

The Influence of Digital Marketing, E-Wom, E-Service Quality and E-Trust on MySawit Application-Based Purchasing Decisions at the Medan Palm Oil Research Center

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Abstract—The purpose of this study is to examine the influence of digital marketing, e-WoM, e-service quality, and e-trust on purchasing decisions based on the MySawit application at the Pusat Penelitian Kelapa Sawit Medan. This research employs a quantitative approach, with a population consisting of PPKS palm kernel cobsomers who have made purchases through the MySawit application in 2024, with a sample size of 100 respondents selected using purposive sampling. The data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 3.0 software. The results showed that the digital marketing (X1) variable had a positive and significant effect on purchasing decisions, the e-WoM variable (X2) had a positive and significant effect on purchasing decisions, the e-service quality variable (X3) had a positive and significant effect on purchasing decisions and the e-trust variable (X4) had a positive and significant effect on purchasing decisions. Therefore, it can be concluded that digital marketing, e-WoM, e-service quality, and e-trust partially have a positive and significant effect on purchasing decisions. This study provides important insights for effective digital marketing strategies, positive comments from other users, good quality of electronic services, and high levels of online trust can encourage increased purchasing decisions through applications.

Keywords: Digital Marketing; E-WoM; E-Service Quality; E-Trust; Purchase Decision

1. INTRODUCTION

The rapid development of technology in Indonesia has brought changes in people's needs by changing the way they do business, interact, and communicate. This development was also triggered by the industrial revolution in Indonesia. As we know today, Indonesia is in the era of the Industrial Revolution 4.0 which has brought significant influence in the business context, especially on digitalization and technological transformation that has been integrated with digital technology and the internet. Information technology has become a major force driving business transformation in the digital era (Tahir et al., 2023). The pillar of the creation of revolution and digitalization today actually exists in the wider community that uses the internet. The internet plays an important role in the development of the times, where all activities related to mobile phones can be accessed by the internet. So it is not surprising that internet users in Indonesia continue to increase every year. The internet has a very important role in terms of business, work, education, social media access, and others. Of course, this is also driven by the rapid development of digitalization in Indonesia (Tahir et al., 2023).

Digitalization in Indonesia has contributed to various business sectors, such as digital platforms, technology-based applications and digital payment systems that are the foundation of the economy in Indonesia. This digitalization phenomenon is spreading very quickly and offers convenience for people in remote areas to be able to connect with each other, make transactions, and meet their daily needs. This shows that digitalization is a powerful means to reduce the gap between regions (Sari & Diana, 2024). In addition, this phenomenon also opens up opportunities for companies to reach consumers effectively and efficiently by utilizing increasingly sophisticated digital platforms.

The involvement of the internet in the business world cannot be separated from its use by companies in Indonesia, one of which is companies engaged in the agricultural sector. Indonesia is an agrarian country that has abundant natural resources, one of which comes from the agricultural sector. So far, the agricultural sector in Indonesia has been known as the driver of the national economy. Plantations are an agricultural subsector that has many superior commodities and contributes greatly to Indonesia's economic growth. Plantation products contribute to the national economy such as palm oil, rubber, tea, coffee, sugarcane, tobacco, and others. This potential makes a significant contribution to the country's economy. One of the companies that is developing in oil palm plantations is the Medan Oil Palm Research Center.

The Medan Oil Palm Research Center (PPKS) is one of the companies in Indonesia that focuses on the plantation industry. PPKS Medan is part of PT Riset Perkebunan Nusantara (PT. RPN) which is a subsidiary of PT Perkebunan Nusantara (Holding) Persero. The Medan Palm Oil Research Center (PPKS) also takes advantage of the development of digitalization in selling oil palm sprouts. This can be known with the launch of the MySawit application in 2019 to reach consumers who want to buy oil palm sprouts that have locations outside the island of Sumatra. The MySawit application itself can be downloaded through the playstore or official website at MySawit.id. In the MySawit application menu, there are also many types of sprouts that can be chosen according to what consumers want. With the presence of the MySawit application, the sale of sprouts from PPKS Medan is in demand by consumers, where consumers who have locations outside Sumatra can feel the ease of getting the oil palm sprout products that consumers want.

