

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM) AND PRICE ON PURCHASE DECISIONS OF AEROSTREET SHOES IN SAMARINDA

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Abstract. *This study analyzes the influence of Electronic Word of Mouth (E-WOM) and price on consumer purchase decisions for Aerostreet shoes in Samarinda. A quantitative survey approach was employed, collecting data from 100 purposively selected respondents. Data analysis was conducted using multiple regression with SPSS version 26. Results revealed that both E-WOM and price significantly influence purchase decisions, both individually and simultaneously. E-WOM enhances consumer trust through reliable information dissemination and positive online reviews, while price significantly impacts decisions by aligning affordability with perceived product value. The synergy of E-WOM and price amplifies their impact, leading to higher purchase intentions. Insights from this study suggest that businesses should optimize E-WOM-based marketing strategies and adopt competitive pricing to strengthen market position and consumer engagement.*

Keywords: *Aerostreet, Consumer, E-WOM, Price, Purchase Decision.*

1. INTRODUCTION

The rapid advancement of information and communication technology has significantly facilitated the exchange of information, transforming societal behaviors and lifestyles. This transformation has also revolutionized how companies market their products. One of the most effective strategies in this digital era is influencer marketing on social media platforms. Social media provides a foundation for influencers to interact with their followers, sharing detailed information about products they collaborate on with companies to reach their target audiences effectively.

Influencers play a pivotal role in broadening consumer awareness about a product. By presenting detailed and compelling insights into the product's advantages, they help consumers identify its unique value propositions—elements that might not be as apparent through traditional marketing methods. This in-depth understanding often motivates consumers to make purchase decisions, as they feel more confident about the product's benefits and relevance to their needs.

The rise of influencers is closely linked to the explosive growth of internet users, a trend that continues to accelerate dynamically. As of 2024, the number of internet users in Indonesia has reached a remarkable 180 million, reflecting a substantial increase year by year (Katadata, 2024). This massive digital engagement underpins the effectiveness of social media marketing and positions influencers as essential mediators between brands and consumers, reshaping the modern marketing landscape.

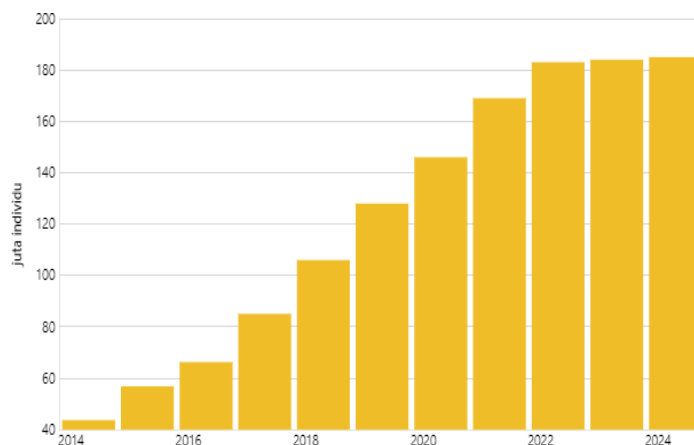


Figure 1. Internet Users in Indonesia
(Source: databoks.katadata.co.id)

The continuous growth of internet users has positioned the internet as a pivotal medium for marketing strategies, particularly through influencer campaigns on social media platforms. Social media serves as a dynamic space where consumers can interact and share a variety of information, including images, text, videos, and audio, both among users and with organizations or businesses (Philip Kotler, 2016). This ecosystem enables companies to leverage innovative features like Instagram Shopping, IGTV, Reels, and others to broaden their audience reach and enhance consumer engagement.

Aerostreet, established in 2014, began its journey with a focus on crafting shoes for students. Over the years, the brand has expanded its offerings to include sneakers, sportswear, formal shoes, and other styles. Known as a rising local brand, Aerostreet has garnered widespread popularity due to increasing demand for its products. Founded by the artisan Adhitya Caesarico, Aerostreet revolutionized accessibility to quality footwear by standardizing its prices at IDR 99,900 for all products. This approach eliminated barriers to affordable, high-quality shoes, embodying the company's slogan, *"Now everyone can buy good shoes."* This ethos reflects their commitment to delivering premium footwear at prices accessible to all segments of society.



