

THE EFFECT OF ELECTRONIC WORD OF MOUTH AND SOCIAL MEDIA MARKETING ON THE PURCHASE DECISION OF BILLIONAIRE'S PROJECT PRODUCTS THROUGH PRODUCT QUALITY

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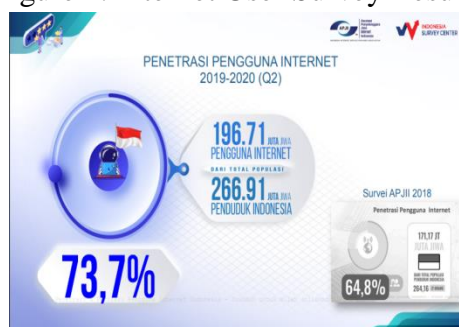
Abstract: The purpose of this study was to analyze the effect of Electronic Word of Mouth and Social Media Marketing on the Purchase Decision of Billionaire's Project clothing with Product Quality as the Mediation variable. The research design used is quantitative research with associative methods, namely methods that are formulated to provide answers to problems that have a relationship or influence between 2 or more variables. The data used is primary data obtained through distributing questionnaires to 105 respondents with the criteria that they are buyers of Billionaire's Project products. The results of the study indicate that the Social Media Marketing variable has a direct or indirect effect on purchasing decisions. Meanwhile, the Electronic Word of Mouth variable has no direct effect on the Purchase Decision. However, through the Product Quality variable as a mediating variable, Electronic Word of Mouth has an effect on Purchase Decision.

Keywords: *Social Media Marketing, Electronic Word of Mouth, Product Quality, and Purchase Decision.*

1. Introduction

Technology and the internet are fast advancing in this era of globalization. This will undoubtedly result in cultural changes in the environment and in society. According to the Indonesian Internet Service Providers Association (APJII), there were 196 million internet users in Indonesia from 2019 to 2020, accounting for roughly 73 percent of the country's total population of 266 million people.

Figure 1. Internet User Survey Results



Source: Survey Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) Tahun 2019-2020

The usage of social media in daily activities is one of the community's uses of the internet network. In certain circumstances, social media is a set of software that enables groups or individuals to interact, collaborate, share, and play (Nasrullah, 2015). To put it another way, social media isn't just a way for people to interact; it can also be used by businesses to promote their products more widely. For businesspeople, social media can serve as a two-way communication channel with potential customers. Prospective customers can ask inquiries using the online talk/chat feature or the comment column on social media, and business actors can produce catalogs with explanations about the things being sold. Billionaire's Project is a small business that promotes itself using social media. Billionaire's Project is a clothing company that focuses on t-shirts, sweaters, hoodies, and hats, with the phrase "Make Money, Not Drama."

Since its inception in 2019, Billionaire's Project has worked closely with major businesses and well-known illustrators to develop unique items. Surprisingly, all e-commerce partnership products were sold out in minutes. Without a doubt, this local brand has been awarded a MURI (Indonesian World Record Museum) record for "Local Brand Clothing with the Highest Sales Results" based on the results of a clothing auction that raised Rp. 40,500,000 (source: <https://www.tribunnews.com>). Billionaire's Project, despite being new to the Indonesian fashion scene, is able to maximize internet technology by using social media to draw public attention to the brand or product being promoted. Not only that, but the usage of internet marketing through e-commerce makes it easier for consumers to learn about products, read reviews, and shop online in the midst of a pandemic that is far from ended.

Marketing Mix

Marketing plays a critical role in a company's success. Every firm must establish an effective marketing strategy by combining the elements of the marketing mix in order to achieve marketing success. According to Kotler (2008), the marketing mix is a combination of regulated tactical marketing instruments (product, pricing, location, and promotion) that businesses use to generate the intended response in their target market. There are seven variables in the marketing mix:

- Product is a collection of goods and services that a corporation provides to its target market. Diverseness, quality, design, features, brand name, packaging, and service are all product indicators.
- Price refers to the amount or value that a client must pay in order to get a product. List prices, discounts, rebates, payment terms, and credit terms are all examples of pricing metrics.
- Place contains the company's activities in the manufacture of products to be sold. Location indicators include channel, coverage, selection, location, inventory, shipping, and logistics.
- Promotion refers to activities that convey information about a product and encourage potential customers to make a purchase. Advertising metrics include advertising, sales, affairs, promotions, and public relations.
- Physical Evidence is an effort made by service providers to persuade customers or consumers. Examples of such physical evidence are service equipment, offices, buildings, or websites. A service receipt or invoice is also physical evidence that assures the customer that the service is performing as provided.

