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ANALYSIS OF SERVICE QUALITY, DIGITAL MARKETING AND WORD OF MOUTH ON PURCHASING DECISIONS AMONG CONSUMERS OF JARFA PONSEL

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Abstract

This study aims to determine the influence of Service Quality, Digital Marketing, and Word of Mouth on purchasing decisions among consumers of the Jarfa Ponsel store. The study employs a quantitative approach with an associative research design. Data were collected by distributing questionnaires to Jarfa Ponsel consumers. The study population consisted of all Jarfa Ponsel consumers; as the exact population size was unknown, purposive sampling was used as the sampling technique. Based on the Lemeshow formula, a sample of 115 respondents was obtained. Data analysis was conducted using multiple linear regression. The results indicate that Service Quality, Digital Marketing, and Word of Mouth each have a positive and significant partial effect on purchasing decisions. Simultaneously, these three variables also exert a positive and significant influence on purchasing decisions. The Adjusted R-Square value of 0.784 indicates that 78.4% of the variation in purchasing decisions can be explained by Service Quality, Digital Marketing, and Word of Mouth, while the remaining 21.6% is influenced by variables outside the scope of this study.

Keywords: Service Quality, Digital Marketing, Word of Mouth, Purchasing Decision

INTRODUCTION

In the increasingly competitive digital era, the evolution of consumer behavior has become a critical arena for retail businesses. Purchasing decisions—a multifaceted phenomenon—are no longer driven solely by price or product availability; rather, they are shaped by a complex interplay of factors, including consumer perceptions of service quality, the effectiveness of digital marketing strategies, and the influence of interpersonal recommendations (Poluan et al., 2024). Marketing, recognized as a vital business function, focuses not merely on short-term objectives such as achieving sales volume, but also on creating sustainable value, fostering strong customer relationships, and ensuring long-term customer retention. Various definitions of marketing from leading experts underscore this essence (Hendrayana, 2024). Kotler & Armstrong (2021) define marketing as a socio-managerial process aimed at satisfying needs and wants through the creation, offering, and exchange of value. Furthermore, Fadhli et al. (2021) view it as a system of business activities designed to plan, price, promote, and distribute products or services capable of satisfying needs.

Rapid advancements in information technology—particularly the widening reach of internet penetration—have transformed consumer habits, turning access to information and online communication into a primary necessity (Hafia et al., 2024). This shift has directly resulted in a massive surge in demand for data allowances and telecommunications services. Such a hyper-competitive market environment has fostered intense competition in the sale of telecommunications products, including mobile airtime and data packages. In this context, businesses are required not only to offer high-quality products but also to deliver significant added value to consumers. This added value can manifest as superior service quality—characterized by responsiveness and personalization—as well as convenient, rapid transaction processes and the provision of accurate, transparent product information. With an organizational structure spanning three branches, Jarfa Ponsel enjoys a strategic advantage regarding customer reach. However, this geographical spread also presents distinct challenges in maintaining consistent service quality across all branches and ensuring the effective implementation of an integrated digital marketing strategy.

A consumer purchase decision is not a single event but rather a multi-stage process comprising need recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior (Kotler & Keller, 2022). Various factors can influence consumer choices at each of these stages; this is supported by research from Wijaya et al. (2024), which indicates that service quality—encompassing aspects such as transaction

speed, accuracy in order fulfillment, and employee friendliness and competence—plays a vital role in shaping positive consumer perceptions (Tjiptono, 2023). One indicator that can be used to assess the business condition of Toko Jarfa Ponsel is the year-over-year trend in business revenue. The revenue generated by the company reflects its success in attracting and retaining customers amidst increasingly intense competition in the mobile phone sales sector. Revenue fluctuations may indicate shifts in consumer behavior, the effectiveness of implemented marketing strategies, or the quality of customer service provided. Therefore, Toko Jarfa Ponsel's revenue data for the 2023–2025 period requires analysis to provide an overview of the business performance trends relevant to this study.

