



# The Influence of Electronic Word of Mouth on Halal Food Product Purchase Decisions: A Case in Indonesia

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The diffusion of innovation generally involves a variety of different sources of communication, such as mass media, advertising, promotion, counseling, or informal social contact. The effectiveness of these sources will vary at each stage and have different functions. This research analyzes the influence of e-WOM on the purchase decisions of the halal food product Mie Gacoan on ShopeeFood. This study uses a quantitative approach with primary data as the data source. The data for this study was collected through a questionnaire distributed to the community in Bogor City, specifically Generation Z. This study uses the SEM-PLS method with SmartPLS software. The researcher found that the intensity variable does not significantly influence the purchase decision of Mie Gacoan on ShopeeFood. Furthermore, the variables of opinion valence and content positively and significantly influence the purchase decision of Mie Gacoan on ShopeeFood.

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## INTRODUCTION

Based on annual digital report data obtained from *We Are Social* (2023) through its official website, there are 196.47 million business units that use *E-commerce* in 2023. The buying and selling process is carried out in a *online* with an electronic network-based. This is then called *E-commerce* (Prasetyandari, 2022). Indonesia has several sites *E-commerce* largest, such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli, Orami, Lalari, and Zalora. Shopee is *E-commerce* With the most visits throughout 2023 of 2.3 billion visitors. Various features offered by Shopee to attract customers so that they can use their services. One of the features used to market food and beverages is ShopeeFood. This service allows users to order food and drinks through the application, then the payment can be in cash or non-cash.

In 2023, Indonesia will be ranked third in the halal food category according to *The Global Islamic Economy Indicator* (GIEI). This represents significant growth in the sector (Latifah & Yusuf, 2024; Napitupulu et al., 2024). Recently, local Indonesian halal food products under the auspices of PT Pesta Pora Abadi which was established in 2016 in Malang began to skyrocket since it was discussed and are very popular among the public. Mie Gacoan is a popular restaurant in Indonesia and recently received halal certification after facing controversy regarding its halal status. It is favored by all circles of society because it is a local product of halal food that provides a price that is not too expensive and is in great demand for the lower middle or upper middle class.

*Electronic Word of Mouth* (e-WOM) is a review, comment, and discussion *online* made by consumers regarding a particular product or service. e-WOM can be found in a variety of *Platform* such as social media, forums, *Blog*, and the *E-commerce* like ShopeeFood (Muhammad Fahmi Ibrahim, 2023). In the context of ShopeeFood, e-WOM can be found in the form of product reviews and ratings (1 to 5 stars) given by users after ordering and using the product. Goyette et al (2010) developed models and measuring tools to assess the dimensions of e-WOM which include intensity, valence of opinions, and content (Mazwar & Kuleh, 2023).

Research on e-WOM by Yohansyah et al., (2022) evaluate its impact on purchasing decisions on *ShopeeFood platform*, indicating that e-WOM has a positive impact on purchasing decisions. Study by Damayanti et al., (2023) showed the results that the dimensions of e-WOM, namely intensity, content, and

valence of opinions, had an effect on purchasing decisions. Research by Noviandi, (2021), investigating the impact of e-WOM on product purchase decisions *Food & Beverage by online di Platform Tokopedia*. The findings of the study show that the e-WOM variables (intensity, valence of opinions, and content) have a positive and significant influence on purchasing decisions. Research by April (2023) shows that e-WOM partially affects purchasing decisions at Mie Gacoan Depok. Study by Apriani et al., (2017) mentioned that e-wom has a significant effect on the purchase decision of Bakso Budjangan Bandung. Research in line with Tampubolon & Adlina, (2023) prove that the *Online Customer Reviews* has a significant effect on the purchasing decision of consumers of Mie Gacoan Medan. E-WOM also has a significant effect on purchasing decisions *Customer* ShopeeFood Mie Gacoan Malang (Baiturrohman, 2023). Study by Nurhasanah, (2020) explained that promotions affect purchase decisions on the Shopee Live feature. E-WOM is one of the most important promotional strategies considering the speed of information and reaching consumers widely.

Research by Mazwar & Kuleh, (2023) mentioned that the e-WOM variable does not have a significant effect on the purchase decision. This lack of significant influence is also reinforced by the findings of Tommi Wijaya's (2013) research, which concluded that overall, e-WOM does not have a significant influence on purchasing decisions because it is considered a less effective and appropriate method. Recent research by Aulia et al., (2023) states that e-WOM does not influence the decision to purchase food using the ShopeeFood service. This reason is due to the fact that the influence of e-WOM only includes written communications such as comments from various sources. As such, it cannot guarantee trust in information providers, and the impact of such information on different individuals may vary.