Figure 2. Aerostreet X Collaboration Shoes
(Source: instagram.com/aerostreet.shoes)

In addition to its pricing strategy, Aerostreet has forged collaborations with renowned brands like Dagelan, AP Boots, and Swallow, further amplifying its market presence. The company also partners with prominent food and beverage brands, such as Dragon Ball, Better, Nano-Nano, Le Minerale, and BonCabe. These collaborations showcase Aerostreet's innovative approach, blending fashion with cross-industry

partnerships to captivate a diverse audience and reinforce its position in the market.

Currently, Aerostreet is refining its marketing strategy by leveraging social media platforms such as TikTok and Instagram. These platforms are utilized to present engaging content featuring influencers demonstrating Aerostreet products. This approach has proven to be highly effective in marketing, as video content allows for detailed product presentations that are both informative and visually appealing to consumers. By incorporating elements of entertainment, these videos further enhance consumer interest, making the content more engaging and memorable (Syahrivar & Ichlas, 2018).

A crucial element of influencer marketing is Electronic Word of Mouth (E-WOM). According to Philip Kotler (2016), E-WOM refers to a marketing strategy that utilizes the internet as a medium to generate viral effects through recommendations or discussions between individuals, ultimately supporting marketing efforts and objectives. E-WOM manifests in the form of reviews, comments, recommendations, or testimonials shared by influencers on social media. These endorsements hold significant persuasive power for consumers, particularly concerning specific products.

E-WOM not only amplifies a product's visibility but also bolsters the brand's image. This, in turn, positively influences consumer decision-making, often culminating in purchase decisions. By fostering trust and enhancing the perceived value of the product, E-WOM serves as a powerful driver of consumer engagement and brand loyalty, making it an indispensable component of Aerostreet's marketing strategy.



Figure 3. Influencer Content
(Source: Tiktok.com/ davisiumbing)

The content created for marketing must not only capture consumer attention but also incorporate informative and compelling elements, as suggested by Hollebeek (2019). The primary goal is to engage and persuade the target audience effectively, rather than merely attracting fleeting attention. A well-crafted message ensures that the audience remains captivated while gaining valuable insights about the product, fostering a deeper connection between the brand and its potential customers.

One of the key considerations for consumers before deciding to purchase a product is the availability of comprehensive information and the pricing. Building consumer trust, which directly influences purchasing decisions, requires addressing these aspects carefully. According to Kotler and Armstrong (2008), price represents the monetary value assigned to a product or service, reflecting the exchange process through which consumers derive utility and benefits. Pricing, therefore, is a critical factor in attracting consumer interest, as modern buyers tend to weigh the cost of a product against the quality they expect to receive.

Today's consumers are highly discerning, often evaluating whether the perceived value of a product aligns with its price. They seek assurance that the benefits they gain from a purchase are proportional to the money spent. This dynamic underscores the pivotal role of pricing in shaping consumer perceptions and fostering trust in the

company's offerings. Companies must recognize that pricing is not merely about affordability but about delivering perceived value that justifies the cost. Moreover, price influences the overall decision-making process by acting as a signal of quality.

For many consumers, a fair and transparent pricing strategy enhances their confidence in the brand. When prices align with product quality and benefits, customers are more likely to feel satisfied, leading to stronger brand loyalty and repeat purchases.

For businesses, pricing serves as a strategic tool to position their products effectively in the market. Competitive pricing, when paired with comprehensive product information, creates a compelling proposition that appeals to both cost-conscious and value-driven consumers. By demonstrating that their offerings provide a balanced mix of affordability and quality, companies can secure a more substantial share of the market and establish lasting trust with their audience.

In summary, effective marketing content should integrate informative, engaging, and persuasive elements while aligning with consumer priorities such as pricing and product transparency. By addressing these aspects, businesses can not only influence purchasing decisions but also build long-term relationships with their customers, ultimately driving sustained growth and brand loyalty.

When consumers evaluate a product, they naturally engage in a meticulous decision-making process to ensure that the product they intend to purchase aligns with their needs and preferences. This process involves careful consideration of various factors to verify that the product meets their daily requirements and quality expectations. Before making a purchase, consumers deliberate on aspects such as the product's utility, value, and how well it integrates into their lifestyle.

Kotler (2014) defines consumer purchasing decisions as the final, individual choice made by households or individuals to acquire goods or services for personal consumption. This decision is the culmination of a sequence of evaluations that consider a product's attributes, potential benefits, and alignment with the consumer's personal priorities. It is not merely a transactional action but a reflection of thoughtful judgment influenced by internal and external factors.

