

The Influence of Digital Marketing, Electronic Word of Mouth (E-Wom), and Lifestyle on The Purchase Decision of Aero Street Shoe Products

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ABSTRACT

Objective: This study aims to find out the factors that affect Aero street shoe users in making purchase decisions. **Method:** The population in this study is unknown due to the lack of certainty about the number of Aero street shoe users in the horseshoe area. The sampling technique used was purposive sampling, with a sample of 102 respondents. The data collection method used is a questionnaire. **Results:** Based on the results of the study, it can be concluded that digital marketing, electronic word of mouth, and lifestyle partially have a positive and significant effect on purchase decisions. **Novelty:** The results of the study can be used to build an online marketing strategy to have a high impact in increasing consumer response by using a three-variable approach (digital marketing, electronic word of mouth, and lifestyle).

INTRODUCTION

The shoe industry in Indonesia has a long history that reflects the social, economic, and cultural changes of the community. Starting from traditional production carried out by local craftsmen, the development of shoes in Indonesia has now transformed into one of the significant industrial sectors. Shoes, which originally served only as foot protection, are now an important part of lifestyle, status symbols, and cultural identities. Currently, Indonesia is known as one of the largest shoe manufacturers in the world, with products that include various types, various shoe models including flat shoes, boots, oxford, heels, sneakers, and others that have different wear functions, depending on fashion needs and fashion styles (Anggraini, 2020). Cities such as Bandung, Surabaya, and Tangerang became shoe production centers that drove the local economy and created jobs for millions of people. In addition, local brands are starting to emerge, competing with international products, and offering designs that combine traditional values with modern innovations.

One of the local shoes that is quite famous that has many models and types that are suitable among teenagers is Aero Street. Aero street is a local shoe founded by Adhitya Caesarico in 2015 in Kelaten, Central Java. Not only selling its products through offline aero street, it emphasizes selling on Marketplace like Shopee. According to (Eklegein Shoes, 2020) Many people shop for shoes and many of them shop for shoes online. The use of digital technology and social media has now become a phenomenon in itself.

Various community activities have become the object of uploads on social media that can be seen from various parts of the region. With the advantage of social media that can be accessed in realtime and without being limited to regions, it is an advantage that can be used for business purposes, in this case it functions to market products (Thamwika

Bergstrom, 2013). Manufacturers can introduce their products to get more attention from their potential consumers so that the expectation of product purchases by consumers is higher. The use of digital media and social media has been able to shift the marketing trend that previously used conventional/print media to digital marketing.

For this reason, companies must be able to maintain their position by improving digital marketing strategies, improving store quality by providing quality products, and following trends in society to be able to improve purchase decisions. In making it easier for consumers to find the truth and authenticity of a product/service on marketplaces, it can be seen through eWOM by reading comments from previous consumers who provide statements about the product/service they have purchased. Many consumers choose to shop online through marketplaces because of their lifestyle in meeting their needs and environment. Lifestyle also requires trust and willingness in choosing to shop online through the marketplace.

Based on the background of the above problems, the researcher is interested in conducting a study entitled "The Influence of Digital Marketing, Electronic Word of Mouth, and Lifestyle on Aero Street Shoe Purchase Decisions".

RESEARCH METHOD

The type of research used is quantitative research. Quantitative research methods are research methods to research a population and a certain sample, data collection techniques are obtained by using data analysis and statistical research instruments that aim to test predetermined hypotheses. The population in the study was all Aero Street shoe users in the horseshoe area where the exact number is unknown. The sample used in this study is nonprobability sampling using a purposive sampling technique with 102 respondents. The data collection method used is the questionnaire method. The data collection method used is a questionnaire in the form of a google form and will be distributed via Whatsapp. The data analysis used included Instrument Tests (Validity Test and Reliability Test), Classical Assumption Test (Normality Test, Heteroscedasticity Test, Multicollinearity Test), Multiple Linear Regression Analysis, and Statistical Test (Parallel Test/T Test and Coefficient of Determination/R²).

