

Influence Electronic Word of Mouth, Social Media, and Lifestyle towards Purchase Decisions on the Shopee Marketplace (Purwokerto Student Case Study)

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ABSTRACT

This study aims to examine and analyze the influence of electronic word of mouth (e-WOM) on social media and lifestyle on purchasing decisions on the Shopee marketplace. This study uses a quantitative research method and focuses on students in Purwokerto. A total of 100 respondents were sampled. This study uses a non-probability sampling method with a purposive sampling approach. Data collection was conducted using a questionnaire with a 5-point Likert scale. Data analysis was performed using Smart PIS 3.0 software. The results of the study indicate that electronic word of mouth (e-WOM), social media, and lifestyle have a significant positive influence on purchasing decisions. In this study, lifestyle has a dominant impact on purchasing decisions.

INTRODUCTION

The rapid development of technology has had a positive impact on human life, especially in terms of easy access to information and daily activities through online media. One of the most advanced technological advances is the internet, which has presented many new things in information search, communication, and business *Online*. The presence of the internet allows consumers to buy and search for products on various shopping sites more easily and efficiently. Shopping done online through an internet-based platform makes it easy for people to sell and buy products anytime and anywhere. This phenomenon marks a change in people's shopping culture that has begun to shift towards a change towards digital, along with the development of the current modern era (Sri Wahyuni & Istiana, 2022). This change not only changed the way we shop, but also shaped a new world of digital marketing that was more practical and efficient.

The rapid advancement of the internet has changed the way consumers obtain information. Data from *We Are Social* (2024), showing that as much as 83.1% of internet use in January 2024 was used in information search, which allows users to easily access various types of information. This change shows that consumers increasingly rely on the internet as the main source of information before making a purchase, consumers tend to compare products, read reviews, and seek recommendations from various digital platforms online and play an important role in consumer decisions (Riyanto, 2024). This phenomenon shows a shift in consumers from traditional ways to approaches that rely on digital technology. Today, people have a wide choice of services *marketplace* digital such as Tokopedia, Shopee, Bukalapak, Lazada, and Blibli are examples *platform* Buying and Selling *Online*. The existence of these various platforms makes people increasingly rely on information and communication technology to carry out digital transactions, including buying and selling in *marketplace* which makes this development convenient for modern consumers (Yacub & Mustajab, 2020).

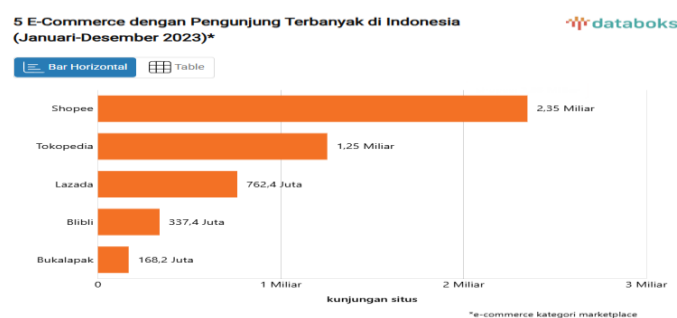


Figure 1. Marketplace Visits

Based on Databoks (2023), visitors *Shopee e-commerce* occupy the top position as *platform marketplace* with the highest number of visitors in Indonesia seen from the total visits to the *Shopee* website from January to December 2023 which reached around 2.35 billion, a figure much higher than *marketplace* Other. This phenomenon indicates that *Shopee* is the main choice of Indonesian consumers. This, supported by a sense of security, ease of interaction, and a high level of trust from users, so that these factors have a positive impact on the

consumer process in making purchasing decisions in the *Shopee* (Agustiningrum & Andjarwati, 2021). This change makes consumers experience many changes with the presence of *platform marketplace*. Consumers now prefer online shopping because of its convenience, time efficiency, and availability of almost all needs in one platform (Clara & Beni, 2023). Based on DataBox's survey in March 2024, *Shopee* became *e-commerce* among college students (Generation Z), with 76% of them using the platform. Success *Shopee* in the market *e-commerce* Indonesia reflects its ability to adapt appropriately to the needs of consumers, especially in students, ultimately having an impact on purchasing decisions (Zella AlQadrie et al., 2022).