The decision-making process often begins with the identification of a need, which prompts consumers to seek information about available options. Consumers compare alternatives by assessing their features, costs, and potential benefits. This phase involves evaluating how well each option satisfies their specific requirements and whether it offers good value for money. Additionally, external influences such as reviews, recommendations, and marketing efforts also play a significant role in shaping perceptions and preferences.

In the context of Aerostreet products, understanding consumer behavior is essential, particularly in regions like Samarinda where purchasing patterns might be influenced by unique cultural or economic factors. Consumers in this region are likely to weigh the affordability of Aerostreet's products against their quality, considering the brand's promise of delivering value through accessible pricing and reliable footwear.

Factors such as product durability, design appeal, and brand reputation often become crucial determinants in the consumer's evaluation process. Aerostreet's consistent pricing strategy and collaborations with influencers and other brands further enhance its appeal by providing both functional and emotional value to consumers. These elements can create a sense of trust and satisfaction, which are pivotal in driving purchase decisions.

Investigating the consumer decision-making process in Samarinda offers valuable insights into how local demographics interact with the Aerostreet brand. This understanding enables companies to refine their strategies to better meet the expectations of their target audience. By delving deeper into the factors influencing

consumer preferences, such as socio-economic conditions, cultural values, and lifestyle trends, businesses can tailor their products and marketing approaches to resonate more effectively with their audience.

In conclusion, the process by which consumers decide on a purchase is complex and multifaceted, requiring a careful balance of personal preferences, practical considerations, and external influences. For Aerostreet, understanding and addressing these factors in the context of the Samarinda market provides a strategic advantage, helping the brand to strengthen its presence and foster long-term consumer loyalty.

Several previous studies have examined the impact of Electronic Word of Mouth (E- WOM) and price on purchasing decisions. For instance, research by Liyono (2022) titled *“The Influence of Brand Image, Electronic Word of Mouth (E-WOM), and Price on Purchase Decisions for Crystalline Gallon Drinking Water Products at PT Pancaran Kasih Abadi”* found that both E-WOM and price had a positive and significant influence on purchasing decisions. The study concluded that these variables substantially affect consumer decision-making regarding the purchase of Crystalline gallon drinking water products at PT Pancaran Kasih Abadi.

However, another study by Kasakeyan et al. (2021), titled *“The Influence of Electronic Word of Mouth, Product Quality, and Experiential Marketing on Purchase Decisions for Street Boba Products in Manado,”* presented contrasting findings. This research indicated that E-WOM did not have a significant impact. The authors attributed this to various motives driving consumers to discuss Street Boba products electronically, which did not effectively translate into purchase decisions. These findings suggest that the effectiveness of E-WOM may vary depending on the context and consumer engagement levels with the product or brand.

In contrast, a study by Dwi Putri Yolanda and Wahyu Eko Setianingsih (2022), titled *“The Influence of Digital Marketing, Electronic Word of Mouth, and Price on Consumer Purchase Decisions for Pia Gandrung Glenmore MSMEs,”* revealed a strong positive relationship between E-WOM and price with purchase decisions. Their findings highlighted that E-WOM on social media significantly influenced consumers' final purchasing decisions. Furthermore, when pricing was aligned with product quality, affordability, and perceived benefits, it positively impacted consumers' purchasing behavior.

Additionally, research by Salim (2019), titled *“The Influence of Product Quality, Price, and Digital Marketing on Purchase Decisions for Aerostreet Shoes (A Study on Students of Islamic University of Malang),”* corroborated the significance of price in purchasing decisions. This study emphasized that better pricing strategies significantly improve purchase decisions, as consumers tend to gravitate toward products that offer quality at a fair and competitive price. The research also pointed out that the alignment of price with product quality plays a crucial role in strengthening consumer trust and driving purchasing behavior.

These studies collectively underscore the importance of both E-WOM and price as critical factors influencing consumer purchasing decisions. However, the effectiveness of these variables can differ based on the product type, target audience, and marketing context. The findings suggest that while E-WOM is generally impactful, its influence can diminish if not paired with other reinforcing factors such as product quality or competitive pricing. Similarly, pricing strategies must reflect a balance between affordability and perceived value to drive meaningful consumer engagement and loyalty.

In conclusion, these diverse insights highlight the multifaceted nature of E-WOM and pricing as determinants of purchasing decisions. Understanding these dynamics enables businesses to tailor their strategies effectively, ensuring they resonate with consumer expectations and market demands. Such an approach is particularly vital for brands like Aerostreet, which rely on these factors to solidify their position in competitive markets.

