Analysis of The Effectiveness of Social Media Marketing and Word of Mouth on Consumer Purchase Decisions on Fashion Products in Rantauprapat

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ABSTRACT

Introduction/Main Objectives: This study aims to examine the influence of social media and word of mouth on consumer purchasing decisions for fashion products in Rantauprapat. **Background Problems:** Changes in consumer behavior driven by the rise of social media and word of mouth highlight the need to investigate the factors influencing purchasing decisions for fashion products in Rantauprapat. **Novelty:** This study offers novelty by simultaneously analyzing the influence of social media and word of mouth on consumer purchasing decisions in the specific local context of Rantauprapat, which has rarely been explored in previous research, especially in the fashion industry. **Research Methods:** Data collection techniques using observation and questionnaire methods. Sample selection was carried out using purposive sampling. The population of this study were all consumers who had purchased fashion products in Rantauprapat with a sample of 100 respondents. Data analysis used in this study were descriptive statistics, classical assumption tests, testing with multiple linear regression and hypothesis testing. The analysis method used the SPSS version 26 application. **Finding/Results:** Based on the results of the study, it showed that social media and word of mouth had a positive and significant influence on purchasing decisions. The variables of social media and word of mouth had an effect of 47.5% on the purchasing decision variable while the remaining 52.5% was influenced by other variables not examined in this study. **Conclusion:** The results of this study imply that fashion business owners in Rantauprapat should optimize their use of social media platforms and actively encourage positive word of mouth to enhance consumer purchasing decisions and improve sales performance.

ARTICLE INFO

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1. Introduction

Consumer purchasing decisions are an important process or stage in marketing. Purchasing decisions made by consumers are interesting to study again because they follow developments and changes in consumer behavior that always demand perfection in the transaction process. According to (Matviiets & Korpan, 2021) marketing research is a field of research that consists of developing

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theoretical and analytical foundations to study market needs in a competitive environment, analyzing competitor and consumer behavior, reducing costs in running a business, making management decisions to predict situations to respond to changes adequately. This statement is reinforced by the explanation (Dzhalolovna, 2020) the role of marketing research in marketing research in companies is very valuable. Marketing research is a theoretical basis for developing appropriate research methods for each link in market research.

Thus, research on purchasing decisions is still one of the research phenomena that still exists and is being researched by academics to help solve marketing problems for fashion business actors or businesses in the city of Rantauprapat-Labuhanbatu Regency while studying market needs and consumer behavior that are integrated with technological developments. According to (Han, 2021) the research phenomenon on purchasing decisions is actually exploring the factors that influence purchasing decisions based on social media or connected to technology. According to (Yang, 2024) studying the impact of social media on consumer purchasing decisions is very important. Understanding this impact can not only help companies optimize their marketing strategies and increase market competitiveness, but also provide a more comfortable and personal shopping experience to consumers.

Trending consumer purchasing decision is the fashion sector. According to (Gockeln, 2014) the fashion industry is a dynamic and volatile place, which is continuously exposed to macro-environmental factors that trigger the fashion business model to change. The fast fashion model that is currently at the forefront of the apparel market raises the question of whether the underlying philosophy will also change. According to (Feodora et al., 2022) the fashion industry has a broad scope including clothing, shoes and accessories. In addition, striking fashion as a display will bring utility which is a reflection of the expression of self-concept from its appearance. Rantauprapat is one of the big cities in the province of North Sumatra, one of the cities that has major economic development so that it has an impact on consumer behavior in choosing or using fashion products according to their needs.

The high consumerism of society in the fashion sector indicates that this business opportunity has an impact on purchasing decisions and the factors that influence them. Factors that influence consumer decisions in purchasing fashion products traditionally can come from word of mouth as according to (Wijaya et al., 2022) word of mouth is a prominent aspect in determining purchasing decisions. Consumers decide to buy based on information that is in accordance with fashion trends. According to (Saleem, 2017) this finding confirms that electronic word of mouth is an effective factor influencing fashion purchase intentions. Word of mouth marketing is credible marketing that must use the benefits of word of mouth, because the average consumer discusses a product two hundred and twelve times a year.