- People is an employee or officer who provides services, including services that interact directly with customers. These factors include how well these people do their job and how their customers perceive or experience the service.
- Process is a method, process, or series of activities used to provide one or more services to customers. All of these processes need to be tightly controlled to ensure a consistent customer experience. This process is usually defined in a standard written work order (SOP).

Promotion

Promotion or advertising is an attempt to educate or teach potential customers about a product or service in order to persuade them to buy or consume it. Manufacturers and merchants anticipate sales to improve as a result of promotions. Tjiptono (2015) defines promotion as a part of the marketing mix that focuses on informing, convincing, and reminding customers about a company's brand or product. According to the remark, advertising is a way for marketers to communicate with their target audience. Communication is the process of using ideas, facts, and emotions to influence the behavior of others.

Social Media Marketing

Social media marketing is a type of marketing that leverages an active audience on social media to sell a product, service, or issue. According to Wibowo and Priansa (2017), companies can use social media marketing to build solid relationships with customers. Customers must be influenced by the information provided by businesses. Because of the presence of social media marketing, information can be easily and cheaply disseminated. As a result, businesses must be able to package information in a way that is appealing to consumers and entices them to purchase the products on offer.

According to Moriansyah (2015), brand awareness occurs as a result of the optimal usage of social media, and the media serves as a route for a brand to interact with its customers. According to Chris Heuer (Solis, 2010), there are four C's to leveraging social media:

- Context: The way we convey messages to audiences in a certain format.
 - Communication: The practice of conveying or sharing as well as listening, responding, and developing messages to the audience.
 - Collaboration: Working together between the sender and recipient of the message so that the message delivered is more effective
 - Connection: An ongoing relationship between the sender and the recipient of the message.
- Many businesses feel that by merely utilizing social media marketing, they will be able to make their products easier to use, add value to them, and make them cheaper and more efficient. When a large number of consumers and customers visit the sales page and are familiar with the brand on offer, the impact on sales becomes enormous. One of the goals of efficient marketing is to demonstrate the product's presence so that it is remembered and consumers choose to acquire the things supplied. According to numerous experts, social media marketing is a marketing technique that uses social media to sell products or services by enlisting the help of people who use it for that reason.

Electronic Word of Mouth

Regardless of marketing difficulties, electronic word of mouth refers to the exchange of comments, opinions, or ideas between consumers (Juniantoko & Supriono, 2017). The Internet is allowing new types of communication platforms to arise, making it more powerful and allowing providers and consumers to communicate information and ideas from company to consumer and consumer to consumer. lower. A product or firm that is available to a large number of individuals and institutions via the Internet is known as electronic word-of-mouth (eWOM).

Electronic word of mouth (eWOM) is a collection of statements about a product or company made and used by existing, potential, or prior customers, and made available to people or institutions via the internet. This is because consumers place more trust in people who have already made a purchase rather than marketers' direct advertising. Consumers are more likely to be swayed by the suggestions of individuals who have personally experienced the product's benefits rather than the promises made by marketers.

In his research, Goyette, et al., (2010) divided Electronic Word of mouth into three dimensions, namely:

- **Intensity** Intensity in e-WOM is the number of opinions written by consumers on a social networking site. Research conducted by Goyette et al., (2010) divides the indicators of Intensity as follows:
 - a. Frequency of accessing information from social networking sites;
 - b. Frequency of interaction with users of social networking sites
 - c. Number of Reviews written by users of social networking sites.
- **Valence of Opinion** Consumers' opinions, whether positive or negative, about products, services and brands. Valence of Opinion has two properties, namely negative and positive. Valence of Opinion includes:
 - a. Positive comments from users of social networking sites
 - b. Recommendations from users of social networking sites
- **Content** Is the information content of social networking sites related to products and services. Indicators of Content include:
 - a. Information about variations.
 - b. Product quality information.
 - c. Information about the prices offered.