Based on available data, the revenue of Toko Jarfa Ponsel fluctuated during the 2023–2025 period. In 2023, total revenue was recorded at Rp 415,680,000, followed by a significant increase in 2024 to Rp 4,712,785,800. However, in 2025, revenue declined to Rp 3,534,180,000. This situation indicates that Toko Jarfa Ponsel's sales performance has not been stable from year to year. Such conditions suggest that consumer purchasing decisions have not been optimal or consistent, necessitating an analysis of the influencing factors. When examined by individual branch, Jarfa Ponsel 1 contributes the highest revenue compared to the other branches, followed by Jarfa Ponsel 2 and Jarfa Ponsel 3. Nevertheless, all three branches exhibit a relatively similar pattern: an increase in 2024 followed by a decline in 2025. This indicates that consumers tend to make purchases without first seeking information about the product—such as comparing prices, quality, specifications, or reviews from other consumers. This situation suggests that the consumer purchase decision process is not functioning optimally, as a crucial stage—information search—is lacking. Consequently, consumers tend to make purchasing decisions directly, without comprehensively considering the available information.

One factor influencing consumer purchasing decisions is service quality. According to Marpaung et al. (2021), service quality is an effort to meet or exceed consumer expectations—where a product possesses quality aligned with established standards—and is a dynamic, ever-changing condition. The better the service quality provided by a company, the greater the likelihood that consumers will decide to make a purchase. Conversely, poor service can lead to dissatisfaction and hesitation regarding the purchase (Tirtayasa et al., 2021). Furthermore, the employees' friendly demeanor and ability to explain products help consumers understand the offerings. Conversely, suboptimal service—such as slow processing or limited employee knowledge—can lead to dissatisfaction. This suggests that consumers do not yet fully trust or have confidence in the employees' service capabilities. Such conditions indicate that service quality regarding the "assurance" aspect is not yet optimal and requires improvement to boost consumer confidence and trust when making purchases at Toko Jarfa Ponsel. Furthermore, the implementation of digital marketing strategies is a factor that can influence consumer purchasing decisions in the digital era. By leveraging social media and various digital platforms, companies can convey product information to potential consumers quickly, widely, and interactively.

The more effective the digital marketing strategy implemented, the easier it is for consumers to obtain the information needed to evaluate products and make purchasing decisions (Hendrayana, 2024). By leveraging various digital media platforms to reach a wider audience with rapid interaction capabilities, digital marketing—particularly via social media—offers unique opportunities to build brand awareness, engage with consumers, and drive purchase interest (Jayanty & Handayani, 2024). This suggests that the information conveyed through Toko Jarfa Ponsel's digital channels has not yet fully succeeded in motivating consumers to make a purchase. Such conditions indicate that the implementation of digital marketing is not yet optimal in influencing consumer purchasing decisions; therefore, improvements to information quality and digital promotional strategies are necessary to more effectively stimulate consumer purchase interest. Another factor influencing purchasing decisions is word-of-mouth. Communication between consumers can serve as a source of information perceived as more credible than company-led promotions.

The more positive the information and recommendations received, the higher the level of trust potential customers place in the offered product, thereby driving the decision to purchase. Conversely, negative information or experiences spread through word-of-mouth can create doubt and diminish consumer interest in making a purchase (Supu et al., 2022). Recommendations, experiences, and information shared by other consumers serve as trusted sources of consideration for potential customers prior to making a purchase. The more positive the word-of-mouth received, the greater the consumer's trust in the product or store, which encourages them to make a purchasing decision. Conversely, negative word-of-mouth can instill doubt and reduce consumer interest in buying (Purwaningsih & Rachman, 2020). In the context of a retail business like Toko Jarfa Ponsel, word-of-mouth can arise through recommendations, the sharing of experiences, or the exchange of information among consumers. Positive communication can build trust and strengthen consumer interest in the products offered. However, the current situation suggests that consumers are not yet sufficiently motivated to share their positive post-purchase

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experiences at Toko Jarfa Ponsel with others. This indicates that the word-of-mouth generated is suboptimal, preventing the spread of positive information about the store from reaching its full potential.

