan uji validitas ganda, reabilitas, dan linier. 40 orang dalam penelitian ini adalah karyawan di KUD Tani Bahagia Kabupaten Mojokerto. Berdasarkan penelitian ini, karena jumlah responden kurang dari 100, maka penulis mengambil 100% dari jumlah karyawan di KUD Tani Bahagia Kabupaten Mojokerto yang berjumlah 40 karyawan

### **IV. RESULTS AND DISCUSSION**

#### ***General Description of Research Subjects***

The Faculty of Economics and Management at Malahayati University consists of Bachelor of Management, Bachelor of Accounting and Magister Program. The three majors, the management major is the subject because it is based on an introduction to management, marketing management and digital marketing through the course material as input for students in making buying decisions.

#### ***Characteristics***

The characteristics of respondents based on gender among active students of the Management Study Program, Faculty of Economics and Management, Malahayati University can be seen in the table below:

**Table 4.1**  
**Characteristics of Respondents According to Gender**

No.	Gender	N	Persentase %
1	Man	86	29,8
2	Woman	203	70,2
Total		289	100

Source: Processed Primary Data,2023

Based on the table above, respondents who are active students of the management study program at Malahayati University, 86 respondents or 29.8% are men and 203 respondents or 70.2% are women. Obtained from calculating the questionnaire score given to respondents was 289.

***Data Quality Test***

*Validity Test*

Basically, the validity test is used to see the similarity between the data collected and the data that actually occurs in the research object, so that the data obtained is truly valid. As in the data in table 4.2 below:

**Table 4.2**  
**Validity Test**

Variable	Indicator	Sig Value	Factor Loading	Information (>0,50) Valid
<i>Digital</i>	X1	0,391	0.829	Valid
<i>Marketing</i>	X2		0.795	Valid
(X1)	X3		0.804	Valid
	X4		0.840	Valid
	X5		0.755	Valid

	X6		0.902	Valid
	X1		0.759	Valid
<i>Electronic</i>	X2		0.897	Valid
<i>Word of</i>	X3	0,000	0.812	Valid
<i>Mouth (X2)</i>	X4		0.758	Valid
	X5		0.824	Valid
	X6		0,796	Valid
	X1		0.798	Valid
<i>Electronic</i>	X2		0.826	Valid
<i>Trust (X3)</i>	X3	0,004	0.829	Valid
	X4		0.795	Valid
	X5		0.804	Valid
	X1		0.840	Valid
<i>Lifestyle (X4)</i>	X2		0,778	Valid
	X3	0,000	0,729	Valid
	X4		0,735	Valid
	X5		0,815	Valid
	Y1		0,796	Valid
<i>Buying</i>	Y2		0,778	Valid
<i>Decision (Y)</i>	Y3	0,000	0,729	Valid
	Y4		0,735	Valid

Source: Processed Primary Data,2023

The validity test in this research was carried out using the SPSS 24.0 application to process data from questionnaire answers that had been distributed to respondents. Based on table 4.2 above, it can be seen that each question in the instrument used is stated. This can be seen by comparing each  $r$  calculation with the  $r$  table, the results show that the  $r$  calculation is greater than the  $r$  table (0.1150).

### *Reliability Test*

The reliability test is a continuation of the validity test, where the data entered in this test is declared valid data. The way to calculate the level of reliability of the data is by using Cronbach Alpha. To find out whether the questionnaire is reliable, a statistical program is used, namely the Statiskal Package for the Social Sciences version 24 (SPSS Version 24) program. The reliability test testing criteria are as follows:

1. If the alpha coefficient results are greater than the significance level of 60% or 0.6 then the questionnaire is reliable.
2. If the alpha coefficient results are smaller than the significance level of 60% or 0.6 then the questionnaire is not reliable.

**Table 4.2**  
**Reliability Test**

Variable	Item Total	<i>Cronbach's Alpha</i>	Information
<i>Digital Marketing</i>	6	0,820	Reliable
<i>Electronic Word of Mouth</i>	6	0,776	Reliable
<i>Electronic Trust</i>	5	0,674	Reliable
<i>Lifestyle</i>	5	0,673	Reliable
<i>Buying Decision</i>	4	0,822	Reliable

Source: Processed Primary Data,2023

The reliability test in this research was carried out with the help of the SPSS 24.0 application. Based on the table above, it can be seen that each question in each variable used is declared reliable. This can be seen by comparing each Cronbach's Alpha value and the results show that the Cronbach's Alpha value is greater than 0.60.