According to (Krishnan, 2018) that word of mouth marketing strategy can be defined as "word of mouth communication, person-to-person communication between the recipient and the communicator that is considered by the recipient as non-commercial about a brand, product, or service. The working system of word of mouth marketing has been considered as one of the most powerful forms of communication in the market today. Understanding what makes word of mouth promotion a persuasive and powerful communication tool is important for organizations that intend to build strong relationships with consumers. According to (Jaanvi et al., 2018) word of mouth promotion is one of the extraordinary and powerful marketing strategies that does not require money

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but works very effectively for all types of businesses. So powerful word of mouth marketing in today's business is a consideration for business actors to maintain its positioning in the eyes of consumers.

The dynamics of marketing developments in today's business world have prioritized application-based technology or platforms such as social media as part of marketing so that many marketing studies reveal the role of social media in marketing products or businesses in the current era of society. According to (Dwivedi et al., 2021) the internet, social media, mobile applications, and other digital communication technologies have become part of everyday life for billions of people around the world. According to the latest statistics for January 2020, 4.54 billion people are active internet users, covering 59% of the global population. According to (Polańska, 2016) social media helps companies reach new customers (especially young ones) more easily because this communication channel is increasingly popular among the younger generation.

A study proves that social media marketing and influencer marketing are mediation strategies for the competitive advantage of MSMEs (Calysta et al., 2025) . The role of social media in marketing and promotion is currently vital because the social media marketing system through online networks is a forum for communities from various genres, thus helping to access information or needs. Therefore, although there have been many academic studies on the role of word of mouth and social media in marketing practices that ultimately influence purchasing decisions, there are differences between previous studies and the research to be conducted, especially this study aims to measure the extent to which word of mouth marketing is effective with social media marketing on consumer purchasing decisions on fashion products in the city of Rantauprapat.

Therefore, the research phenomenon that is an important gap in this study is the high number of smartphone and internet users which makes it easier for consumers to access information through social media platforms. In addition, word of mouth is one of the important weapons in classical marketing which is still the mainstay of companies or business actors in winning the market so that both variables are also able to influence consumer purchasing decisions. Thus, this study chooses the subject of fashion because most of consumer purchasing decisions are influenced by word of mouth and social media as marketing strategies used by fashion business actors.

2. Literature Review

Social media

Social media is a tool that most people use to communicate with each other by creating, sharing, and trading data and thoughts in virtual businesses and local areas. According to BK Lewis, social media is a term that describes digital innovations that interact with individuals, combine, produce, and provide interesting content.

Social media users often share style-related information with other social media users, in the hope of receiving feedback on their style choices. Fashionable self-representation or self-selected style has become an important component of social networks, and opens up new channels for reinforcing one's preferences in choosing fashion brands. As a marketing tool, social media offers significant opportunities to build consumer relationships in brand marketing (Vukasovic, 2013). In recent years, many businesses have seen social media as one of the most effective ways to communicate and empower consumers to create a distinctive brand identity and enhance communication (So et al., 2017). Khatib (2016) social media indicators:

1. Carry out tasks with clear targets
2. Interesting and entertaining content

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3. Interaction between consumers and sellers
4. Interaction between consumers and other consumers
5. Ease of searching for product information
6. Ease of communicating information to the public
7. Level of trust in social media

Word Of Mouth

Word of mouth (WOM) is a communication that is done by word of mouth and is a communication process carried out by individuals or groups with the aim of providing personal information. Opinions and recommendations based on experiences that have a significant impact on purchasing decisions. Word of mouth promotion has a certain power, which can increase awareness and influence consumer behavior. In addition, word of mouth can positively increase brand awareness and brand association. (Andriani et al., 2021) defines, WOM is a message about a company's products or services, or about the company itself, in the form of comments about product performance, friendliness, honesty, speed of service, and other things felt and experienced by someone who is conveyed to others. Word of mouth indicators according to Babin & Barry (2014), discuss quality, recommendations, make purchases of products.