Product Quality

The products offered by the company will sell well in the market if the quality of the products being traded is of high quality and meets the needs of consumers. According to Heizer and Render (2012) product quality is the overall product features and characteristics that are able to satisfy both visible and invisible needs. According to the American Society in the book Kotler and Keller (2016:156) the definition of quality is as follows "Quality is the totality of features and characteristic of a product or implied needs". The ability to create value for product quality and exceed consumer expectations depends on the company's commitment.

The impact of product quality on market share is determined by how product quality is defined. Product quality has parameters that can be used to evaluate a product's features. Product quality, according to David Garvin in his book Fandy Tjiptono (2016:134), includes eight dimensions:

- Performance, is the main operating characteristics of the purchased core product.
- Features (additional features or characteristics), namely secondary or complementary characteristics.
- Reliability (Reliability), which is less likely to be damaged or fail to use.
- Conformance to Specifications, namely the extent to which the design and operating characteristics meet pre-determined standards.
- Durability, which is related to how long the product can be used.
- Serviceability, including speed, competition, convenience, then direspati; and handling complaints satisfactorily.
- Aesthetics, namely the attractiveness of the product to the five senses.
- Perceived Quality, namely the image and reputation of the product as well as the company's responsibility towards it.

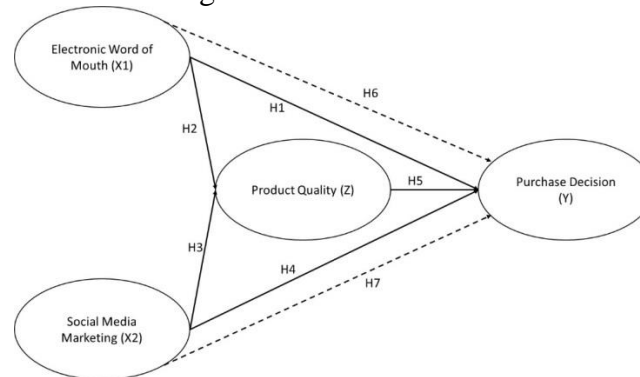
Purchase Decision

Consumers have increasing wants and needs for goods and services. To meet these wants and needs, consumers must make purchases. However, making the decision to buy goods or services is not always easy, especially with the growing number of business people and technological advances that provide consumers with a variety of options to meet their wants and needs. The purchase decision, according to Kotler and Keller (2016), is the step of the purchase decision process where the final consumer purchases the product. The buying decision is divided into five stages:

- Recognizing the Need.
The buying process, according to Kotler and Keller (2016), begins when the buyer recognizes a problem or need through internal and external stimulation, whereas, according to Hakwins & Motherbaugh (2010), realizing a need is the result of a mismatch between the desired state and the actual situation, which is sufficient to arouse and activate the purchasing process. The real state is a person's current perception of feelings and events. Those who want to feel the current feeling or condition define the ideal state.
- Information Search.
People begin to start an active information search or look for content to read at the next level, according to Kotler and Keller (2016). They call friends, search online, and visit businesses to see things in person. According to Kotler and Keller (2016), the primary sources of customer information are split into four categories:
 - a. Personal i.e. family, friends, neighbors and relatives
 - b. Commercial, namely advertising, website sales, intermediaries, packaging, displays.
 - c. Public i.e. mass media, consumer rating organizations
 - d. Experiential namely handling, researching and using the product.
- Evaluation of Alternatives.
Customers try to meet their requirements. Both consumers are looking for certain benefits from product solutions. Third, customers consider each product to be a collection of attributes with varying abilities to give value.
- Purchase Decision.
In the evaluation stage, consumers form preferences among the preferred brands and can also form intentions to buy the most preferred brand. At this stage the customer makes a decision to buy the most preferred brand.

- Repurchase. After the purchase process, consumers may experience dissonance from realizing that the product purchased is good and has advantages so that they want to buy it again.

