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The Influence of E-Service Quality, E-Word of Mouth, and Customer Experience on Purchase Decisions of Sociolla Products (A Study on SOCO by Sociolla Application Users in Malang)

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ABSTRACT

This research aimed to examine the impact of e-service quality, e-word of mouth, and customer experience on purchase decisions. The study employed quantitative methodology with purposive sampling techniques. The sample consisted of 100 consumers who utilize the SOCO by Sociolla application in Malang. Findings reveal that E-Service Quality (X1) and Customer Experience (X3) variables individually demonstrate significant effects on Purchase Decisions (Y), whereas E-Word of Mouth shows no significant partial influence on Purchase Decisions (Y). The F test results indicate Fvalue exceeds Ftable ($65.906 > 3.09$) with significance below 0.05 ($0.00 < 0.05$). The coefficient of determination demonstrates that E-Service Quality, E-Word of Mouth, and Customer Experience variables collectively affect the Purchase Decision variable by 67.3%, with the remaining 32.7% attributed to other factors not examined in this research.

Keywords: E-Service Quality, E-Word of Mouth, Customer Experience, Purchase Decision

1. Introduction

Today, the internet has become an integral part of everyday life and has transformed the way people interact and communicate around the world. Technological advances have influenced various aspects of human life, including economic patterns around the world (Wiradinata & Malik, 2024). Technological and internet changes have transformed the way we obtain information, interact with one another, and conduct commercial activities (Rachman et al., 2024). The system of sales and purchases has been significantly transformed by the invention of the internet. Many people prefer online shopping because it is considered simpler and more practical. As stated by Afrizal (2022), the lifestyle shift, combined with the numerous benefits of online shopping, has led to the rise of an increasing number of web-based online stores in Indonesia. According to him, changes in lifestyle with the online sales system have led to the emergence of many web-based online stores in Indonesia..

Currently, online shopping has become a common habit among the public, especially women. One of the most sought-after products by women today is cosmetics and beauty products. For women, the need to look attractive has become very important, thus opening up great opportunities for the cosmetics industry to continue to grow (Amartya & Bestari, 2022).

Table 1. Top Beauty E-Commerce in Indonesia 2024

No.	E-Commerce	Number of Visitors
1.	Female Daily	973.867
2.	Watsons id	374.510
3.	Oliveyoung	284.771
4.	Sociolla	240.697
5.	Beauty Haul	113.499

Source: Data Processing Result, 2024

Based on available data, it is clear that the cosmetics industry continues to experience significant growth. This growth is evident in increased consumer demand, increasingly diverse product innovations, and market expansion across various demographic segments. Factors such as awareness of the importance of self-care, ever-changing beauty trends, and increased access to cosmetic products through online platforms are driving the industry's consistent growth.

One of Indonesia's platforms focusing on the sale of cosmetics and body care products, Sociolla, is included in the category of the best beauty e-commerce in Indonesia. Since 2020, Sociolla has recorded significant store expansion growth of 300% outside the Java region. The company now has 50 stores spread across 30 cities on the islands of Sumatra, Kalimantan, Sulawesi, and Java (Nurdianti, 2023).

Table 2. Beauty E-Commerce With the Highest Sales

No.	E-Commerce	Year	Total Sales
1.	Oliveyoung	2024	USD 3,7 billion
2.	Female Daily	2023	USD 82,5 million
3.	Sociolla	2024	USD 31,6 million
4.	Watsons id	2024	USD 10,7 million
5.	Beauty Haul	-	-

Source: Data Processing Result, 2024

Sociolla, a beauty industry player, provides customers with an extensive selection of beauty products, including skincare, makeup, body care, hair care, fragrance, and beauty tools. The assortment features brands from both domestic and foreign origins. To guarantee the quality and authenticity of its products, Sociolla collaborates directly with official distributors and brand owners to ensure the authenticity of each product. As a reliable beauty partner, Sociolla offers Beauty Journal, a communication channel that offers precise and current insights on the beauty industry and ideas for developing individual flair. SOCO by Sociolla also offers Beauty Profile, a feature that consumers fill out when registering on the app. This feature analyzes the consumer's skin condition to provide product recommendations tailored to address their skin concerns.

