



Optimizing E-wom, Price Perception, and Content Marketing to Increase Purchasing Decisions on the Instagram Platform

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Abstract

This study aims to determine the description of e-WOM, price perception, and content marketing on purchasing decisions. Then, to test the partial influence of e-wom on purchasing decisions, price perception on purchasing decisions, and content marketing on purchasing decisions, and simultaneously regarding the influence of e-wom, price perception, and content marketing on purchasing decisions on the CV. Primar Lestari, Instagram platform. The data analysis used is a descriptive verification method with a purposive sampling method of 100 respondents. The results of the study showed that the description of el-wom, price perception, content marketing, and purchasing decisions were in the good category. Partially, el-wom and contelnt marketelng did not have a significant effect on purchasing decisions, while pricel pelrcelption had a significant effect on purchasing decisions. Simultaneously, el-wom, pricel pelrcelption, and contelnt marketelng significantly influelncel purchasing delcisions. The implications of this study emphasize that CV. Prima Lestari should focus on optimizing its pricing strategy to increase sales conversions. Theoretically, these results confirm that functional elements (price) still carry a higher weight in consumer decision-making on social media than communicative elements.

Keywords: *content marketing, digital marketing, el-wom, price perception, purchasing decisions.*

OPEN ACCESS

ISSN 2528-4649 (online)

ISSN 2338-4409 (print)

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Citation:

Received: November, 13, 2025

Accepted: March, 12, 2026

Published: April, 26, 2026

JBMP: Jurnal Bisnis, Manajemen dan Perbankan.

Vol: 12 / No. 01

doi: 10.21070/jbmp.v12i1.2265

1. INTRODUCTION

In Technological advancements have made human life easier to carry out daily activities. The majority of people today prefer to use digital media in many ways (Nurhaifa et al., 2025). This is also a form of change from time to time, and of course, not all people enjoy technological changes in today's times. Before the advancement of technology, the function of the mobile phone itself could only be used to receive calls and send texts. But in the last few decades, mobile phones have undergone a tremendous transformation. In this digital era, mobile phones have not only changed the way we communicate but also the way we work and do business. Many social media platforms support digital marketing, such as Facebook, Instagram, Twitter, and LinkedIn, where companies and consumers can connect and interact. One of the most popular social media platforms in the world is Instagram, with its growing features (Sofyan & Mulyana, 2024). Establishing good relationships by providing the latest information to customers about new products or services is one of the characteristics of marketing through social media today.

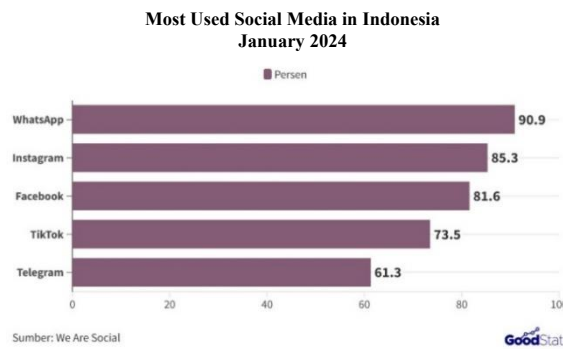


Figure 1. The most social media users in Indonesia
Source: Data Processed (2024)

Of the ten social media platforms with the most users in Indonesia in 2024, the real ones are: WhatsApp: 90.9%; Instagram: 85.3%; Facebook: 81.6%; TikTok: 73.5%; Telegram: 61.3%. Instagram is the second most popular social media platform among users because of its features, such as Stories, IGTV, and Reels. These features allow users to share and express themselves through interesting visualizations of photos and videos. CV. Prima Lestari is an automotive company, specifically a car glass manufacturer, established in 1999. In 2002, we began producing aluminum frames for bus windows. Since then, we have also provided other types of glass, including small car windows, bus windows, and truck windows. We not only sell products, but also provide glass installation services. Installation can be done at home with our home service system. Purchasing decisions play an important role because they are used as marketing strategies. One thing companies must pay attention to is how they promote products for sale. Therefore, what needs to be considered includes understanding consumer needs, desires, and tastes (Fraya , 2023).