Purchasing decisions are an important stage in consumer behavior, this stage a person will make his choice after considering the products and services available in the morning (Kotler et al., 2022). As the digital era develops, the purchasing decision process is much easier because information about products can be accessed at any time through mobile devices (Pratiwi et al., 2024). The purchase decision-making process consists of five main stages, namely need identification, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler et al., 2023). As well as students and consumers today who tend to be more active in looking for information before buying, such as comparing prices, reading reviews, and paying attention to other users' testimonials as considerations (Wardoyo et al., 2023). Factors that influence purchasing decisions include cultural, social, personal, and psychological factors that are interrelated in shaping consumer decisions (Kotler et al., 2023). Purchase decisions are also heavily influenced by how consumers process the various information they receive, including from social media, digital advertising, and the ease of service in online shopping platforms (Rachmadhwati, 2020). In addition, other factors such as *lifestyle* is one of the important factors in influencing the way consumers make purchasing decisions (Sitepu et al., 2022).

Lifestyle Digital today is greatly influenced by daily activities that tend to be active in the digital world. Lifestyle can be interpreted as the way a person lives their daily life, interests, likes and dislikes, attitudes, consumption patterns, and expectations (Sitepu et al., 2022). The lifestyle formed from daily activities, interest in trends, and opinions about certain products shape the tendency in shopping among college students. When they feel that shopping at *Shopee* can reflect *lifestyle* Modern, efficient, and in line with social trends, the decision to buy is easier to make. In addition, the tendency of students to discuss and recommend products to their friends shows that *lifestyle* also related to self-image and social influences so that *lifestyle* has an important role in shaping a person's needs and views which will ultimately influence how they make purchasing decisions (Syafriya & Lahindah, 2024). Research Minda & Mandataris, (2024), Aulia et al., (2024), Wachjuni et al., (2024) and Syafriya & Lahindah, (2024), found that *lifestyle* has a positive and significant influence on purchasing decisions. In contrast to research Mandagi et al., (2024) and Nihayah & Rosyidi, (2024), *lifestyle* actually has a negative influence on the purchasing decision of YPPI Rembang University students in *marketplace shopee*. These results show that lifestyle does not always encourage purchases which even tend to reduce buying interest

among these students, but there are other factors such as social media that are influential in increasing purchases in *Online* (Hasanah et al., 2022).

Social media has a big role in influencing purchasing decisions in the digital era. *Platform* It is used as a modern means of communication, making it easier for users to interact and socialize quickly through the sharing of information, stories, and opinions. Social media also contributes to shaping public opinion and influences consumer behavior in the purchase decision-making process (Purba et al., 2024). Content provided by other users, such as reviews, recommendations, and testimonials, is an easily accessible source of information for students who are the highest internet users with the most time spent playing social media (APJII 2023). The higher a person interacts on social media, the greater the urge to make a purchase which is often triggered by *Trend* (Kurniawan & Ahmadi, 2024). In research Angelica, (2020), Septia & Suriyanto,(2024), Salsalina et al., (2024) and Abdullah et al., (2023), social media has a positive and significant influence on purchase decisions. However, the results of the research conducted Y & Rustam, (2023), in the city of Batam shows that social media does not have a significant effect on purchasing decisions in the city of Batam *marketplace* shopee, but (*e-WOM*) capable of influencing higher purchasing decisions.