Consequently, the influence of recommendations from existing consumers on prospective customers remains relatively low, highlighting the need to boost this influence by providing a more satisfying shopping experience. Based on the background of the problem described above, the problems identified in this study are as follows:

1. Regarding the purchasing decision variable, the revenue of Toko Jarfa Ponsel fluctuated during the 2023–2025 period. After experiencing a significant increase in 2024, revenue subsequently declined in 2025. This condition indicates that consumer purchasing decisions have been neither optimal nor consistent, resulting in year-to-year sales instability for the company.
2. Regarding the service quality variable, the quality of service at Toko Jarfa Ponsel remains suboptimal. This is evidenced by 20 respondents (67%) stating they were not confident in the employees' ability to provide service (assurance). This situation indicates a need to improve consumer trust in the quality of service.
3. Regarding the digital marketing variable, the implementation of digital marketing is not yet optimal. This is indicated by 18 respondents (60%) stating that information conveyed via digital media did not assist them in making purchasing decisions (conversion). This condition suggests that the digital marketing strategy needs improvement to be more effective in influencing purchasing decisions.
4. Regarding the word-of-mouth variable, the sharing of positive experiences by consumers remains low. This is evidenced by 19 respondents (63%) stating they did not share their positive shopping experiences at Toko Jarfa Ponsel with others. This indicates that the word-of-mouth generated has not been optimal.
5. There are discrepancies in the findings of previous studies regarding the influence of service quality, digital marketing, and word-of-mouth on purchasing decisions. These inconsistent results indicate the existence of a research gap that requires further investigation.

LITERATURE REVIEW

Purchasing Decisions

According to Kotler and Armstrong (2021), the purchase decision process encompasses determining what to buy—or deciding against a purchase—and includes the specific stage in the decision-making process where the consumer actually makes the purchase. Meanwhile, according to Tjiptono (2023), a purchase decision is a process in which a consumer identifies a problem, seeks information or specific brands, and evaluates how well each alternative can resolve the issue, ultimately leading to a purchase decision (Cesariana et al. 2022). Consumers will purchase their most preferred brand, but two factors emerge: purchase intention and the purchase decision (Zusrony, 2021; Prabowo et al, 2025).

Service Quality

According to Zeithaml et al. (2021), service quality refers to the suitability and usability of the overall characteristics of products and services provided to meet the expectations desired by consumers. Service quality is defined as a company's ability to provide services that meet or even exceed customer expectations (Prabowo et al., 2025). Service quality is a crucial aspect of the business world because it is directly linked to consumer satisfaction; the better the service quality provided, the higher the level of customer satisfaction. Service quality plays a vital role in service marketing. It is assessed not only based on the final outcome but also on the service delivery process itself (Kotler & Keller, 2022).

Digital Marketing

According to Chaffey & Chadwick (2022), digital marketing involves the application of digital media, data, and technology integrated with traditional communication to achieve marketing objectives. The use of digital media also helps companies enhance their competitiveness. Today, consumers increasingly access information through digital platforms; consequently, digital marketing has become a crucial component of modern business strategy (Kotler et al., 2021). Digital marketing entails the application of digital technology in marketing activities aimed at managing customer relationships effectively and sustainably. Digital marketing can enhance interaction between companies and consumers. Positive interaction fosters consumer trust in the brand. Therefore, digital marketing plays a crucial role in increasing sales (Ryan, 2021).

Word of Mouth

According to Kotler and Keller (2022), Word of Mouth (WOM) is a communication process involving the sharing of recommendations or evaluations—whether by individuals or groups—regarding a product or service. This form of communication is rooted in personal experience and aims to convey information on a personal level. Consumers can easily share their experiences via social media, thereby accelerating and broadening the dissemination of information. Positive WOM can boost a company's sales, whereas negative WOM can diminish consumer purchase intent. Consequently, WOM exerts a significant impact on marketing (Ismagilova et al., 2021). Word-of-mouth (WOM) serves as an effective indirect marketing strategy. Companies need to focus on customer satisfaction to ensure that the resulting WOM is positive (Kotler et al., 2021).