Along with the development of digitalization and the internet today, it also has a very positive impact on companies. This can be seen by the development of the number of MySawit application users during the 2020-2024

period. Based on data sourced from the MySawit application, it can be seen that the number of users of the MySawit application in 2020 was recorded at 6,222 users. This number then increased significantly until in 2024 there was the highest increase of 24,521 users. Overall, the increase in the number of MySawit application users indicates that the application is increasingly known by the public, especially helping to determine purchasing decisions.

Kotler & Armstrong (2018) stating that the purchase decision is the stage of the decision process where the consumer actually makes a purchase of the product. According to Julito & Ramadani (2024) A purchase decision is the process of choosing and evaluating various alternatives based on interests, choosing one because it is considered more profitable compared to other alternatives. If consumers have no alternative to choose and are really forced to make a purchase, then this situation is not a decision (Yusiara, 2022).

The development of the current digital era should be able to help consumers in making purchases. Factors that can influence consumer purchasing decisions are digital marketing. Digital marketing is a marketing activities or promoting a brand of products or services carried out through digital media intermediaries (Dwiputri et al., 2024). Digital marketing is an effort by a company to offer its products or services in a Online by utilizing social media and websites to achieve a wider market share (Ma'ruf et al., 2024). In this context, some of the users of the application MySawit still feel the application performance is a little slow, so that consumers feel a little obstacle in entering supporting files and making transactions, even with the application MySawit Consumers are greatly helped in accessing their information.

Other factors that influence purchasing decisions are electronic word of mouth (E-WoM). Term electronic word of mouth (E-WoM) according to Kotler & Keller, (2016) is marketing that leverages the internet to create a word-of-mouth news effect to support marketing efforts and goals. According to Nur & Octavia (2022) E-WoM as a medium of interaction to exchange information about products or services that have been used and consumed by consumers before, as well as provide views about the product in a positive way. Online. In this context, there are still negative reviews found related review from other consumers who said that the oil palm sprouts ordered had cracks or breaks, so this made some consumers disappointed. Then, another factor is the quality of service which plays an important role in determining purchase decisions. Electronic Service Quality refers to the extent of the platform online able to provide shopping services in a online so that it can strengthen consumer purchasing decisions (Fauziah et al., 2023). System reliability, speed of response, and effectiveness in addressing consumer problems are elements of e-service quality. With an organized and responsive system in handling problems, consumers will tend to be faster in making purchase decisions. In this context, some users of the application MySawit Feeling the lack of response from the app admin MySawit When consumers ask, it makes some consumers still feel a lack of information about the products to be ordered.

The final factor that influences the purchase decision is electronic trust (E-Trust). According to Lisna et al. (2024) E-Trust is the consumer's belief in the product or service provider that they can be trusted or relied upon in fulfilling their promises in accordance with consumer expectations Online. E-Trust refers to the willingness to engage in business activities in a Online, this includes shipping, money and personal information (Jannati et al., 2024). E-trust It can also be built by guaranteeing the security of consumers' personal information, clearly indicating the location of the store, and providing delivery (Pass) et al., 2020). In this context, there are still some consumers who buy through the application MySawit Feel a bad experience where the ordered oil palm sprouts sometimes do not arrive according to the specified estimate, so this affects the consumer's purchase decision.

From the conditions described earlier, there are research gap in previous research. Syavira (2024) states that digital marketing negative and insignificant effect on purchase decisions, contrary to research Princess & Marlien (2022) which states the opposite. Moreover Syavira (2024) also states that e-WoM has an insignificant effect on purchasing decisions, which is contrary to research Andriyanto et al. (2024) which states the opposite. Similarly, in e-service qualitywhere Ifah et al. (2024) shows that e-service quality has a insignificant effect on purchasing decisions, while Ismail & Khuzaini (2023) shows a different conclusion that e-service quality has a significant effect on purchase decisions. Last on E-Trustwhere Zainal et al. (2024) states that E-Trust has an insignificant effect on the purchase decision, while Syavira et al. (2025) shows that e-trust has a significant effect on purchasing decisions. Difference The results of this study show the need for further research to understand the effectiveness of digital marketing strategies in a more specific context. Based on these phenomena and research gaps, this research takes the title "Influence Digital Marketing, E-WoM, E-Service Quality, and E-Trust to App-Based Purchasing Decisions MySawit at the Medan Palm Oil Research Center".