*Classic Assumption Test*

*Normality Test*

The normality test is used to determine whether the research variable regression model contains confounding or residual variables that have a normal data distribution. This research uses a normality test which can be seen from the Probability Plot graph in Figure 4.1 below:



Source: Processed Primary Data (2023)

Figure 4.1 Normality Test

Based on the figure above, it can be seen that the dots are spread around the diagonal line and follow the direction of the diagonal line, which means the data in this study is normally distributed.

*Multicollinearity Test*

The multicollinearity test aims to test whether the regression model finds a correlation between one or all of the independent variables. A good regression model should have no correlation between independent variables or multicollinearity (Ghozali, 2011). Multicollinearity is tested by looking at the tolerance value and the Variance Inflation Factor (VIF) value, with the following conditions:

1. If the tolerance value is  $> 0.10$  and the VIF value is  $< 10$ , it can be concluded that there is no multicollinearity between the independent variables in the regression model.
2. If the tolerance value is  $< 0.10$  and the VIF value is  $> 10$ , it can be concluded that there is multicollinearity between the independent variables in the regression model.

**Table 4.3**  
**Multicollinearity Test**

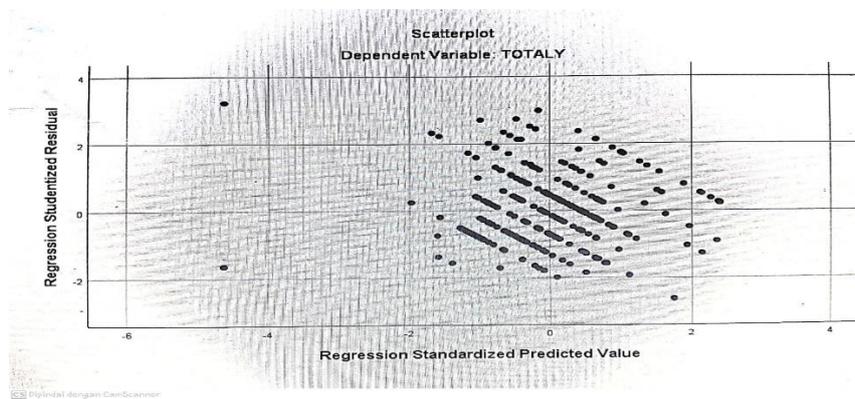
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X1	0,341	2,930
X2	0,318	3,142
X3	0,417	2,393
X4	0,313	3,199

*Source: Processed Primary Data (2023)*

It is known that the Variance Inflation Factor (VIF) value in this research data is  $<10$  and the Tolerance value is  $>0.1$ . So it can be concluded that the regression model is free from multicollinearity and can be used in research.

#### *Heteroscedasticity Test*

According to Gozhali (2011), the heteroscedasticity test is used to test whether the variance of the residual variable is constant or not in the regression model. If in a regression model there is a heteroscedasticity problem, it will result in the variance value no longer being the minimum, resulting in an unreliable standard error and regression results. from the model cannot be accounted for. Researchers used scatterplot graphs to test whether there was heteroscedasticity in this study. If the points in the scatterplot spread above and below the number 0 on the Y axis and there is no particular pattern in the distribution, then heteroscedasticity does not occur in the regression model. The scatterplot results can be seen in Figure 4.2 below:



Source: Processed Primary Data (2023)

Figure 4.2 Heteroscedasticity Test

It can be seen that the points spread above and below the number 0 on the Y axis so it can be concluded that heteroscedasticity does not occur in the regression model.

**Results of Multiple Linear Regression Analysis**

Multiple linear regression analysis is intended to test to what extent and how the independent variable influences the dependent variable. The independent variables in this research are Digital Marketing ( $X_1$ ), Electronic Word of Mouth ( $X_2$ ), Electronic Trust ( $X_3$ ) and Lifestyle ( $X_4$ ). Meanwhile, the dependent variable is Buying Decision ( $Y$ ).