RESULTS AND DISCUSSION

Results

Validity Test

Validity tests are used to measure the validity or validity of a questionnaire (Imam Ghozali, 2018). The Validity Test aims to measure the validity of a questionnaire statement item by comparing the value of the calculation $>$ the table with a significance value of < 0.05 .

Table 1. Digital Marketing Validity Test (X1).

Statement Items	r_{hitung}	r_{tabel}	Information
X1.1	0,713	0,1946	Valid
X1.2	0,778	0,1946	Valid
X1.3	0,795	0,1946	Valid
X1.4	0,769	0,1946	Valid
X1.5	0,720	0,1946	Valid
X1.6	0,799	0,1946	Valid

Table 2. Electronic Word of Mouth Validity Test (X2).

Statement Items	r_{hitung}	r_{tabel}	Information
X2.1	0,696	0,1946	Valid
X2.2	0,722	0,1946	Valid
X2.3	0,741	0,1946	Valid
X2.4	0,565	0,1946	Valid

Table 3. Lifestyle Validity Test (X3).

Statement Items	r_{hitung}	r_{tabel}	Information
X3.1	0,820	0,1946	Valid
X3.2	0,834	0,1946	Valid
X3.3	0,801	0,1946	Valid

Table 4. Purchase Decision Validity Test (Y).

Statement Items	r_{hitung}	r_{tabel}	Information
Y1	0,817	0,1946	Valid
Y2	0,852	0,1946	Valid
Y3	0,756	0,1946	Valid
Y4	0,840	0,1946	Valid

Reliability Test

Reliability is carried out to measure the data produced is called reliable or reliable, if the instrument consistently produces the same results every time a measurement is made (Augusty Ferdinand, 2014). Reliability testing can be used to determine whether an instrument is considered reliable or not. If the value Cronbach's Alpha greater than 0.60, then the instrument is considered reliable.

Table 5. Digital Marketing Reliability Test (X1).

Statistical Reliability	
<i>Cronbach's Alpha</i>	<i>N Of Item</i>
0,791	7

Table 6. Electronic Word Of Mouth Reliability Test (X2).

Statistical Reliability	
<i>Cronbach's Alpha</i> 0,761	<i>N Of Item</i> 5

Table 7. Lifestyle Reliability Test (X3).

Statistical Reliability	
<i>Cronbach's Alpha</i> 0,833	<i>N Of Item</i> 4

Table 8. Purchase Decision Reliability Test (Y)

Statistical Reliability	
<i>Cronbach's Alpha</i> 0,820	<i>N Of Item</i> 5

Normality Test

This study used the Kolmogorov-Smirnov non-parametric statistical test. It is said to be normally distributed if the significance level is greater than 0.05. A good regression model is to have a normally distributed residual value. So the normality test is not carried out on each variable but on the residual value (Duli, 2019).

Table 9. Normality Test Results.

		Unstandardized Residual
N		102
Normal Parametera, b ^{a,b}	Mean	.0000000
	Std. Deviation	1.50486421
Most Extreme Differences	Absolute	.048
	Positive	.033
	Negative	-.48
Test Statistic		.48
Asymp. Sig. (2-tailed)		.200 ^d

Multicollinearity Test

The multicollinearity test is a test for independent variables, where correlations between independent variables are observed (Yudiatmaja, 2013). The data is said to show multicollinearity if the value tolerance less than 0.10 and VIF (Variance Inflation Factor) greater than 10.

Table 10. Multicollinearity Test Results.