2. RESEARCH METHODS

2.1 Basic Research Framework

In this study, a quantitative method was used to measure the influence of independent variables on dependent variables. With a quantitative approach, it is a scientific method that focuses on systematically collecting and analyzing data in the form of numbers with the aim of describing the relationship between variables, predicting phenomena, and controlling certain factors in research.

Table 1. Variable Operational Definition

Variabel	Defenisi	Variable Dimensions	Variable Indicators	Scale
<i>Digital Marketing</i>	A marketing activity or promotion of a product or service brand carried	<i>Human-Centric Marketing</i>	<i>Interactive</i>	<i>Likert</i>

Variabel	Defenisi	Variable Dimensions	Variable Indicators	Scale
(X_1)	out through digital media intermediaries Dwiputri <i>et al.</i> (2024).	<i>Content Marketing</i> <i>Omni-Channel Marketing</i> <i>Social Media Marketing</i> <i>Intensity</i>	<i>Incentive</i> <i>Site design</i> <i>Cost</i>	
E-WoM (X_2)	Marketing that leverages the internet to create word-of-mouth news effects to support marketing efforts and goals. Kotler & Keller (2016)	 <i>Valence of Opinion</i> <i>Content</i>	The frequency with which information is accessed from the app. The frequency of interactions with app users. A lot of reviews written by app users. Positive comments from app users. Recommendations from app users. Product variety information. Product quality information. Information about the prices offered. Ease of finding product information. Ease of completing transactions. The speed of the website or app's page. Round-the-clock service availability. The accuracy of the information provided. Timeliness of delivery. Product stock availability. The certainty of the product is as promised. Security of consumers' personal data. Online payment process security. Clear privacy policy.	Likert
E-Service Quality (X_3)	The extent to which a website/app supports the shopping, purchasing, and shipping process in an efficient and effective way. Rivano <i>et al.</i> (2022)	<i>Efficiency</i> <i>Reliability</i> <i>Fulfillment</i> <i>Privacy</i>	Ease of finding product information. Ease of completing transactions. The speed of the website or app's page. Round-the-clock service availability. The accuracy of the information provided. Timeliness of delivery. Product stock availability. The certainty of the product is as promised. Security of consumers' personal data. Online payment process security. Clear privacy policy.	Likert
E-Trust (X_4)	Consumer confidence in product or service providers that a company can be trusted or relied upon in fulfilling its promises in accordance with consumer expectations online. Lisna <i>et al.</i> (2024)	<i>Ability</i> <i>Benevolence</i> <i>Integrity</i>	Features that make it easier for users The information provided is accurate and relevant. The reliability of the system in processing transactions. Quick response to customer inquiries or complaints. The company's concern for consumer satisfaction and needs. Provide useful recommendations for users. Consistency in keeping promises and providing services as described. Transparency.	Likert
Purchase Decision	A decision made by a consumer or organization to purchase a product	Need Recognition Information Search	Stability in a product. Habits in buying products.	Likert

Variabel	Defenisi	Variable Dimensions	Variable Indicators	Scale
(Y)	or service. Kotler & Armstrong (2018)	Alternative Evaluation Purchase Decision	Provide recommendations to others. Make a repurchase.	

This research was conducted at the Medan Palm Oil Research Center located on Jalan Brigjend Katamso No.51, Kampung Baru, Medan Maimun District, Medan City. In this study, the population used as a reference is 5,806 consumers of PPKS palm sprouts who have made purchases through *the MySawit* application in 2024. To determine the sample size, the researcher applied Slovin theory because the number of the population studied reached more than 100 respondents. The formula for Slovin's theory is:

$$n = \frac{N}{1+(N \times e^2)}$$

So:

$$n = \frac{5.806}{1+(5.806 \times 0.12)}$$

$$n = 99$$

$$n \approx 100$$

From the results of the calculation using the Slovin theory formula, the number of respondents in this study was rounded to 100 respondents from the entire population of PPKS palm sprout consumers who had made purchases through *the MySawit* application in 2024. The data analysis in this study applies PLS (*Partial Least Square*) analysis with the Smart-PLS program, which analyzes the direct and indirect influences of free to bound variables.