**Table 4.4**  
**Regression Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance

(Constant)	3,462	0,661		5,237	0,00		
Digital Marketing	0,040	0,047	0,058	0,859	0,39	0,341	2,930
Electronic Word of Mouth	0,194	0,047	0,289	4,108	0,00	0,318	3,142
Electronic Trust	0,131	0,045	0,177	2,876	0,00	0,417	2,393
Lifestyle	0,234	0,057	0,290	4,077	0,00	0,313	3,199

a. Dependent Variable: Buying Decision

The multiple linear equations in this research are as follows:

$$Y = 3,462 + 0,040X_1 + 0,194X_2 + 0,131X_3 + 0,234X_4$$

Based on the multiple linear regression equation above, the influence of each independent variable on the dependent variable can be analyzed, namely:

1. The regression coefficient value of 0.040 (X1) on the Digital Marketing variable has a positive relationship with Buying Decision. This shows that every one percent increase in Digital Marketing will cause an increase in the Buying Decision received by the coefficient value.
2. The regression coefficient value of 0.194 (X2) on the Electronic Word of Mouth variable has a positive relationship with Buying Decision. This shows that every one percent increase in Electronic Word of Mouth will cause an increase in the Buying Decision received by the coefficient value.
3. The regression coefficient value of 0.131 (X3) on the Electronic Trust variable has a positive relationship with Buying Decision. This shows that every one percent increase in Electronic Trust profits will cause an increase in the Buying Decision received by the coefficient value.
4. The regression coefficient value of 0.234 (X4) on the Lifestyle variable has a positive relationship with Buying Decision. This shows that every one percent increase in

Lifestyle profits will cause an increase in the Buying Decision received by the coefficient value.

*Hypothesis Test*

*Partial Test (Uji t)*

The t test is a test used to determine whether the independent variable partially influences the dependent variable. Apart from that, it is also a comparison between the regression coefficient and the standard error of coefficient.

**Table 4.5**  
**Partial Test (t)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3,462	0,661		5,237	0,000
Digital Marketing	0,040	0,047	0,058	0,859	0,391
Electronic Word of Mouth	0,194	0,047	0,289	4,108	0,000
Electronic Trust	0,131	0,045	0,177	2,876	0,004
Lifestyle	0,234	0,057	0,290	4,077	0,000

a. Dependent Variable: Buying Decision

Based on the table above, it can be concluded regarding partial hypothesis testing of each independent variable on the dependent variable, as follows:

H<sub>1</sub>: Digital Marketing has a significant effect on Buying Decisions

The regression output shows that the significance number for the Digital Marketing variable is  $0.391 > 0.05$  with a regression coefficient of 0.040 and if you look at the t count value of  $0.859 < t$  table 1.65 so it can be concluded that Digital Marketing does not have a significant effect on Buying Decision and it can be concluded that H<sub>1</sub> rejected.

H<sub>2</sub>: Electronic Word of Mouth has a significant effect on Buying Decisions

The regression output shows that the significance number for the Electronic Word of Mouth variable is  $0.000 < 0.05$  with a regression coefficient of 0.194 and if you look at the t count value of  $4.108 < t$  table 1.65 so it can be concluded that Electronic Word of Mouth has a significant effect on Buying Decision and it can be concluded that H<sub>2</sub> is accepted.

H<sub>3</sub>: Electronic Trust has a significant influence on Buying Decisions

The regression output shows that the significance number for the Electronic Trust variable is  $0.004 < 0.05$  with a regression coefficient of 0.031 and if you look at the value of t count  $2.876 > t$  table 1.65 so it can be concluded that Electronic Trust has a significant effect on Buying Decision and it can be concluded that H<sub>3</sub> is accepted .

H<sub>4</sub>: Lifestyle has a significant influence on Buying Decisions

The regression output shows that the significance figure for the Lifestyle variable is  $0.000 < 0.05$  with a regression coefficient of 0.234 and if you look at the t count value of  $4.077 > t$  table 1.65, it can be concluded that Lifestyle has a significant effect on Buying Decision and it can be concluded that H<sub>4</sub> is accepted.