The issue of halal is a topic of discussion in e-WOM related to Gacoan Noodles. Mie Gacoan previously faced controversy because it did not have a halal certificate and used menu names that were considered not in accordance with halal standards, such as "Mie Setan" and "Mie Iblis". However, as of June 2023, all Mie Gacoan outlets have received a halal certificate from the Indonesian Ulema Council (MUI) after changing the menu name and meeting the certification requirements. The relationship between e-WOM and Mie Gacoan often includes discussions about quality information (taste, texture, price, and

service) and the halalness of the Mie Gacoan product. Positive reviews on ShopeeFood that confirm that Mie Gacoan products have been certified halal can increase consumer confidence and encourage purchase decisions. ShopeeFood allows consumers to provide star ratings (for example, from 1 to 5 stars). High or low ratings from consumers serve as recommendations or warnings to other potential buyers. Ratings reflect the consumer experience and are a form of e-WOM because this information is disseminated in a *online* and influence the purchasing decisions of others (Christoper & Hutapea, 2022).

ShopeeFood as a *Platform* allowing consumers to share their experiences regarding the food products ordered, including halal aspects. Positive reviews about the halalness of Gacoan Noodles can increase the confidence of other consumers to buy the product. After obtaining halal certification, Mie Gacoan can increase its appeal especially for Muslim consumers so that it can influence their perception and purchase decisions (Maharani et al., 2022). This study analyzed the 3 dimensions of e-WOM, namely intensity, valence of opinions, and content to measure whether e-WOM had an effect on the purchase decision of Mie Gacoan halal food products at ShpeeFood. Reviews and ratings given for Gacoan Noodles on ShopeeFood can provide insight into how e-WOM affects purchasing decisions.

From the background that has been explained, the following errors are obtained: (1) How does intimacy affect the decision to buy Gacoan Bogor Noodles at ShopeeFood? (2) How does the valence of opinion affect the purchase decision of Gacoan Noodles on ShopeeFood? (3) How does the content affect the purchase decision of Mie Gacoan Bogor on ShopeeFood? (4) Is the issue of halal a topic of discussion in Mie Gacoan's e-wom?

The use of restrictions in a problem aims to prevent deviations or expansions from the core of the problem. Here are some of the limitations of the problem in this study, namely:

1. The target of respondents is the people in Bogor City, especially generation Z, because generation Z is a very digitally literate generation with quite high purchasing power, and they dominate making transactions in *e-commerce*.

2. Muslims, men and women in the age range of 15-27 years, and have or want to order Gacoan Noodles at ShopeeFood.

3. This research will limit the types of food products to only Gacoan Noodle products and *the ShopeeFood* platform.

## LITERATURE REVIEW

### *Diffusion of Innovation Theory*

Article titled "*The People's Choice*," written by Paul Lazarsfeld, Bernard Berelson, and H. Gaudet in 1944, became the early milestone of the emergence of the Diffusion Theory of Innovation. This theory is widely known after it was developed by Everett Rogers through the book "*Diffusion of Innovation*" (1983). According to Rogers, this theory describes the process of spreading innovation through a specific channel over a certain period of time among the members of a system (Mailin et al., (2022). Soekandar (2023) emphasizing that business owners and leaders need to have a deep understanding of technology and digital marketing and advertising concepts in order to reach customers more broadly. Especially the theory of innovation diffusion, companies can use this diffusion theory to make decisions related to the application of innovation by adjusting to technological developments. The diffusion of innovation generally involves a variety of different sources of communication, such as mass media, advertising, promotion, counseling, or informal social contact. The effectiveness of these sources will vary at each stage and have different functions. The Diffusion Theory of Innovation by Everett Rogers encompasses four main elements: innovation, communication channels, time, and social systems.

In the context of the research "Influence *Electronic Word of Mouth* On the Decision to Purchase Halal Food Products *Online* Through *Marketplace* ShopeeFood (Case Study: Gacoan Noodles in Bogor City)" Innovation in this study is the halal food product Mile Gacoan which is now available in *Platform* ShopeeFood. Communication channels referring to the way information about Gacoan Noodles and ShopeeFood is disseminated, it is found in the consumer review section on ShopeeFood. Meanwhile, the time frame depends on the decision-making process, positive reviews from the initial buyers spread, influencing the next group of consumers to order Gacoan Noodles. The halalness of the product is very important in the context of this social system, where the majority of the population is Muslim. Interaction and influence from friends, family, and community *online* It plays a huge role in purchasing decisions through recommendations and reviews, a person's level of innovation, and the speed of adoption of innovations in social systems. A social system in the form of interaction between ShopeeFood users that can influence consumer purchase decisions through ratings and reviews (Masitha & Eka Bonita, 2019).

