

## THE INFLUENCE OF WEBSITE CAPABILITIES, SERVICE PERFORMANCE, AND E-WOM ON STUDENTS' PURCHASE DECISIONS ON MARKETPLACES IN PONTIANAK CITY

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### Abstract

*This study aims to examine the relationship between the variables of website capability, service performance, and electronic word of mouth (E-Wom) on students' purchase decisions on the marketplace in Pontianak City, this study uses a quantitative approach with three independent variables, namely website capability, service performance, and e-Wom, as well as one independent variable, namely purchase decision. The population in the study is marketplace users in Pontianak City, with a sample of 124 students determined through nonprobability sampling with accidental sampling techniques and collected through questionnaires. The results of the study show that: (1) website capabilities have a positive and significant effect on purchasing decisions, which confirms that reliable and effective website quality is able to influence students' purchasing decisions; (2) Service performance has a positive and significant effect on purchase decisions, so that service according to consumer expectations is able to increase purchases; and (3) e-WOM has a positive and significant influence on purchasing decisions, which means that a good review can influence a person to buy an item. These findings confirm the importance of website capabilities, service performance, and e-WOM as a way to improve purchasing decisions.*

**Keywords:** Website Capabilities, Service Performance, e-WOM, Purchase Decisions, Marketplace

### Introduction

Market place is a digital platform that brings together sellers and buyers to carry out online buying and selling transactions, the development of the online market is now the prima donna of the community until the existence of the online market beats the traditional market, one of the things that makes the market place It is very popular because of the convenience and practicality of shopping without a direct meeting between sellers and buyers, consumers can buy goods from home only through a smartphone or computer. In addition, the recent covid-19 pandemic has prompted people to switch to digital platforms to meet people's needs, the rise of online markets to open competitions in the trade sector is increasing, based on pusatdata.kontan.co.id shows that the nominal e-commerce transactions in 2024 amounted to IDR 487.01 trillion, ranging from children to adults participating in using market places Their mainstay to buy goods, based on Semnesia.com there were 152.6 million market place visitors in the February 2025 period, followed by Tokopedia and Lazada with 61.6 million and 51.5 million visitors, then blibli.com and Bukalapak were far below the 19.5 million and 1.9 million visitors. We can conclude that in the midst of the heat of competition in the market place industry in Indonesia, Shopee is ranked first as the most visited e-commerce platform, followed by Tokopedia and Lazada, but on the other hand, blibli.com and Bukalapak are the platforms with the number of visits far below Shopee, Tokopedia and Lazada. This must be an in-depth evaluation material for companies in increasing visit retention in order to continue to exist in the midst of the widespread use of e-commerce platforms among the Indonesian people, such as improving the capabilities of websites related to the capabilities of a website where the website A good one must have features that can perform various functions according to the purpose of the website user itself and have ease in using the website, this can provide a satisfying shopping experience for its users. If the capabilities of a website on an e-commerce platform are more refined, consumers' decisions in buying will also increase. This means that when the Marketplace provides complete information, ease of transactions and an attractive appearance, consumers will be interested in buying (Alghifari & Rahayu, 2021).

Not only website capabilities but service performance is also very important to consider, where good service such as speed in responding to consumer complaints or complaints, keeping promises as given will provide satisfaction for consumers, positive responses from customers will increase consumer confidence in service, this shows good service makes it easy for consumers to decide to make a purchase (Tanjung & effendy, 2023). In addition to good service performance, Electronic Word Of Mouth (E-Wom) greatly influences consumers' shopping decisions. Information that is easily disseminated provides a stimulus for consumers to consider reviews or comments of other buyers rather than just looking at promotional advertisements for the product itself, Electronic Word Of Mouth (E-Wom) allows consumers to give each other good and bad responses while shopping on a platform (Bima, at al., 2025). Websites are the main container for e-commerce transactions and a way for buyers to make transactions or shopping activities. The capabilities of a website can provide confidence and comfort in shopping regarding detailed information, easy transactions and a contemporary appearance, but good service performance such as problemsolving and

sensitivity to customer complaints can provide a positive shopping experience for customers, positive reviews can influence consumer shopping decisions, competition in the industry Market Place is increasingly aggressive to provide the best, but this creates similarities between one e-commerce platform and another e-commerce platform, this makes it easy for consumers to choose services. One of the reasons that influence shopping decisions is Electronic Word Of mouth (E-Wom) where good and positive reviews will affect consumer confidence in doing online shopping activities on the marketplace because of other consumer comments (Rahayu, et al., 2024).

## **Literature Review**

### **The Relationship between Website Capabilities and Purchase Decisions**

A website is a digital product that is made for the function and purpose of meeting consumer needs, so a website must provide clear information, a marketplace website that presents complete information, provides ease of transactions, and has an attractive design, will be able to encourage consumers to make purchasing decisions (Pratama, et, al., 2023). Website quality affects consumers' shopping decisions because the experience consumers experience while browsing marketplace sites greatly determines their perception of purchasing decisions (Adha Arni, 2022).