Based on the aforementioned background, this research aims to examine the influence of Electronic Word of Mouth (E-WOM) and price on purchasing decisions for Aerostreet products. Specifically, the study is titled *"The Influence of Electronic Word of Mouth (E-WOM) and Price on Purchase Decisions for Aerostreet Shoes in Samarinda."* This research seeks to explore the extent to which Electronic Word of Mouth (E-WOM) and pricing strategies impact consumer behavior and decision-making in the context of Aerostreet's offerings, providing insights into how these factors shape the purchasing landscape in Samarinda.

2. LITERATURE REVIEW

2.1 Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is a digital evolution of traditional word-of-mouth communication, enabling consumers to share opinions, experiences, and recommendations about products or services via online platforms. According to Kotler and Keller (2016), Electronic Word of Mouth (E-WOM) encompasses product-related messages disseminated through the internet, such as reviews, comments, and testimonials. It significantly shapes consumer perceptions and behaviors by leveraging the trust and credibility inherent in peer-to-peer interactions.

Electronic Word of Mouth (E-WOM) thrives in social media environments where consumers have instant access to diverse opinions. Platforms like Instagram, TikTok, and Facebook serve as hubs for sharing and consuming information about products. Hollebeek (2019) emphasizes that Electronic Word of Mouth (E-WOM) can enhance brand image, build trust, and increase purchase intentions. Positive discussions about a product create a ripple effect, reaching a broader audience and influencing their perceptions and preferences (Philip Kotler, 2016).

One key aspect of E-WOM's effectiveness is its ability to reduce perceived risks associated with purchasing decisions. Research by Cheung et al. (2014) highlights that consumers often trust reviews and testimonials from other users more than direct marketing from brands. Influencers play a critical role in amplifying Electronic Word of Mouth (E-WOM) by sharing authentic and relatable experiences, which reinforce the credibility of the product. For brands like Aerostreet, influencer-driven E-WOM campaigns are instrumental in driving consumer engagement and purchase decisions.

Another dimension of Electronic Word of Mouth (E-WOM) is its role in providing actionable feedback for companies. By analyzing consumer feedback on social media, brands can identify areas for improvement, understand consumer preferences, and refine their product offerings (King et al., 2014). This feedback loop enhances product quality and consumer satisfaction, fostering long-term loyalty and engagement.

Additionally, Electronic Word of Mouth (E-WOM) acts as a catalyst for viral marketing. As Arndt (2018) notes, the viral nature of E-WOM means that a single positive review or comment can rapidly reach thousands of potential consumers, amplifying its impact. For Aerostreet, this viral potential has been harnessed through collaborations with influencers and partnerships with well-known brands, creating content that resonates with consumers and drives purchase decisions.

Electronic Word of Mouth (E-WOM) also complements other marketing strategies by integrating seamlessly with digital advertising and search engine optimization (SEO). Research by Park and Lee (2009) found that products with high levels of Electronic Word of Mouth (E-WOM) activity often achieve better visibility on search engines, further reinforcing consumer trust and driving sales. For Aerostreet, leveraging Electronic Word of Mouth (E-WOM) ensures a competitive edge in the crowded footwear market.

In summary, Electronic Word of Mouth (E-WOM) is a multifaceted tool that bridges the gap between consumers and brands. It not only influences purchase decisions but also enhances brand loyalty, engagement, and long-term consumer

relationships. For Aerostreet, E-WOM serves as a cornerstone of its marketing strategy, amplifying its message of affordability, quality, and innovation.

2.2 Price

Price is one of the most influential factors in consumer purchasing decisions, acting as a critical indicator of value and quality. Kotler and Armstrong (2018) define price as the monetary cost consumers pay for a product or service, representing its perceived value. Beyond being a transactional element, price communicates a product's positioning and the benefits it offers to consumers.

Consumers evaluate price based on its relationship to the quality and benefits they expect from a product. Zeithaml (2018) emphasizes that perceived value—a combination of price, quality, and benefits—plays a pivotal role in consumer satisfaction and purchase behavior. For Aerostreet, its standardized pricing of IDR 99,900 demonstrates its commitment to providing high-quality footwear at accessible prices, which appeals to cost-conscious consumers.