Electronic Word of Mouth (e-WOM) plays an important role in influencing purchasing decisions by providing a place to express opinions, reviews, and experiences related to products and services. E-WOM is considered more effective because it is able to reach a large audience in a short duration and can influence purchasing decisions (Revitria et al., 2023). *Electronic Word of Mouth (e-WOM)* is able to shape perceptions, increase trust, and influence consumer attitudes in buying a product because information from fellow users or peers is often considered more convincing than information conveyed by official parties or sellers in *platform e-commerce* like *Shopee* proven to have a great influence on student purchasing decisions (Salsalina et al., 2024). In research (Renggowati et al., 2023), e-WOM accessed on the application *shopee* has a positive effect on consumers' choice in utilizing services *Shopee e-commerce*. E-WOM also makes a great contribution in the digital environment, especially supported by broad and interactive dissemination platforms such as social media. The results of the research conducted by Inayati et al., (2022), Andika & Nurbaiti, (2023), Dian Rahmawati, (2023), Apriastuti et al., (2022), Hanifa et al., (2025) and Suryadiningrat et al., (2022) finding that e-WOM has a positive impact on purchasing decisions.

Based on the phenomenon that occurred, namely the high number of internet and social media users among students accompanied by previous studies on e-WOM, social media, and *lifestyle* has an influence on consumer purchasing decisions. However, the findings of these studies still show inconsistent results. Then, the development of research conducted by Inayati et al., (2022) who previously examined the influence of *digital marketing*, e-WOM, and *lifestyle* on the purchase decision in *platform shopee*. Based on the background of the above problem, the researcher is interested in finding out the influence of

elektronik word of mouth, social media, and lifestyle on the purchase decision of active students who use marketplace shopee in the Purwokerto area.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was developed by Fishbein & Ajzen (1990), namely *attitude toward behavior, subjective norms, and perceived behavioral control*. According to Kurniawati et al (2023), the SDGs have three main components, namely attitudes, subjective norms, and perceived behavioral control. Attitudes reflect a person's view of whether they view the purchase decision as a good or bad thing. Subjective norms relate to the impulses or influences of people around them such as family, friends, or the social environment that can encourage or hinder the intention to buy. Meanwhile, perceived behavioral control is a person's confidence in their ability to make purchases, for example, feeling confident because they are used to online shopping, or limitations such as technical obstacles or lack of information. Siregar et al (2024) also emphasized that with the advancement of digital technology, these three components of SDGs have become very important in influencing purchase intentions and decisions on marketplace *platforms*. In this study, TPB was used to explain how e-WOM can influence subjective norms, social media can shape attitudes towards products, and lifestyle. play a role in strengthening perceived behavioral control, especially when consumers feel comfortable and used to online purchases.

Purchase Decision

According to Kotler et al (2022), the process of decision-making is part of consumer behavior which discusses how individuals, groups, and organizations make decisions, buy, use, choose, and evaluate services, ideas, and experiences to meet their needs and desires. Then, according to Tjiptono (2019: 21) in Tua et al., (2022), the process of making a purchase decision begins when consumers begin to recognize a product or brand and then assess the extent to which each available option is able to provide solutions to the problems faced until finally making a decision to buy a certain product. Basically, the decision to buy reflects the consumer's actions in exchanging money to get a product that suits his needs. Purchasing decisions are an important first step in consumer behavior, this decision is influenced by several things such as motivation, perception, previous experience, attitudes, and social and cultural factors (Kotler et al., 2022). *Theory of Planned Behavior* (TPB) from Ajzen (1991) explains that consumer purchasing decisions are shaped by three main components of attitudes towards purchasing behavior (*attitude toward behavior*), the subjective norms of the social environment (*subjective norms*), and control of perceived behavior related to purchasing ability (*perceived behavioral control*). These three components together form the purchase intent (*purchase intention*) that are a direct part of digital purchasing behavior (Kurniawati et al., 2023).

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is a form of communication between consumers that contains information or recommendations related to products. Because it comes from people in social networks and allows interaction, e-WOM has more influence than traditional advertising. Consumers tend to trust reviews or recommendations more, especially when faced with new products, so e-WOM plays an important role in reducing anxiety and driving purchasing decisions (Solomon, 2024). According to Trisunarno (2020) in Safitri & Indra, (2024), *e-WOM* It is a form of communication that conveys the experience or benefits of purchasing a product through digital media which is carried out online in the form of text, video, or images. Main influencing factors *e-WOM* In making purchasing decisions is quality *e-WOM* which illustrates how convincing the quality of the message, the number of reviews, and the level of trust consumers have in the source of the information, especially if it comes from close people such as friends or family (Mehyar et al., 2020).