Variable	Tolerance	VIF	Information
<i>Digital Marketing (x1)</i>	0,354	2.824	No Multicollinearity

<i>Electronic Word Of Mouth (x2)</i>	0,484	2.067	No Multicollinearity
<i>Lifestyle (X3)</i>	0,409	2.444	No Multicollinearity

Heteroscedasticity Test

The heteroscedasticity test is to see if there is an inequality of variance from one residual to another observation (Duli, 2019) When the correlation coefficients of the independent variables show significant results at error rates below 5%, this indicates the presence of heteroscedasticity. Conversely, if the significance value exceeds the error rate of 5%, this indicates the absence of signs of heteroscedasticity.

Table 11. Heteroscedasticity Test Results.

Type	Unstandardized Coefficients		Standardized Coefficients T		Sig.
	B	Std. Error	Beta		
1 (Constant)	.304	.044		6.850	.000
X1	-.005	.003	-.270	-1.762	.081
X2	-.002	.004	-.071	-.542	.589
X3	-.004	.005	-.132	-.927	.356

Multiple Linear Regression Test

Multiple Linear Regression is used to determine the relationship between independent variables and bound variables, or to test the hypothesis proposed by the researcher to evaluate the degree of influence of Digital Marketing (X1), Electronic Word Of Mouth (X2), and Lifestyle (X3) on Purchase Decisions (Y).

Table 12. Multiple Linear Regression Test Results.

Type	Unstandardized Coefficients		Standardized Coefficients T		Sig.
	B	Std. Error	Beta		
1 (Constant)	-.455	.883		-.515	.607
X1	.385	.056	.533	6.857	.000
X2	.240	.074	.216	3.247	.002
X3	.299	.094	.229	3.168	.002

The multiple linear regression equations in this study are as follows:

$$Y = -0.455 + 0.385 x_1 + 0.240 x_2 + 0.299 x_3$$

bo = constants

$\beta_1, \beta_2, \beta_3$ = regression coefficients of

e = error

The explanation of the results of the regression equation above is as follows:

- a. In this regression model, the constant value obtained is negative, indicating that the independent variables Digital Marketing (X1), Electronic Word Of Mouth (X2), Lifestyle (X3) are equal to 0, then the purchase decision variable (Y) is equal to negative.
- b. $0.385 X_1$ = the value of the regression coefficient in the Digital Marketing variable (X1) is positive, meaning that Digital Marketing has a positive effect on purchase decisions.
- c. $0.240 X_2$ = the value of the regression coefficient in the Electronic Word Of Mouth variable (X2) is positive, meaning that Electronic Word Of Mouth has a positive effect on the purchase decision.
- d. $0.299 X_3$ = the regression coefficient value in the Lifestyle variable (X3) is positive, meaning that Lifestyle has a positive effect on the purchase decision.

Prep Test (T Test)

The method of use (T Test) is to compare the t table and also calculate the tcal with the contante level (α) of 5%. If t is calculated $>$ t table or the significance value of the t test $<$ 0.05, it can be concluded that individually the independent variable has a significant effect on the dependent variable.

Table 13. Results of T Test analysis.

Type	Unstandardized Coefficients		Standardized Coefficients t		Sig.
	B	Std. Error	Beta		
1 (Constant)	-.455	.883		-.515	.607
X1	.385	.056	.533	6.857	.000
X2	.240	.074	.216	3.247	.002
X3	.299	.094	.229	3.168	.002

Test K coefficient of determination (R²)

The F test is used to determine the influence of simultaneously or each independent variable (Digital Marketing, Electronic Word Of Mouth, Lifestyle) on the dependent variable (Purchase Decision). In order to understand how much the variables X1, X2, and X3 contribute to (Y) together, a multiple determination analysis is carried out.

Table 14. Determination Coefficient Test Results (R²).

Type	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.889 ^a	.790	.784	1.52772

From the table, the value of the Adjusted R Square is 0.784, which shows that 78.4% of consumers' purchasing decisions are influenced by the variables Digital Marketing, Electronic Word Of Mouth, and Lifestyle. The remaining 21.6% was influenced by other variables that were not examined in this study, such as products, brand image, service quality, and others.

