

The Influence Of Product Quality, Location And Word Of Mouth On Purchase Decisions

Pengaruh Kualitas Produk, Lokasi Dan Promosi Dari Mulut Ke Mulut Terhadap Keputusan Pembelian

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ABSTRACT

The research analysis aims to determine the effect of product quality, location and word of mouth (WOM) on purchasing decisions at Bebek Goreng Pak Slamet. The sampling collection used was purposive sampling of 100 respondents. Data collection used a questionnaire distributed to customers at Bebek Goreng Pak Slamet. The population in this study were customers of Bebek Goreng Pak Slamet. This research method uses quantitative methods and multiple linear regression analysis through SPSS 24. The results of this study indicate that product quality, location and word of mouth (WOM) have a positive and simultan impact on purchasing decisions at Bebek Goreng Pak Slamet.

Keywords: *Product Quality, Location, Word of Mouth (WOM), Purchase Decision*

ABSTRAK

Analisis penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, lokasi dan word of mouth (WOM) terhadap keputusan pembelian di Bebek Goreng Pak Slamet. Pengambilan sampel yang digunakan adalah purposive sampling sebanyak 100 responden. Pengumpulan data menggunakan kuesioner yang disebarakan kepada pelanggan di Bebek Goreng Pak Slamet. Populasi dalam penelitian ini adalah pelanggan Bebek Goreng Pak Slamet. Metode penelitian ini menggunakan metode kuantitatif dan analisis regresi linier berganda melalui SPSS 24. Hasil penelitian ini menunjukkan bahwa kualitas produk, lokasi dan word of mouth (WOM) berpengaruh positif dan simultan terhadap keputusan pembelian di Bebek Goreng Pak Slamet.

Kata Kunci: *Kualitas Produk, Lokasi, Word Of Mouth (WOM), Keputusan Pembelian*

1. Pendahuluan

The restaurant business is a business that provides products in the form of food and drinks as well as services. This business activity is popular with all groups, from ordinary people to successful business people. This business opportunity is also promising because the restaurant business is never empty of enthusiasts. From year to year the restaurant business always makes new innovations, so that business people have to have creative ideas in developing their business. This is one of the reasons why the restaurant business never passes over time.

A restaurant must have good quality standards for its products. Buyers expect the conformity of the product purchased with the quality or quality of the product. Sangadji & Sopiah (2013) Product quality is an important thing in a product in a restaurant to support the quality of the food and the suitability of the food served to customers. With quality products, quality food is produced. The quality of the product itself can be seen from the good and bad types of raw materials used to produce the product in the restaurant. Previous research shows that product quality influences purchasing decisions (Dwijantoro et al., 2022).

Putra et al. (2021) stated that location is a place or main factor for business people in supporting and running their business. Where the location plays an important role in a

business. The choice of location is viewed from whether the location is strategic or not so that it is easy for the public to recognize so that it makes it easier for buyers to visit the location. Previous research proves that there is an influence between location on purchasing decisions (Husen et al., 2018).

Apart from the influence of product quality and location, the influence of word of mouth (WOM) is also important in purchasing decisions. Chang et al. (2014) say that word of mouth (WOM) is information provided by someone based on experience and reviews, to convince customers to make purchasing decisions. With word of mouth (WOM), buyers have more confidence in the product because its quality has been proven and is more convincing than just looking at information in the media that is less detailed, so that it becomes a consideration in purchasing decisions. Word of mouth (WOM) makes people confident and trust in a product. Word of mouth (WOM) itself is a promotional technique that is easy to promote a product because it has been proven to be seen from buyers' reviews. Research by Kusnadi et al. (2021) found that word of mouth (WOM) influences purchasing decisions.

Purchasing decisions are an important thing that underlies someone's desire to buy the desired product. Kotler & Armstrong (2008) explained that purchasing decisions are seen from the information obtained, which creates buyers' interest in deciding to buy the product. Based on this description, the aim of the research is to find out whether product quality, location and word of mouth (WOM) influence purchasing decisions at Bebek Goreng Pak Slamet.

2. Tinjauan Pustaka

Product quality

Sangadji & Sopiah (2013) stated that product quality is something that plays an important role in a product in supporting the quality and suitability of food to be served to customers. With product quality, clean and quality food is seen from the good and bad raw materials used. Novia et al (2020) Product quality is an item that has distinctive characteristics and characteristics. Mappesona et al (2020) Product quality is an important thing to consider before making a purchasing decision.

Stewen et al. (2021) Product quality is the quality that a product has so that it can meet customer needs. Qiana & Lego (2021) Product quality is the benefit that customers expect in accordance with customer expectations. Vaclavik & Christian (2008) say that product quality indicators are: Appearance, texture and flavor.