3. RESULTS AND DISCUSSION

3.1 Data Analysis Results

3.1.1 PLS Model Analysis

The first model or initial model submitted to the study was carried out using all indicators in each construct. The first model is analyzed using the model frame reference base in the following Figure 1:

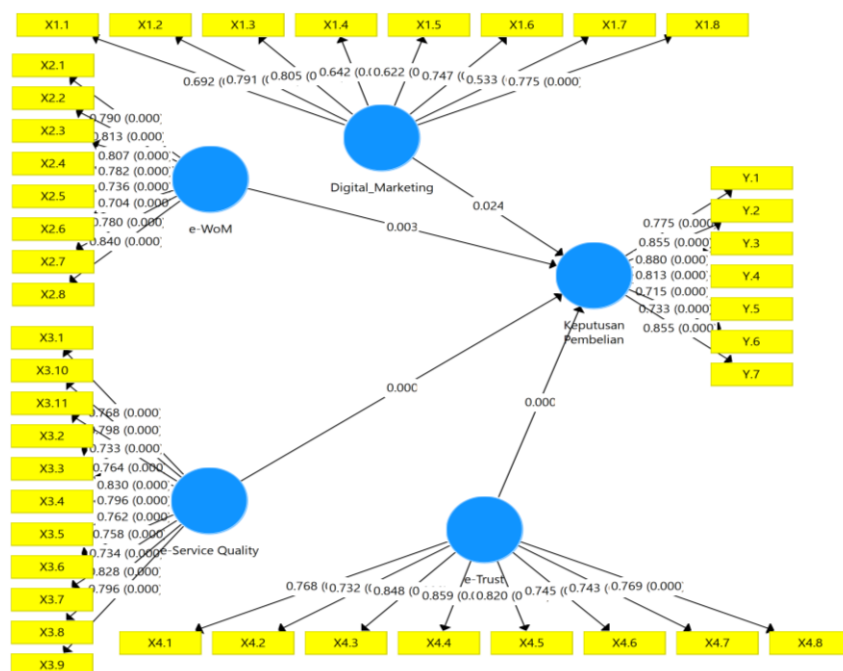


Figure 1. First Model Frame

Figure 1 illustrates the application of *First Order analysis* to all research variables. This process aims to evaluate the level of compatibility of indicators in each dimension that is used as the basis for the preparation of research indicators. If the indicators in each dimension have met the criteria for reliability and accuracy in measuring their dimensions, then the accuracy of predicting the relationship between variables in the study can be improved.

3.1.2 Evaluation of Measurement Models (*Outer Model*)

Outer models or measurement models aim to analyze the validity and reliability of constructs in research. For indicators that are reflexive, the assessment is carried out through convergent validity tests (the ability of the indicator to measure related constructs), discriminant validity (the ability to distinguish between constructs), and the measurement of composite reliability and Cronbach's alpha in the indicator group (Ghozali, 2018).

In reflective constructs, the reliability of the indicator is tested using a loading factor. Each indicator should have a loading factor value that shows the strength of its relationship to the constructed being measured. Ideally, this value should exceed 0.7, but in exploratory research, a minimum value of 0.5 is still acceptable (Ghozali, 2018). The process of calculating the loading factor of each indicator to the construct is carried out through an algorithm available in the SmartPLS software.

Table 2. Loading Factors Test Results

	Digital Marketing	Results Purchase	e-Service Quality	e-Trust	e-WoM
X1.1	0,913				
X1.2	0,864				
X1.3	0,852				
X1.4	0,801				
X1.5	0,834				
X1.6	0,912				
X1.7	0,869				
X1.8	0,677				
X2.1					0,910
X2.2					0,501
X2.3					0,843
X2.4					0,901
X2.5					0,887
X2.6					0,936
X2.7					0,917
X2.8					0,908
X3.1			0,849		
X3.10			0,957		
X3.11			0,913		
X3.2			0,926		
X3.3			0,840		
X3.4			0,846		
X3.5			0,832		
X3.6			0,885		
X3.7			0,951		
X3.8			0,955		
X3.9			0,893		
X4.1				0,943	
X4.2				0,918	
X4.3				0,922	
X4.4				0,902	
X4.5				0,947	
X4.6				0,912	
X4.7				0,936	
X4.8				0,864	
Y.1		0,897			
Y.2		0,948			
Y.3		0,923			
Y.4		0,943			
Y.5		0,934			
Y.6		0,935			
Y.7		0,932			

