

## **The Influence Of Experiential Marketing, Word Of Mouth, And Product Quality On Purchase Decisions Of PT. Indako Trading Coy Medan Products**

### **Pengaruh Experiential Marketing, Word Of Mouth Dan Kualitas Produk Terhadap Keputusan Pembelian Produk PT. Indako Trading Coy Medan**

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#### **ABSTRACT**

*PT. Indako Trading Coy was founded in 1966 and is located at Jalan Pemuda No 18 D-H Medan. PT. Indako Trading Coy has a Honda sales network consisting of 102 dealers, 191 AHASS workshops, and 414 spare parts stores spread across North Sumatra and Aceh. Currently, the company is experiencing a decline in consumer purchases, where the number of consumers making purchases each year is decreasing. Although the decline is not significant, if left unchecked, it could have a very negative impact. Based on observations made by the researcher through interviews with several consumers, it was found that there are various factors influencing the decrease in purchase decisions for the products offered by the company. Among these factors are experiential marketing, word of mouth, and product quality. The research population used in this study consists of all consumers who made purchases at the company during the 2023 period, totaling 3,043. The sampling technique used is Slovin's formula, which resulted in 97 samples. The research findings indicate that Experiential Marketing has a positive and significant effect on Customer Satisfaction at PT. Indako Trading Coy Medan. Word of Mouth has a positive and significant effect on Customer Satisfaction at PT. Indako Trading Coy Medan. Product Quality has a positive and significant effect on Customer Satisfaction at PT. Indako Trading Coy Medan. Experiential Marketing, Word of Mouth, and Product Quality have a positive and significant effect on Purchase Decisions at PT. Indako Trading Coy Medan.*

**Keywords:** *Experiential Marketing, Word of Mouth, Product Quality, Purchasing Decision*

#### **ABSTRAK**

PT. Indako Trading Coy didirikan pada tahun 1966 dan berkedudukan di Jalan Pemuda No 18 D-H Medan. PT. Indako Trading Coy memiliki jaringan penjualan Honda yang terdiri dari 102 dealer, 191 bengkel AHASS, dan 414 toko suku cadang yang tersebar di seluruh Sumatera Utara dan Aceh. Saat ini, perusahaan mengalami penurunan pembelian konsumen, di mana jumlah konsumen yang melakukan pembelian setiap tahunnya terus menurun. Meskipun penurunan ini tidak signifikan, jika dibiarkan tanpa tindakan, hal ini dapat berdampak sangat negatif. Berdasarkan pengamatan peneliti melalui wawancara dengan beberapa konsumen, ditemukan bahwa terdapat berbagai faktor yang mempengaruhi penurunan keputusan pembelian terhadap produk yang ditawarkan perusahaan. Di antara faktor-faktor tersebut adalah pemasaran pengalaman, rekomendasi dari mulut ke mulut, dan kualitas produk. Populasi penelitian yang digunakan dalam studi ini terdiri dari semua konsumen yang melakukan pembelian di perusahaan selama periode 2023, dengan total 3.043 responden. Teknik sampling yang digunakan adalah rumus Slovin, yang menghasilkan 97 sampel. Temuan penelitian menunjukkan bahwa Pemasaran Pengalaman memiliki pengaruh positif dan signifikan terhadap Kepuasan Pelanggan di PT. Indako Trading Coy Medan. Rekomendasi dari mulut ke mulut memiliki dampak positif dan signifikan terhadap kepuasan pelanggan di PT. Indako Trading Coy Medan. Kualitas produk memiliki dampak positif dan signifikan terhadap kepuasan pelanggan di PT. Indako Trading Coy Medan. Pemasaran pengalaman, rekomendasi dari mulut ke mulut, dan kualitas produk memiliki dampak positif dan signifikan terhadap keputusan pembelian di PT. Indako Trading Coy Medan.

**Kata Kunci:** *Pemasaran Pengalaman, Word Of Mouth, Kualitas Produk, Keputusan Pembelian*

## 1. Introduction

Due to the growth of a country's economy and business, competition becomes increasingly intense over time, prompting companies to develop various marketing strategies tailored to their desires to attract consumers to buy the products they offer. A company's profitability to survive in this fierce competition is highly determined by consumer purchase decisions regarding the company's products. The decision-making process is an activity of problem-solving conducted by an individual when choosing the appropriate course of action from two or more alternatives, going through stages in the decision-making process (Firmansyah, 2018). Purchase decision is the stage and process in which a consumer decides whether or not to buy a product after being attracted to it. Since consumers' decisions in purchasing the offered products are very important, it is common for companies to use various marketing techniques to outshine the existing competition.