A purchasing decision is a buyer's choice to buy or not a product offered to customers (Aditya et al., 2021). Previous researchers (Ariella, 2018; Lotulung et al., 2015) have proven that product quality influences purchasing decisions. Then a hypothesis can be made as follows:

H1: Product quality influences purchasing decisions.

Location

Mahendra et al (2021) say that location is an alternative so that customers can reach their destination. Annisa et al (2022) Location is a place or forum for buying and selling goods and services to customers in order to make a purchasing decision. Tjiptono & Chandra (2017) Location is assessing the extent of a place to carry out service activities to obtain profits. Senggetan et al (2019) Location is an area or place where a product is available to be marketed to customers.

Putra et al (2021) Location is a place for business actors to run their business and choosing a strategic location to support the success of a business. Where location plays an important role in a business. According to Tjiptono & Candra (2017) explained that location indicators are: visibility, parking, traffic and access.

Rachmawati et al (2019) said that a purchasing decision is a customer's behavior in deciding to make a purchase. This is proven by (Aryandi & Onsardi, 2020; Wibowo & Rusmilah, 2021) that there is an influence between location on purchasing decisions. After that, the following hypothesis can be drawn:

H2: Location influences purchasing decisions

Word of Mouth (WOM)

Fakhrudin et al (2021) word of mouth is the most efficient and effective promotion because it does not require costs to promote it, but only recommends based on personal experience through word of mouth. It can even be disseminated using social media via the Instagram, Whatsapp, Youtube and other social media applications. Afif et al (2021) Word of mouth (WOM) is a means of marketing a product and service from person to person to increase the selling value of a product. Word of mouth (WOM) is an important source of information for customers (Zamil, 2011).

Pratama et al (2019) say that word of mouth promotion is a way of communicating about a product to other people, without us realizing that information is implied. Babin et al (2005) said that word of mouth (WOM) indicators are: talking about positive things about restaurants to other people, recommending restaurant products and services, inviting friends or relatives to come to the restaurant.

A purchasing decision is a combination of testing two or more alternative actions chosen in purchasing services and products (Ardista & Wulandari, 2020). This states that word of mouth has an impact on purchasing decisions. These results are supported by previous researchers (Fauji, 2018; Segoro & Muliarto, 2020). So the following hypothesis can be drawn:

H3: Word of Mouth (WOM) influences purchasing decisions.

Buying decision

Septiano & Sari (2021) Purchasing decisions are a person's reason for deciding to buy goods or products that suit customer needs. Kotler & Armstrong (2008) stated that the purchasing decision is a brand that customers are interested in, there are two factors, namely intention and purchasing decisions including recommendations from other people based on experience.

Rachmawati et al (2019) stated that purchasing decisions are a matter of customer personality to determine what goods to buy according to their desires and needs. Cicilia & Usman (2020) Purchasing decisions are the activity of buying goods and services based on information obtained according to the customer's desires and needs. Purchasing decisions are considerations made by a buyer which are influenced by financial conditions, location, product quality, price (Prihartono, 2021). Alma (2018) said that purchasing decision indicators are: information search, purchasing decision, post-purchase behavior, problem recognition and alternative evaluation.

3. Metode Penelitian

Research methods are the process of obtaining data with specific uses and objectives (Sugiyono, 2019). Researchers used quantitative methods by conducting direct surveys to determine customer responses and distributing questionnaires to customers. The sampling technique used is purposive sampling, namely taking samples with certain characteristics

Researchers determined the sample, namely customers who had visited Bebek Goreng Pak Slamet at least 2 times or more. Sugiyono (2019) believes that population is a whole or collection in an area or research unit based on objects or subjects that have characteristics. The respondents in this research were 100 customers at Bebek Goreng Pak Slamet

Data testing in this study applied SPSS 24 software. The analysis method used was the Classic Assumption Test, including Data Normality Test, Heteroscedasticity Test using Scatterplot, Multicollinearity Test, Linearity Test, Multiple Regression Analysis, as well as F Test and T Test.

4. Hasil Dan Pembahasan

Validity Test and Reliability Test

Validity test is the extent to which a measuring instrument is accurate and precise in carrying out its measuring function. The validity test uses the calculated r value to obtain results by comparing the r table value. In this case the researcher has an r table correlation of 0.444, with 20 respondents. To determine the validity test, a significant correlation coefficient test was carried out at the 0.05 level. A questionnaire is declared valid if the calculated r value is $>$ r table based on a significance test of 0.05.