Figure 2 Research Model



Research Hypothesis

The hypothesis is a speculative answer to the topic given, and it must be verified with more full and supporting facts. The purpose of this study was to see how social media marketing, electronic word of mouth, and product quality influenced purchase decisions for Billionaire's Project clothes. The following is the formulation of the research hypothesis:

H1 : There is a positive influence of Electronic Word of Mouth on Purchase Decision

H2 : There is a positive influence of Electronic Word of Mouth on Product Quality

H3 : There is a positive influence of Social Media Marketing on Product Quality

H4 : There is a positive influence of Social Media Marketing on Purchase Decision

H5 : There is a positive effect of product quality on Purchase Decision

H6 : There is a positive effect of Electronic Word of Mouth on Purchase Decision mediated by Product Quality

H7 : There is a positive influence of Social Media Marketing on Purchase Decision mediated by Product Quality

2. Research Method

The authors employed quantitative methodologies in this investigation. Quantitative methods, according to Sugiyono (2018), are based on the positivist philosophy and are used to examine specific populations or samples. Sampling techniques are generally done at random, data collection is done with research instruments, and data analysis is quantitative or statistical with the goal of testing hypotheses that have been established. set. The goal of this study is to investigate the relationship between research variables, such as Electronic Word of Mouth and Social Media Marketing variables, and product quality and purchase decision variables.

The population used in this study are followers of the Billionaire's Project. The sample appointed is those who have purchased products from the Billionaires Project. In this study, the analysis tool uses the Structural Equation Model (SEM), if the sample size is too large, the minimum representative sample size is determined (Hair, et al, 2010). A suitable number or sample size is suggested between 100-200 respondents or an estimated 5 to 10 times the number of indicators. Therefore, the number of samples is determined based on the results of the calculation of the smallest minimum sample.

Based on Hair, et al. (2010) there is no exact sample size, but it can be seen that the appropriate sample size is between 100-200 samples. Therefore, according to the SEM requirements, the minimum number of respondents in this research sample is 95 respondents and the largest number of samples is 190 respondents. However, the sample used in this study was 105 respondents. Collecting data using a questionnaire using a Likert scale as a measuring tool. Sugiyono (2018) states that the Likert scale is a scale that can be used to measure a person's attitudes, opinions and perceptions about a particular object or phenomenon. With a Likert scale, the variables to be measured are translated into variable indicators. The Likert scale consists of numbers 1 (strongly disagree) to 5 (strongly agree) for all variables.

The analysis technique is carried out using Structural Equation Modeling (SEM) based on components or variants (component based), which is popular with Partial Least Square (PLS) with the help of the SmartPLS program. This technique was chosen on the grounds that the PLS technique does not require many assumptions. The data does not have to be multivariate normally distributed and the number of samples does not have to be large. The research PLS technique applies two components to the causal model, namely the measurement model and the structural model. A complete model basically consists of a measurement model and a structural model. The measurement model is carried out to produce an assessment of the validity and discriminant validity, while the structural model is a model that describes the hypothesized relationships.

3. Results and Discussion

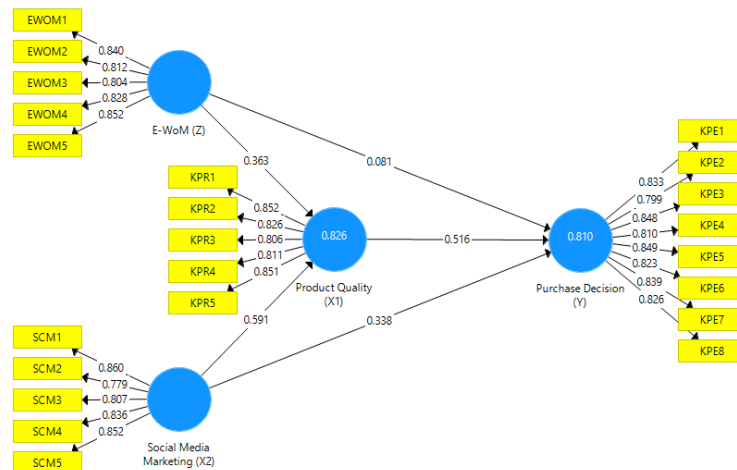
The results of data collection through questionnaires from 105 respondents have been grouped into the characteristics of gender, age, and last education. Of the 105 respondents, 61% or 64 respondents were women and 39% or 41 respondents were men. From these data it can be said that there are more women than men. From the age factor, it can be shown that 60% or 63 respondents aged between 21-25 years, 26.7% or 28 respondents aged between 26-30 years, 9.5% or 10 respondents aged between 16-20 years, 3.8% or 4 respondents aged between > 30 years. From these data, it can be said that there are more respondents in the productive age group, with a total of 105 respondents. In terms of education, the latest shows that 54.3% or 57 respondents are high school graduates or equivalent, and 45.7% or 48 are undergraduate graduates. From these data, it can be said that the number of respondents with the latest education is high school graduates or the equivalent, namely 57 respondents.