Babin, Barry (2014) Word Of Mouth indicators are:

1. The willingness of buyers to convey positive things about the quality of service and products.
2. Company service and product recommendations.
3. Encouragement from friends or relatives to make purchases of company products and services.

Buying Decision

Purchasing decision is a phase that consumers take before purchasing a product or service. Purchasing decision is a choice of two or more alternative purchasing decisions. This means that if several alternative decisions are available, a person can make a decision. (Putri & Marlien, 2022). In this case, the purchasing decision-making process is greatly influenced by consumer behavior. So in this case there is a problem-solving process to fulfill the desires or needs of consumers. According to Tjiptono (2016) in (Andriani et al., 2021) explains that Purchasing decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows these actions. Kotler (2012) includes purchasing decision indicators including:

1. Purpose in purchasing a product
2. Information processing to arrive at brand selection
3. Consistency in a product
4. Give recommendations to others and
5. Make repeat purchases.

3. Method, Data, and Analysis

This research method uses quantitative research methodology. Sugiyono (2018) explains the type of quantitative research into methods using numerical research data and statistical analysis. In quantitative studies, the problems created by the initial hypothesis are examined using statistical methods to find the relationship between variables and other variables. In this case, the focus of

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quantitative research is objective knowledge. The data obtained are examined using questionnaire distribution with validity and reliability procedures.

The analysis method used is multiple linear regression analysis, which is to measure the magnitude of the influence between two or more independent variables on one dependent variable using independent variables (Duwi Priyatno 2013). In this study, the independent variables are social media, price and consumer trust, the dependent variable is the purchasing decision. In this study, the data were analyzed using statistical processing software SPSS (statistical package for the social science) version 26. The results of this data test use statistical data analysis, namely: validity test, reliability test, descriptive statistics, coefficient of determination, normality test, multicollinearity test, heteroscedasticity test, hypothesis test (t test and f test).

Population is a generalization area consisting of test objects/subjects with qualities and characteristics that have been completed by researchers after consideration (Sugiyono, 2013). Sugiyono (2019) sample is a property or part of the population. By taking a statistically feasible sample, the sample decision in this study must reflect the type of population by estimating the research, without forgetting the type of presentation in the sample cue. The population in this study is consumers of fashion products in Rantauprapat . The sample also consists of members selected from the total number of people. Since the population size is unknown, the Cochran formula (Sugiyono, 2019) is used to determine the sample size as follows:

$$n = \frac{z^2 \text{pq}}{e^2}$$

Information:

n = number of samples

z = z score at 95% confidence = 1.96

p = maximum estimate 50% = 0.5

q = 1-p, the proportion of an event occurring, if p=0.5 then q=1-0.5 = 0.5

e = Margin of error or maximum tolerable error level (10%) = 0.1

Based on the calculations above, the number of samples to be taken is as follows.

$$n = \frac{(1,96)^2 . 0,5.05}{(0.1)^2}$$

$$n = \frac{3,8416 .0,5 .05}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

The calculation results show that n obtained is 96.04 and rounded to 100 people, so in this study the author took data from a sample of at least 100 people. The technique used in this sampling is the non-probability sampling technique (saturated sample), which is a sample determination technique if all members of the population are relatively small. Saturated samples are also commonly called maximum samples, plus any amount will not change the representativeness (Sugiyono, 2013).