#### *F Test (F)*

The F statistical test basically shows whether all the independent variables included in the model have a simultaneous influence on the dependent variable (Ghozali, 2006: 84). In this hypothesis it is stated:

H<sub>5</sub> : Digital Marketing, Electronic Word of Mouth, Electronic Trust and Lifestyle simultaneously have a significant influence on Buying Decisions

**Tabel 4.6**  
**F Test (F)**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1002,486	4	250,621	85,294	0,000 <sup>b</sup>
Residual	857,986	285	2,938		
Total	1860,471	289			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Digital Marketing, Electronic Word of Mouth, Electronic Trust Lifestyle

Based on the test results above, the regression output shows that the significance value is  $0.000 < 0.05$  and if you look at the F count value  $85.294 > F_{table} 2.40$  so it can be concluded that Digital Marketing, Electronic Word of Mouth, Electronic Trust and Lifestyle simultaneously have a significant effect on Buying Decision

### ***Discussion***

#### *The Influence of Digital Marketing on Buying Decisions*

The results of this research are that Hypothesis 1 is rejected, meaning Digital Marketing does not have a significant influence on Buying Decisions and is in line with Putri's research (2021) but not in line with Wiranata et al., (2021). So, Digital Marketing influences the online purchasing decisions of active management study program students not only through the Shopee application so that students' market choices vary.

#### *The Influence of Electronic Word of Mouth on Buying Decisions*

The results of this research are that Hypothesis 2 is accepted, meaning Electronic Word of Mouth has a significant influence on Buying Decisions and is in line with research by Arsyalan & Ariyanti, 2019), (Priansa, 2016), (Syuhada & Widodo, 2019), (Atsila et al. , 2020) proves that Electronic Word of Mouth influences purchasing decisions, but is not in line with Amin & Yanti (2022). So, Electronic Word of Mouth in influencing online purchasing

decisions of students active in management study programs is greatly influenced by the opinions formed in online media.

*The Influence of Electronic Trust on Buying Decisions*

The results of this research are that Hypothesis 3 is accepted, meaning that Electronic Trust has a significant influence on Buying Decisions and is in line with research by Nasution and Iskandar (2019) which proves that Electronic Trust has an influence on Buying decisions, but is not in line with Tammu & Palimbong (2022). So, Electronic Trust can influence the online purchasing decisions of students active in management study programs which is reflected in the intensity of student purchases through online applications.

*Influence of Lifestyle on Buying Decisions*

The results of this research are that Hypothesis 4 is accepted, meaning that Lifestyle has a significant influence on buying decisions and is in line with research by Ashoer et al., (2019) which proves that Electronic Trust has an influence on purchasing decisions, but is not in line with Tammu & Palimbong (2022). So, lifestyle can influence the online buying decisions of active management study program students as evidenced by the reduction in traditional purchasing activities,

*The Influence of Digital Marketing, Electronic Word of Mouth, Electronic Trust, and Lifestyle on Buying Decisions*

The results of this research are that Hypothesis 5 is accepted, meaning Digital Marketing, Electronic Word of Mouth, Electronic Trust, and Lifestyle simultaneously have a significant influence on Buying Decisions. In line with research by Audina et al. (2020); Dewi, et al (2022). In determining the decision to purchase a product, active management study program students tend to choose the value or ranking of the product offered.

## **V. CONCLUSIONS AND RECOMMENDATIONS**

### ***Conclusion***

Based on the test results using the SPSS 24.0 analysis method in this research, it can be concluded that the research results show:

1. Digital Marketing does not have a significant influence on the Buying Decisions of active students of the Malahayati University Management Study Program through the Shopee application.
2. Electronic Word of Mouth has a significant influence on the Buying Decisions of active students of the Malahayati University Management Study Program through the Shopee application.
3. Electronic Trust has a significant influence on the Buying Decisions of active students of the Malahayati University Management Study Program through the Shopee application.
4. Lifestyle has a significant influence on the Buying Decisions of active students of the Malahayati University Management Study Program through the Shopee application.
5. Digital Marketing, Electronic Word of Mouth, Electronic Trust, and Lifestyle simultaneously have a significant influence on the Buying Decision of active students of the Malahayati University Management Study Program through the Shopee application.

### ***Limitations***

The limitations of this research are only four variables that contribute, namely Digital Marketing, Electronic Word of Mouth, Electronic Trust, and Lifestyle in influencing Buying Decisions through the Shopee Application and the respondents are only Active Students of the Malahayati University Management Study Program.

### ***Suggestions***

Based on the results of this research, there are several suggestions for marketplace companies to improve Digital Marketing when responding to the negative image received by the company, develop strategies to avoid being imitated and increase supervision or consumer protection, especially students who are active users of online applications. So that consumer comfort and safety is guaranteed.

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