Evaluation of the Measurement Model (Measurement Model)

Convergent Validity

Convergent validity is intended to determine the validity of each relationship between an indicator and the latent variable. Convergent validity can be seen in the score or Factor Loading value on the outer loadings in the SmartPLS application. Factor Loading limit is > 0.70 which is used in this study.

Figure 3. Factor Loadings



Source: SmartPLS output, Data processed by researchers (2022)

Table 1 Factor Loading

Variabel	Indikator Variabel	Factor Loadings
<i>Electronic Word of Mouth</i>	EWOM1	0.84
	EWOM2	0.812
	EWOM3	0.804
	EWOM4	0.828
	EWOM5	0.852
<i>Social Media Marketing</i>	SCM1	0.86
	SCM2	0.779
	SCM3	0.807
	SCM4	0.836
	SCM5	0.852
Product Quality	KPR1	0.852
	KPR2	0.826
	KPR3	0.806
	KPR4	0.811
	KPR5	0.851
Purchase Decision	KPE1	0.833
	KPE2	0.799
	KPE3	0.848
	KPE4	0.81
	KPE5	0.849
	KPE6	0.823
	KPE7	0.839
	KPE8	0.826

Source: SmartPLS output, Data processed by researchers (2022)

Based on the table above, the results of the convergent validity test are shown after re-estimating the recalculation. It can be concluded that each indicator of the research variable has a factor loading value greater than 0.7. Based on this, it can be stated that all indicators have met the requirements of convergent validity and are declared valid according to and have high validity and according to standards. The next step is to see the score or value of the Average Variance Extracted (AVE).

In contrast to factor loading, which is the value owned by each indicator, while the Average Variance Extracted AVE is the value owned by each variable. The recommended AVE value must be greater than 0.50, each variable in this study can be seen in table 2 as follows:

Table 2 Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
E-WoM (X1)	0.685
Social Media Marketing (X2)	0.684
Product Quality (Z)	0.688
Purchase Decision (Y)	0.686

Source: SmartPLS output, Data processed by researchers (2022)

Based on the table data above, all AVE values for each research variable are greater than 0.5, so this study is in accordance with Chin's recommendation in Ghazali (2020), which indicates that the minimum AVE limit has been met. Therefore, it can be concluded that the convergent validity based on the factor loading value and the AVE value has been met, thus all indicators in this study can be declared valid and suitable for further research..

Table 3 Cross Loadings

Indikator Variabel	E-WoM (X1)	Purchase Decision (Y)	Product Quality (Z)	Social Media Marketing (X2)
EWOM1	0.840	0.683	0.732	0.686
EWOM2	0.812	0.608	0.674	0.612
EWOM3	0.804	0.668	0.701	0.662
EWOM4	0.828	0.638	0.641	0.645
EWOM5	0.852	0.655	0.717	0.724
KPE1	0.632	0.833	0.688	0.728
KPE2	0.629	0.799	0.694	0.703
KPE3	0.724	0.848	0.763	0.754
KPE4	0.610	0.810	0.718	0.620
KPE5	0.681	0.849	0.771	0.745
KPE6	0.606	0.823	0.691	0.702
KPE7	0.691	0.839	0.780	0.749
KPE8	0.629	0.826	0.739	0.688
KPR1	0.698	0.757	0.852	0.735
KPR2	0.690	0.719	0.826	0.753
KPR3	0.688	0.760	0.806	0.764

KPR4	0.709	0.679	0.811	0.677
KPR5	0.694	0.743	0.851	0.729
SCM1	0.708	0.739	0.786	0.860
SCM2	0.626	0.677	0.692	0.779
SCM3	0.696	0.664	0.711	0.807
SCM4	0.699	0.746	0.740	0.836
SCM5	0.603	0.726	0.721	0.852

Source: SmartPLS output, Data processed by researchers (2022)

The criteria for measuring cross loading are expected that each indicator variable has a higher loading value for each measured latent variable compared to indicators for other latent variables. Based on table 3 above, it can be seen that each value of the cross loadings variable indicator in the gray block has a higher loading value than the indicators for other variables, so it can be said that it has a good discriminant validity value.