Consumer behavior in decision-making reflects *Theory of Planned Behavior* (TPB), that e-WOM influences all three through attitudes towards positive and negative reviews, social pressure from the opinions of those closest to them, to the perception of ease of making decisions based on available information. Findings from previous researchers by Inaya Inayati et al., al (2022), Andika & Nurbaiti, (2023), Dian Rahmawati, (2023), Apriastuti et al., (2022), Hanifa et al., (2025) and Rahmawati et al., (2022), found that e-WOM has a positive and significant influence on purchasing decisions.

H1: E-WOM has a significant positive effect on purchasing decisions.

Social Media

According to Rehmoed & Khan, (2011) in Indriyani & Suri, (2020), social media is a type of digital media that contains various online information sources that are created, explored, utilized, and shared with the public with the aim of providing an understanding of products, services, brands, certain issues, and events that are considered interesting. It can be interpreted that social media is a place for human activities to socialize and interact digitally without distance limits. Social media is one of the important parts of digital marketing. Through *platform* This, both individuals and companies can exchange information in the form of text, visual, audio and video. Social media marketing serves as a tool to build reputation and strengthen the Company's existence (Kotler et al., 2022).

The development of information technology has given birth to social media as a practical means of promotion. The use of social media is considered more efficient to support business activities because it offers affordable costs and ease of communication (Hidayat et al., 2022). Every day, millions of people communicate through social media such as facebook, twitter, whatsapp, instagram, tiktok and others so that it can influence consumers. According to Roy (2025), consumers today rely on social media to find product information, read reviews, follow trends, and recommendations from influencers and people closest to them so that they help shape consumers' intentions in making purchases, this behavior reflects the Theory of Planned Behavior (TPB). Previous

studies conducted by Angelica, (2020), Septia & Surianto, (2024), Salsalina et al., (2024) and Abdullah et al., (2023), social media has a positive and significant influence on purchase decisions.

H2: Social Media has a significant positive effect on purchase decisions.

Lifestyle

According to Kotler et al., (2023), *lifestyle* is the way a person lives his daily life. This is seen from the activities carried out, the things they like, and the opinions they have, for example in the form of hobbies, interest in fashion, and views on products. *Lifestyle* reflect how a person goes about his activities and expresses his or her interests in daily life (Rafli et al., 2022). According to Supranto and Limakrisna (2011:25) in (Yudha & Yulianthini, 2022), explaining that *lifestyle* shows how a person spends money and manages his time. This difference in lifestyle is what makes each consumer have a different tendency to make purchase decisions because lifestyle has a contribution in determining the choice of the product or service to be used.

In Sunarto's (2015) research in Sitepu et al., (2022), Lifestyle has three main elements, namely, activities, interests, and opinions (AIO). Activities include daily routines such as work, hobbies, and shopping. Interests are related to things that are liked, while opinions reflect a person's view of themselves, the environment or products. This, in line with the SDGs, activities and interests shape attitudes towards a product, environmental opinions and influences reflect subjective norms, and behavioral control over *lifestyle*. A person can be different and changeable. The results of previous research were carried out by Minda & Mandataris, (2024), Aulia et al., (2024), Wachjuni et al., (2024) and Syafriya & Lahindah, (2024), *lifestyle* has a significant positive effect on purchase decisions.

H3 : Lifestyle has a positive and significant effect on purchase decisions.