Improving the quality of the Sociolla app's services entails ensuring that the information available on the app is thorough and comprehensive. Tjiptono & Chandra (2019) states that service quality in electronics plays an important role in creating differentiation, positioning, and competitive strategies for every marketing organization, whether it is a manufacturing company or a service provider. With the rapid development of the internet, the way information is disseminated has also changed. Word of Mouth (WOM) has now transformed into Electronic Word of Mouth (E-WOM) (Amartya & Bestari, 2022). Citing Fawzi et al. (2022), E-WOM is effective as a promotional strategy because it is conveyed voluntarily by satisfied consumers. In the SOCO by Sociolla app, the product review feature is a tangible form of E-WOM that helps potential consumers evaluate products. Uniquely, SOCO gives reward points to users who write reviews, which can be exchanged for discounts, thereby encouraging decisions and building user loyalty.

SOCO by Sociolla offers two delivery methods: pickup at the nearest store and delivery with an estimated time of 3–4 days. With its own warehouse, Sociolla ensures smooth delivery and facilitates the return process in case of damage. This increases consumer confidence due to a positive shopping experience. According to Schmitt (1999), an experience is formed from direct involvement in various events, both real and virtual. Despite the various advantages offered by the SOCO by Sociolla app, there are still several challenges that need to be further examined in its implementation. In terms of e-service quality, many consumers currently tend to try products directly in stores, but then choose to purchase them through the app. This phenomenon

shows that even though the app offers convenience, there is potential for consumer distrust of the online services provided. Then, in terms of e-word of mouth, even though Sociolla actively encourages consumers to write reviews by giving them reward points, the fact is that many consumers still complain that the SOCO by Sociolla app often experiences delays or problems when registering on the app store platform, which can affect the perception of potential consumers.

In terms of customer experience, if a consumer has an unsatisfactory first impression, the question remains whether that experience will still enable the consumer to make a purchase decision, given that Sociolla offers advantages such as product completeness, authenticity guarantees, and various other additional benefits. Furthermore, when considering the experiences of other customers in reviews on the Sociolla App Store, does this still encourage consumers to make purchasing decisions through the SOCO by Sociolla app, even if they have previously had an unpleasant experience. The consumer decision-making process is an important consumer behavior because it involves various steps that take place sequentially before consumers make a decision (Kusmartiyah & Hanifa, 2020). Providing quality service is an important part of the shopping experience for consumers. If a company is able to make a good impression, its reputation will also improve. Based on existing phenomena, facts, and issues, researchers are interested in conducting research on "The Influence of E-Service Quality, E-Word of Mouth, and Customer Experience on Product Purchase Decisions at Sociolla (A Study of Consumers of the SOCO by Sociolla Application in Malang)."

2. Methodology

This research is of correlational character and employs quantitative techniques. The main sources of data for this research are primary and secondary data. The participants for this study consist of individuals using the SOCO by Sociolla app in Malang. The sample size for this study is still unknown. The Lemeshow formula was utilized to calculate the sample size, leading to a total of 96 participants. Additionally, 4.12% was added to reach a rounded-up total of 100 respondents. The selection of the sample was conducted through non-probability sampling using the purposive sampling method, where samples are chosen based on specific criteria determined by the researcher (Sujalu et al., 2021). The criteria provided by the researchers were that participants must be at least 17 years old, be users of the SOCO by Sociolla app, and have made a purchase through the SOCO by Sociolla app. This research gathered primary data by sending out questionnaires made with Google Forms to participants through the Sociolla app in Malang. Secondary data was collected from various sources such as websites, blogs, and research reports. The study utilized a Likert scale to measure variables based on expert theory-derived indicators.