2.2.1 Price Transparency

Price transparency is another vital factor influencing consumer trust. According to Hinterhuber and Liozu (2017), clear and consistent pricing strategies are critical for fostering consumer confidence and loyalty. Transparent pricing reduces ambiguity, enabling consumers to feel secure in their purchasing decisions. Aerostreet's uniform pricing not only simplifies the purchasing process but also reinforces its brand identity as a fair and accessible option for all consumers.

2.2.2 Psychological Pricing Techniques

Psychological pricing plays an important role in influencing consumer perceptions. For example, research by Homburg, Totzek, and Krämer (2020) suggests that rounded prices, like Aerostreet's IDR 99,900, evoke perceptions of fairness and simplicity. This pricing strategy resonates with consumers, making products more appealing and easier to purchase. Additionally, coupling psychological pricing with influencer marketing enhances consumer trust and purchase intentions, as influencers often highlight the affordability and value of Aerostreet products.

2.2.3 Price Sensitivity Among Consumer Segments

Price sensitivity varies significantly among consumer groups. According to a study by Simon and Fassnacht (2019), while some consumers prioritize affordability, others are willing to pay a premium for perceived quality and exclusivity. Aerostreet's pricing strategy effectively balances these preferences by maintaining competitive prices without compromising on quality. This approach appeals to a diverse customer base, ranging from value-conscious buyers to quality-oriented consumers.

2.2.4 Competitive Positioning Through Pricing

In highly competitive markets, pricing plays a crucial role in differentiating brands. Aerostreet's consistent and transparent pricing structure offers a distinct advantage, fostering trust and loyalty among consumers. Kienzler and Kowalkowski (2017) assert that brands with clear pricing strategies are more likely to retain customers in saturated markets. By maintaining affordability and quality, Aerostreet ensures sustained growth and competitiveness in the footwear industry.

2.2.5 Pricing and Brand Collaborations

Aerostreet's pricing strategies are further enhanced by its collaborations with popular brands and influencers. According to Kuhn et al. (2021), strategic partnerships add value to products, making their price seem even more attractive.

These collaborations expand Aerostreet's reach, boost consumer perception of value, and strengthen its market position.

2.2.6 Pricing as a Strategic Tool

Price is not just a monetary figure but a strategic tool that shapes consumer perceptions and behaviors. For Aerostreet, it reflects a commitment to accessibility and quality, underscoring its brand promise. Research by Wang and Zhang (2018) highlights that pricing strategies aligned with consumer expectations can significantly enhance brand loyalty and purchasing decisions. Aerostreet's approach exemplifies this by offering high-quality footwear at a fair price, ensuring customer satisfaction and long-term loyalty.

2.3 Purchase Decision

The purchase decision represents the final stage in the consumer decision-making process, where individuals evaluate and choose a product or service to meet their needs and preferences. According to Kotler and Keller (2016), a purchase decision involves a thorough consideration of various factors, including product type, brand reputation, pricing, and payment convenience.

2.3.1 Factors Influencing Purchase Decision

- **Product Type:** Consumers assess whether the product aligns with their specific requirements and lifestyle needs. For Aerostreet, offering a diverse range of footwear, such as casual, formal, and sports shoes, ensures that consumers find options suitable for their preferences.
- **Brand Reputation:** Trust in a brand significantly impacts purchasing behavior. Research by Aaker and Joachimsthaler (2017) indicates that a strong brand identity fosters consumer confidence, making them more likely to choose the product. Aerostreet's reputation for affordability and quality reinforces its appeal to consumers.
- **Pricing:** As highlighted in the earlier section, price is a crucial determinant. The balance between affordability and perceived value influences the likelihood of purchase (Zeithaml, 2018).
- **Convenience of Payment Methods:** Simplified and flexible payment options enhance the consumer experience. A study by Sharma and Baoku (2020) highlights that ease of payment is often a decisive factor in online and offline shopping scenarios. Aerostreet's user-friendly payment options strengthen its competitive edge.

2.3.2 Purchase Decision and Consumer Satisfaction

Consumer satisfaction is closely tied to their purchase decisions. A satisfied customer is likely to exhibit brand loyalty and recommend the product to others, creating a positive feedback loop. According to Oliver (2018), meeting or exceeding customer expectations during the purchase process fosters long-term relationships and repeat purchases.

For Aerostreet, understanding and addressing the factors that influence purchase decisions allows the brand to refine its strategies, ensuring a seamless and satisfying shopping experience for its customers. This, in turn, supports sustained growth and market presence.