## ***Electronic Word of Mouth (E-WOM) and Its Influence on Purchase Decisions***

E-WOM can be described as a positive statement or negative given by customers regarding a product or company through internet media (Subaida, 2023). Previous research conducted by Noviandi, (2021) showed that the e-WOM variables (*intensity, valance of opinion, and content*) has a positive and significant influence on the purchase decision. Another parallel research is by Damayanti et al., (2023) to measure the dimensions of *intensity, valance of opinion, and content* as well as purchase decisions at ShopeeFood. The results of the study show that ShopeeFood consumers' purchasing decisions are greatly influenced by the three dimensions of e-WOM, namely Intensity, Content, and Valence of Opinions. Also supported by research Amilatuzzakiah1 & Evelina (2023) stated that e-WOM has a significant effect on the purchase decision of Mie Gacoan.

Goyette et al., (2010) make an important contribution by developing models and measuring tools to measure the influence of e-WOM dimensions which include intensity, valence of opinions, and content. So, e-WOM is not a theory but a marketing communication that uses internet technology to create a word-of-mouth effect that is useful to support marketing efforts and goals.

### **Purchase Decision**

According to Kotler & Armstrong (2011) Purchasing decisions can be described as the process or stages of combining knowledge and desires by consumers. In this process, consumers make a purchase from the various options available and choose one of the alternatives that are deemed necessary based on certain considerations. There are five dimensions of purchasing decisions, including product choice, brand selection, distributor/seller selection, purchase amount, purchase time, and payment method.

### **Previous Research**

Previous research conducted by Noviandi, (2021) with the aim of investigating the impact of e-WOM on product purchase decisions *Food & Beverage* by *online* in Tokopedia shows that e-WOM variables (*intensity, valence of opinions, and content*) have a positive and significant influence on purchasing decisions. Other research in line is by Damayanti et al., (2023) The results of the study show that ShopeeFood consumers' purchasing decisions are greatly influenced by the three dimensions of e-WOM, namely Intensity, Content, and Valence of Opinions. Reviews from other

consumers have a significant influence on purchasing decisions. In addition, product variety, product quality, price, and testimonials from other consumers about a product are also factors that strongly encourage consumers to make purchases at ShopeeFood. Parallel research was also carried out by Amilatuzzakiah & Evelina (2023) stated that e-WOM has a significant effect on the purchase decision of Mie Gacoan.

Research by (Yohansyah & Rodhiah, 2022) This study aims to examine the impact of e-WOM on purchase decisions, the results of the study show that e-WOM has a positive impact on purchase decisions. Therefore, it can be concluded that ShopeeFood needs to consider e-WOM in improving food purchase decisions by customers. The difference with this study is that the application used and the researcher only uses variables from the e-WOM dimension. Research by Noviandi, (2021), investigating the impact of e-WOM on product purchase decisions *Food & Beverage* by *online* di *Platform* Tokopedia. The findings of the study show that the e-WOM variables (*intensity, valence of opinions, and content*) have a positive and significant influence on purchasing decisions. Research by April (2023) shows that e-WOM partially affects purchasing decisions at Mie Gacoan Depok. Study by Apriani et al., (2017) mentioned that e-WOM has a significant influence on the purchase decision of Bandung Budjangan Meatballs. Research in line with Tampubolon & Adlina, (2023) prove that the *Online Customer Reviews* has a significant effect on the purchasing decision of consumers of Mie Gacoan Medan. E-WOM also has a significant effect on the purchase decision of ShopeeFood Mie Gacoan Malang customers (Baiturrohman, 2023).

However, unlike others, research by Research by Mazwar & Kuleh, (2023) mentioned that the e-WOM variable does not have a significant effect on the purchase decision. This lack of significant influence is also reinforced by the findings of Tommi Wijaya's (2013) research, which concluded that overall, e-WOM does not have a significant influence on purchasing decisions because it is considered a less effective and appropriate method. Recent research by Aulia et al., (2023) states that e-WOM does not influence the decision to purchase food using the ShopeeFood service. This reason is due to the fact that the influence of e-WOM only includes written communications such as comments from various sources. As such, it cannot guarantee trust in information providers, and the impact of such information on different individuals may vary.

Based on the summary of previous research that has been observed, this research is increasingly important to discuss because e-WOM is a determining element in online purchase decisions. Therefore, it can be concluded that ShopeeFood needs to consider and improve the quality of e-WOM in improving food purchase decisions by customers. So the author wants to know the extent of the influence of e-WOM on the purchase decision of halal food products, especially Gacoan Noodles in Bogor City. The results of this

research are expected to be useful for research, goods/service providers, and business actors.