Zeithaml et al. (2024) argue that there are seven dimensions of e-service quality divided into two scales, namely core online services consisting of efficiency, reliability, fulfillment, and privacy. The second is online recovery services consisting of responsiveness, compensation, and contact (Tjiptono & Chandra 2019). Jeong & Jang and Thureau identify the signs of eWOM as: caring for others, sharing positive emotions, supporting the company, assisting others on platforms, expressing negative emotions, outgoing personality/self-improvement, social advantages, financial rewards, and seeking advice (Tingga et al. 2022). Schmitt (1999) states five indicators that can be used to measure customer experience, including: SENSE (Sensory Experience), Feel, Think, Act, Relate. Wulandari dan Mulyanto (2024) states that the construct of purchasing decisions is operationalized through three key indicators: promptness in purchasing, purchasing consistency, and purchasing confidence. These are rated on a five-point Likert scale, where 1 denotes "strongly disagree" and 5 denotes "strongly agree." The data analysis used in this study employed descriptive statistical analysis. Data processing in this study was conducted using IBM SPSS statistical software version 25.

2.1. Hypothesis

H1: E-service quality (X1) has a significant effect on purchasing decisions (Y).

H2: E-word of mouth (X2) has a significant effect on purchasing decisions (Y).

H3: Customer experience (X3) has a significant effect on purchasing decisions (Y).

H4: E-service quality (X1), e-word of mouth (X2), and customer experience (X3) significantly influence purchasing decisions (Y).

3. Results and Discussion

3.1. Results

3.1.1. Respondent Characteristics

Table 3. Respondent Characteristics

No.	Respondent Characteristics		Amount
1.	Gender	Man	6
		Women	94
		Total	100
2.	Age	17-20 Year	17
		21-25 Year	71
		26-30 Year	9
		30 Year above	3
		Total	100
3.	Employment status	Students	73
		Civil servants	1
		Private sector employees	6
		Entrepreneurs	6
		Others	14
		Total	100
4.	Monthly income / pocket money	Rp 500.000 – Rp 1.000.000	38
		Rp 1.000.000 – Rp 2.500.000	36
		Rp 2.500.000 – Rp 4.000.000	24
		> Rp 4.000.000	2
		Total	100
5.	Payment system	Transfer	87
		Debit	5
		Cash	8
		Total	100

Source: Data Processing Result, 2024

3.1.2. Reability Test

The reliability analysis conducted for the variables X1, X2, X3, and Y yielded Cronbach's Alpha coefficients above the threshold of 0.6, thereby affirming the reliability of all item statements within each variable construct.

Table 4. Result of the Reability Test

Variable	Cronbach's Alpha	N of Items
E-Service Quality (X1)	,928	20
E-Word of Mouth (X2)	,888	13
Customer Experience (X3)	,915	12
Purchase Decisions (Y)	,913	19

3.1.3. Normality Test

Following the completion of the tests, it was determined that the data conforms to a normal distribution with a value of 0.31 from the Kolmogorov-Smirnov test, suggesting statistical normality.

Table 5. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	5,15451412
Most Extreme Differences	Absolute	,094
	Positive	,051
	Negative	-,094
Test Statistic		,094
Asymp. Sig. (2-tailed)		,031 ^c

3.1.4. Multicollinearity Test

Based on the multicollinearity test, all independent variables (X1, X2, and X3) meet the criteria, with VIF values less than 10 and tolerance values exceeding 0.10. Thus, multicollinearity is not present in the regression model.

Table 6. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,352	5,620		2,020	,046		
	E-Service Quality	,334	,130	,323	2,581	,011	,218	4,594
	E-Word of Mouth	,094	,192	,061	,489	,626	,219	4,566
	Customer Experience	,657	,159	,476	4,125	,000	,255	3,918

a. Dependent Variable: Purchase Decision

3.1.5. Heteroscedasticity Test

The heteroscedasticity test shows no discernible pattern, with points randomly dispersed above and below zero on the Y-axis, indicating the absence of heteroscedasticity in all independent variables.