3. RESEARCH METHODS

The research was conducted in Samarinda, East Kalimantan. It involved critical evaluations and relied on data collected from respondents who are users of Aerostreet shoes in the city. This study employed a quantitative approach using survey methods. According to Sekaran (2017), quantitative research involves the

systematic collection and analysis of numerical data to derive meaningful conclusions. This method enables researchers to process and analyze data using statistical techniques to address research questions and hypotheses effectively.

The population is defined as a group of objects or subjects with specific characteristics and qualities determined by the researcher for study and conclusion (Sugiyono, 2019). For this research, the population focused on consumers who had purchased Aerostreet shoes and were familiar with the brand's offerings in Samarinda. According to Sugiyono (2016), a sample is a representative subset of the population under study, reflecting the characteristics of the whole group. This research employed non-probability sampling, specifically purposive sampling. This approach selects participants based on specific criteria to ensure relevance and ease of data collection. The criteria included:

1. Respondents who have knowledge of Aerostreet products.
2. Respondents who have previously purchased Aerostreet shoes.
3. Respondents residing in Samarinda.

The sample size was determined using Lemeshow's formula (1997), which is suitable when the population size is unknown. Using a 95% confidence level and a 10% margin of error, the calculated sample size was rounded to 100 respondents.

Primary data was used in this research, defined as first-hand information collected directly from respondents related to the study variables (Uma Sekaran, 2011). The variables in this study include:

- E-WOM (Electronic Word of Mouth): Indicators such as information, knowledge, reliability, and trustworthiness of online product information.
- Price: Indicators include affordability, price competitiveness, price-quality alignment, and perceived value.
- Purchase Decision: Indicators cover product type, brand, quantity, and payment methods.

The primary data collection method was a questionnaire distributed to respondents who use Aerostreet products. According to Sugiyono (2017), a questionnaire involves written statements or questions answered by participants to gather insights about their characteristics, attitudes, and behaviors. The survey utilized online forms to facilitate efficient and accurate data collection.

Effective data analysis is crucial for drawing valid conclusions. Following data collection, statistical analysis was performed using SPSS version 25. According to Sugiyono (2017), data analysis involves organizing data by variable, tabulating it, and performing calculations to address research questions and test hypotheses.

a. Validity and Reliability Testing

1. Validity Test: This evaluates whether the questionnaire accurately measures the intended variables (Sugiyono, 2017). A significant correlation coefficient (r -value greater than the critical r -value) indicates that the instrument is valid.
2. Reliability Test: Reliability assesses the consistency of the data collected. Using Cronbach's Alpha, a value above 0.60 indicates that the instrument is reliable (Sugiyono, 2019).

b. Classical Assumption Testing

Classical assumption tests were conducted to ensure the reliability of the regression model. These tests include:

1. Normality Test: Evaluates whether residuals follow a normal distribution using graphical methods like P-P plots (Ghozali, 2016).
2. Multicollinearity Test: Checks for interrelationships among independent variables using Variance Inflation Factor (VIF) and tolerance values (VIF < 10 and tolerance > 0.10 indicate no multicollinearity; Ghozali, 2018).
3. Heteroscedasticity Test: Assesses uniformity in residual variance using scatter plots. A lack of discernible patterns indicates no heteroscedasticity (Ghozali, 2013).

c. Hypothesis Testing

1. T-Test (Partial): Determines the individual impact of independent variables on the dependent variable at a 5% significance level (Ghozali, 2018).
2. F-Test (Simultaneous): Evaluates the collective influence of independent variables on the dependent variable.
3. Coefficient of Determination (R^2): Measures the proportion of variance in the dependent variable explained by independent variables (Ghozali, 2018).

4. RESULTS AND DISCUSSION

4.1 Result

4.1.1 General Overview of the Research Object

This study focuses on consumers who use Aerostreet shoes in Samarinda City. Aerostreet, a local footwear brand manufactured by PT ADCO Pakis Mas, was founded by Aditya Casearico in 2015. The brand was developed with the goal of providing high- quality, affordable footwear for people across all demographics. Over time, Aerostreet has gained popularity due to its accessible pricing, embodying its slogan, "*Now Everyone Can Buy Good Shoes.*" The company's founder, Aditya, has implemented innovative strategies and collaborations with other brands to offer unique and appealing designs, beyond the conventional.