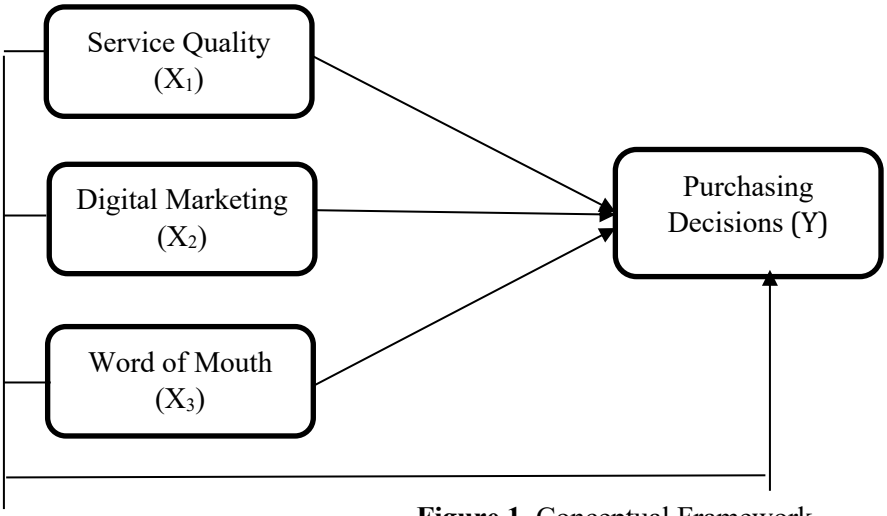


Figure 1. Conceptual Framework
Source: Researcher (2026)

The research hypotheses are:

1. H1: Service Quality has a positive and significant partial effect on the purchasing decisions of Jarfa Ponsel customers.
2. H2; Digital Marketing has a positive and significant partial effect on the purchasing decisions of Jarfa Ponsel customers.
3. H3: Word of Mouth has a positive and significant partial effect on the purchasing decisions of Jarfa Ponsel customers.
4. H4: Service Quality, Digital Marketing, and Word of Mouth have a positive and significant simultaneous effect on the purchasing decisions of Jarfa Ponsel customers.

METHOD

The research approach used an associative approach, with a quantitative method. The research was conducted at the Jarfa Ponsel shop, located on Jalan Rawe 7, Tangkahan, Medan Labuhan District, Medan City, North Sumatra. The study took place from February 2026 to July 2026. The analysis tool used SPSS version 25 software. The population for this study consists of all consumers who made a purchase at Toko Jarfa Ponsel during the study period. The sampling technique employed in this study is purposive sampling. According to Sekaran & Bougie (2020), purposive sampling is a technique for selecting a sample based on specific criteria aligned with the research objectives. The sample criteria for this study are as follows:

1. Consumers who have made a purchase at Toko Jarfa Ponsel.
2. Consumers who use digital media (such as Instagram, WhatsApp, or other platforms).
3. Consumers who are willing to participate as respondents in the study.

The total population size is unknown (infinite population); therefore, the sample size was determined using the Lemeshow formula, as follows:

$$n = \frac{\text{Z2 x P x } (1 - \text{P})}{d^2}$$

Description:
n = Sample size
Z = Standard value at a 95% confidence level, i.e., 1.96

P = Population proportion of 0.5 (since it is unknown)
d = Margin of error of 0.10

Calculation:

$$n = \frac{(1{,}96)2 \text{ x } 0{,}5 \text{ x } (1 - 0{,}5)}{0{,}10^2}$$

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

$$n = 96{,}04 \ + \ 15\ \%$$

$$n = 100 \ + \ 15$$

$$n = 115 \text{ respondent}$$

Based on the calculation results, the minimum sample size required for this study is 96 respondents. However, to facilitate the research process and account for potential incomplete or invalid data, the sample size was rounded up to 115 respondents.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Service Quality, Digital Marketing, Word of Mouth and Purchasing Decisions