Discussion

The Influence of Digital Marketing on the Purchase Decision of Aero Strret Shoes

The research was conducted on 102 respondents who had bought aero street shoes. Based on the results of the t-test, it shows that Digital Marketing partially has a positive and significant effect on Purchase Decisions on Aero Strret Shoes. This is shown by the values that have been described above, it can be seen that in the results of the Digital Marketing variable test, the value of the unstandardized beta coefficient is 0.385 and the significance level is $0.000 < 0.05$. This means that Digital Marketing has a partial influence on purchase decisions. So Digital Marketing partially has a positive and significant effect on Purchase Decisions.

The Effect of Electronic Word Of Mouth on the Purchase Decision of Aero Strret Shoes

The research was conducted on 102 respondents who had bought aero street shoes. Based on the results of the t-test, it shows that Electronic Word Of Mouth partially has a positive and significant effect on Purchase Decisions on Aero Strret Shoes. This is shown by the values that have been described above, it can be seen that in the results of the Electronic Word Of Mouth variable test the value of the unstandardized beta coefficient is 0.240 and the significance level is $0.002 < 0.05$. This means that the Electronic Word Of Mouth has a partial effect on purchase decisions. So Electronic Word Of Mouth partially has a positive and significant effect on Purchase Decisions.

The Influence of Lifestyle on the Purchase Decision of Aero Strret Shoes

The research was conducted on 102 respondents who had bought aero street shoes. Based on the results of the t-test, it was shown that Lifestyle partially had a positive and significant effect on Purchase Decisions on Aero Strret Shoes. This is shown by the values described above, it can be seen that in the results of the Lifestyle variable test the value of the unstandardized beta coefficient is 0.299 and the significance level is $0.002 < 0.05$. This means that Lifestyle has a partial influence on purchase decisions. So Lifestyle partially has a positive and significant effect on Purchase Decisions.

CONCLUSION

Fundamental Finding : The study revealed that digital marketing, electronic word of mouth (e-WOM), and lifestyle significantly influence consumers' purchase decisions regarding Aero Street shoes. Digital marketing strategies – particularly the use of social media, influencers, and online marketplaces – have proven effective in capturing consumer attention, building trust, and boosting sales. Similarly, e-WOM through reviews, testimonials, community discussions, and influencer endorsements contributes meaningfully to brand awareness and consumer trust, ultimately driving purchase

behavior. Additionally, lifestyle emerges as a critical determinant in purchasing decisions, as Aero Street products are tailored to meet the diverse lifestyle needs of its target market. **Implication** : These findings suggest that businesses like Aero Street must consistently invest in innovative and creative digital marketing strategies to remain competitive. The strategic use of e-WOM can serve not only as a tool for customer acquisition but also as a mechanism for fostering customer loyalty and broadening market reach. Furthermore, a deep understanding of consumer lifestyle patterns allows for more targeted product development and marketing campaigns, which in turn enhances brand relevance and customer engagement. Thus, integrating lifestyle-based insights into business strategy is vital for sustained growth in the digital marketplace. **Limitation** : Despite its valuable insights, the research is limited by its focus on a single brand within a specific market segment, which may restrict the generalizability of the results to other industries or regions. The study also relies primarily on current digital marketing and e-WOM trends, which are subject to rapid change. Furthermore, consumer lifestyle is a dynamic and complex variable that may be influenced by external factors not fully captured in this study. **Future Research** : To build upon these findings, future research could explore comparative analyses across different brands or industries to enhance the generalizability of the results. Longitudinal studies examining changes in digital marketing effectiveness and e-WOM influence over time would also be valuable. Additionally, incorporating psychological and cultural dimensions into the analysis of lifestyle factors may provide a deeper understanding of consumer behavior in evolving digital environments.

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We realize that this journal still has shortcomings. Therefore, we are very open to criticism and constructive suggestions for future improvements. Finally, we hope that this journal can provide benefits and contributions to the development of science in related fields.

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