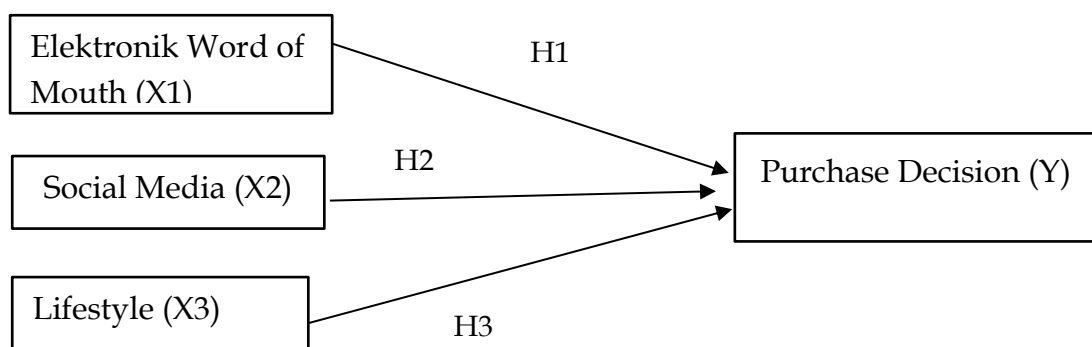


Figure 2. Theoretical Framework

METHODOLOGY

The type of research used is quantitative research, which is a research method used to research a certain population and sample with the aim of testing existing hypotheses. In this study, Inayati et al. (2022) developed a study with the target population of active students in Purwokerto who use social media and *Shopee* which aims to test the influence *electronic word of mouth* (e-WOM), social

media, and *lifestyle* on the purchase decision in *marketplace shopee*. The sample used is students at the University of Muhammadiyah Purwokerto, Jenderal Soedirman University, and UIN Prof. K.H. Saifuddin Zuhri, because according to PDDikti (2024), the three universities have the largest number of students. In determining the sample using the calculation formula *Partial Least Squares Structural Equation Modeling* (PLS-SEM) is at least 5 times the number of indicators with a total of 90 respondents, but the researcher sets 100 respondents to minimize errors. Sample collection using one of the *non-probability sampling*, that is *purposive sampling*, sampling techniques based on certain criteria so that respondents are truly relevant to the research objectives (Scott, 2013). Data were collected using a 5-point Likert scale questionnaire disseminated through *google form* and data analysis using SEM-PLS 3.

Based on the preparation of the questionnaire questions, the variable indicators used are based on previous research according to Kotler et al (2022), there are a number of indicators to assess the purchase decision process consisting of 1) identification of needs, 2) information search, 3) evaluation of alternatives, 4) determination of purchases, and 5) behavior after purchase. The indicators used according to the opinion of Goyette et al., (2010:11) in Sari et al., (2020), including 1) intensity, 2) content, 3) positive opinions, and 4) negative opinions. Indicators from social media Indriyani & Suri, (2020), namely 1) the content presented is interesting, 2) there is direct interaction between sellers and consumers, 3) consumers can interact with each other, 4) ease of searching for information, 5) information is easy to share with the public and 6) the level of trust in social media. Indicators *lifestyle* according to Solomon, (2024), i.e. 1) activity, 2) interest, and 3) opinion.

RESEARCH RESULTS

The results of the analysis using *Partial Least Squares Structural Equation Modeling* (PLS-SEM) have obtained an overview of the characteristics of the respondent as seen in Table 2.

Table 1. Respondent Characteristics

No	Characteristics	Frequency	Presentase
1.	Gender		
	Man	34	34%
	Woman	66	66%
2.	Age		
	18-21	43	43%
	22-25	57	57%
3.	Shope Shopping Frequency		
	≥ 2 times	100	100%
4	University Origin		
	UMP	22	22%
	UNSOED	48	48%
	UIN SAIZU	30	30%

Based on table 2., the majority of respondents in this study were active female students as many as 66 people (66%), aged 18–21 years (43%). Students totaled 48 (48%), came from Jenderal Soedirman University, University of Muhammadiyah Purwokerto 22 (22%) and UIN Prof. K.H. Saifuddin Zuhri totaling 30 (30%). All students also have experience shopping *on the Shopee marketplace* more than twice.