Source: PLS Output, (2025)

Table 2 reveals that all indicators of the research variables have a value of *outer loading* exceeds the limit of 0.5. Ghozali (2018) explains that the value *outer loading* In the range of 0.5 to 0.6 it has met the minimum criteria of convergent validity. These findings prove that all research indicators meet the validity requirements so that they are suitable for use in the next stage of the analysis process.

Reliability testing using *composite reliability* requires a minimum value of 0.7 for each construct. However, in exploratory studies like this, the value of ≥ 0.6 is still tolerable according to the opinion of Bagozzi and Yi (1998). The results of the *composite reliability calculation* through the SmartPLS algorithm for each construct can be observed in Table 3, which shows the internal consistency of the research instrument.

Tabel 3. *Composite Reliability*

	<i>Composite Reliability</i>
Digital_Marketing	0,951
Purchase Decision	0,978
e-Service Quality	0,978
e-Trust	0,977
e-WoM	0,957

Based on Table 3, all constructs have achieved the minimum requirement of *outer model* reliability with a *composite reliability* value above 0.7. These results are the basis for the feasibility to continue the *analysis of the outer model* to the validity testing stage.

Convergent validity as part of the evaluation *outer model* measured using the *Average Variance Extracted* (AVE). According to Hair *et al.* (2021), an adequate AVE value on each construct must exceed a minimum threshold of 0.5. SmartPLS computation of the AVE value of the entire research construct in detail can be seen in Table 4.

Tabel 4. *Average Variance Extracted (AVE)*

	<i>Average Variance Extracted (AVE)</i>
Digital_Marketing	0,711
Purchase Decision	0,865
e-Service Quality	0,803
e-Trust	0,844
e-WoM	0,741

Table 4 shows that the AVE value in each final model construct reaches a value of > 0.5 . As a result, the calculated structural equation model meets the *convergent validity* criteria.

3.1.3 Structural Model Evaluation (*Inner Model*)

After the estimation model meets the *Outer Model criteria*, the measurement stage continues with the evaluation of the structural model (*Inner Model*) through the analysis of the determination coefficient (R^2) on the dependent variable. The results of the calculation of the R^2 value for each variable are presented in full in Table 5.

Table 5. R Square

	R Square
Purchase Decision	0,894

Based on the computational results in Table 5, the R^2 value for the purchase decision variable reached 0.866. This figure indicates that the combination of *digital marketing*, *e-WoM*, *e-service quality* and *e-trust* variables is able to explain 89.4% of variance in purchase decisions. Meanwhile, the remaining variance of 10.6% was influenced by external factors that were not covered in the study design.

3.1.4 Direct Effect Test

Hypothesis testing was carried out through a T-statistics test (t-test) at a significance level of $\alpha 5\%$. Based on the test criteria, the *p-value* below 0.05 indicates a statistically significant relationship, while the *p-value* above 0.05 indicates the insignificance of the relationship between variables. The results of the analysis of the direct influence between variables are comprehensively presented in Table 6.

Tabel 6. *Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital_Marketing -> Purchase Decision	0,154	0,145	0,068	2,253	0,024
e-Service Quality -> Purchase Decision	1,123	1,119	0,069	16,195	0,000
e-Trust -> Purchase Decision	0,243	0,238	0,068	3,586	0,000
e-WoM -> Purchase Decision	0,222	0,213	0,074	3,022	0,003

Based on Table 6, the following results were obtained:

a. The influence of *digital marketing* on purchase decisions

Referring to Table 6, it shows that the influence of *digital marketing* on purchase decisions ($p = 0.024 < 0.05$) then H_0 is rejected H_1 is accepted, which means that *digital marketing* has a significant effect on purchase decisions. Then in the *original sample*, it can be seen that the coefficient value of the influence of *digital marketing* on purchase decisions is 0.154 which means that there is a positive influence between *digital marketing* and purchase decisions.