Competition cannot be avoided in all sectors of the economy; however, the two-wheeled vehicle sector, in particular, continues to develop alongside the advancements in technology. Two-wheeled vehicles have become a necessity for all levels of society because they save time in traveling between locations and facilitate consumer activities such as product marketing and commuting. As a result, many two-wheeled vehicle companies continue to race to develop the latest products with the best designs to attract consumers. Below are various two-wheeled vehicle brands that are well known among the Indonesian public: Honda, Yamaha, Kawasaki, Suzuki, KTM, Harley-Davidson, BMW, Piaggio, Viard. Currently, Honda boasts the highest sales volume in the motorcycle division. Given Honda's development and impressive sales, many companies, including PT Indako Trading Coy, based in Medan, are official dealers.

PT. Indako Trading Coy was founded in 1966 and is located at Jalan Pemuda No 18 D-H Medan. PT. Indako Trading Coy has a Honda sales network with 102 dealers, 191 AHASS workshops, and 414 spare parts stores spread across North Sumatra and Aceh. Currently, the company is experiencing a phenomenon of declining consumer purchases, with the number of consumers making purchases decreasing each year. Although the decline is not very significant, if left unchecked, it could have serious consequences.

Based on the observations made by the researcher through several interviews with consumers, the researcher found that there are various factors influencing the decrease in purchase decisions for the products offered by the company, including experiential marketing, word of mouth, and product quality. Consumers often have unpleasant experiences during their visits to the company, which makes them reconsider their purchase decisions. In addition, the Word of Mouth activity is less favorable, with some consumers not recommending the company to others for various reasons. Furthermore, there is information from consumers indicating that the product quality from the company is lacking, such as several cases that have recently been discussed, like the easily broken frames and others.

## 2. Literature Review

### Experiential Marketing

According to Anggraini et al. (2020), Experiential marketing aims to use all available levels in marketing to create an experience through services. According to Yusup (2021), Experiential marketing is a marketing strategy designed to package products or services in a way that touches the emotional values of consumers through memorable experiences. According to Anggraini et al. (2020), Experiential Marketing emphasizes the positive direct experiences provided to consumers during their interaction with a brand or product. Through this experience, consumers not only see or hear about the product but also directly feel the brand values, which can create a strong emotional bond and influence a positive attitude toward the brand.

### **Word of Mouth**

According to Febriani and Dewi (2018), Word of mouth refers to all communication from person to person about a specific product, service, or company at a given time. According to Musi et al. (2020), Word of mouth is a communication channel that has an extraordinary effect because it is personal, more detailed, and easier to trust. According to Febriani and Dewi (2018), Word of Mouth (WoM) or recommendations from person to person also plays an important role. Consumers are often more likely to trust recommendations from people they trust than information directly delivered by a brand. WoM creates a domino effect where the positive opinions or experiences of one consumer can significantly influence the purchasing decisions of other consumers.

### **Product Quality**

According to Mursidi et al. (2020), Product quality refers to anything that holds value in the target market, where its ability to provide benefits and satisfaction is included. This includes goods, services, organizations, places, people, and ideas. According to Mursidi et al. (2020), Product quality is a crucial factor in the purchasing decision process. Consumers tend to choose products that they believe will offer them the highest value or benefit. Product quality includes aspects such as performance, reliability, features, and user satisfaction. High-quality products not only increase consumer satisfaction but also build a strong brand reputation in the market.

### **Purchase Decision**

According to Sawlani (2021), Purchase decision is one of the stages in the overall mental process and other physical activities that occur in the purchasing process within a certain period and time, as well as the fulfillment of specific needs, in other words, a series of steps taken by a consumer.