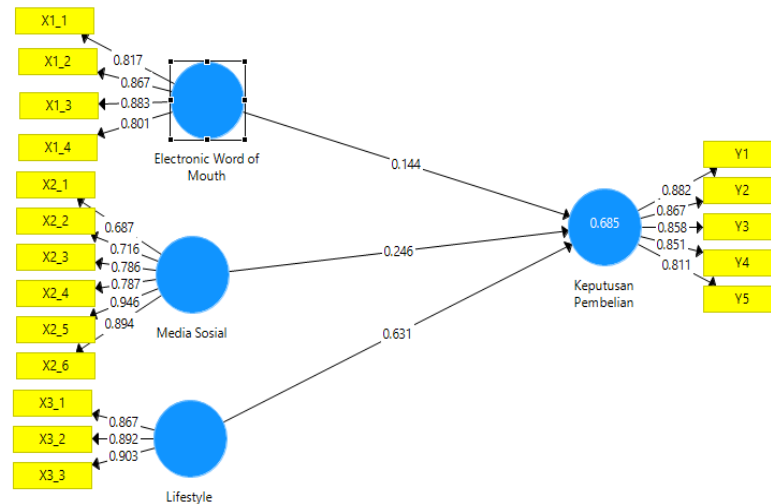


Figure 3. Results of SEM-PLS Model Analysis

Figure 3., is the result of a structural model from the analysis of *Partial Least Squares Structural Equation Modeling* (PLS-SEM) using SmartPLS 3.0 software. This model shows the relationship between three independent variables (*e-WOM*, *social media*, and *lifestyle*) to the dependent variable, namely *purchasing decisions*.

Test Outer Model (Measurement model)

Outer Loading

According to Hair et al., (2022), indicators are feasible if *the outer loading value* exceeds 0.70, while indicators with values of 0.40-0.70 can be considered for removal if they do not significantly improve the reliability of the composite or the validity of the construct.

Table 2. Result *Outer Loading*

Matrix	Statement Items	Outer Loading
X1_1	I often read other users' reviews and interact with them through comments or discussions before deciding to buy a product on shopee.	0.817
X1_2	I considered the information about price, product quality, and a complete review of the product selection on shopee to help me make a purchase decision.	0.867
X1_3	Positive reviews from other users influenced me to buy the product on shopee.	0.883
X1_4	Negative comments from other users made me hesitant to recommend the product on shopee	0.801

Matrix	Statement Items	Outer Loading
X2_1	The content on social media that is interesting and entertaining makes me more interested in buying products on shopee	0.687
X2_2	The interaction between consumers and sellers on social media helps me in deciding to buy products on shopee.	0.716
X2_3	Interaction between consumers and other consumers on social media influences my purchase decisions on shopee.	0.786
X2_4	The ease of finding product information on social media makes me more confident to buy at shopee	0.787
X2_5	The ease of communicating product information to the public through social media influences purchasing decisions at shopee	0.946
X2_6	My level of trust in information on social media has an effect on the decision to purchase products on shopee	0.894
X3_1	I often access shopee in my spare time, make it part of my routine, and use it to meet various daily needs.	0.867
X3_2	I am interested in buying trending products on shopee, especially those that have an attractive appearance, according to my taste, and are offered at affordable prices and attractive discounts.	0.892
X3_3	My online shopping through Shopee has become a part of my lifestyle because of its convenience, helpful review information in choosing products, and its trust as a safe and convenient platform	0.903
Y1	I started looking for products on shopee, after realizing the need for these products	0.882
Y2	I look for information about products and buyer reviews before deciding to buy products on shopee.	0.867
Y3	I consider other marketplaces, by looking at the price, quality and features offered, before making a purchase on shopee	0.858
Y4	I decided to buy a product on shopee after being confident in the quality, quality and service features and still chose shopee even though there are products on other marketpalce	0.851
Y5	After buying a product on shopee, I usually give a review, recommend if I am satisfied and also be careful if I am disappointed.	0.811

In table 2., the results show that all indicators have *an outer loading* above 0.70, except for X2_1 (0.687) which is still above the minimum limit of 0.40. Thus, no indicators need to be removed as all meet the eligibility requirements.