Based on the theory described earlier and the findings from previous research, the variables used in this study are illustrated in Figure 2. The exogenous latent variables (X) in this study included Intensity (X1), Valence of Opinion (X2), and Content (X3). Meanwhile, the endogenous latent variable (Y) in this study is the Purchase Decision. The framework of this research can be described as follows:

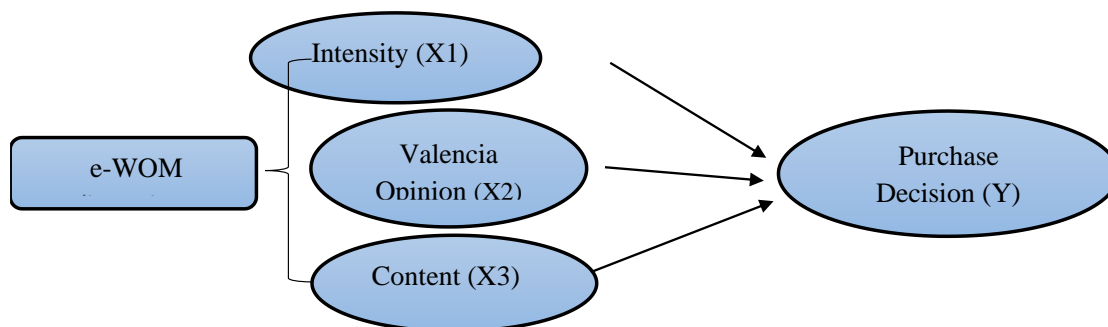


Figure 1. Research Framework

### Hypothesis Development

This study aims to analyze the influence of e-WOM on the purchase decision of Mie Gacoan halal food products on the ShopeeFood marketplace in Bogor City. The hypotheses proposed in this study are:

**Hypothesis 1: Intensity has a positive effect on purchasing decisions.** Previous research has shown that the high intensity of e-WOM, for example, is the number of reviews or comments shared about a product or brand *online*, can provide strong social proof to potential buyers. If a lot of people talk positively about a particular product or brand, this can increase the trust and confidence of potential buyers that the product is valuable and worth buying (Suryanta, 2023). Therefore, high intensity can have a positive effect on purchasing decisions.

**Hypothesis 2: The valence of opinions has a positive effect on purchasing decisions.** According to (Yohansyah & Rodhiah, 2022) Opinion opinions in e-WOM can shape consumers' perception of the quality, value, and excellence of a product or brand. Positive reviews can reinforce the perception that the product is worth and worth buying, while negative reviews can undermine that perception.

Additionally, Humans tend to imitate or follow the behavior of others, especially when they face uncertainty or confusion. Positive reviews in e-WOM can serve as a model that influences other people's purchasing decisions, while negative reviews may discourage people from buying. So, this hypothesis states that *Valence of Opinion* can have a positive effect on the purchase decision.

**Hypothesis 3: Content has a positive effect on purchasing decisions.** Study by Puri et al., (2023) mentioning that the content of e-WOM contains detailed information about the product or brand, such as features, specifications, benefits, and user experience. This relevant and useful information can help potential buyers better understand the product or brand they're considering, which in turn can influence their purchasing decisions. Other statements supported by Scarlet Witch (2021) explains that e-WOM content often includes photos, videos, and testimonials from users who have previously used the product or brand. From these statements, it can be concluded that this hypothesis, content has a positive effect on the purchase decision.

## RESEARCH METHODS

The research took place in Bogor City, West Java. The research period lasted for a period of 6 months, starting from February 2024 to July 2024. Information collection is carried out online by distributing questionnaires through *the Google Forms platform*.

The population selected in this study is people in Bogor City, especially generation Z in Bogor City who have or will order Gacoan Noodles through ShopeeFood. The target of this research is the people in Bogor City, especially generation Z, because generation Z is a very digitally literate generation with quite high purchasing power, and they dominate making transactions in *e-commerce*. The criteria for respondents are Muslim, their age range is from 15-27 years old, male and female, and domiciled in Bogor City. In this study, *purposive sampling techniques* are used where the researcher selects subjects deliberately based on certain criteria or characteristics that are relevant to the research objectives. This method is not random, but rather based on specific assessments or criteria that the researcher deems important. Regarding the number of samples, this study applied *the "10-times rule"* method or also known as the R-squared minimum method or determination coefficient. This method is used taking into account the minimum value of  $R^2$  in the model, which is determined based on the maximum number of paths leading to the construct variable. Therefore, based on this method to achieve a statistical strength of 80% and a significance level of 5% with 5 maximum number of arrows leading to the construct variable, and the lowest  $R^2$  from 0.10 – 0.75, this study uses a minimum sample of 36-147.

This study aims to investigate the influence of e-WOM on the decision to purchase halal food products online on the ShopeeFood platform, focusing on a case study of Mie Gacoan in Bogor City. The research method used is quantitative, with a deductive approach in formulating hypotheses based on relevant theories and concepts. Sampling was carried out by *purposive sampling* to select respondents who met the criteria that had been set. Data was collected through an online questionnaire using a six-point Likert scale. Data analysis was carried out using *Structural Equation Modeling - Partial Least Squares* (SEM-PLS) with the help of SmartPLS 3 software to test the relationship between variables and hypotheses related to the influence of e-WOM on purchasing decisions.