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4. Result and Discussion

Research Instrument Test Results

Table 1. Instrument Validity Test Results

Social Media (X_1)			
No	**r count**	**r table**	**Note**
Item 1	0.676	0.3610	Valid
Item 2	0.664	0.3610	Valid
Item 3	0.706	0.3610	Valid
Item 4	0.677	0.3610	Valid
Item 5	0.667	0.3610	Valid
Item 6	0.660	0.3610	Valid
Item 7	0.689	0.3610	Valid
Word of Mouth (X_2)			
No	**r count**	**r table**	**Note**
Item 1	0.690	0.3610	Valid
Item 2	0.703	0.3610	Valid
Item 3	0.698	0.3610	Valid
Item 4	0.706	0.3610	Valid
Item 5	0.728	0.3610	Valid
Item 6	0.700	0.3610	Valid
Purchase Decision (Y)			
No	**r count**	**r table**	**Note**
Item 1	0.713	0.3610	Valid
Item 2	0.730	0.3610	Valid
Item 3	0.656	0.3610	Valid
Item 4	0.686	0.3610	Valid
Item 5	0.747	0.3610	Valid

Source: Data processed in 2025

Based on the data display above, it can be concluded that all questionnaire items/research instruments are valid, where r count ≥ r table.

Reliability Test Results

From the analysis carried out with the help of the computer program SPSS version 26.0, the following results were obtained:

Table 2. Reliability Test

Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Social media (X_1)	0.700	7
Word of Mouth (X2)	0.731	6
Purchase Decision (Y)	0.738	5

Source: Data Processed by SPSS version 26, 2025

From the table above, it is known that the social media variable has a *Cronbach Alpha value* of 0.700 so it can be concluded that the social media questionnaire has a reliable level. Furthermore, the word of mouth variable has a *Cronbach Alpha value* of 0.731 so it can be concluded that the word of mouth questionnaire has a reliable level. Then the Purchasing Decision variable has a *Cronbach Alpha value* of 0.738 so it is concluded that the Purchasing Decision questionnaire has a very reliable level.

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Data Normality Test Results
Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	.0000000
	Std. Deviation	2.07010934
Most Extreme Differences	Absolute	.058
	Positive	.043
	Negative	-.058
Test Statistics		.058
Asymp. Sig. (2-tailed) [c]		.200 [d]
Monte Carlo Sig. (2-tailed) [e]	Sig.	.552
	99% Confidence Interval	Lower Bound	.539
		Upper Bound	.564

a. Test distribution is Normal.
Source: Research Results, 2025

Based on Table 3, it is known that *Asymp. Sig. (2 tailed)* is 0.200. and above the significant value (0.05), thus the residual variable is normally distributed.

Heteroscedasticity Test Results
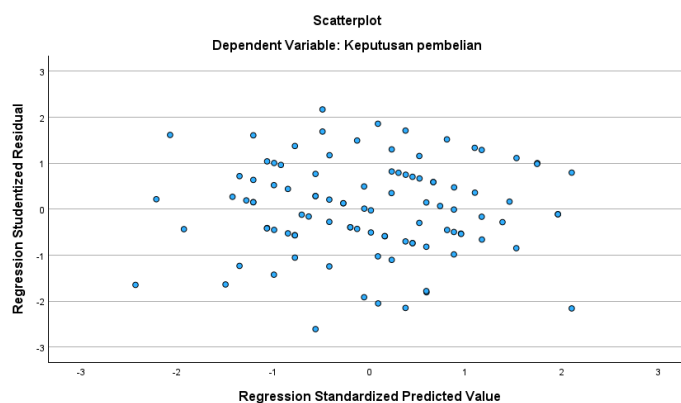
Source: Research Results, 2025

Based on the results of the heteroscedasticity test above, it can be seen that the points are spread randomly, and the points are spread above and below the zero point. So it can be concluded that in this study there is no heteroscedasticity.

Multicollinearity Test Results
Table 4. Multicollinearity Test Results

Coefficients [a]

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Social media	.990	1,010
	Word of mouth	.990	1,010

a. Dependent Variable: Purchasing decision
Source: SPSS Research Results, 2025

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From Table 5 it can be seen that the VIF value of social media (X_1) is 1,010, word of mouth (X_2) is 1,010 < 10, so there is no multicollinearity. From the *Tolerance value* social media (X_1) is 0.990 and word of mouth (X_2) is 0.990 > 0.1, so there is no multicollinearity.