According to (Barnes & Vidgen, 2002) the three main indicators for the capabilities of a website are:

1. Usability, which is where a website has a system and features that are easy to understand and understood by consumers, easy to use and encourage users to use the system as a reliable tool.
2. Information quality, which is related to the quality of website content, for example, relevant information according to what the user needs and accurate for the website user himself.
3. Service interaction, which is a form of technical service that users feel when a person uses the website that can provide interest in using a service.

H1: Website capability has a positive effect on purchasing decisions

### **Service Performance Relationship and Purchase Decision**

One of the success factors of a market place where a platform is able to provide a pleasant and pleasant shopping experience by providing maximum and satisfactory service, such as responsibility, problem solving, and other technical assistance greatly affects customer impressions of a market place, satisfactory service can provide added value to the Market Place because the existence of reliable services will make it easier for customers when making choices to make purchases. Good service quality, such as friendliness and quick response in responding to consumer needs and desires, is the most important factor and significantly affects consumer decisions when making purchases (Bancin Jhon Budiban, at, al., 2023). Good and professional service such as good manners and friendliness are factors that make consumers make purchases at a market place (Satriyo Bagus, at, al., 2021).

According to Tjiptono (2018) there are four service performance indicators, including:

1. Reliability is the ability to fulfill services in accordance with what has been promised and reliable in carrying out commitments according to consumer expectations.
2. Responsiveness (Responsibility) is the company's advantage to provide fast and accurate services so that it can help consumers solve problems.
3. Assurance, which is related to the company's ability to develop an understanding that can provide trust or confidence to customers.
4. Empathy is the ability to be responsive and able to understand consumer needs from their perspective and give adequate attention in solving problems.

H2: Service Performance Positively affects purchase decisions

### **The Relationship between Electronic Word of Mouth and Purchase Decisions**

In making a purchase of a consumer item, it is not only driven by advertising or promotion, but also responses, reviews, and suggestions from consumers to consumers that influence consumers' decisions in shopping on a platform. The spread of information that is easily disseminated makes consumers pay more attention to the goods they want to buy, before making a decision, consumers will look for information through reviews from other consumers rather than advertising promotional products themselves (Tanjung & effendy, 2023). E-WOM is very influential in the purchase decision of consumers, consumers can see information obtained from digital platforms in the form of reviews or responses. Positive and negative responses from consumers will be considered for consumers, because currently consumers trust their judgment more than the company itself (Febriyanti & Dwijayanti, 2022).

E-WOM indicators according to Babin, Barry (2014:133) explained that there are 3 main indicators in E-WOM, namely:

1. Willingness to share positive experiences
2. Willing to Recommend products to other consumers
3. Motivate purchases.

H3: Electronic word of mouth (E-WOM) has a positive influence on shopping decisions

## Methods

In this study, there are 4 variables consisting of three independent variables, namely website capability, service performance and word of mouth electronics, one dependent variable, namely shopping decisions. The subjects who became the population in the study were marketplace users in the city of Pontianak, this study used the nonprobability sampling method and the method of sample withdrawal using accidental sampling with a sample collection technique using a questionnaire with a sample of 124 respondents who were students and students of Pontianak City, West Kalimantan. This study uses the SPSS 26 test tool, the data testing includes validity test, reliability test, classical assumption test, and significance test.

## Results and Discussion

The results of the validity test on each variable item have a Pearson Correlation value  $> 0.05$ , so it can be concluded that the variables X1, X2, X3 and Y are declared valid. The results of the reliability test show that each variable item has a value above 0.07 or is in the range of 0.70-0.90 which means high reliability, so it can be stated that the X1, X2, X3 and Y indicators have a high level of reliability. The results of the normality test were known to have a significance value of Asymp.Sig (2-tailed) of 0.200 greater than 0.05 and the statistical test  $0.56 > 0.5$ , so it can be concluded that the data is normally distributed.

The results of the multicollinearity test showed that the tolerance value for X1 was  $0.244 > 0.10$  and the VIF value was  $4.101 < 10$  meaning that there was no multicollinearity disorder, then the tolerance value for X2 was  $0.216 > 0.10$  and the VIF value was  $4.620 < 10$  meaning that there was no multicollinearity disorder, and the tolerance value for X3 was  $0.308 > 0.10$  and the VIF value was  $3.244 < 10$  meaning that there was no multicollinearity disorder.

From the results of the test on Watson's durbin showed that the du value of 2.298 was greater than the limit of du, which was 1.7739 and less than  $(4-du) 4 - 1.7739 = 2.2261$ , so it can be concluded that there are no problems or symptoms of autocorrelation. Based on the above R Square, it is known that the nilai coefficient of determination or R<sup>2</sup> is 0.797. The magnitude of the determination coefficient (R Square) is 0.797 or equal to 79.7%. This number means that the variables X1, X2, and X3 simultaneously affect the Y variable by 79.7%, while the remaining 20.3% are influenced by other variables outside this regression equation or other variables that are not studied.