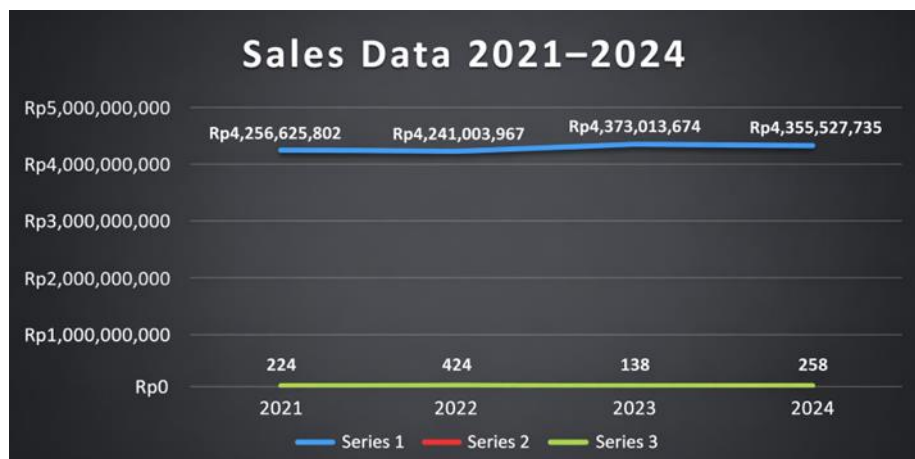


Figure 2. CV.Prima Lestari Sales Data for 2021-2024
Source: Data Processed (2024)

The data processed by the author above shows that there will be a decrease in sales in 2022 and 2024 compared to the previous year. Several factors must have caused the decline in sales experienced by CVs. The decline in sales experienced by CVs is due to both internal and external factors. Many consumers choose to purchase products based on positive reviews from previous customers. Conversely, negative reviews can cause consumers to believe that the product or service won't meet their expectations, which may lead them to avoid making a purchase. Positive comments on store reviews make it easier for consumers to judge the store, and recommendations can also help consumers buy products (Chrismardani, 2023). The reviews on Instagram belong to CV. Prima Lestari provide off-platform reviews about the quality of products, service quality, and the company's location. This information is especially relevant for consumers making purchasing decisions. Instagram users often share their experiences through profile sharing or posts on the platform. E-WOM (electronic word-of-mouth) is a digital communication method in which customers share information about products or companies through websites and other media. It aids in decision-making by providing access to, processing, and utilization of data for informed actions. It serves as a digital indicator of customer satisfaction and fosters virtual communities with shared interests.

However, some studies suggest that the price of a product can influence consumers' purchasing decisions. When setting prices, it is necessary to pay attention to the importance of several elements, such as costs, price increases, and competition (Musnaini et al., 2021). There are many competitors who offer lower prices than CVs. Prima Lestari triggers consumers to be more selective in buying a product, which is a factor in the comparison. Many resellers who sell car windows but do not have a store can offer lower prices. Many companies compete by offering low prices because consumers prefer them and they make purchasing decisions easier. However, this assumption isn't entirely true. While some consumers consider price based on product quality, they may still make a purchase if the product meets their expectations and price isn't an issue.

Content marketing is the effort to promote a business or brand through content in the form of text, video, or audio to attract buyers and reach the target market (Diandra & Rahanatha, 2024). From the post uploaded by CV. Prima Lestari, a decline in the number of followers has caused the loss of potential consumers from some of the other followers. This happens because of the lack of consistency in posting, causing the audience to switch to other content. During the comparison process, consumers require information, the importance of which depends on their needs and situation. By optimizing e-WOM management, CV Prima Lestari can increase audience engagement. Prima Lestari must respond to reviews professionally, encourage positive reviews, and increase consistency in content uploads to engage the audience. In addition to managing positive reviews and consistent content uploads, using hashtags and collaborating with influencers can expand audience reach. Adjusting pricing strategies to market needs is also important for competing with other companies.

2. LITERATURE REVIEW

2.1 Relationship Between Research Variables

2.1.1 E-WOM and Purchase Decisions

Consumer interactions in the digital space have shifted the decision-making process from individual to collective. Electronic Word of Mouth (e-WOM) acts as a cognitive bridge for potential buyers to reduce uncertainty through the experiences of others (Maulana Yusuf et al., 2023). This phenomenon suggests that modern consumers tend to seek social validation before making a transaction; they rely on accumulated reviews as a source of information perceived as more objective than company promotions. A synthesis of various studies shows that e-WOM not only functions as an information provider but also as a variable that consistently has a significant and positive influence on purchase intentions and final decisions (Salsabila & Nurdasila, 2021). The integration of information gained from previous consumer experiences reduces perceived risk, thereby accelerating the purchase conversion process. Based on this relationship pattern, it can be argued that the more credible and widespread the e-WOM information received by potential customers of CV. Prima Lestari, the stronger their tendency to make a purchase decision.

H1: There is a significant influence of e-WOM on purchase decisions at CV. Prima Lestari.