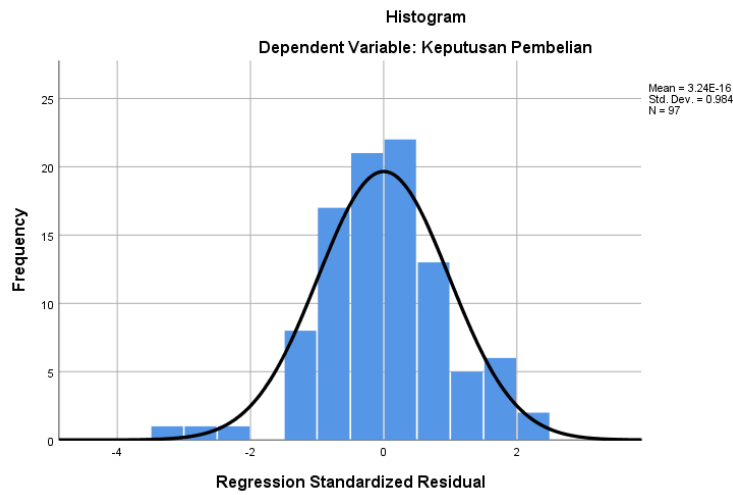
## **3. Research Method**

This research approach is based on a quantitative approach because the research follows a clear and systematic flow. This type of research is a quantitative research. The nature of this research is causal research, also known as explanatory research, where this type of research examines whether there is a cause-and-effect relationship between two separate events. This occurs when a change in one independent variable causes a change in the dependent variable. The population for this study consists of all consumers who made purchases at the company during the 2023 period, totaling 3,043. The sampling technique used is Slovin's formula, where all customers will be taken as the research sample, amounting to 97 individuals.

## **4. Result and Discussion**

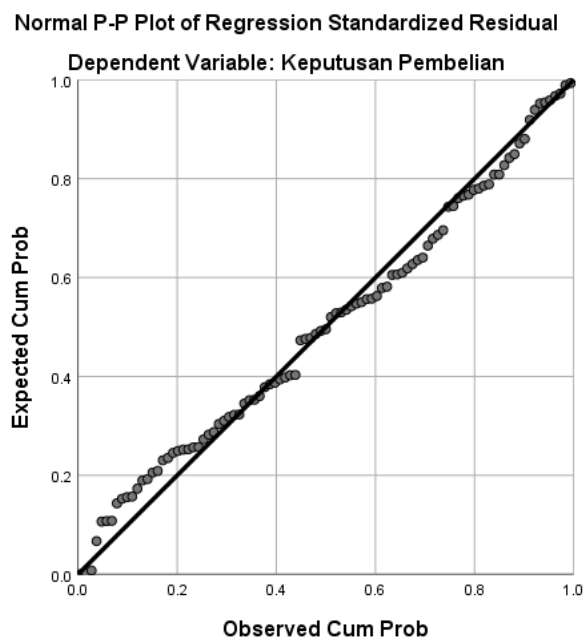
### **Normality test**

The normality test is for screening the normality of the data, which aims if there is normality, then the residuals will be distributed normally and independently. For testing the normality of the data, in this study the normality test will be detected through graphical analysis and statistics generated through regression calculations. The test result can be seen below as follow:



**Figure 1. Histogram Graphic**

Based on the picture above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.



**Figure 2. Normal Probability Plot Of Regression Graphic**

Based on the picture above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed.

One of the normality tests is to use Kolmogorov Smirnov with the following criteria:

- a. If the value of Asymp. Sig. > 0.05, the data is normally distributed.
- b. If the value of Asymp. Sig. < 0.05, the data is not normally distributed.

**Table 1. One-Sample Kolmogorov Smirnov Test**

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 97                      |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 2.73500481              |

|  |          |                     |
|--|----------|---------------------|
| Most Extreme Differences                           | Absolute | .067                |
|  | Positive | .059                |
|  | Negative | -.067               |
| Test Statistic                                     |          | .067                |
| Asymp. Sig. (2-tailed)                             |          | .200 <sup>c,d</sup> |
| a. Test distribution is Normal.                    |          |                     |
| b. Calculated from data.                           |          |                     |
| c. Lilliefors Significance Correction.             |          |                     |
| d. This is a lower bound of the true significance. |          |                     |

Source: Research Result, 2025

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.1, namely 0.200, so it can be concluded that the data is classified as normally distributed.