The data used in this study is primary data, obtained through measurement instruments or tools

used to collect information directly from the research subjects. Data collection was carried out by distributing questionnaires online to research subjects, the questionnaire was compiled using a six-point Likert scale, where respondents were asked to evaluate or assess a number of statements, which would later be processed and analyzed by the author using the SEM-PLS method.

The data collection method in this study involves primary data collected through respondent responses collected through *Google Form*, as a means to distribute questionnaires. To ensure that the respondents meet the criteria, the questionnaire will be distributed along with an explanation of the respondent's criteria, namely Gacoan Noodle consumers who use the ShopeeFood service in Bogor City. The questionnaire used in this study utilizes *Likert Scale* 6 points to interpret the answers given by respondents. *Likert Scale* used to measure the attitudes, opinions, and perceptions of an individual or group regarding a social phenomenon (Suasapha, 2020).

### Data Analysis Techniques

The analysis technique in this study uses SEM-PLS (*Structural Equation Modeling-Partial Least Square*) with smartPLS software. SEM-PLS is an analysis technique used to complement an existing theory (Hair et al., 2017). The results of the application of SEM-PLS are focused on explaining variations in the structure of dependent (endogenous) variables and are not included in the concept of fit based on the covariance matrix. SEM-PLS is often referred to as a "soft model" because it does not require normal data distribution assumptions, and can provide good results even when data tends to be skewed, as is generally the case in research. Another advantage of using SEM-PLS is its ability to explore abstract concepts such as trust levels, interests, desires, satisfaction, and the like.

SEM-PLS is a variance-based multivariate analysis technique widely used to examine complex relationships among latent variables. Unlike covariance-based SEM (CB-SEM), which primarily focuses on theory confirmation, SEM-PLS emphasizes prediction and theory development. Due to its flexibility and minimal distributional assumptions, SEM-PLS has become increasingly popular in social sciences, business, management, and Islamic economics research. SEM-PLS allows researchers to simultaneously assess the measurement model (relationships between latent constructs and their indicators) and the structural model (relationships among latent constructs).

Table 1. Variable Operational Definition

Research Variables	Indicator	Quiz Item	Source
<b>Intensity</b>	<ol style="list-style-type: none"> <li>1. Frequency of reviews</li> <li>2. Review search</li> <li>3. Interaction with other users</li> </ol>	<ul style="list-style-type: none"> <li>-You often look for and read reviews from other consumers before buying Mie Gacoan.</li> <li>-You frequently interact with other users about Mie Gacoan (e.g. liking, <i>sharing</i>, or commenting)</li> <li>-You often make reviews about Gacoan Noodles on ShopeeFood after making a purchase</li> <li>-You often find a lot of reviews and comments from other users about the halal status of Gacoan Noodles on ShopeeFood</li> <li>-The high number of reviews on ShopeeFood influences you to buy Gacoan Noodles</li> </ul>	(Sindunata, 2018); (Darmawan et al., 2022); (Handi et al., 2018); Pasaribu & Yuliawati, 2019)
<b>Valance of Opinion</b>	<ol style="list-style-type: none"> <li>1. Receipt of other consumer recommendations</li> <li>2. The influence of positive and negative reviews on purchase decisions</li> </ol>	<ul style="list-style-type: none"> <li>-You often read positive and negative reviews from other consumers about Gacoan Noodles on ShopeeFood</li> <li>-You leave positive reviews and high star ratings after ordering Gacoan Noodles on ShopeeFood</li> <li>-You find positive reviews and high ratings about the halalness of Gacoan Noodles</li> <li>-You agree with the positive reviews from other consumers about Gacoan Noodles after purchasing them</li> </ul>	(A. Albab et al., 2023), (Noviandi, 2021), (Maharani et al., 2022)
<b>Contents</b>	<ol style="list-style-type: none"> <li>1. Information on food and beverage variations</li> <li>2. Quality information, service</li> <li>3. Price information</li> </ol>	<ul style="list-style-type: none"> <li>-You can get information about the variety of food, drinks and prices of Gacoan Noodles on ShopeeFood</li> <li>-You are satisfied with the quality and service of Mie Gacoan products</li> <li>-The content of positive reviews accompanied by photos and videos of Mie Gacoan products influences your purchase decision on ShopeeFood.</li> <li>-You create positive content (photos, videos, testimonials) and reviews after buying Gacoan Noodles on ShopeeFood.</li> </ul>	(Yohansyah & Rodhiah, 2022), (Siti Zulfa Nadiya & Anita Rahmawaty, 2023)
<b>Purchase Decision</b>	<ol style="list-style-type: none"> <li>1. Selection of products, brands, sellers, time, and amount of purchases</li> </ol>	<ul style="list-style-type: none"> <li>-Positive e-WOM about the service and quality of Mie Gacoan food affects your purchase decision</li> <li>-Positive e-WOM about the halalness of Gacoan Noodles affects your purchase decision on ShopeeFood.</li> <li>-The halal logo of Gacoan Noodles on ShopeeFood affects your purchase decision</li> <li>-Experiences and recommendations shared by others on ShopeeFood influence your purchasing decisions</li> <li>-You will recommend Mie Gacoan to friends or family based on the e-WOM you read.</li> </ul>	(Scott, 2018); (Albab, 2023); (Tampubolon & Adlina, 2023); (Munawar & Rianto, 2023)