2.1.2 Price Perception and Purchase Decisions

Price is not merely a nominal value; rather, it is a psychological signal that fundamentally shapes consumers' evaluation of a product's worth. Theoretically, price serves as an indicator of utility value, as consumers tend to weigh the benefits received against the financial sacrifices incurred (Nuriyah & Suriyanto, 2022). This argument is supported by the findings of (Paundra & Nasution, 2024), who state that positive price perceptions are a key driver in shaping consumer preferences. The synthesis of these perspectives suggests that purchasing decisions do not occur spontaneously, but rather through an internal comparison process in which consumers align price with their budget constraints and quality expectations. Therefore, when price is perceived to be consistent with the benefits received, it creates a strong incentive that validates the purchase decision..

H2: There is a significant influence between price perception on purchasing decisions.

2.1.3 Content Marketing Towards Purchase Decisions

The application of content marketing in the digital era is not merely an information distribution activity; rather, it is a strategic approach to building engagement through relevant, valuable, and consistent content (Shadrina & Sulistyanto, 2022). The main argument underlying this relationship lies in the role of content as a cognitive bridge for consumers. Social media accelerates the transmission of product information; however, its effectiveness is highly dependent on the quality of the message (Satiti & Wajdi, 2023). A synthesis of expert perspectives indicates that the informative and educational aspects of content help reduce consumer uncertainty (perceived risk). When service providers successfully present clear and transparent information, this triggers both emotional and rational appeals that collectively strengthen purchase intention. Theoretically, the relationship between content marketing and purchasing decisions lies in the content's ability to guide consumers through the stages of the customer journey—from awareness to action. Consistent content not only informs consumers about products but also builds trust, which is a key predictor of final decision-making. Thus, content quality acts as a stimulus that directly influences consumer behavioral responses during transactions.

H3: There is a significant influence of content marketing on purchase decisions.

2.1.4 E-wom, Price Perception, and Content Marketing on Purchase Decisions

The consumer decision-making process is no longer linear; rather, it is a complex mechanism that relies heavily on reducing information asymmetry through various external channels. According to Social Proof Theory, consumers tend to validate their choices based on the experiences of others in order to minimize purchasing risk. This is reflected in the use of online reviews and surveys as instruments for building trust prior to a transaction. However, trust alone is not sufficient; consumers simultaneously conduct a cognitive evaluation based on Price-Value Theory. In this context, price is not viewed in absolute terms, but rather as a ratio between expected quality and financial sacrifice. The effectiveness of this evaluation is largely determined by the quality of the information content provided by the company. Content is not merely a promotional medium; instead, it functions as a cognitive bridge that synthesizes social proof and price fairness into an informed purchasing decision. Thus, there is an interdependent relationship between third-party reviews, pricing structure, and content strategy in shaping consumer purchase intentions.

H4: There is a significant simultaneous influence of e-WOM, price perception, and content marketing on purchase decisions.

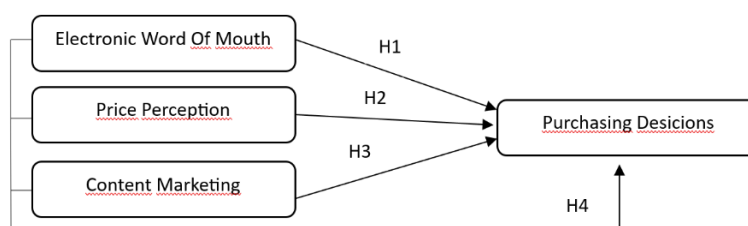


Figure 3. Frame of mind

The hypotheses based on the conceptual framework above are:

- a. H1: There is a significant influence of e-WOM on purchase decisions at CV. Prima Lestari.
- b. H2: There is a significant influence of price perception on purchase decisions at CV. Prima Lestari.
- c. H3: There is a significant influence of content marketing on purchase decisions at CV. Prima Lestari.
- d. H4: There is a significant simultaneous influence of e-WOM, content marketing, and price perception on purchase decisions at CV. Prima Lestari.

3. RESEARCH METHOD

The type of research used in this study is quantitative research, which is appropriate for examining populations or samples using measurable data. The research method applied is a verifiable descriptive approach, aimed at systematically describing the characteristics of the variables under study. The population in this study consists of all consumers who have purchased products through CV. Prima Lestari’s Instagram platform; however, the exact number of this population is unknown. Therefore, a sample of 100 respondents was selected through a questionnaire distributed via Google Forms. The sample size in this study was determined using the Lemeshow formula, which is commonly used when the population size is unknown. This approach ensures that the sample is sufficient to represent the population accurately.

$$n = \frac{ZP(1 - P)}{d^2}$$

Description: n= Number of Samples Z= Standard Value= 1.96P= Maximum estimate 50% = 0.5 d= Alpha (0.10) or sampling error = 10. With the formula above, the number of samples studied is as follows:

$$n = \frac{1,96^2 \cdot 0,05 (1 - 0,05)}{0,1^2}$$

$$n = 96,04$$

Based on the sample calculation above, the required sample size is 96.04 respondents. However, to facilitate the research process, the number of samples was increased to 100 respondents. The sampling technique used in this study is a non-probability sampling technique, specifically purposive sampling. The data analysis in this study was conducted using the SPSS program.