Multiple Regression Results

Table 5. Multiple Linear Regression Analysis Results

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.085	3.278		1.246	.216
	Social media	.242	.079	.276	3,071	.003
	Word of mouth	.402	.087	.415	4.618	<,001

a. Dependent Variable: Purchasing decision

Based on table 6, the results of the multiple linear regression analysis, the multiple linear equations obtained are:

$$Y = 4{,}085 + 0.242\, X_1 + 0.402\, X_2$$

The equation can be explained that:

1. The constant value of 4,085 means that if the social media and word of mouth studied are constant, then the purchasing decision is 4,085.
2. The social media regression coefficient value of 0.242 means that every increase in social media will increase purchasing decisions by 0.242.
3. The word of mouth regression coefficient value is 0.402 This means that every one unit increase in word of mouth will increase purchasing decisions by 0.402.

Partial Significance Test (t-Test)

Table 6. Partial Test Results (t-Test)

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.085	3.278		1.246	.216
	Social media	.242	.079	.276	3,071	.003
	Word of mouth	.402	.087	.415	4.618	<,001

a. Dependent Variable: Purchasing decision
Source: Research Results, 2025

Based on Table 7, it can be seen that the t $_{- value}$ for the social media variable (X1) is 3,071, and word of mouth (X2) is 3,618, with a significant value for each independent variable <0.05 . because tcount > ttable, it means that social media and word of mouth have a positive influence on purchasing decisions.

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Simultaneous Significance Test (F-Test)

Table 7. Simultaneous Test Results (F Test)

ANOVA ^{a}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123,590	2	61,795	14.129	<,001 ^{b}
	Residual	424,250	97	4.374		
	Total	547,840	99			

a. Dependent Variable: Purchasing decision
b. Predictors: (Constant), Word of mouth, Social media
Source: Research Results, 2025

Based on Table 7 shows that the F test result is 13.129 with a significant level of 0.001. Because F count > F table (13.129 > 2.698) and the significant level (0.001 < 0.05). So it can be concluded that social media and word of mouth together have a positive and significant effect on purchasing decisions. So Ha is accepted and H0 is rejected.

Results of the Determination Coefficient (R^2)

Table 8. Results of the Determination Coefficient (R^2)

Model Summary ^{b}

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 ^{a}	.226	.210	2,091

a. Predictors: (Constant), Word of mouth, Social media
b. Dependent Variable: Purchase decision

Table 8 shows that:

R = 0.475 means the relationship between social media and word of mouth variables on purchasing decisions is 47.5%. This shows that the percentage of contribution of the influence of the independent variables of social media and word of mouth on the dependent variable of purchasing decisions is 47.5% or the independent variables used in the model are able to explain the variance in the Purchasing Decision variable of 47.5%, while the remaining 52.5% (100% -47.5%) is influenced by other variables that are not included in the research model.

5.   Conclusion and Suggestion

The study concludes that social media and word of mouth significantly and positively influence consumer purchasing decisions for fashion products in Rantauprapat. The results show that these two variables contribute 47.5% to the decision-making process, while the remaining 52.5% is influenced by other factors not examined in this research. This indicates that effective use of digital platforms and personal recommendations can be key strategies for increasing sales in the local fashion industry.

Suggestion

Fashion business owners in Rantauprapat are encouraged to optimize their presence on social media by creating engaging and visually appealing content to attract and retain consumers. In addition, they should actively foster positive word of mouth by maintaining good customer relationships and encouraging satisfied customers to share their experiences. Future research is recommended to explore other influencing factors, such as brand image, product quality, and consumer trust, to gain a more comprehensive understanding of purchasing behavior.

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