Statement Items	r-count	r-table	Description
SQ1	0,873	0,361	Valid
SQ2	0,757	0,361	Valid
SQ3	0,768	0,361	Valid
SQ4	0,845	0,361	Valid
SQ5	0,629	0,361	Valid
SQ6	0,750	0,361	Valid
SQ7	0,765	0,361	Valid
SQ8	0,922	0,361	Valid
SQ9	0,391	0,361	Valid
SQ10	0,401	0,361	Valid
DM1	0,764	0,361	Valid
DM2	0,779	0,361	Valid
DM3	0,774	0,361	Valid
DM4	0,756	0,361	Valid
DM5	0,595	0,361	Valid
DM6	0,514	0,361	Valid
DM7	0,730	0,361	Valid
DM8	0,819	0,361	Valid
WOM1	0,873	0,361	Valid
WOM2	0,757	0,361	Valid
WOM3	0,768	0,361	Valid
WOM4	0,845	0,361	Valid
WOM5	0,629	0,361	Valid
WOM6	0,750	0,361	Valid
WOM7	0,765	0,361	Valid
WOM8	0,922	0,361	Valid
WOM9	0,391	0,361	Valid
WOM10	0,401	0,361	Valid
PD1	0,602	0,361	Valid

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Statement Items	r-count	r-table	Description
PD2	0,696	0,361	Valid
PD3	0,723	0,361	Valid
PD4	0,756	0,361	Valid
PD5	0,637	0,361	Valid
PD6	0,788	0,361	Valid
PD7	0,710	0,361	Valid
PD8	0,721	0,361	Valid
PD9	0,791	0,361	Valid
PD10	0,549	0,361	Valid

Sources: SPSS version 25 (2026)

Based on Table 1, the results of the validity test above show that all items statement are > r table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Service Quality, Digital Marketing, Word of Mouth and Purchasing Decisions

Variabel	Cronbach Alpha	Provision	Description
Service Quality	0,719	0,60	Reliable
Digital Marketing	0,866	0,60	Reliable
Word of Mouth	0,902	0,60	Reliable
Purchasing Decisions	0,880	0,60	Reliable

Sources: SPSS version 25 (2026)

It is known that the Cronbach's alpha value for all research variables of service quality, digital marketing, word of mouth and purchasing decisions is > 0.60, so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Unstandardized Residual
N	115
Mean	,0000000
Std. Deviation	4,29103264
Absolute	,079
Positive	,079
Negative	-,058
Test Statistic	,079
Asymp. Sig. (2-tailed)	,074c

Sources: SPSS version 25 (2026)

It is known that the asymp. sig. (2-tailed) value is 0.074 > 0.05 significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	**Tolerance**	**VIF**
(Constant)	1,000	1,851		,540	,590		
Service Quality	,282	,061	,267	4,604	,000	,564	1,775
Digital Marketing	,744	,064	,649	11,570	,000	,601	1,664
Word of Mouth	,105	,044	,113	2,402	,018	,852	1,174

Sources: SPSS version 25 (2026)

It is known that the results of the multicollinearity test for the service quality, digital marketing, word of mouth variables have a tolerance value of > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems

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Table 5. Multiple Linear Tegression Test Results

Variable	**B**	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1,000	1,851		,540	,590		
Service Quality	,282	,061	,267	4,604	,000	,564	1,775
Digital Marketing	,744	,064	,649	11,570	,000	,601	1,664
Word of Mouth	,105	,044	,113	2,402	,018	,852	1,174

Sources: SPSS version 25 (2026)