Table 1 | Operational Variables

Variable	Indicator	Instrument	No. Item	Scale
<i>Electronic Word Of Mouth (X1)</i> (Geo & Novrihan, 2024)	Positive reviews regarding the product	how often consumers read reviews	X1.1	Ordinal
		consumer confidence in the number of reviews	X1.2	Ordinal
		Purchase experience due to many positive reviews	X1.3	Ordinal
	Product or brand recommendations	Recommendations related to products you like	X1.4	Ordinal
		The influence of recommendations from the surrounding environment	X1.5	Ordinal
		Recommend the product to others	X1.6	Ordinal
	Read other people's reviews often	Frequently read reviews using the platform	X1.7	Ordinal
		consider other people's opinions	X1.8	Ordinal
		Didn't end up buying because of the reviews	X1.9	Ordinal
	Be confident in purchasing the product	Testimonials from other consumers	X1.10	Ordinal
		Feeling doubtful despite many positive reviews	X1.11	Ordinal
Affordable prices	Affordable prices according to product quality	X2.1	Ordinal	
	Interest in affordable prices	X2.2	Ordinal	

<i>Price Perception</i> (X2) (Suprayogo, 2022)	Prices can be competitive	Considering the price	X2.3	Ordinal
		Comparing two products	X2.4	Ordinal
		Switch to another product with a more competitive price	X2.5	Ordinal
	Price according to benefits	Product benefits outweigh price	X2.6	Ordinal
		Recommend if the benefits outweigh the price	X2.7	Ordinal
		Consider the benefits before buying	X2.8	Ordinal
<i>Content marketing</i> (X3) (Mayzora, Fenisi Hidayatul, 2022) &	<i>Content creator</i>	Trust in content creativity	X3.1	Ordinal
		Interest after viewing content	X3.2	Ordinal
		The effectiveness of visual content in attracting attention	X3.3	Ordinal
	<i>Content sharing</i>	Content shared by the surrounding environment	X3.4	Ordinal
		Sharing content for business development	X3.5	Ordinal
		Trustworthiness of shared content	X3.6	Ordinal
	<i>Connecting</i>	Feel comfortable interacting through social media	X3.7	Ordinal
		The importance of building networks in the business world	X3.8	Ordinal
	<i>Purchase decisions</i> (Y) (Liyono, 2022)	Product selection	Product diversity	Y.1
Membandingkan beberapa produk Comparing multiple products			Y.2	Ordinal
Looking for another product because it doesn't fit			Y.3	Ordinal
Brand selection		Well-known brands	Y.4	Ordinal
		Brand is the main factor before buying	Y.5	Ordinal
Choice of distributor		Choose a cheaper price	Y.6	Ordinal
		The seller has a good reputation	Y.7	Ordinal
		Stock availability when selecting a location	Y.8	Ordinal

Source: Data Prosessec (2024)

4. RESULTS AND DISCUSSION

4.1 RESULTS

4.1.1. General Description of Respondents

To provide a clearer picture of the respondents' profiles, descriptive statistics are presented, including gender, age group, monthly income level, and occupation. These demographic characteristics help contextualize the respondents' socioeconomic backgrounds, which may influence purchasing decisions.

Table 2 | Descriptive Statistics of Respondents

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	53	53.0%
	Female	47	47.0%
Age	< 20 years	1	1.0%
	20 – 29	42	42.0%
	30 – 39	58	58.0%
	40 – 49	9	9.0%
	> 50	0	0
Monthly Income	< Rp 3.000.000	20	20.0%
	Rp 3.500.000 – Rp 5.000.000	27	27.0%
	Rp 5.500.000 – Rp 7.000.000	36	36.0%
	> Rp 8.000.000	17	17.0%
Work	Mahasiswa/Pelajar	15	15.0%

Characteristic	Category	Frequency (n)	Percentage (%)
	Wirausaha	21	21.0%
	Karyawan Swasta	55	55.0%
	PNS	3	3.0%
	Ibu Rumah Tangga	3	3.0%
	Casual	1	1.0%
	Host Live	1	1.0%
	Tata Usaha	1	1.0%

Source: Processed research data, 2024

4.1.2. Validity Test

All instruments in this study can be considered valid if they meet the minimum requirements, namely that the correlation value is not below 0.30 (Sugiyono, 2023) The table below presents the results of the validity test for each variable in this research.