## RESULTS AND DISCUSSION

### Respondent Demographics

Of the total respondents involved in the study, 17% were men, while women accounted for 83%. Judging from the age group, the majority of respondents were in the range of 15-27 years. Based on

their educational background, 70% of respondents graduated from high school, while the other 30% had a D3/S1 degree. In addition, based on employment status, 98% of respondents are students or college students.

Table 2. Respondent Demographics

Respondent Information		Quantity	Percentage
Gender	Male	17	17%
	Women	85	83%
Age	15-27 years old	100	98%
Education	High School/Equivalent	71	70%
	D3/SI	31	30%
	Students	100	98%
Jobs	Education (Teacher/Lecturer)	1	1%
	Private Employees	1	1%

Data source: Processed by researcher (2024)

### Measurement Model Analysis (Outer Model)

#### Convergent Validity Test

Indicators of variables that have a value *Loading Factor* >0.50 indicates a high level of validity,

thus meeting the criteria for convergent validity. In contrast, variable indicators with a value of <0.50 have low validity and should be removed or removed from the model (Hair et al., 2017).

Table 3. Outer Loading Results

	Intensity	Valance Opinion	Contents	Purchase Decision
IN1	0,737			
IN3	0,825			
IN4	0,808			
VO1		0,761		
VO2		0,864		
VO3		0,817		
VO4		0,836		
K1			0,770	
K2			0,786	
K3			0,799	
K5			0,828	
KP1				0,801
KP2				0,808
FP5				0,732
KP6				0,762
KP7				0,818

Data source: Processed by researcher (2024)

Based on table 3, overall, all indicators have an *outer loading* value of more than 0.50. This shows that each indicator has good convergent validity and can be said to be reliable in measuring the construct of the

latent variables it represents. Thus, no indicators need to be removed or removed from the model based on the results of this *outer loading*.

Table 4. Average Variant Extracted

Average Variance Extracted (AVE)	
	0,625
	0,616
	0,634
	0,673

Data source: Processed by researcher (2024)

Based on table 4, all AVE values are above 0.5, which indicates that each construct has met the evaluation due to the AVE coefficient value >0.50 and it can be concluded that every indicator and variable in this study has passed the convergent validity test (Chin et al., 2020).

### Discriminating Validity Test

A discriminant validity test is a test that is carried out to prove that a construct in a study is different from another construct (Hair et al., 2017). In this study, the Fornell Larcker Criterion is used as a basis, where the Fornell Larcker value of a variable against itself must be greater than the Fornell Larcker value of the variable against other variables.

Table 5. Fornell Larcker Criterion Results

	Intensity	Purchase Decision	Contents	Valence Opinion
Intensity	0,791			
Purchase Decision	0,560	0,785		
Contents	0,582	0,781	0,796	
Valence Opinion	0,560	0,759	0,618	0,821

Data source: Processed by researcher (2024)

Based on table 5 above, the Fornell Larcker value of a variable against itself is greater than the Fornell Larcker value of that variable against other variables. Thus, it can be concluded that all variables in this study have met the criteria for discriminant validity.

### Reliability Test

This reliability test aims to evaluate the accuracy of the measurements made by each indicator. A variable is considered reliable if *Cronbach's alpha* and *composite reliability* values are above 0.70. As a result, *composite reliability*

Table 6. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Intensity	0,703	0,707	0,833
Valence Opinion	0,838	0,844	0,892
Contents	0,808	0,817	0,874
Purchase Decision	0,844	0,843	0,889

Data source: Processed by researcher (2024)

Based on table 6 above, the *Composite Reliability* and *Cronbach's Alpha* values of more than 0.70 indicate that all variables in this study are declared reliable. Therefore, it can be concluded that all constructs in this study are valid because they have met the requirements of the reliability test.

### Structural Model Testing (Inner Model)

The R-Square test aims to determine how much of the percentage of the Y variable is described or affected by the X variable.