b. The influence of *e-WoM* on purchasing decisions

Referring to Table 6 shows that the influence between *e-WoM* on the purchase decision ($p = 0.003 < 0.05$) then H_0 is rejected H_1 is accepted, which means that *e-WoM* has a significant effect on the purchase decision. Then in the *original sample*, it can be seen that the value of the coefficient of the influence of *e-WoM* on the purchase decision is 0.222 which means that there is a positive influence between *e-WoM* and the purchase decision.

c. The effect of *e-service quality* on purchase decisions

Referring to Table 6, it shows that the influence of *e-service quality* on purchase decisions ($p = 0.000 < 0.05$) then H_0 is rejected H_1 is accepted, which means that *e-service quality* has a significant effect on purchase decisions. Then in the *original sample*, it can be seen that the value of the coefficient of the influence of *e-service quality* on purchase decisions is 1.123 which means that there is a positive influence between *e-service quality* and purchase decisions.

d. The influence of *e-trust* on purchasing decisions

Referring to Table 6 shows that the influence between *e-trust* on purchase decisions ($p = 0.000 < 0.05$) then H_0 is rejected H_1 is accepted, which means that *e-trust* has a significant effect on purchase decisions. Then in the *original sample*, it can be seen that the coefficient value of the influence of *e-trust* on purchase decisions is 0.243 which means that there is a positive influence between *e-trust* and purchase decisions.

3.2 Discussion

3.2.1 Influence Digital Marketing Towards the Purchase Decision

Based on the data analysis that has been carried out, digital marketing has a positive effect on purchasing decisions. The results of the study showed that digital marketing had a path coefficient value of 0.154 which had a positive value, indicating that there was a direct influence on the purchase decision. In addition, digital marketing also has a significant effect on purchasing decisions where the test results show that the P-Values value in digital marketing is smaller than the probability value of Sig (0.05) which is 0.024.

Based on the results of the distribution of answers distributed to 100 respondents, it is known that respondents gave positive statements from the questionnaire that was distributed. The highest positive statement is found in the statement "I feel that information about products in the application MySawit clear", where the respondent shows that all the information in the application MySawit It is clearly understood so that respondents who are buyers can clearly understand and get to know the products, quality, prices and benefits of oil palm sprouts offered in the application MySawit. The next statement with a positive value is "I feel the ease of making transactions", this shows that consumers do not feel difficulties in making transactions because transactions through the application MySawit can be done directly through transfer to a predetermined account. So consumers don't need to worry because if consumers have made a transaction, the ordered oil palm sprouts will be processed immediately. This is also in line with the statement by Kotler & Keller (2016), which states that in the digital era, the availability of information that is easily accessible in a Online can build relationships with consumers, as well as drive purchasing decisions. In addition, the ease of transactions also reflects the company's professionalism and credibility in managing its digital platform which has an impact on a positive image as an informative, reliable and consumer-oriented application.

However, based on the distribution of answers, respondents who gave negative statements were also obtained. As in the statement "I have no problems with the delivery process". This shows that there are still some respondents who feel that there are frequent delays in delivery. Some of the things that can be a factor in this are the lack of tracking information (tracking), mismatch of delivery estimated information, and delivery delays. If the information submitted by the company, such as delivery time information, does not match what is listed, the level of consumer confidence will decrease and can affect consumers' purchase decisions (Kotler & Keller, 2016). The next statement with a negative value is "I feel the application MySawit Provide excellent service quality". This shows that there are still some respondents who feel that the quality of application services MySawit which is less than optimal. One of the problems felt by respondents is in terms of uploading supporting documents as a condition for purchasing oil palm sprouts, the application MySawit tends to be slow in verifying uploaded documents, so this makes consumers have to wait for a long time. In this case it is important for the application MySawit to evaluate so as not to influence the decision of consumers who buy palm sprouts through the application MySawit. The results of this study are in line with the research Princess & Marlien (2022), Syavira et al. (2025) and Andriyanto et al. (2024) which states that digital marketing have a positive and significant effect on purchasing decisions.