Table 3 | Validity Test Result

Variable	Item	R -Value	R-table	Results
<i>Electronic Word of Mouth (X1)</i>	X1.1	0,526	0,30	Valid
	X1.2	0,698	0,30	Valid
	X1.3	0,542	0,30	Valid
	X1.4	0,450	0,30	Valid
	X1.5	0,563	0,30	Valid
	X1.6	0,366	0,30	Valid
	X1.7	0,557	0,30	Valid
	X1.8	0,489	0,30	Valid
	X1.9	0,684	0,30	Valid
	X1.10	0,421	0,30	Valid
	X1.11	0,318	0,30	Valid
<i>Price Perception (X2)</i>	X2.1	0,632	0,30	Valid
	X2.2	0,672	0,30	Valid
	X2.3	0,537	0,30	Valid
	X2.4	0,475	0,30	Valid
	X2.5	0,620	0,30	Valid
	X2.6	0,400	0,30	Valid
	X2.7	0,622	0,30	Valid
	X2.8	0,621	0,30	Valid
<i>Content Marketing (X3)</i>	X3.1	0,630	0,30	Valid
	X3.2	0,669	0,30	Valid
	X3.3	0,663	0,30	Valid
	X3.4	0,647	0,30	Valid
	X3.5	0,597	0,30	Valid
	X3.6	0,573	0,30	Valid
	X3.7	0,647	0,30	Valid
	X3.8	0,361	0,30	Valid
<i>Purchase decisions (Y)</i>	Y1	0,554	0,30	Valid
	Y2	0,673	0,30	Valid
	Y3	0,486	0,30	Valid
	Y4	0,570	0,30	Valid
	Y5	0,628	0,30	Valid
	Y6	0,616	0,30	Valid
	Y7	0,575	0,30	Valid
	Y8	0,613	0,30	Valid

Source: Processed research data, 2024

Based on the table above, all instruments measuring the variables of e-WOM, price perception, content marketing, and purchase decisions are declared valid. This indicates that all instruments are appropriate for research and can be used for further analysis, as they meet the required criteria. This is evidenced by the corrected item–total correlation values, which are greater than the minimum validity threshold of 0.30.

4.1.3. Reliability Test

The reliability test in this study was measured using the Cronbach’s Alpha method and assisted by the SPSS program, with the minimum requirement that the instrument can be said to be reliable if the value of the Cronbach’s Alpha coefficient is

more than 0.70 (Riyanto & Hatmawan, 2020).

Table 4 | Reliability Test Result

Variable	Cronbach Alpha	Critical value	Results
<i>Electronic Word of Mouth (X1)</i>	0,714	0,70	Reliabel
<i>Price Perception (X2)</i>	0,744	0,70	Reliabel
<i>Content Marketing (X3)</i>	0,766	0,70	Reliabel
<i>Purchase decisions (Y)</i>	0,730	0,70	Reliabel

Source: Processed research data, 2024

Based on the table above, all questions in the e-WOM variable questionnaire, price perception, content marketing, and purchase decisions are declared reliable because the Cronbach's Alpha value is more than the minimum requirement of 0.70.

4.1.4. Normality Test

The normality test is used to find out and confirm whether the data used has a normal distribution or not. The method used in the normality test in this study is the Kolmogorov-Smirnov method with the provision that if the significance value is less than 0.05, the data is declared unable to contribute normally (Riyanto & Hatmawan, 2020). Below is a table of normality test results.

Table 5 | Normality Test Result

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}		Mean	0,0000000
		Std. Deviation	2,76174731
Most Extreme Differences	Absolute	0,061	
	Positive	0,060	
	Negative	-0,061	
Test Statistic		0,061	
Asymp. Sig. (2-tailed)		,200 ^{c,d}	
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			

Source: Processed research data, 2024

Based on the table, it shows the value of Asymp. Sig. (2-tailed) is 0.200 so that the value is greater than the minimum requirement in the normality test, so that all variables are declared to be able to contribute normally.

4.1.5. Multicollinearity Test

The multicollinearity test aims to find out whether there is a high correlation between independent variables in the regression model. The regression model ideally does not have a significant correlation between independent variables or can also be called the absence of multicollinearity. The provisions to prevent multicollinearity from occurring are that the data must have a tolerance value greater than 0.10 and a VIF value less than 10 (Riyanto & Hatmawan, 2020). Below is a table of the results of the multicollinearity test.