Construct Reliability and Validity

The construct reliability test was seen through *Cronbach's Alpha* and *Composite Reliability* (CR) values > 0.70), while convergent validity was assessed from *the Average Variance Extracted* (AVE) value ≥ 0.50 (Hair et al., 2022).

Table 3. Result Construct Reliability and Validity

Matrix	Cronbach' Alpha	Rho_A	Composite Reliability	AVE	Information
E-WOM	0.865	0.895	0.907	0.710	Valid
Purchase Decision	0.907	0.909	0.931	0.729	Valid
Lifestyle	0.865	0.870	0.917	0.788	Valid

Social Media	0.919	1.076	0.918	0.653	Valid
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Based on the results of the analysis of table 3., The four e-WOM constructs, purchase decisions, *lifestyle*, and social media had Cronbach's Alpha > 0.86 and CR > 0.90, with the highest AVE value in *lifestyle* construct (0.788) and lowest in social media (0.653). Overall, all constructs have met the requirements of convergent reliability and validity.

Discriminant Validity

According to Hair et al (2022), discriminant validity indicates the extent to which a construct can be clearly distinguished from another construct Based on the Fornell-Larcker approach, the square root value of *Average Variance Extraceted* in each construct must exceed the correlation value with the other construct.

Table 4. Fornell-Larcker Test Results

Fornell-Larcker	E-WOM	Purchase Decision	Lifestyle	Social Media
E-WOM	0.842			
Purchase Decision	0.333	0.854		
Lifestyle	0.210	0.781	0.887	
Social Media	0.232	0.587	0.487	0.808

Based on the Fornell-Larcker approach in table 4., the diagonal values of e-WOM (0.842), purchase decision (0.854), lifestyle (0.887), and social media (0.808) are higher than the correlation between constructs, so that each construct has met the discriminant validity well.

Test Outer Model

Adjusted R²

Adjusted R² is used to assess the quality of structural models in explaining exogenous variables (Hair et al., 2022).

Table 5. Adjusted R² Results

Matrix	R Square	R Square Adjusted
Purchase Decision	0.685	0.675

Based on table 5., the small difference between R² (0.685) and adjusted R² (0.675) shows that there is no overfitting and the model is good at explaining the influence of e-WOM, social media, and lifestyle on purchase decisions. 68.5% were influenced by the three exogenous variables and the remaining 32.5% were influenced by other variables.

Path coefficient

The path coefficient indicates the strength and direction of the relationship between constructs with a range of -1 to +1. Positive original sample value (O) indicates a positive relationship, while negative indicates a negative relationship.

The closer +1 is to indicate the stronger the positive relationship. The significance is seen from the T-statistical value > 1.96 and the p-value < 0.05 (Hair et al., 2022).

Table 6. Hasil Path Coefficients

Path Coefficients	Original Sampel (O)	Sam pel Mea n (M)	Stan dard Devi ation	T Statis tics	P Valu es	Informa tion
H1 : E-WOM -> Purchase Decision	0.144	0.157	0.060	2.396	0.017	Accepte d
H2: Lifestyle -> Purchase Decision	0.631	0.629	0.071	8.943	0.000	Accepte d
H3 : Social Media -> Purchase Decision	0.246	0.245	0.079	3.108	0.002	Accepte d

Based on table 6., the results of the H1 hypothesis analysis were accepted because it had an original sample value of 0.144 which showed the direction of the positive relationship between *the electronic word of mouth* and the purchase decision, with a p-value of 0.017 which was smaller than 0.05, so it was statistically significant. Furthermore, H2 was also accepted because it had an original sample value of 0.631 which showed that lifestyle had a positive and most dominant effect on the purchase decision, with a p-value of 0.000 which indicates that the relationship was very significant. Meanwhile, H3 was accepted because it had an original sample value of 0.246 which showed the positive influence of social media on purchase decisions, and a p-value of 0.002 because it was less than 0.05, so it can be concluded that the three hypotheses in this study have a positive and significant effect on purchase decisions on the *shopee marketplace*.