3.2.2 Influence E-WoM Towards the Purchase Decision

Based on the data analysis that has been carried out, e-WoM has a positive effect on purchase decisions. The results showed that e-WoM had a path coefficient value of 0.222 which had a positive value, indicating a direct influence on the purchase decision. In addition, e-WoM also has a significant effect on purchasing decisions, where the test results show that the P-Values value in e-WoM is smaller than the probability value of Sig (0.05), which is 0.003.

Based on the results of the distribution of answers distributed to 100 respondents, it is known that respondents gave positive statements from the questionnaire distributed. The highest positive statement result is in the statement "I got information about the price offered in the MySawit application". This shows that one of the advantages of the MySawit application is that consumers can see directly the price of oil palm sprout varieties, so consumers only need to choose which sprout variety suits consumer needs. This is also supported by the statement "I see information about product variations in the MySawit application" showing that in addition to the price of oil palm sprout varieties, there are also many variations that consumers can choose from along with the pictures. Therefore, the MySawit application provides very complete features that make it easier for consumers to make purchase decisions.

However, based on the distribution of answers, respondents who gave negative statements were also obtained. As in the statement "I can interact with the MySawit application admin easily". This shows that respondents feel a lack of two-way interaction between app admins and users. Delays and lack of response from the MySawit application admin regarding consumer questions and complaints are factors that trigger consumer disappointment. The next statement with a negative value is "I see positive comments from MySawit application users". Some consumers also found negative comments on the MySawit application that commented on the quality of the oil palm sprouts that experienced cracks, this affected the growth of the oil palm sprouts. Therefore, this needs to be taken into account so that the quality of the sprouts delivered is better and does not disappoint consumers and create negative comments on the application.

The results of this study are in line with the research conducted by Sudaryanto et al. (2025), Rivano et al. (2022) and Kusuma et al. (2023) which states that e-WoM have a positive and significant effect on purchasing decisions.

3.2.3 Influence E-Service Quality Towards the Purchase Decision

Based on the data analysis that has been carried out, e-service quality has a positive effect on purchase decisions. The results of the study showed that e-service quality had a path coefficient value of 1.123 which had a positive value, indicating a direct influence on purchase decisions. In addition, e-service quality also has a significant effect on purchasing decisions, where test results show that the P-Values in e-service quality are smaller than the probability value of Sig (0.05), which is 0.000.

Based on the results of the distribution of answers distributed to 100 respondents, it is known that respondents gave positive statements from the questionnaire distributed. The highest positive statement result was in the statement "I feel that my personal data will not be misused". This shows that respondents feel confident and secure in the system security and data protection applied to the MySawit application. The existence of this positive perception of consumers indicates that the MySawit application is able to provide a guarantee of the security of consumer information by implementing a good protection system such as a clear and transparent privacy policy. The next statement that has a positive value is "I feel safe when making an online payment process", this shows that in addition to feeling safe in personal data, consumers also feel safe when making transactions, where the transaction process on the MySawit application uses a different unique virtual account number to each consumer to complete transactions quickly and securely.

However, based on the distribution of answers, respondents who gave negative statements were also obtained. As stated in the statement "The MySawit application provides services around the clock". This shows that some respondents feel that the conversation/chat column service provided in the MySawit application is not fully consistent or not always available when needed. Some respondents felt a lack of response from the application and limited technical support outside of certain working hours. This condition makes it difficult for respondents to overcome problems and questions about products needed by respondents. The next negative statement is "I can access the MySawit application page quickly". This shows that the access speed on the MySawit application is still not optimal, where some respondents experience slow loading times and system response. Not to mention the conditions where consumers are in locations that have low mobile network speeds. This condition of course requires further tweaking of the MySawit application so as not to affect consumers' purchase decisions.

The results of this study are in line with the research conducted by Devi et al. (2023), Atmaja et al. (2022) and Alianto & Indudewi (2024) which states that e-service quality have a positive and significant effect on purchasing decisions.

3.2.4 Influence E-Trust Towards the Purchase Decision

Based on the data analysis that has been carried out, E-Trust has a positive effect on purchasing decisions. The results of the study show that E-Trust has a path coefficient value of 0.243 which has a positive value, indicating a direct influence on the purchase decision. Moreover E-Trust also has a significant effect on the purchase decision, where the test results show that the P-Values value in the E-Trust is smaller than the Sig probability value (0.05), which is 0.000.