Table 1. Validity Test

Variable	Valid	Not Valid
Product Quality	4	0
Location	4	0
Word of Mouth (WOM)	4	0
Purchase Decision	8	0

Source: processed by the author (2023)

Reliability test is the extent to which the results of a measurement can be trusted. The reliability test can be seen from Cronbach's Alpha $>$ 0.60, so the statement can be concluded as reliable.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Information
Product Quality	0,833	Reliable
Location	0,678	Reliable
Word of mouth (WOM)	0,676	Reliable
Purchase Decision	0,828	Reliable

Source: processed by the author (2023)

Classic assumption test

Normality test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.65107668
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.070
Test Statistic		.080
Asymp. Sig. (2-tailed)		.119 ^c

Source: processed by the author (2023)

The Kolmogorov-Smirnov test states that the significance level is $0.119 > 0.05$, the data is normally distributed because it has a significant value > 0.05 . So it can be concluded that the data normality test is fulfilled.

Heteroscedasticity Test

The heteroscedasticity test is a tool for testing the variance inequality regression model for residuals from one observation to another. It was explained that a good regression model does not have heteroscedasticity by looking at the pattern of dots on the scatterplot. Therefore, if the points are distributed in an unclear pattern and are below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity problem.

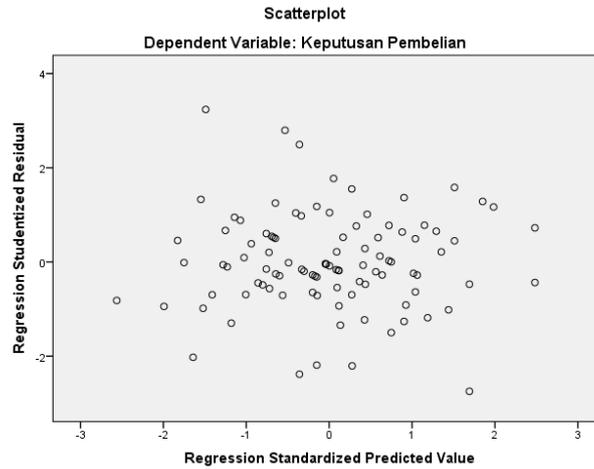


Figure 1. Heteroscedasticity test

Source: processed by the author (2023)

The heteroscedasticity test above found that the distribution of points is an irregular pattern located above and below the number 0 on the Y axis. The conclusion is that the regression model does not experience heteroscedasticity.

Multicollinearity Test

The multicollinearity test was carried out by observing the VIF value < 10 and the Tolerance value > 0.1 . So the regression model does not show symptoms of multicollinearity.

Table 4. Multicollinearity Test

Model	Tolerance	VIF
(Constant)		
Product Quality	,778	1,285
Location	,905	1,105
Word of Mouth	,740	1,351

Source: processed by the author (2023)

It can be seen from the table above that the VIF value of the product quality variable (X1) is $1.285 < 10$, location (X2) $1.105 < 10$, word of mouth (WOM) (X3) $1.351 < 10$ and product quality variable tolerance (X1) $0.778 > 0.1$, location (X2) $0.905 > 0.1$, word of mouth (WOM) (X3) $0.704 > 0.1$. Thus, it can be concluded that there are no symptoms of multicollinearity in the regression model.

Linearity Test

Table 5. Linearity Test

ANOVA					
	Sum	of df	Mean Square	F	Sig.

		Squares			
Purchase Decision	Linearity *	274,590	1	274,590	31,843 ,000
Product Quality					
Purchase Decision	Linearity *	200,702	1	200,702	17,702 ,000
Location					
Purchase Decision * WOM	Linearity	446,341	1	446,341	52,265 ,000

Source: processed by the author (2023)

The aim of the linearity test is to find out whether the four variables have a linear relationship or not using the Test for linearity with a significance level of <0.05. Based on the results of data processing, it can be seen that the significant value for product quality linearity is 0.000, the significant value for location is 0.000, and the significant value for word of mouth (WOM) is 0.000. all variables have a significant value of 0.000, namely <0.05. In conclusion, the variables product quality, location and word of mouth (WOM) have a linear relationship so that the linear assumption is met.

Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression

Coefficients ^a			
	Unstandardized Coefficients	Std. Error	Standardized Coefficients
	B		Beta
(Constant)	8,053	2,951	
Product Quality	,432	,167	,223
Location	,379	,133	,227
Word of Mouth	,693	,144	,424

Source: processed by the author (2023)

It can be said to be multiple linear regression if the regression consists of two or more independent variables. In conclusion: Purchase decision 8.053 + 0.432 Product quality + 0.379 Location + 0.693 Word of mouth (WOM).

F test

The F/ANOVA test is needed to predict product quality, location and word of mouth that simultaneously and positively influence purchasing decisions at Bebek Goreng Pak Slamet.