Based on responses from 100 consumers of Aerostreet shoes in Samarinda City, this research provides essential insights into respondent characteristics. Data was gathered to understand demographic factors such as age, gender, education, and profession, offering a comprehensive overview for analysis.

Table 1. Respondent Demographics

Characteristic	Category	Percentage (%)
Gender	Male	64%
	Female	36%
Age	20–30 years	84%
	< 20 years	15%
	31–40 years	1%
Profession	Student	43%
	Employee	35%
	Entrepreneur	11%
	Others	6%
Education	High School (SMA)	63%
	Undergraduate (S1)	32%
	Others	5%

From the table, most respondents are male (64%) and fall within the 20–30 age range (84%). The largest group comprises students (43%), followed by employees (35%). Educationally, the majority have completed high school (63%), while 32% hold a bachelor's degree.

4.1.2 Descriptive Analysis

A quantitative analysis was employed to verify and interpret the data collected. The study calculated key values such as maximum, minimum, standard deviation, and mean for each variable using SPSS Version 26. Variables were grouped into three categories based on their range:

- Low category: 1.00–2.33
- Moderate category: 2.34–3.67
- High category: 3.68–5.00

Table 2. Electronic Word of Mouth (E-WOM) Analysis

Indicator	N	Min	Max	Mean
E-WOM 1	100	1	5	4,31
E-WOM 2	100	1	5	4,11
E-WOM 3	100	1	5	4,19
E-WOM 4	100	1	5	4,36

The indicators for E-WOM scored between 3.68 and 5.00, reflecting positive consumer agreement. These results indicate that consumers recognize the impact of E-WOM on their purchasing behavior.

Table 3. Price Analysis

Indicator	N	Min	Max	Mean
Price 1	100	1	5	4,16
Price 2	100	1	5	4,11
Price 3	100	1	5	4,26
Price 4	100	1	5	4,35

Price indicators also demonstrated strong averages, confirming that consumers positively associate Aerostreet's pricing with affordability and quality.

Table 4. Purchase Decision Analysis

Indicator	N	Min	Max	Mean
Product Type Decision	100	1	5	4,40
Product Design Decision	100	1	5	4,22
Brand Decision	100	1	5	4,35
Quantity Decision	100	1	5	4,27
Payment Decision	100	1	5	4,38

The purchase decision indicators also scored within the high range (3.68–5.00). These results suggest that consumers view Aerostreet's offerings positively across various decision-making factors.

4.1.3 Instrument Testing

a. Validity Test

The validity of the questionnaire was confirmed, as all indicators showed significant correlation coefficients exceeding the critical value.

b. Reliability Test

The reliability test, using Cronbach's Alpha, yielded values above 0.60, confirming that the instrument is consistent and reliable.

4.1.4 Classical Assumption Testing

- Normality Test: Data distribution followed a normal pattern as indicated by the P-P Plot.
- Multicollinearity Test: All VIF values were below 10, and tolerance values exceeded 0.10, confirming no multicollinearity issues.
- Heteroscedasticity Test: Residuals showed no discernible pattern in the scatter plot, indicating no heteroscedasticity.

4.1.5 Hypothesis Testing

a. T-Test Results:

- E-WOM significantly influenced purchase decisions ($t = 2.817$, $p < 0.05$).
- Price also had a significant effect ($t = 5.131$, $p < 0.05$).

b. F-Test Results:

- E-WOM and price jointly influenced purchase decisions significantly ($F = 53.315$, $p < 0.05$).
- c. Coefficient of Determination:
 - Adjusted $R^2 = 0.524$, indicating that E-WOM and price explain 52.4% of the variation in purchase decisions, while other factors account for the remaining 47.6%.

4.2 Discussion

4.2.1 The Impact of E-WOM on Purchase Decisions

Electronic Word of Mouth (E-WOM) has proven to be a critical factor influencing consumer purchase decisions. Through online platforms such as social media and e-commerce reviews, consumers gain access to detailed product information, user experiences, and recommendations. This dynamic provides an additional layer of trust, as information from peers is often perceived as more reliable than direct marketing efforts from brands (Hollebeek, 2019).

The study demonstrates that E-WOM significantly affects consumer behavior in Samarinda, particularly among younger demographics who actively engage with online content. Influencers play an essential role in amplifying the effects of E-WOM by showcasing Aerostreet products in engaging and relatable ways. By providing authentic reviews and showcasing product benefits, influencers build consumer confidence and increase purchase likelihood. This aligns with research by King et al. (2014), which highlights the importance of authenticity in driving the effectiveness of E-WOM.