Table 6 | Multicollinearity Test Result

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,282	2,496		4,519	0,000		
	E-wom (X1)	0,090	0,067	0,147	1,346	0,181	0,525	1,903
	<i>Price Perception</i>	0,428	0,099	0,456	4,340	0,000	0,564	1,774

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(X2)							
Content marketing (X3)	0,102	0,067	0,137	1,535	0,128	0,780	1,282

a. Dependent Variable: *Purchase decisions* (Y)

Source: Processed research data, 2024

Based on the table above, it shows that the tolerance value for the e-WOM variable is $0.525 > 0.10$ with a VIF value of $1.903 < 10$, the tolerance value for the price perception variable is $0.564 > 0.10$ with a VIF value of $1.774 < 10$, and the tolerance value for the content marketing variable is $0.780 > 0.10$ with a VIF value of $1.282 < 10$. Therefore, there is no multicollinearity between independent variables in the regression model of this study.

4.1.6. Heterokedasticity Test

The heteroskedasticity test was used to identify whether there was an unevenness of variation in the residuals of the regression model between one observation and another. This disparity suggests that the model experiences heteroskedasticity. The heteroskedasticity test is carried out using the scatter plot method which has criteria that if there is no clear pattern, and the points are evenly spread above and below the number 0 on the Y axis, then heteroskedasticity does not occur and vice versa (Riyanto & Hatmawan, 2020)

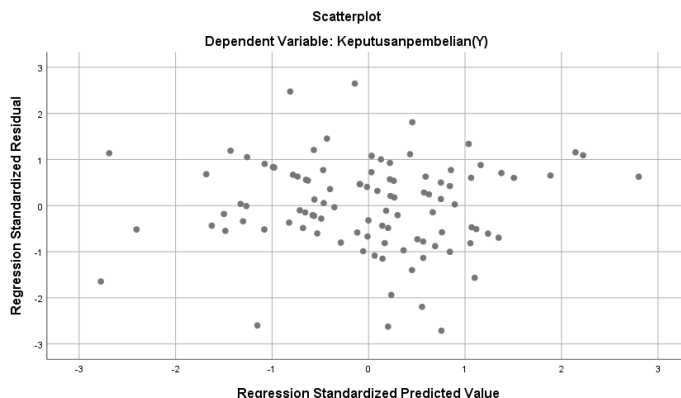


Figure 4. Heterokedasticity Test Result

Source: Processed research data, 2024

Based on the images, it can be seen that there is no clear pattern and the dots spread above and below the number 0 on the Y axis, therefore it is stated that the regression model in this study does not have heteroskedasticity.

4.1.7. T-test (Partial Test)

Table 7 | Result of The t-Test (Partial Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,282	2,496		4,519	0,000
	E-wom (X1)	0,090	0,067	0,147	1,346	0,181
	Price Perception (X2)	0,428	0,099	0,456	4,340	0,000

Content marketing (X3)	0,102	0,067	0,137	1,535	0,128
a. Dependent Variable: <i>Purchase decisions (Y)</i>					

Source: Processed research data, 2024

In the e-WOM variable, T is calculated to be smaller than the T of the table, which is $1.346 < 1.985$ and the significance value is greater than 0.05, which is $0.181 > 0.005$. So it can be concluded that the e-WOM hypothesis of the purchase decision is that H_0 is accepted and H_a rejected. This means that there is no influence between the e-WOM variable and the purchase decision. In the price perception variable, T is calculated to be greater than the T of the table, which is $4.340 > 1.985$ and the significance value is less than 0.05, which is $0.000 < 0.05$. So it can be concluded that the hypothesis of price perception of the purchase decision is that H_0 is rejected and H_a is accepted. This means that there is an influence between price perception and purchase decisions. In the content marketing variable, T is calculated to be smaller than the T of the table, which is $1.535 < 1.985$ and the significance value is greater than 0.05, which is $0.128 > 0.005$. So it can be concluded that the content marketing hypothesis for the purchase decision is that H_0 is accepted and H_a rejected. This means that there is no influence between content marketing variables and purchase decisions.

4.1.8. F- test (Simultaneous Test)

Table 8 | Result of F-test (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	259,057	3	86,352	8,257	,000 ^b
	Residual	1003,943	96	10,458		
	Total	1263,000	99			
a. Dependent Variable: <i>Purchase decisions (Y)</i>						
b. Predictors: (Constant), Content marketing (X3), <i>Price Perception (X2)</i> , E-wom (X1)						

Source: Processed research data, 2024

Based on the results of the hypothesis test from the table above, the e-WOM variable, price perception, and content marketing simultaneously obtained F calculated greater than F of the table which is $8.257 > 3.090$ and the significance value is less than 0.05, which is $0.000 < 0.05$. So it can be concluded that the hypothesis of e-WOM, price perception, and content marketing towards the purchase decision is that H_0 is rejected and H_a is accepted. This means that independent variables simultaneously (together) affect dependent variables significantly.