Y = 1.000 + 0.282X1 + 0.744X2 + 0.105X3

1. Constant α = 1.000
   From the constant α = 1.000, it can be determined that if Service Quality, Digital Marketing, and Word of Mouth do not increase or are equal to 0 (zero), then the Purchase Decision amounts to 1.000 units.
2. $\beta_1 = 0.282$
   If Service Quality increases by one unit, then the Purchase Decision increases by 0.282 units, assuming Digital Marketing and Word of Mouth remain constant.
3. $\beta_2 = 0.744$
   If Digital Marketing increases by one unit, then the Purchase Decision increases by 0.744 units, assuming Service Quality and Word of Mouth remain constant.
4. $\beta_3 = 0.105$
   If Word of Mouth increases by one unit, then the Purchase Decision increases by 0.105 units, assuming Service Quality and Digital Marketing remain constant.

Table 6. Gletsjer Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,714	1,171		4,880	,000
	Service Quality	-,058	,039	-,180	-1,499	,137
	Digital Marketing	-,069	,041	-,196	-1,689	,094
	Word of Mouth	,041	,028	,145	1,486	,140

a. Dependent Variable: ABS_RES

Sources: SPSS version 25 (2026)

Based on the results of the heteroscedasticity test using the Glejser method shown in the table above, the findings are as follows:

1. The Service Quality variable (X1) has a significance value of 0.137. This value is greater than 0.05 (0.137 > 0.05); therefore, it can be concluded that the Service Quality variable does not exhibit heteroscedasticity.
2. The Digital Marketing variable (X2) has a significance value of 0.094. This value is greater than 0.05 (0.094 > 0.05); therefore, it can be concluded that the Digital Marketing variable does not exhibit heteroscedasticity.
3. The Word of Mouth variable (X3) has a significance value of 0.140. This value is greater than 0.05 (0.140 > 0.05); therefore, it can be concluded that the Word of Mouth variable does not exhibit heteroscedasticity.

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Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1,000	1,851		,540	,590
Service Quality	,282	,061	,267	4,604	,000
Digital Marketing	,744	,064	,649	11,570	,000
Word of Mouth	,105	,044	,113	2,402	,018

Sources: SPSS version 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The Influence of Service Quality on Purchase Decisions
   The calculated t-value (t-count) for Service Quality is 4.604, which is greater than the t-table value of 1.98157, and the significance level is 0.000 (less than 0.05); thus, Ha is accepted and Ho is rejected, indicating that Service Quality has a significant influence on Purchase Decisions.
2. The Influence of Digital Marketing on Purchase Decisions
   The calculated t-value (t-count) for Digital Marketing is 11.570, which is greater than the t-table value of 1.98157, and the significance level is 0.000 (less than 0.05); thus, Ha is accepted and Ho is rejected, indicating that Digital Marketing has a significant influence on Purchase Decisions. Digital Marketing is the most dominant variable as it possesses the highest calculated t-value.
3. The Influence of Word of Mouth on Purchase Decisions
   The calculated t-value (t-count) for Word of Mouth is 2.402, which is greater than the t-table value of 1.98157, and the significance level is 0.018 (less than 0.05); thus, Ha is accepted and Ho is rejected, indicating that Word of Mouth has a significant influence on Purchase Decisions.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	7889,305	3	2629,768	139,063	,000[b]
Residual	2099,078	111	18,911		
Total	9988,383	114			

Sources: SPSS version 25 (2026)

Based on the above, The F-test results show an F-calculated value of 139.063, which is greater than the F-table value of 2.69 (df1 = k − 1 = 4 − 1 = 3 and df2 = n − k = 115 − 4 = 111), with a significance value of 0.000 (< 0.05); consequently, Ha is accepted and Ho is rejected. This indicates that Service Quality, Digital Marketing, and Word of Mouth simultaneously have a significant effect on the purchasing decisions of Toko Jarfa Ponsel consumers. Thus, the previous hypothesis (H4) is accepted.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,889[a]	,790	,784	4,34863

Sources: SPSS version 25 (2026)

Based on the results of the Adjusted R-squared value obtained was 0.784, or 78.4%. This indicates that 78.4% of the variation in Purchase Decisions can be explained by Service Quality, Digital Marketing, and Word of Mouth, while the remaining 21.6% is explained by other variables outside the model that were not examined in this study.