Moreover, E-WOM facilitates a two-way interaction between brands and consumers. Feedback loops created through online discussions allow brands like Aerostreet to refine their offerings based on consumer needs. This iterative process not only boosts consumer satisfaction but also fosters long-term loyalty, ensuring sustained market growth.

4.2.2 The Role of Price in Purchase Decisions

Price is a decisive factor for most consumers, as it directly reflects the perceived value of a product. The study indicates that Aerostreet's standardized pricing strategy of IDR 99,900 has been instrumental in attracting a broad customer base. By balancing affordability and quality, the brand has positioned itself as a go-to choice for value-conscious consumers.

Price transparency further enhances consumer trust. Clear and consistent pricing eliminates ambiguity, making it easier for consumers to make confident purchasing decisions. This finding is supported by research from Zeithaml (2018), which emphasizes that price clarity positively influences consumer satisfaction and loyalty. Aerostreet's competitive pricing, combined with its collaborations with influencers, reinforces its market positioning and appeals to both younger and professional demographics.

Additionally, the psychological aspect of pricing plays a role in shaping consumer perceptions. Rounded pricing figures, such as IDR 99,900, create a perception of fairness and simplicity, making the purchasing decision more straightforward (Homburg, Totzek, & Krämer, 2020). This pricing approach, coupled with strategic marketing, enhances consumer confidence and drives repeat purchases.

4.2.3 Combined Influence of E-WOM and Price

The synergistic effect of E-WOM and price significantly amplifies their individual impacts. The study reveals that both variables together contribute to over 52% of the variance in consumer purchase decisions, underscoring their collective importance. E-WOM enhances brand awareness and builds trust, while price acts as a tangible factor that reinforces the perceived value of Aerostreet products. For instance, positive online discussions about affordability and quality create a reinforcing cycle

that attracts new customers and retains existing ones. This finding aligns with research by Kuhn et al. (2021), which highlights the importance of integrating pricing strategies with digital marketing efforts to maximize consumer engagement.

Furthermore, E-WOM and price together create a competitive advantage in saturated markets. By leveraging influencer endorsements and maintaining transparent pricing, Aerostreet differentiates itself from competitors, ensuring its relevance and appeal in the evolving footwear market. The combination of these strategies not only increases sales but also enhances brand equity, making Aerostreet a trusted name among its target audience.

Practical Implications

1. **Enhanced Consumer Targeting:** The findings suggest that Aerostreet should continue leveraging influencers and social media platforms to amplify E-WOM. Tailoring campaigns to specific demographics, such as students and young professionals, can further enhance engagement and drive sales.
2. **Sustaining Affordable Pricing:** Maintaining competitive pricing without compromising quality will reinforce consumer trust and loyalty. Aerostreet can explore dynamic pricing strategies to cater to different consumer segments while maintaining transparency.
3. **Integrating Feedback Loops:** Encouraging consumer feedback through social media and other platforms can help Aerostreet refine its products and marketing strategies, ensuring alignment with evolving consumer preferences.
4. **Expanding Collaborations:** Aerostreet should explore partnerships with complementary brands to enhance its value proposition and broaden its reach. Collaborations can add an element of exclusivity, appealing to both existing and new consumers.

CONCLUSION

Based on the analysis presented in the previous chapters, this study concludes that E-WOM and price significantly influence the purchase decisions of Aerostreet shoes in Samarinda, both individually and collectively. E-WOM plays a crucial role in shaping consumer behavior by disseminating trusted and engaging information through social media platforms. The use of influencers and consumer-generated content enhances trust and stimulates interest in Aerostreet products, which positively impacts purchasing decisions. Furthermore, price serves as another significant determinant. Aerostreet's competitive pricing strategy, combined with strategic brand collaborations, enhances its appeal by offering consumers high-quality products at affordable prices, meeting their expectations of value and quality.

The combined effect of E-WOM and price further amplifies their individual impacts, creating a synergistic influence on consumer purchasing behavior. This integration not only drives higher sales but also strengthens Aerostreet's market position by fostering consumer loyalty and satisfaction. By effectively implementing E-WOM strategies and maintaining a transparent and competitive pricing approach, Aerostreet successfully meets the demands of its target market in Samarinda, ensuring sustainable growth and increased brand equity.

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