4.1.9. Coefficient Determination Test

Table 9 | Coefficient Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,453 ^a	0,205	0,180	3,234
a. Predictors: (Constant), <i>content marketing (X3)</i> , <i>Price Perception (X2)</i> , <i>e-wom (X1)</i>				

Source: Processed research data, 2024

Based on the table above, the regression result (R) can be seen as 0.453. Therefore, it can be concluded that the percentage of influence of e-WOM variables, price perception, and content marketing is 20.5% on the purchase decision variable. While the remaining 79.5% is influenced by other variables that are certainly not discussed in this study.

4.1.10. Multiple Linear Regression Analysis

Table 10 | Multiple Linear Regression Analysis Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,282	2,496		4,519	0,000
	E-wom (X1)	0,090	0,067	0,147	1,346	0,181
	Price Perception (X2)	0,428	0,099	0,456	4,340	0,000
	Content marketing (X3)	0,102	0,067	0,137	1,535	0,128

a. Dependent Variable: *Purchase decisions (Y)*

Source: Processed research data, 2024

$$Y = 11,282 + 0,090X_1 + 0,428X_2 + 0,102X_3$$

The e-WOM variable of 0.090 shows that if another independent variable has a fixed value and e-WOM has an increase of 1 unit, then the purchase decision has increased by 0.090, the price perception variable of 0.428 shows that if another independent variable has a fixed value and the price perception has increased by 1 unit, then the purchase decision has increased by 0.428, then the content marketing variable of 0.102 shows that if the variable other independent values are fixed and content marketing has increased by 1 unit, so the purchase decision has increased by 0.102.

4.2 DISCUSSION

4.2.1. The Influence of E-WOM on Purchase Decisions

In this study, e-WOM did not have a significant effect on the purchase decision on CV. Prima Lestari, the results of this study are supported by the results of a study (Luthfiyatillah et al., 2020) with the title Research on the Effectiveness of Instagram Media and E-WOM (Electronic Word of Mouth) Media on Buying Interest and Purchase Decisions which states that there is no significant influence on purchase decisions.

Furthermore, these results are also in line with research from (Agustina et al., 2023) entitled The Influence of Brand Ambassadors, e-WOM, and Brand Trust on Erigo Product Purchase Decisions, which states that e-WOM does not have a partially significant effect on purchase decisions, however, this research contradicts previous research (Putri & Fakhurrizi, 2024) with the title The Influence of e-WOM and Perceived Value on Purchase Decisions Mediated by Trust in TikTok Shop Users in Medan City, which states that the e-WOM variable has a significant effect on purchase decisions. This difference is likely due to differences in platform type or consumer trust levels in online information sources. This shows that e-WOM provided by previous buyers is able to provide recommendations and reviews that are quite relevant and informative for subsequent buyers because e-WOM is a form of modern, internet-based communication that plays an important role in influencing consumers towards a company or product. The e-WOM variable has a significant relationship with purchasing decisions and, when included as a mediating variable, has a positive effect on purchasing decisions. Many consumers seek information before purchasing a product, drawing on the experiences of previous customers. These reviews are expressed directly by consumers through various platforms provided by the company, thus demonstrating a link between e-WOM and purchasing decisions.

4.2.2. The Influence of Price Perception on Purchase Decisions

In this study, price perception has a significant effect on the purchase decision on CV. Prima Lestari, the results of this research are supported by research (Rohmannudin & Suprayogo, 2022) with the title The Influence of Brand Image and Price on Purchase Decisions During the Covid 19 Pandemic (Case Study on the "Sting" Clothing Retail Business Kedoya Green Garden Branch) and research (Herlynda & Pramudita, 2024) with the title of the research The Impact of Price Perceptions, Social Media Marketing and Brand Image on Purchasing Decisions of Pink Flash Cosmetics Makeup Products, which states that price variables have a significant influence on purchase decisions. Price isn't just a nominal value; it reflects consumer perceptions of the

product's quality, value, and benefits. Furthermore, setting the right price is crucial for a company to attract a large number of customers. This demonstrates that CV Prima Lestari's prices are acceptable to buyers because they align with its benefits. Price has a positive effect, forming positive perceptions among consumers, which can lead to improved purchasing decisions. Price plays a crucial role in consumer purchasing decisions regarding a product. This means that price is used as a measure of the utility value of a good or service, influencing purchasing decisions.

4.2.3. The Influence of Content Marketing on Purchase Decisions

In this study, content marketing did not have a significant effect on the purchase decision on CV. Prima Lestari, the results of this study are not in line with the results of the study (Supriatna et al., 2022) with the title Research on the Influence of Content Marketing on ShopeePay User Purchase Decisions in the People of Karawang Regency which states that there is a significant influence between content marketing on purchase decisions.