Based on the output of the F test above, it can be seen that the significance value is  $0.00 < 0.05$ , with a calculated f value of 156.815, while f table 2.68 means that the f value is calculated  $> f$  table ( $156.815 > 2.68$ ), so it can be concluded that the variables of website capability (X1), service performance (X2), E-WOM (X3) simultaneously affect the variables of purchase decisions (Y).

From the output of the t-test, it is known that t is calculated from the website capability (X1) of  $3.598 > t$  of the 1980 table with a significance level of  $0.000 < 0.05$ , then it is stated that H1 is accepted or the website capability has a significant effect on the purchase decision. Then for service performance (X2) with t calculated  $3.621 > t$  table 1980 with a significance level of  $0.00 < 0.05$ , so that H2 is accepted as equal to service performance has a significant effect on the purchase decision. Furthermore, the E-Wom table is  $4.481 > t$  table 1980 with a significance of  $0.00 < 0.05$ , so that it can be stated that H3 is accepted or E-Wom has a significant influence on the purchase decision.

## Discussions

### The Influence of Website Capabilities on Purchasing Decisions

Consumer Purchase Decisions when using the market place are greatly influenced positively and significantly by the capabilities of the website or the ability of a website to carry out effective functions, to provide a pleasant experience for consumers when shopping. Of course, this provides a bright spot that consumers can use the capabilities of the website as a reference or reason when making purchases on the marketplace, because at the time consumers feel satisfaction because a website is easy to access, safe, fast and has compatibility with today's young people who are used to technological sophistication. Therefore, these factors cause a sense of comfort and the occurrence of a purchase decision. This finding is in line with the research of Tanjung & Effendy (2023) and the research of Alghifari & Rahayu (2021) which states that the more capable a website is, the more likely it is to trigger decision-making to buy a product.

### The Effect of Service Performance on Purchase Decisions

Good service performance or service, quick response and can help consumers in answering problems has a positive and significant effect on purchase decisions. The service expected by consumers is not only before making a purchase, but the seller must pay attention and care about consumer problems after making a purchase, it can provide a positive and pleasant experience for consumers, thereby creating trust in the services provided by the marketplace. So we can conclude that the better the quality of service provided by the seller will cause consumer buying behavior. The results of this study are strengthened by the research of Bima, et al., (2025) and Sari & Sari (2025) which states that the more marketplaces strengthen the performance of their services, it will affect consumers' purchasing decisions.

### The Influence of E-WOM on Purchase Decisions

Electronic Word Of Mouth positively and significantly affects purchasing decisions. Of course, this provides enlightenment that the influence of digital word-of-mouth has a great impact on influencing

consumers' buying interest in a marketplace, a person's experience is good or bad when shopping on the marketplace is considered relevant for other consumers in deciding to buy, the better the response given by someone, the better the consumer's purchase decision. This research was also established by Rahayu, et al., (2024) and Febriyanti & Dwijayanti (2021) which stated that the better the response or review given by someone will affect someone in making a purchase.

### Determination of The Most Dominant Variable

The most dominant independent variable to the bound variable in this case is the purchase decision can be identified by comparing the beta standard coefficient value, the data test results show that the Electronic Word Of Mouth (X3) free variable has the most dominant influence on the purchase decision with a beta coefficient value of 0.332 (33.2%), then followed by service performance with (X2) with a beta coefficient value of 0.320 (32%) and website capability with a beta coefficient value of 0.300 (30%), The findings show that Electronic Word of Mouth (E-WOM) can encourage and influence the buying interest of Pontianak City students as marketplace consumers. This is in accordance with the characteristics of the respondent who is a student who is included in the category of young genera, basically students as the younger generation in this case as consumers are very responsive in responding or reacting to the impression they feel, both in response speed, ease of access, and problem solving. Opinions, reviews and recommendations spread through digital media have an influence on the mindset and shopping behavior of students as a young generation, this is because they tend to believe information from the digital social environment, therefore Electronic Word Of Mouth is the most dominant in influencing consumer purchase decisions in the market place

### Conclusion

Based on the results of the data analysis carried out in this study, a conclusion can be drawn, namely:

1. Website capabilities have a positive and significant influence on the purchasing decisions of students in the city of Pontianak. This study found a bright spot where the quality of a reliable and effective website can influence students' decisions to buy goods on a marketplace.
2. Service performance has a positive and significant effect on the purchasing decision of students of Pontianak City. This result proves that if the seller provides good and satisfactory service according to consumer expectations, it can affect consumer purchase decisions.
3. Electronic Word of Mouth (E-WOM) has a positive and significant effect on the purchasing decisions of students in Pontianak City. Thus proving that the better the consumer reviews, the more it can influence the consumer's purchase decision

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