Reliability Test

There are two methods of measuring the reliability of a construct with reflexive indicators, namely Cronbach's Alpha and Composite Reliability. If the composite reliability value of the variable is > 0.7 then the variable can be declared to meet composite reliability. It can be said to be reliable if a construct is if the value of Cronbach's alpha > 0.6 . In this study, the results of the reliability test on Composite Reliability and Cronbach's Alpha are shown in Table 4. below:

Table 4 Composite Reliability dan Cronbach's Alpha

Variabel	Cronbach's Alpha	Composite Reliability
E-WoM (X1)	0.885	0.916
Social Media Marketing (X2)	0.884	0.915
Product Quality (Z)	0.886	0.917
Purchase Decision (Y)	0.935	0.946

Source: SmartPLS output, Data processed by researchers (2022)

Based on Table 4 above, the output results show that all variables for Composite Reliability in this study have a value > 0.70 and all variables for Cronbach's Alpha in this study have a value > 0.6 . It can be concluded that the results are valid and have high reliability.

Structural Model Evaluation (Inner Model)

R-Square (R^2)

The structural model was assessed using PLS by considering the R^2 value for each endogenous latent variable as the predictive power of the structural model. Basically R-Square is a value that is owned by endogenous variables only. Changes in the value of R^2 are used to explain the effect of certain exogenous latent variables on endogenous latent variables, whether they have a substantive effect or not. The R^2 value is explained by the size of the model: strong 0.75, moderate model 0.50, weak model 0.25. PLS results from R^2

represent the amount of variance of the constructs described by the model (Chin et al, 1998 in Ghazali and Latan, 2020). In this study the results of R^2 are shown in Table 5. as follows.

Tabel 5. *R-Square* (R^2)

Variabel	R Square	R Square Adjusted
Product Quality (Z)	0.826	0.823
Purchase Decision (Y)	0.810	0.805

Source: SmartPLS output, Data processed by researchers (2022)

Based on the output results in Table 5 above, there is an R^2 value of the user satisfaction variable of 0.826 and 0.810 which means it is in the strong category. The value obtained explains that the variable Product Quality and Purchase Decision, and then the remaining 17.4% and 19% is influenced by other variables outside of this research variable.

Hypothesis Testing (T Test)

Furthermore, hypothesis testing is carried out by looking at the significance value to determine the effect between variables through the bootstrapping procedure in SmartPLS. The bootstrap procedure uses the entire original sample to re-sampling, then analyzed by looking at the value of t-statistics on the bootstrap path coefficient. The T-statistic in the new path coefficient indicates the level of significance in hypothesis testing. The t-statistic assessment criteria can be seen if the t-statistic > 1.96 at a significance level of p-value 0.05 (Hair et al, 2010).

Table 6 Hypothesis Testing

HIPOTESIS	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WoM (X1) -> Purchase Decision (Y)	0.081	0.094	0.096	0.838	0.402
E-WoM (X1) -> Product Quality (Z)	0.363	0.372	0.123	2.952	0.003
Social Media Marketing (X2) -> Product Quality (Z)	0.591	0.575	0.121	4.889	0.000
Social Media Marketing (X2) -> Purchase Decision (Y)	0.338	0.347	0.153	2.211	0.027
Product Quality (Z) -> Purchase Decision (Y)	0.516	0.491	0.127	4.081	0.000

Source: SmartPLS output, Data processed by researchers (2022)

H1: E-WoM has no effect on Purchase Decision.

The original sample value shows a positive number, then the t-statistic value is $0.838 < 1.96$ and the P-Value is $0.402 > 0.05$. From these results it is concluded that the E-WoM variable has no effect on Purchase Decision, so based on this, H1 is rejected.