Table 7. F test

ANOVA ^a							
Model		Sum of Squares	df	Mean Square	F	Sig.	Koefesien Determinan
1	Regression	562,797	3	187,599	25,883	,000 ^b	44,70%
	Residual	695,793	96	7,248			
	Total	1258,590	99				

Source: processed by the author (2023)

From the results of the F test, a significant value of 0.000 <0.05 is obtained, so H0 is rejected and H4 is accepted. It can be concluded that the variables of product quality, location and word of mouth (WOM) together have a significant influence on purchasing decisions at Bebek Goreng Pak Slamet. The determinant coefficient test results are 44.70%, so it can be concluded that product quality, location and word of mouth (WOM) have a positive influence on purchasing decisions at Bebek Goreng Pak Slamet by 44.70% and the remaining 55.30% is influenced by variables that not listed in this study.

T test**Table 8. T test**

Model	Coefficients ^a	
	T	Sig.
	(Constant)	2,729 ,008
1	Product Quality	2,590 ,011
	Location	2,844 ,005
	Word of Mouth	4,808 ,000

Source: processed by the author (2023)

Based on the results of the t test processing, it can be seen that the variables product quality, location and word of mouth (WOM) obtained a significant value of less than 0.05, which means they have a significant influence on purchasing decisions.

The product quality variable was obtained with a calculated t value = 2.590 with a significance level of 0.011 with a significance of less than 0.05. So it is significant $0.011 < 0.05$ so H_0 is rejected and H_1 is accepted. This means that there is a positive influence between product quality on purchasing decisions. For the location variable, the t value obtained = 2.844 with a significance level of 0.005 by applying a significance value of < 0.05 . So it is significant $0.005 < 0.05$ so H_0 is rejected and H_1 is accepted. It can be interpreted that location has a positive and significant influence on purchasing decisions. The word of mouth (WOM) variable obtained a calculated t value = 4.808 with a significance level of 0.000 by applying a significance limit of < 0.05 . So it is significant $0.000 < 0.05$ so H_0 is rejected and H_1 is accepted. This means that there is a significant influence between word of mouth (WOM) on purchasing decisions.

Discussion

Product quality, location and word of mouth (WOM) have a positive and significant influence on purchasing decisions at Bebek Goreng Pak Slamet. The results of the first hypothesis show that there is a significant and positive influence between product quality on purchasing decisions. Because Pak Slamet's Fried Duck has good quality raw materials, the quality of the food is guaranteed. Sangadji & Sopiah (2013) argue that product quality is something that plays an important role in a product to support the quality and suitability of food to be served to customers. With product quality, clean and quality food is seen from the good and bad raw materials used. This is in accordance with previous research by Ariella (2018) and Kesuma et al., (2021) stating that there is a positive influence between product quality on purchasing decisions.

Then, the results of the second hypothesis show that there is a positive and significant influence between location on purchasing decisions. As is known, if the location of a business is strategic, more customers will know, so it can influence purchasing decisions. Putra et al (2021) define location as a place for business actors to run their business from choosing a strategic location to support the success of a business. This is in accordance with previous research by Wibowo & Rusmilah (2021) where location has a positive effect on purchasing decisions.

Furthermore, the results of the third hypothesis state that word of mouth (WOM) has a positive and significant effect on purchasing decisions. As we know, word of mouth (WOM) is the most effective and efficient form of promotion in promoting a product. Pratama et al (2019) word of mouth promotion is a way of communicating about a product to other people which without us realizing it implies information. This is in accordance with previous research by Fauji (2018) where there is a significant influence of word of mouth (WOM) on purchasing decisions.

5. Penutup

Kesimpulan

Based on the results of research regarding Product Quality (X1), Location (X2) and Word of Mouth (WOM) (X3) on Purchasing Decisions (Y) at Bebek Goreng Pak Slamet. Found that product quality has a positive and significant influence on purchasing decisions at Bebek Goreng Pak Slamet. Location has a positive and significant influence on purchasing decisions at Bebek Goreng Pak Slamet. Word of mouth (WOM) has a significant and positive influence on purchasing decisions at Bebek Goreng Pak Slamet. There is an influence of product quality (X1), location (X2) and word of mouth (WOM) (X3) together on purchasing decisions (Y) at Bebek Goreng Pak Slamet.

Based on the research results, there are several suggestions that can improve purchasing decisions at Bebek Goreng Pak Slamet. For product quality, it is hoped that Pak Slamet's Fried Duck can improve the quality of food, starting from the raw materials used, while still maintaining the taste that has been standardized by Pak Slamet's Fried Duck. For location, Bebek Goreng Pak Slamet can expand the parking area so that it is not difficult for car drivers to park. And for the word of mouth (WOM) strategy, Pak Slamet's Fried Bebek must continue to maintain the best service to consumers so that consumers feel cared for and prioritized so that customers feel satisfied and interested in visiting it again.

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