

**THE INFLUENCE OF DIGITAL MARKETING AND E-  
WOM ON WARDAH PRODUCT PURCHASING  
DECISIONS AMONG UNIDA GONTOR FEMALE  
STUDENTS BASED ON ISLAMIC BUSINESS ETHICS**



By:

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**DEPARTEMENT OF ISLAMIC ECONOMICS  
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UNIVERSITY OF DARUSSALAM GONTOR  
2024 M/1446 H**

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ON WARDAH PRODUCT PURCHASING DECISIONS  
AMONG UNIDA GONTOR FEMALE STUDENTS BASED  
ON ISLAMIC BUSINESS ETHICS**

**UNDERGRADUATE THESIS**

Submitted in fulfilment of the requirement for the degree of  
Bachelor of Economics (Islamic Economics)

By:

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2024/1446**



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## ABSTRAK

**Hasna Dini Nur Fuady**

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Perkembangan teknologi yang pesat mengubah cara pemasaran dari tatap muka menjadi online. Digital marketing mempermudah bisnis dengan akses cepat, hemat, dan tanpa batas waktu dan tempat. Media sosial kini menjadi alat utama dalam periklanan. Selain itu, E-WOM berperan penting dalam menyebarkan informasi kepada pelanggan. Salah satu produk yang memanfaatkan digital marketing adalah Wardah. Namun dalam Islam terdapat batasan tertentu dalam pengambilan keputusan pembelian. Tujuan penelitian ini adalah untuk menemukan dan menganalisis digital marketing dan E-WOM mempengaruhi keputusan yang diambil oleh mahasiswi Universitas Darussalam Gontor Kampus Putri 1 dalam pembelian produk Wardah ditinjau dari etika bisnis Islam. Metode yang diterapkan peneliti adalah kuantitatif deskriptif, dengan analisis Structural Equation Modeling-Partial Least Square (SEM-PLS) 4.0.9.9. Dari populasi sebanyak 396, peneliti mengumpulkan 112 responden mahasiswi melalui teknik pengumpulan data primer melalui survei berbasis kuesioner di Universitas Darussalam Gontor Kampus Putri 1 dengan menggunakan rumus Hair et al. Temuan penelitian menunjukkan nilai uji T yang dihasilkan adalah 1.932 dan P-Value 0.055. Menurut hasil penelitian, faktor digital marketing tidak mempengaruhi keputusan pembelian. Variabel E-WOM memiliki nilai Uji T 3.780 dan hasil P-Value sebesar 0.000, yang disimpulkan bahwa variabel ini berdampak positif dan signifikan pada minat beli. Studi ini menunjukkan bahwa keputusan pembelian mahasiswi Universitas Darussalam Gontor sebesar 43,9% dan 42,9% sisanya dipengaruhi oleh faktor yang lain. Opini, testimoni maupun rekomendasi yang didapatkan dari E-WOM lebih dipercaya dibandingkan strategi pemasaran digital yang dilakukan. Faktor sosial dan komunitas berperan besar dalam keputusan pembelian. Penelitian ini mendukung teori E-WOM dalam mempengaruhi konsumen serta menambahkan perspektif etika bisnis Islam sebagai faktor yang memperkuat pengaruh digital marketing dan E-WOM terhadap pembelian produk halal. Temuan ini juga menunjukkan bahwa dalam konteks tertentu, digital marketing mungkin tidak selalu berpengaruh signifikan.

**Kata Kunci:** Digital Marketing, Electronic Word of Mouth, Keputusan Pembelian, Etika Bisnis Islam.

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## ABSTRACT

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The rapid development of technology is changing the way of marketing from face-to-face to online. Digital marketing makes it easier for businesses with fast, economical, and unlimited access to time and place. Social media is now the main tool in advertising. In addition, E-WOM plays an important role in disseminating information to customers. One of the products that utilizes digital marketing is Wardah. However, in Islam there are certain limitations in making purchase decisions. The purpose of this study is to find and analyze digital marketing and E-WOM influencing decisions taken by students of Universitas Darussalam Gontor Putri 1 Campus in purchasing Wardah products from the perspective of Islamic business ethics. The method applied by the researcher is descriptive quantitative, with Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis 4.0.9.9. From a population of 396, the researcher collected 112 female respondents through primary data collection techniques through a questionnaire-based survey at Universitas Darussalam Gontor Putri Campus 1 using the formula Hair et al. The research findings show that the resulting T test value is 1.932 and P-Value 0.055. According to the results of the study, digital marketing factors do not affect purchase decisions. The E-WOM variable has a T Test value of 3,780 and a P-Value result of 0,000, which concludes that this variable has a positive and significant impact on buying interest. This study shows that the purchase decision of Darussalam Gontor University students is 43.9% and the remaining 42.9% are influenced by other factors. Opinions, testimonials and recommendations obtained from E-WOM are more reliable than the digital marketing strategies carried out. Social and community factors play a big role in purchasing decisions. This research supports the theory of E-WOM in influencing consumers and adds the perspective of Islamic business ethics as a factor that strengthens the influence of digital marketing and E-WOM on the purchase of halal products. These findings also show that in certain contexts, digital marketing may not always have a significant effect.