Table 7. R-Square Results

	R Square	R Square Adjusted
Purchase Decision	0,733	0,725

Data source: Processed by researcher (2024)

The results of R-Square can be seen in table 7, where the R-Square value of 0.733 indicates that 73.3% of the variability in the purchase decision variable can be explained by independent variables in the model, belonging to the strong category. Then, the rest were influenced by other factors outside of this study.

### Path Coefficients

A path coefficient is a value that indicates the direction of the relationship between variables, whether the relationship is positive or negative. The relationship between variables is considered positive if it has a value in the range of 0 to 1, and is considered negative if the value is in the range of -1 to 0 (Kurniawati, 2019).

Table 8 Path Coefficient Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Intensity -> Purchase Decision	0,028	0,038	0,074	0,380	0,704
Content -> Purchase Decision	0,494	0,491	0,090	5,514	0,000
Valence of Opinions -> Purchase Decision	0,438	0,431	0,081	5,433	0,000

Data source: Processed by researcher (2024)

Based on these outputs, it can be concluded that the intensity does not show a positive relationship with the purchase decision shown by a parameter coefficient of 0.028 and a *p-value* of 0.704 greater than 0.05. This is also indicated by the Statistical T-value, which is 0.380 which is smaller than 1.96 (t-table). Furthermore, the opinion valence variable turned out to have a significant positive effect on the purchase decision as shown by a parameter coefficient of 0.494. The significant value of 0.000 is smaller than the alpha level of 0.05. This is also shown by a Statistical T value of 5.514 which is greater than 1.96(t-table). Then, the content variable also had a significant positive effect on the purchase decision which was shown by a parameter

coefficient of 0.438 and a significant value of 0.000 smaller than the alpha level of 0.05. This is also shown by a Statistical T value of 5.433 greater than 1.96 (t-table).

### VIF Test

This test aims to identify the existence of multicollinearity relationships between independent variables. If the VIF value reaches 5 or more, it indicates a multicollinearity problem (Hair et al., 2014). Based on the table below, all VIF values are less than 5, it can be concluded that there is no multicollinearity problem.

Table 9. VIF Test Results

	VIVID
IN1	1,278
IN3	1,448
IN4	1,420
K1	1,576
K2	1,727
K3	1,821
K5	1,754
KP1	2,357
KP2	2,387
FP5	1,504
KP6	1,684
KP7	2,028
VO1	1,839
VO2	2,352
VO3	1,888
VO4	1,933

Data source: processed by researcher (2024)

**Model Fit**

This test was carried out to evaluate the extent to which the model used in the study was effective

(Memon et al., 2021). *Standardized Root Mean Square Residual* (SRMR) and *Normal Fit Index* (NFI) are two measures used to assess the suitability of research models.

Table 10. Model Fit

	Saturated Model	Estimated Model
SRMR	0,085	0,085
d_ ULS	0,980	0,980
d_ G	0,542	0,542
Chi-Square	294,557	294,557
NFI	0,696	0,696

Data source: processed by researcher (2024)

For the model to be said to be Fit, the SRMR value must be less than 0.1. Based on the table above, the SRMR value in this study is 0.085 both in *Saturated* or *Estimated model*, which means less than 0.1. Because  $0.085 < 0.1$ , the model in this study can be considered fit. Furthermore, the NFI value ranges from 0 to 1, and the closer it is to 1, the better the research model will be (Juliandi, 2018). Based on the table above, the NFI value in this study is 0.696, which shows that this research model has a match of 69.6%.

**The effect of intensity on the purchase decision of Mie Gacoan halal food products at ShopeeFood**

This test was conducted to evaluate the hypothesis about the influence of independent variables on dependent variables. Based on table 11, a

path coefficient of 0.028 was obtained, which means that there is a positive influence of intensity on the decision to purchase Mie Gacoan halal food products at ShopeeFood. However, the *p-value* of intensity is  $0.704 > 0.05$ . So that the intensity does not have a significant effect on the purchase decision, meaning that H1 is rejected. This is presumably because consumers may not consider intensity (how often they see or receive information) as an important factor in purchasing decisions. The results of descriptive statistics show that 43% of respondents choose not to interact or comment on ShopeeFood. As many as 43% of respondents also stated that consumers do not use ShopeeFood to find information about Gacoan Noodles. In addition, respondents described that they did not give positive or negative reviews on

ShopeeFood. This proves that e-WOM does not affect the purchase decision. They pay more attention to the

quality of information, such as content and the valence of opinions.

Table 11. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Intensity -> Purchase Decision	0,028	0,038	0,074	0,380	0,704
Content -> Purchase Decision	0,494	0,491	0,090	5,514	0,000
Valence of Opinions -> Purchase Decision	0,438	0,431	0,081	5,433	0,000

Data source: processed by researcher (2024)

This is in line with research [Irfansyah \(2023\)](#) and [Luthfiyatillah et al., \(2020\)](#) stated that the intensity variable did not have a significant effect on the grounds that the number of reviews did not affect consumer purchasing decisions because informants and recipients of information did not meet each other face-to-face, so their credibility could not be guaranteed. In addition, consumers are already very aware of the quality of the brand and the halalness of Mie Gacoan products, the intensity of reviews may not add value or be noticed anymore. They may already have an opinion formed about the product.