Discussion

The Analysis of Service Quality on Purchasing Decisions

The results of this study indicate that service quality has a positive and significant effect on the purchasing decisions of consumers at the Jarfa Ponsel store. This is evidenced by a calculated t-value of 4.604, which exceeds the t-table value of 1.981 (4.604 > 1.981), and a significance value of 0.000 (< 0.05). These results demonstrate that the better the service quality provided, the higher the likelihood of consumer purchasing decisions at Jarfa Ponsel. The study also shows that service quality influences purchasing decisions; thus, superior service quality fosters greater consumer confidence in making a purchase. Therefore, Jarfa Ponsel needs to maintain a comfortable store environment and high-quality service, while also enhancing employee capabilities to deliver fast, friendly, accurate, and informative service in order to boost consumer trust, satisfaction, and purchasing decisions. These findings align

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with the research of Arisinta and Ulum (2023), which concluded that service quality has a positive and significant impact on purchasing decisions within MSMEs. Their study explained that high-quality service enhances customer satisfaction and trust, thereby encouraging consumers to make purchases. The findings of this study are also consistent with the research of Indriani and Yani (2023), which stated that service quality has a positive and significant effect on consumer purchasing decisions. Their study demonstrated that high-quality, fast service capable of meeting customer expectations is a key factor influencing consumer decisions to purchase a product. Furthermore, the results of this study support the research conducted by Saputra and Ardani (2020), Ramadhan, Rachmawati, and Alamsyah (2023), as well as Wibowo, Lukita, and Wulandari (2024), all of which found that service quality has a positive and significant impact on purchasing decisions. These findings indicate that service quality is a factor that consistently influences consumer behavior across various types of businesses, including the retail, service, marketplace, hotel, and electronics sectors.

The Analysis of Digital Marketing on Purchasing Decisions

The results of this study indicate that digital marketing has a positive and significant effect on purchasing decisions among consumers at the Jarfa Ponsel store. This is evidenced by a calculated t-value of 11.570 (exceeding the t-table value of 1.981) and a significance value of 0.000 (below 0.05). This implies that the better the implementation of digital marketing, the higher the likelihood of consumers making a purchase at Jarfa Ponsel. These findings align with the research of Saputra and Ardani (2020), which stated that digital marketing has a positive and significant impact on purchasing decisions. Their study demonstrated that effective digital marketing strategies can boost consumer interest and confidence when making purchasing decisions. Furthermore, the results of this study support the findings of Ramadhan, Rachmawati, and Alamsyah (2023) as well as Wibowo, Lukita, and Wulandari (2024), who found that digital marketing exerts a positive and significant influence on purchasing decisions, both individually and simultaneously alongside other variables. Research by Indriani and Yani (2023) also indicates that digital promotion strategies have a positive and significant effect on consumer purchasing decisions. These results demonstrate that the optimal use of digital media can enhance promotional effectiveness, expand market reach, and strengthen the relationship between the company and its consumers.

The Analysis of Word of Mouth on Purchasing Decisions

The results of this study indicate that Word of Mouth has a positive and significant effect on the purchasing decisions of consumers at Toko Jarfa Ponsel. This is evidenced by a calculated t-value of 2.402 (exceeding the t-table value of 1.981) and a significance value of 0.018 (below the 0.05 threshold). This implies that the better the Word of Mouth and positive recommendations received by consumers regarding Toko Jarfa Ponsel, the higher the likelihood of a purchase decision. The findings demonstrate that Word of Mouth influences purchasing decisions among Toko Jarfa Ponsel consumers; specifically, recommendations, positive experiences, and information shared by customers with others can boost the confidence of prospective consumers when making purchasing decisions. Information originating from family, friends, or relatives carries a high level of credibility, thereby reducing consumer doubts regarding the quality of products or services provided by Toko Jarfa Ponsel. As more customers provide positive testimonials and recommend the store to others, Toko Jarfa Ponsel's image improves, and the probability of purchase decisions increases. These results align with the study by Arisinta and Ulum (2023), which concluded that Word of Mouth has a positive and significant impact on purchasing decisions within MSMEs. That study explained that customer recommendations to others enhance the trust of prospective consumers, thereby driving purchasing decisions. These findings are further supported by the research of Beyari and Garamoun (2024), which found that electronic Word of Mouth (e-WOM) positively influences brand quality perception and increases consumer purchase intentions within the hospitality industry in Saudi Arabia. Furthermore, research by Iezzi and Monte (2025) demonstrates that positive sentiment generated through e-WOM enhances sales volume predictions, indicating that positive consumer communication has a tangible impact on a company's marketing performance.