DISCUSSION

The Influence of Electronic Word of Mouth on Purchasing Decisions

The results of this study found, *e-WOM* has a positive influence on purchasing decisions. This study shows that students tend to consider reviews from other users, either in the form of comments, discussions, or evaluations of products, before deciding to buy. Information related to price, quality, and other consumer experiences is considered to be an important source of consideration that can affect trust and encourage buying interest. In addition, positive reviews from other users have been proven to be able to create a boost that strengthens students' confidence in making purchasing decisions. Thus, *e-WOM* has an important role in shaping consumer perceptions and behaviors, especially students in purchasing at *marketplace shopee*. This research is in line with by Inayati et al., (2022), Andika & Nurbaiti, (2023), Dian Rahmawati, (2023), Apriastuti et al.,

(2022), Hanifa et al., (2025) and Rahmawati et al., (2022) which states *e-WOM* make a significant positive contribution to the purchase decision.

The Influence of Social Media on Purchase Decisions

Based on the results of the study, social media has a significant positive influence on purchase decisions. This shows that social media has an important role in shaping students' preferences and behavior, tending to be more interested in buying products on Shopee when the content displayed on social media is interesting and relevant to their needs. The interaction between sellers and consumers on social media also provides confidence in the decision-making process. In addition, consumer engagement also affects the perception of a product. The ease of finding and accessing information about products on social media, as well as the high level of trust in the information shared, further strengthens students' purchase intentions. Thus, social media is not only a means of promotion, but also shapes students' experience and confidence in making purchasing decisions in *marketplace shopee*. The results of previous research conducted by Angelica, (2020), Septia & Suriyanto, (2024), Salsalina et al., (2024) and Abdullah et al., (2023), finding the same result that Social media has a significant positive influence on purchase decisions.

The influence of lifestyle on purchasing decisions

This research, shows *lifestyle* proven to have a positive and significant influence on purchase decisions, This means that the higher the *lifestyle* Students are also more likely to make purchasing decisions on the Shopee marketplace. Students tend to use their free time to browse Shopee as their routine because of the ease of access provided and trust in *paltfrom*. This makes them buy trending products according to their tastes to meet their needs. Although this study does not include the income of the respondents, but *lifestyle* seen from activities, interests and opinions (AIO) not from income. *Lifestyle* It can also be seen from daily digital habits and activities. In line with the results of previous research Minda & Mandataris, (2024), Aulia et al., (2024), Wachjuni et al., (2024) and Syafriya & Lahindah, (2024) which raises the same variable namely *lifestyle* to the purchase decision has the same result.

CONCLUSIONS AND RECOMMENDATIONS

From the results of this study, it can be concluded that *electronic word of mouth* (e-WOM), social media, and *lifestyle* have an important role in influencing purchase decisions on the *Shopee marketplace*. The results of the study show that students strongly consider reviews and experiences of other users (e-WOM), the ease of finding information and interaction on social media, and making *lifestyle* the basis for determining product purchases online. From these results, *lifestyle* has the most dominant influence, which means students' digital lifestyles, such as using *Shopee* as part of their daily routine to meet various needs. Respondents are interested in buying trending products with attractive appearances, affordable prices, and attractive discounts. Online shopping through *shopee* has become part of respondents' lifestyles because of its convenience, helpful review information,

and trust in a safe and convenient platform. The results of the research can be input for business people, especially the *Shopee marketplace*. Companies are advised to optimize marketing strategies that adapt to students' digital lifestyles, as well as strengthen the use of social media as a means of promotion and interaction. In addition, companies also need to increase consumer reviews and encourage positive content from users to strengthen the effect of e-WOM.

ADVANCED RESEARCH

This research has several limitations as evaluation material for future research. The scope of the research is limited to students from three universities in the Purwokerto area, so the results cannot be generalized widely. The variables analyzed were limited to *electronic word of mouth* (e-WOM), social media, and *lifestyle*, excluding student economic data, prices, product quality, and promotional strategies. Researchers are further advised to expand the sample and add other variables for a more comprehensive picture.

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