Based on the results of the distribution of answers distributed to 100 respondents, it is known that respondents gave positive statements from the questionnaire distributed. The highest positive statement result was in the statement "I highly recommend the MySawit application". This shows that the level of trust of respondents in the MySawit application has been well formed. Positive recommendations from users indicate that the service excellence, transaction security, and reliability of the information provided are already excellent. Thus, the MySawit application has succeeded in building a good image and can be trusted by consumers. The next statement with a positive value is "The transaction process on the MySawit application is accurate and efficient". This shows that at every stage of ordering oil palm sprouts, from ordering to the transaction process, takes place safely and there are no data errors or system interference. The transaction process on the MySawit application is quite secure because it implements a payment link or invoice system, which is in the form of a unique virtual account number to complete transactions.

However, based on the distribution of answers, respondents who gave negative statements were also obtained. As stated "I am satisfied with the quick and friendly response on the MySawit application". This shows that respondents are disappointed

with the MySawit application, where every question related to oil palm sprout varieties or complaints submitted by consumers is not immediately responded to immediately. With these conditions, of course, it makes consumers confused in choosing varieties and solving problems that occur to consumers. The next negative statement is "The MySawit application keeps its promise and provides services according to the description". This shows that respondents also feel disappointment in the MySawit application that does not keep its promises according to the description listed. One of them is in terms of delivery, where the MySawit application does not provide an accurate delivery date and time, triggering delays in terms of delivery. In this case, it is important for the MySawit application to update the features and services of the MySawit application to improve consumer purchasing decisions.

The results of this study are in line with the research conducted by Ismail & Khuzaini (2023), Fanny et al. (2022) and Emeralda et al. (2020) which states that E-Trust has a positive and significant effect on purchasing decisions

4. CONCLUSION

Based on the results of the research, the suggestions to the researcher are as follows, Digital Marketing has a positive and significant effect on purchase decisions. This shows that the better the use of digital marketing on the MySawit application can improve consumer purchase decisions. However, there are several problems with the MySawit application such as obstacles in the delivery process, where researchers suggest the need for tracking information so that consumers can see the position of oil palm sprout orders, as well as obstacles felt by consumers in verifying supporting documents that are felt to be slow. In this case, it is suggested that the need to evaluate the service aspects of the MySawit application such as the need to improve the network so that there are no restrictions for consumers in attaching supporting documents. E-WoM has a positive and significant effect on purchase decisions. This shows that the increasing number of comments will also have an impact on consumers' decisions to buy on the MySawit application. However, there are several suggestions related to e-WoM such as the interaction between consumers and the MySawit application admin which consumers feel is a little slow in response to the response. Therefore, it is recommended that there is a need for staff who are tasked with monitoring and responding to consumer questions and complaints quickly. Then there are also consumers who give negative comments on the MySawit application, such as oil palm sprout varieties that have cracks. This is usually due to the delivery process, therefore the need for supervision in packaging and delivery to consumers, and when sending products, it is recommended that it is necessary to provide an additional number of oil palm sprouts so as to minimize cracks. E-Service Quality has a positive and significant effect on purchase decisions and has a dominant influence. This shows that strengthening the quality of online services on the MySawit application will also improve consumer purchase decisions. However, there are still several problems with the MySawit application, namely the lack of response from the MySawit application in answering questions related to unlisted variety information and consumer complaints, as well as loading time and slow system response. Therefore, it is recommended to update and improve features, especially in the chat column of the MySawit application by adding automation technology and artificial intelligence to speed up and make it easier for consumers to make consumer purchase decisions. E-Trust has a positive and significant effect on purchasing decisions. This shows that the higher the level of online consumer trust in the MySawit application, the greater the consumer's purchase decision. However, there are still problems that occur with the MySawit application, namely questions and complaints submitted by consumers are not immediately responded to at that time, besides that the MySawit application has not been consistent in keeping promises and providing services according to the description as in terms of delivery. Therefore, it is recommended to improve the consistency of more accurate delivery services by adding a delivery estimation feature that includes the order processing time, order location, and order date to the consumer.

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