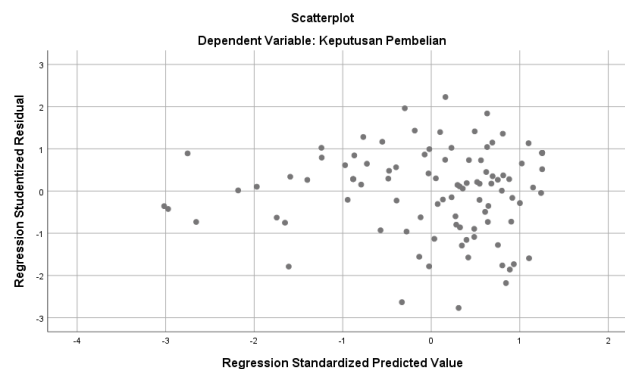


Figure 1. Heteroscedasticity Test Result

3.1.6. Multiple Linear Regression Analysis

This study utilizes multiple regression analysis to assess the influence of E-Service Quality (X1), E-Word of Mouth (X2), and Customer Experience (X3) on Purchasing Decisions (Y).

Table 7. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,352	5,620		2,020	,046
	E-Service Quality (X1)	,334	,130	,323	2,581	,011
	E-WOM (X2)	,094	,192	,061	,489	,626
	Customer Experience (X3)	,657	,159	,476	4,125	,000

a. Dependent Variable: Purchase Decision (Y1)

The regression equation findings can be interpreted as follows:

- The constant of 11.352 shows that when e-service quality (X1), e-WOM (X2), and customer experience (X3) variables equal zero, the purchase decision value (Y) would be 11.352.
- The e-service quality (X1) regression coefficient of 0.334 means that each 1% rise in X1 results in a 0.334 increase in purchase decision (Y).

- c. The e-WOM (X2) coefficient of 0.094 demonstrates that each 1% rise in X2 causes a 0.094 increase in purchase decision.
- d. The customer experience (X3) coefficient of 0.657 shows that each 1% rise in X3 leads to a 0.657 increase in purchase decision.

3.1.7. Partial Test (T-TEST)

The t-test was employed in this study to investigate the impact of e-service quality (X1), electronic word of mouth (X2), and customer experience (X3) on the purchase decision variable (Y).

Table 8. T-Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,352	5,620		2,020	,046
	E-Service Quality (X1)	,334	,130	,323	2,581	,011
	E-WOM (X2)	,094	,192	,061	,489	,626
	Customer Experience (X3)	,657	,159	,476	4,125	,000
a. Dependent Variable: Purchase Decision (Y1)						

3.1.8. Simultaneous Test (F-TEST)

The simultaneous test evaluates the joint influence of all independent variables on the dependent variable.

Table 9. F-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5417,307	3	1805,769	65,906	,000b
	Residual	2630,333	96	27,399		
	Total	8047,640	99			
a. Dependent Variable: Purchase Decision (Y1)						
b. Predictors: (Constant), Customer Experience (X3), E-WOM (X2), E-Service Quality (X1)						

3.2. Discussion

3.2.1. The Influence of E-Service Quality on Purchasing Decisions

E-Service Quality (X1) has a significance level of 0.011, which is less than 0.05, and a t-value of 2.581, which exceeds the t-table value of 1.985. These results indicate that X1 has a significant partial influence on Y. Therefore, H1 is accepted. The analysis results show that SOCO by Sociolla users are predominantly young women aged 21–25 years, most of whom are students who tend to follow trends and understand self-care needs.

The aspects of e-service quality studied include ease of navigation, clarity of product information, transaction security, service speed, and interface display. Most respondents gave high ratings to these indicators. 70% strongly agreed that data protection and transaction history on the app are secure, reflecting a high level of consumer trust. However, some technical issues, such as slow processes when adding or removing products, are still felt, although they do not significantly reduce the positive influence of the service on purchasing decisions. The research findings are supported by a previous study conducted by Indiani & Devi (2023), the study concluded that e-service quality significantly influences purchase decisions.

3.2.2. The Influence of E-Word of Mouth on Purchasing Decisions

According to the test findings, the electronic word of mouth (X2) has a significance value of 0.626, which is greater than 0.05, and a t-value of 0.489, which is less than the t-table value of 1.985. Therefore, the hypothesis H2 is denied. Consequently, it can be inferred that variable X2 does not have a notable partial impact on the decisions related to purchasing (Y). For this variable, the highest rating was given to the statement that points from product reviews can be exchanged for discounts. 74% of respondents strongly agreed, 20% agreed, and 6% were neutral about this statement. Conversely, the lowest rating was given to the statement that shopping through the app is more practical, with 28% strongly agreeing, 47% agreeing, 21% neutral, and 4% disagreeing.