Furthermore, these results are also not in line with the research from (Diandra & Rahanatha, 2024) with the title The Influence of Content Marketing, Price, and Product Quality on Purchase Decisions (Study on Bittersweet Dessert Box Products by Najla in Denpasar City and from (Nurhaifa et al., 2025) with the research title The Influence of Content Marketing and Brand Trust on Skintific Product Purchase Decisions on the TikTok Shop Platform (Study on Students Women at the University of Nineteen November Kolaka) who stated that content marketing has a significant influence on purchasing decisions. This inconsistency may be due to the characteristics of CV. Prima Lestari's audience, which may be more responsive to functional or price aspects than to creative content in marketing. Content marketing is a modern marketing technique focused on creating and distributing relevant, valuable, and consistent content to attract and retain an audience. The content created in this promotional strategy includes articles, blogs, and social media posts. Therefore, it can be concluded that respondents will be interested in purchasing a product if the content displayed is interesting, but this is not enough to influence purchase intention if the content does not provide sufficient and relevant information. There's also a link between content marketing and purchasing decisions. Providing clear product information within the content will attract consumers and lead to their decision to purchase. Service providers can use content marketing as a medium to promote their products or services.

4.2.4. The Influence of E-wom, Price Perception, and Content Marketing on Purchase Decisions

In this study, e-WOM, price perception, and content marketing have a significant effect on purchasing decisions on CV. Prima Lestari. The results of this study are also in line with the research from (Natasha & Sukaris, 2024) with the research title The Influence of Content Marketing, Electronic Word of Mouth and Price Perception on Purchase Decisions Through the Shopee Online Shop (Case Study on the Shopee 88stuffs Account) because this study states that content marketing, e-WOM and price perception have a significant influence on purchase decisions. This proves that although individually e-WOM and content marketing may be weak in certain research objects, combining the right pricing strategy with integrated marketing communications remains the main key in influencing overall consumer behavior.

5. CONCLUSION

The results of the research on CV. Prima Lestari show that purchasing decisions are in the good category, with price perception being a positive and significant factor, while e-WOM and content marketing are considered good but not significantly affected individually. However, these three variables simultaneously have a significant effect on purchasing decisions, so that e-WOM optimization, price perception, and content marketing can simultaneously increase consumer confidence and confidence to buy products.

The company's advice is to strengthen the brand image through targeted branding strategies, work with appropriate influencers, improve the quality and presentation of e-WOM to make it more informative, educate consumers that price is proportional to quality and long-term benefits, and ensure marketing content is not only visually appealing but also conveys relevant messages. In addition, the suggestions given to future researchers can be used as a reference by considering other variables outside of e-WOM, price perception, and content marketing that may influence purchasing decisions, as well as

deepening literature reviews from various sources to strengthen theoretical and methodological foundations so as to produce sharper discussions.

6. LIMITATION AND IMPLICATION

This research has several limitations that need to be considered. First, the sample selection used a purposive sampling technique with a total of 100 respondents, so the results of this study could not necessarily be generalized to all CV consumers, CV. Prima Lestari or Instagram users in general. Second, the variables used only include e-WOM, price perception, and content marketing, so there are still other factors that have the potential to affect purchase decisions but are not discussed in this study, such as brand trust, product quality, and after-sales service. Third, data collection is carried out through online questionnaires so that it relies heavily on the honesty and understanding of the respondents, which can cause bias. Fourth, the limited research time makes it impossible for researchers to make long-term observations of changes in consumer behavior.

The results of this study have implications both theoretically and practically, where theoretically this study enriches the literature on the influence of e-WOM, price perception, and content marketing on purchase decisions, especially in the context of marketing through Instagram social media, with the finding that price perception has a significant effect partially, while e-WOM and content marketing do not have a partial significant effect but have a simultaneous effect. So that it can be an input for the development of consumer behavior models in the digital era. Practically, companies like CV. Prima Lestari can use these findings to formulate a more effective marketing strategy by emphasizing competitive price adjustments without sacrificing quality, improving the quality of e-WOM to be more informative and convincing, and increasing the consistency and relevance of marketing content on Instagram, as well as being a reference for other business actors who use social media as a marketing channel to strengthen branding and sales strategies.

ACKNOWLEDGEMENT

The author expressed his gratitude to the supervisor for his invaluable guidance and input, the respondents who were willing to take the time to fill out the questionnaire, and CV. Prima Lestari has provided the permits and information needed for the smooth running of this research. Appreciation is also given to family, friends, and all parties who have provided moral support, motivation, and assistance both directly and indirectly so that this research can be completed properly.

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Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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