**The effect of opinion valence on the purchase decision of halal food products at ShopeeFood.**

The second hypothesis that tests the influence of opinion valence on the purchase decision of Mie Gacoan halal food products on ShopeeFood. Table 11 shows the value of the parameter coefficient of 0.494 which means that there is a positive influence of opinion valence on the purchase decision. This is also shown by the *p-value* of  $0.000 < 0.05$ , so that the valence of opinions has a significant effect on the purchase decision, meaning that H2 is accepted.

The findings of this study are in line with research by [Yohansyah & Rodhiah \(2022\)](#) stating that positive opinions from other consumers increase confidence in the quality and halalness of Gacoan Noodle products. Reviews and opinions about the halalness of Gacoan Noodles are also important, based on statistical data as many as 38% of respondents chose that positive reviews about the halalness of Gacoan Noodles influenced their purchase decisions. Respondents understand the meaning of halal products, the importance of choosing halal products, prioritizing eating at restaurants that already have halal

certification, and believe that products that have been certified halal must be safe from non-halal ingredients. For consumers who prioritize halal in food, positive reviews about the halal aspects of Gacoan Noodles meet their needs and preferences. This ensures that their choices are in line with their values and beliefs. In addition, reviews or *Review* from other consumers often include additional information that is not always available in the official product description, such as tips on how to best enjoy the product or an assessment of the value of price over quality ([Aulia Tsamrotul Fuadah, 2024](#)).

**The influence of content on the purchase decision of Mie Gacoan halal food products on ShopeeFood**

The results in table 11 show that content has a significant positive influence on purchasing decisions with a parameter coefficient value of 0.438 and a value of *p-value* by  $0.000 < 0.05$ . This shows that content plays an important role in influencing halal food product purchasing decisions *online* at ShopeeFood. The results of this study are in line with [Castle & Lisiantara \(2023\)](#) and [Nyoko & Samuel \(2021\)](#) Content that contains information about promotions, discounts, or special offers may encourage consumers to make a purchase. Attractive offers can be an additional incentive for consumers to try Mie Gacoan products. As many as 43% of respondents said they strongly agreed with making a purchase decision because Gacoan Noodles were certified halal.

According to research ([Sari et al., 2023](#)) Awareness of halal products is the main determining factor that influences consumers to buy halal products. In the assessment of Mie Gacoan products on ShopeeFood, the issue of halal has become a topic of consumer discussion before the issuance of halal

certification. Some consumers say that the quality and service of Gacoan Noodles are very good, but because the halal status is not clear, consumers are hesitant to reorder. Consumers also write reviews saying that they would be more confident and calm about ordering if it had been halal-certified.

According to research [Puspitasari & Rokhman \(2024\)](#) if Mie Gacoan has halal certification, this can increase the trust of Muslim consumers, who are more likely to leave positive reviews and recommend the product to others. After the halal certification of Mie Gacoan, several consumer reviews were found to say that they were very happy with it. Consumers also made positive reviews about the halalness of Gacoan Noodles and appreciated Gacoan Noodles' efforts to get its halal certification, it shows that Gacoan Noodles care deeply about its consumers.

## CONCLUSION

This study was conducted to determine the influence of *electronic word of mouth* on the purchase decision of halal food products at ShopeeFood. Based on the results of the research and discussions that have been carried out, the following conclusions can be drawn. Intensity has no effect on the decision to purchase Mie Gacoan halal food products at ShopeeFood. The valence of opinions has a significant positive effect on the decision to purchase halal food products at ShopeeFood. Content has a positive and significant effect on the purchase decision of Mie Gacoan halal food products on ShopeeFood.

From the results of this study, several suggestions can be conveyed as follows: (a) Based on the results of the study, the intensity of information did not have a significant effect on purchasing decisions. Therefore, it is best to focus on improving the quality and relevance of the content presented to consumers. Accurate, reliable, and engaging information tends to be more effective in influencing purchasing decisions. Collaboration with reputable figures or *influencers* among target consumers. Reviews from trusted sources can have a greater impact than frequent ad exposure; (b) Actively manage and respond to consumer reviews on the ShopeeFood platform to show concern for consumer *feedback*. A good response to positive reviews and proper handling of negative reviews can increase consumer confidence.

Creating content that is informative, engaging, and relevant to consumer needs and interests. Content that includes product descriptions, promotional information, and discounts can increase the appeal of

the product. Using halal certification as a key element in a content strategy to build consumer trust. Display halal certification clearly on various promotional materials and *sales* platforms.

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