H2: E-WoM has a significant effect on product quality.

The original sample value shows a positive number, then the t-statistic value is $2,952 > 1.96$ and the P-Value is $0.003 < 0.05$. From these results it was concluded that the E-WoM variable had a positive and significant effect on product quality, so based on this, H2 was accepted.

H3: Social Media Marketing has a significant effect on product quality.

The original sample value shows a positive number then the t-statistic value is $4.889 > 1.96$ and the P-Value is $0.000 < 0.05$. From these results, it can be concluded that the Social Media Marketing variable has a positive and significant effect on product quality, so based on this, H3 is accepted.

H4: Social Media Marketing has a significant effect on Purchase Decision.

The original sample value shows a positive number, then the t-statistic value is $2.211 > 1.96$ and the P-Value is $0.027 < 0.05$. From these results it is concluded that Social Media Marketing variable has a positive and significant effect on Purchase Decision, so based on this H4 is accepted.

H5: Product quality has a significant effect on Purchase Decision..

The original sample value shows a positive number, then the t-statistic value is $4.081 > 1.96$ and the P-Value is $0.000 < 0.05$. From these results, it is concluded product quality variable has a positive and significant effect on Purchase Decision, so based on this, H5 is accepted.

Intervening Effect Test

To test the hypotheses H6 and H7, the Intervening Effect Test (mediation) was conducted. The mediating effect shows the interaction between the mediating variable and the exogenous variable in influencing the endogenous variable. The magnitude of the influence between constructs and the effect of interaction (intervening) is measured by the path coefficient value. This mediating effect can be seen in the Specific Indirect Effects menu on SmartPLS after bootstrapping.

Table 7 Specific Indirect Effects

HIPOTESIS	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-WoM (X1) -> Keputusan Pembelian (Y)	0.187	0.185	0.082	2.274	0.023
Social Media Marketing (X2) -> Keputusan Pembelian (Y)	0.305	0.280	0.090	3.384	0.001

Source: SmartPLS output, Data processed by researchers (2022)

H6: The effect of E-WoM on purchasing decisions with product quality as a mediating variable.

It is indicated by a T-statistic value of 2.274 or 1.96 and a P-value of 0.023 or 0.05, based on this, H6 is accepted.

H7: Effect of Social Media Marketing on Purchase Decisions with Product Quality as a mediating variable.

It is shown that the T-statistic value is 3.384 or 1.96 and the P-value is 0.001 or 0.05, based on this, H7 is accepted.

4. Conclusion

- Electronic Worth of Mouth has no effect on purchasing decisions, the original sample value shows a positive number, but the P-Value value of $0.402 > 0.05$ means that the variable does not affect. So even though the Electronic Worth of Mouth written in the comments column is good, it does not necessarily increase the purchase decision of the Billionaire Project product.
- Electronic Worth of Mouth has a positive and significant effect on product quality, the original sample value shows a positive number meaning that the influence of the variable is unidirectional, if the Electronic Worth of Mouth is good, it will improve the quality of the Billionaire Project product.
- Social Media Marketing has a positive and significant effect on product quality, the original sample value shows a positive number meaning that the influence of the variable is in the same direction, if promotion in Social Media is increased, it will improve the quality of Billionaire Project products.
- Social Media Marketing has a positive and significant effect on purchasing decisions. The original sample value shows a positive number, meaning that the influence of the variable is in the same direction, the better the promotion on Social Media, the better the purchase decision on Billionaire Project products.
- Product quality has a positive and significant effect on purchasing decisions, the original sample value shows a positive number meaning that the influence of the variable is in the same direction, the better the quality of the product, the better the purchase decision for Billionaire Project products.
- Electronic Worth of Mouth has a positive and significant effect on purchasing decisions through product quality mediation, the original sample value shows a positive number. This shows that product quality mediates the relationship between the Electronic Worth of Mouth variable on the purchase decision of the Billionaire Project product.
- Social Media Marketing has a positive and significant effect on product purchasing decisions through product quality mediation, the original sample value shows a positive number. This shows that product quality is an intermediary (mediation) between the relationship of Social Media Marketing variables to the decision to purchase Billionaire Project products.

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