**Keywords:** Digital Marketing, Electronic Word of Mouth, Purchase Decisions, Islamic Business Ethics.

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### DECLARATION

Name : Hasna Dini Nur Fuady  
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Title : The Influence of Digital Marketing and E-WOM on Wardah Product Purchasing Decisions among Unida Gontor Female Students based in Islamic Business Ethics

I hereby declare that this undergraduate thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Ponorogo, Sya'ban 3<sup>rd</sup>, 1446 H  
February 3<sup>rd</sup>, 2025 M



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### APPROVAL OF SUPERVISOR

To Honorable,  
**Dean of Faculty of Economics and Management**  
**University of Darussalam Gontor**

*Bismillahirrahmanirrahim,*

*Assalamu'alaikum Wr. Wb.*

I certify, that I have supervised and read this thesis, written by:

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Reg. Number : 422021413032

Tittle : The Influence of Digital Marketing and E-WOM on Wardah Product  
Purchasing Decisions among Unida Gontor Female Students based in  
Islamic Business Ethics

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Islamic Economics Department.

*Wassalamu'alaikum Wr. Wb.*

Ponorogo, Sya'ban 3<sup>rd</sup>, 1446 H  
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### DECISION OF TEAM PROPOSAL THESIS EXAMINATION

The committee of proposal thesis examination in partial fulfillment of the requirement for thesis writing stage, under Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor, declared that the proposal thesis written by:

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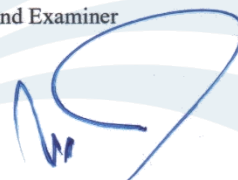
It has passed the proposal thesis examination and eligible to conduct research for the thesis writing stage under the guidance of a supervisor.

1st Examiner



Achmad Fajarudin, M.A.

2nd Examiner



Miftahul Huda, M.E.

Head, Department of Islamic Economics



Dr. Mufti Afif, Lc., M.A.

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### THESIS EXAMINATION COMMITTEE APPROVAL

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Tittle : The Influence of Digital Marketing and E-WOM on Wardah Product Purchasing Decisions among Unida Gontor Female Students based in Islamic Business Ethics

It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor.

Chairman,



(Nusa Dewa Harsoyo, S.H.I., M.A.)

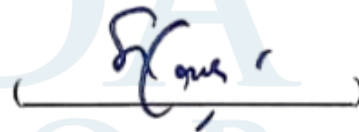
Secretary,



(Rusyda Afifah Ahmad, S.E., M.H)

The team of Thesis Examination:

1<sup>st</sup> Examiner: Assoc. Prof. Dr. Syamsuri, M.Sh.



2<sup>nd</sup> Examiner: Rusyda Afifah Ahmad, S.E., M.H.



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### APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis written by:

Name : Hasna Dini Nur Fuady


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Title : The Influence of Digital Marketing and E-WOM on Wardah Product Purchasing Decisions among Unida Gontor Female Students based in Islamic Business Ethics

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Economics (Islamic Economics), academic year 1445-1446 H / 2024-2025 M.

Ponorogo, Ramadhan 10<sup>th</sup>, 1446 H  
March 10<sup>th</sup>, 2025 M

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## MOTTO

﴿وَابْتَغِ فِيمَا ءَاتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا وَأَحْسِنَ كَمَا أَحْسَنَ اللَّهُ

إِلَيْكَ وَلَا تَبْغِ الْفُسَادَ فِي الْأَرْضِ إِنَّ اللَّهَ لَا يُحِبُّ الْمُفْسِدِينَ ۗ﴾ ٧٧

“But seek, through that which Allah has given you, the home of the Hereafter; and [yet], do not forget your share of the world. And do good as Allah has done good to you. And desire not corruption in the land. Indeed, Allah does not like corrupters.” [Al-Qasas:77]

﴿وَأَنْ لَّيْسَ لِلْإِنْسَانِ إِلَّا مَا سَعَى ۝﴾ ٣٩

“And that there is not for man except that [good] for which he strives.” [An Najm:39]

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## **DEDICATION**

I dedicate this thesis to:

My beloved mother, Suhaeni and my beloved father, Dian Kamaruddin, whose unwavering love, support, and prayers have been my constant source of strength. I also dedicate this work to my academic advisor, whose invaluable guidance, direction, and knowledge have been instrumental throughout this academic journey. I am deeply grateful for the patience and dedication shown in mentoring me.

I hope this thesis can contribute to the advancement of knowledge, particularly in the field of economics, and benefit society at large.