The Analysis of Service Quality, Digital Marketing and Word of Mouth on Purchasing Decisions

The results of this study indicate that Service Quality, Digital Marketing, and Word of Mouth simultaneously exert a positive and significant influence on the purchasing decisions of consumers at Toko Jarfa Ponsel. This is evidenced by a calculated F-value of 139.063 (exceeding the F-table value of 2.69) and a significance value of 0.000 (below 0.05). This implies that these three variables collectively play a role in enhancing consumer purchasing decisions. The findings demonstrate that consumer purchasing decisions are not driven by a single factor but result from a combination of the service quality provided by the company, the effectiveness of digital marketing activities,

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and positive word-of-mouth communication received by consumers. These three variables complement each other in shaping a positive consumer perception of Toko Jarfa Ponsel, thereby boosting consumer confidence when making purchasing decisions. These findings align with the study by Saputra and Ardani (2020), which concluded that Digital Marketing, Word of Mouth, and Service Quality simultaneously have a positive and significant impact on purchasing decisions. That study showed that the combination of these three variables enhances consumer confidence in making purchasing decisions.

Furthermore, the results of this study support the research by Wibowo, Lukita, and Wulandari (2024), which found that Digital Marketing, Electronic Word of Mouth (e-WOM), and Service Quality positively and significantly influence purchasing decisions, both partially and simultaneously. Similarly, research by Indriani and Yani demonstrated that digital promotion strategies, service quality, and Word of Mouth collectively enhance consumer purchasing decisions. The results also align with the study by Arisinta and Ulum (2023), which showed that Service Quality and Word of Mouth simultaneously have a positive and significant impact on purchasing decisions within MSMEs. Although that study did not include the Digital Marketing variable, the results still indicated that service quality and positive communication among consumers are crucial factors in increasing purchasing decisions.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Service quality has a positive and significant effect on the purchasing decisions of Jarfa Ponsel store consumers.
2. Digital marketing has a positive and significant effect on the purchasing decisions of Jarfa Ponsel store consumers.
3. Word of mouth has a positive and significant effect on the purchasing decisions of Jarfa Ponsel store consumers.
4. Service quality, digital marketing, and word of mouth simultaneously have a positive and significant effect on the purchasing decisions of Jarfa Ponsel store consumers.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. The store needs to ensure that information regarding prices, specifications, product conditions, warranties, payment methods, and exchange or return policies is clearly communicated before a purchase is made.
2. The researcher recommends that Jarfa Ponsel shift its digital activities from merely conveying information to actively engaging with consumers. The store should enhance the quality and consistency of its content across platforms such as Instagram, WhatsApp, TikTok, and others by showcasing product details, specification comparisons, promotions, and product usage tips, as well as content tailored to consumer needs.
3. The researcher recommends that Jarfa Ponsel actively convert consumer satisfaction into recommendations and reviews visible to prospective customers. The store can encourage customers to leave reviews after a transaction, guide them to post reviews on digital platforms, and transparently display customer testimonials as part of its marketing communications.
4. The researcher recommends that Jarfa Ponsel recognize that consumers do not make immediate purchasing decisions; instead, they first seek information and evaluate various alternatives.

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