In the digital age, e-word of mouth has become an important reference before consumers make a purchase. On the SOCO by Sociolla app, e-WOM is realized through a product review feature accompanied by a points system as an incentive. 75% of respondents strongly agree that these points can be exchanged for discounts, with the majority of respondents having an income of IDR 500,000 – IDR 1,000,000. This indicates that the points system serves as an additional incentive driving purchasing decisions. However, the research findings indicate that e-WOM does not significantly influence purchasing decisions. One reason is the perception that reviews are not entirely objective due to the points incentive. Some consumers believe reviews are created solely to earn rewards, not based on actual experiences.

In this case, although the data analysis results show a low level of e-word of mouth users or enthusiasts, there are respondents who indicate that they actively seek out and consider product reviews before making a purchase. This indicates that e-word of mouth still plays a role for consumers in the product purchase decision-making process. The observed results reaffirm previous empirical evidence presented by Selfia & Adlina (2023) stated that e-word of mouth does not influence purchase decisions.

3.2.3. The Influence of Customer Experience on Purchasing Decisions

According to the test findings, it is evident that the customer experience (X3) plays a crucial role in influencing purchasing decisions (Y), as shown by the significance value of 0.000 being less than 0.05 and the t-value of 4.125 exceeding the t-table value of 1.985. As a result, the hypothesis H3 is confirmed. The analysis provides evidence that most consumers feel convenience and practicality when shopping through the SOCO by Sociolla app. Respondents gave positive ratings for the app's interface, ease of product search, completeness of information, and fast transaction process. Additional features such as points, discounts, and flexible payment and delivery options further enhance their shopping experience.

The statement that shopping through the app is more practical received the highest score, with 48% of respondents strongly agreeing, 37% agreeing, and 15% neutral. Meanwhile, the lowest rating was given to the statement that the app makes them feel close to other consumers, though it still showed generally positive responses. The dominance of female respondents (94%), especially those aged 21–25 (71%), indicates that the app aligns with the preferences of young consumers who prioritize efficiency. Flexible delivery options (delivery or pick-up) and easy payment methods further enhance user satisfaction. As many as 74% of respondents strongly agree that purchasing through the app is easier and more convenient. The research findings are supported by a previous study conducted by Wijaya et al. (2024) indicates that customer experience influences purchase decisions.

3.2.4. The Influence of E-Service Quality, E-Word of Mouth, and Customer Experience on Purchasing Decisions

The examination findings indicate that E-Service Quality (X1), E-Word of Mouth (X2), and customer experience (X3) all have a significant impact, with a significance value of $0.000 < 0.05$ and an f value of 65.906 > the table f value of 3.09. Therefore, H4 is validated. This suggests that variable X3 plays a crucial role in influencing purchase choices (Y). It is concluded that these three variables can explain changes or variations in consumer behavior when deciding to make a purchase through the SOCO by Sociolla app.

The presence of good digital service quality, such as easy navigation, complete product information, and transaction security, forms the primary foundation for building consumer trust. Meanwhile, reviews from other users, although not significantly partial, still contribute to creating initial perceptions of the product and company. Besides, a positive overall shopping experience strengthens consumers' intent to make a purchase.

4. Conclusion

The study concludes: First, E-Service Quality (X1) significantly influences Purchase Decision (Y) for the SOCO by Sociolla application in Malang. Second, E-Word of Mouth (X2) shows no significant impact on Purchase Decision (Y) for the SOCO by Sociolla application in Malang. Third, Customer Experience (X3) significantly affects Purchase Decision (Y) for the SOCO by Sociolla application in Malang. Fourth, E-Service Quality (X1), E-Word of Mouth (X2), and Customer Experience (X3) collectively demonstrate a significant influence on Purchase Decision (Y) for the SOCO by Sociolla application in Malang.

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