## ACKNOWLEDGEMENT

*Bismillahirrahmanirrahim*

*Assalamu'alaikum Warahmatullahi Wabarakatuh*

Alhamdulillah, praise be to Allah SWT, for his mercy and blessing, so the researcher can accomplish the research and overcome various challenges and obstacles while conducting the research. Gratitude keeps pouring due to his entire grace toward the comprehensive for completing research. Prayers and peace be upon our Prophet, Muhammad SAW, hopefully, we also be categorised among those who deserve to gain *syafa'at* later on the Day of Resurrection. Aamiin.

Although this research is far from perfect, the researcher expects the pleasure of Allah SWT on how everything has been conducted here. Moreover, the results of these studies contribute to being self-useful and beneficial to others. Within this chance, the researcher would like to acknowledge the profound gratitude to:

1. The Headmaster of Modern Islamic Boarding School Darussalam Gontor: K.H. Hasan Abdullah Sahal, Drs. K.H. M. Akrim Mariyat, Dipl. A.Ed., and Dr. K.H. Amal Fathullah Zarkasyi, M.A. May Allah protect and keep them eternally.
2. Rector of University of Darussalam Gontor, Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.A.Ed. M.Phil. First Rector of Academic and Students Affairs, Dr. Abdul Hafidz Zaid, M.A.; Second Vice Rector of Administration and Finance, Dr. Setiawan bin Lahuri, M.A.; Third Vice Rector of Research and Cooperation, Dr. Khoirul Umam, M.Ec., Fourth Vice Rector of Finance, Assets Management, and Family Welfare, Dr. Royyan Ramdhani Djayusman, M.A, who continually motivate and instruct us. May Allah lighten their steps in carrying out the mandate at the University of Darussalam Gontor.
3. Dean of Faculty of Economics and Management, the University of Darussalam Gontor Dr. Hartomi Maulana. M.Sc., The Head of the Islamic Economics Department, Dr. Mufti Afif, Lc., M.A., and the lecturers continuously provided guidance and instruction. Through their bringing up, we are finally standing in this step. May Allah reciprocate each kindness by pouring rewards.
4. Nusa Dewa Harsoyo, S.H.I., M.A. constantly and patiently supervises me to finish this research. May Allah bestow wherever he is.

5. Academic Supervisor, Dr. Arie Rachmat Sunjoto, M.A., willing to guide lecture problems and daily life, take time and motivate researchers for approximately four years. May Allah always make our affairs easier. Aamiin.
6. All lecturers who taught and educated during the learning process at the University of Darussalam Gontor, both in and out of class.
7. Parents, siblings, partners, and friends who morally and materially contribute and support the researcher to conquer this research.

May their dedicated deeds be pious rewards in the sight of Allah SWT. All there are forgiven and all their dedications are lighted up as well. They are bestowed by happiness both in this world and hereafter, *Allahumma Aamiin*.

*Jazakumullah khairul Jaza'.*

*Wassalamu'alaikum Warahmatullahi Wabarakatuh.*

Ponorogo, February 10, 2025

  
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## TRANSLITERATION GUIDANCE

Transliterasi Arab-latin berdasarkan Surat keputusan Bersama Menteri Agama RI dan Menteri Pendidikan dan Kebudayaan RI Nomor 158/1987 dan 0543 b/U/1987, tanggal 22 January 1988.

### A. Konsonan Tunggal

Daftar huruf bahasa Arab dan transliterasinya ke dalam huruf Latin dapat dilihat pada halaman berikut:

Huruf arab	Nama	Huruf latin	Nama
ا	Alif	Tidak dilambangkan	Tidak dilambangkan
ب	Ba	B	Be
ت	Ta'	T	Te
ث	tha'	th	Es (dengan titik diatas)
ج	Jim	J	Je
ح	ḥa	ḥ	Ha (dengan titik diatas)
خ	Kha	Kh	Ka dan Ha
د	dal	D	De
ذ	dhal	dh	Zet (dengan titik diatas)
ر	Ra'	R	Er
ز	Zai	Z	Zet
س	Sin	S	Es
ش	Syin	Sy	Es dan ye
ص	Sad	s	Es (dengan titik di bawah)

ض	Dad	D	De (dengan titik di bawah)
ط	ta'	T	Te (dengan titik di bawah)
ظ	za'	Z	Zet (dengan titik di bawah)
ع	‘Ain	‘ —	apostrof terbalik
غ	Gain	G	Ge
ف	Fa	F	Ef
ق	Qof	Q	Qi
ك	Kaf	K	Ka
ل	Lam	L	El
م	Mim	M	Em
ن	Nun	N	En
و	Wau	W	We
ه	Ha	H	Ha
ء	Hamzah	— ’	Apostrof
ي	Ya	Y	Ye

Hamzah (ء) yang terletak di awal kata mengikuti vokalnya tanpa diberi tanda apa pun. Jika ia terletak di tengah atau di akhir, makaditulis dengan tanda (’).

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