**Multicollinearity Test**

The multicollinearity test is used to see the relationship between the independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable. The basis for decision making in the multicollinearity test are:

- a. There is no multicollinearity if the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is less than 10.
- b. Multicollinearity occurs if the tolerance value is less than 0.1 and the VIF (Variance Inflation Factor) value is greater than or equal to 10.

**Table 2. Multicollinearity Test**

|       |                        | Coefficients <sup>a</sup>   |                           |      |       | Collinearity Statistics |           |       |
|-------|------------------------|-----------------------------|---------------------------|------|-------|-------------------------|-----------|-------|
|       |                        | Unstandardized Coefficients | Standardized Coefficients |      |       |                         |           |       |
|       |                        | Std.                        |                           |      |       |                         |           |       |
| Model |                        | B                           | Error                     | Beta | t     | Sig.                    | Tolerance | VIF   |
| 1     | (Constant)             | 3.431                       | 3.251                     |      | 1.055 | .294                    |           |       |
|       | Experiential Marketing | .341                        | .064                      | .489 | 5.313 | .000                    | .611      | 1.637 |
|       | Word of Mouth          | .179                        | .069                      | .231 | 2.612 | .010                    | .663      | 1.509 |
|       | Kualitas Produk        | .211                        | .069                      | .255 | 3.042 | .003                    | .733      | 1.364 |

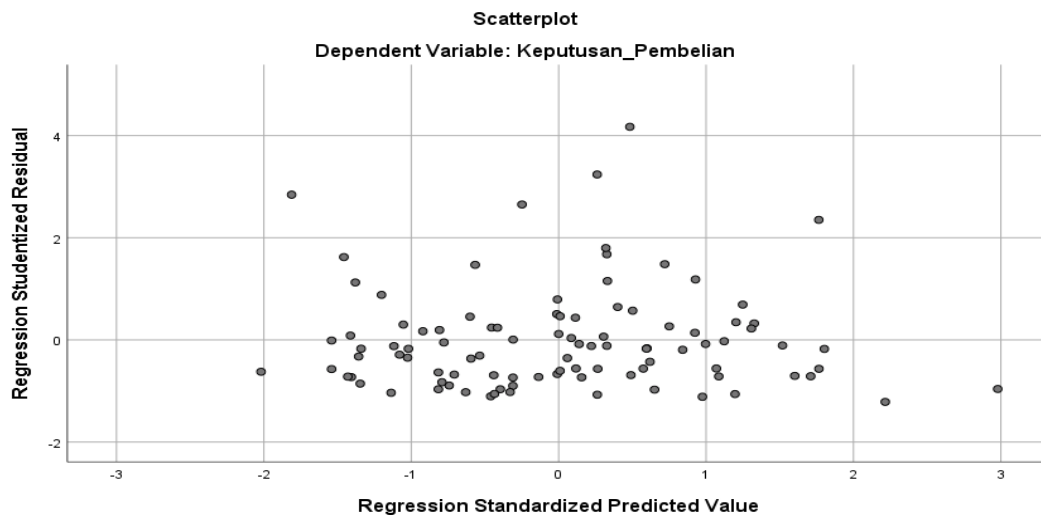
a. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that there is no problem in the multicollinearity test.

**Heteroscedasticity Test**

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The test result can be seen below as follow:



**Figure 3. Scatterplot Graphic**

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input of the independent variable.

**Multiple Linear Regression Analysis**

Based on the number of independent variables, the regression is divided into 2, namely simple linear regression and multiple linear regression. For simple linear regression it only consists of one independent variable and one dependent variable, while for multiple linear regression it consists of 2 or more independent variables and one dependent variable.

**Table 4. Multiple Linear Regression Analysis Test**

|   |                        | Coefficients <sup>a</sup>   |            |                           |       |      | Collinearity Statistics |       |
|---|------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|   |                        | Unstandardized Coefficients | Std. Error | Standardized Coefficients | t     | Sig. | Tolerance               | VIF   |
| 1 | (Constant)             | 3.431                       | 3.251      |                           | 1.055 | .294 |                         |       |
|   | Experiential Marketing | .341                        | .064       | .489                      | 5.313 | .000 | .611                    | 1.637 |
|   | Word of Mouth          | .179                        | .069       | .231                      | 2.612 | .010 | .663                    | 1.509 |
|   | Kualitas Produk        | .211                        | .069       | .255                      | 3.042 | .003 | .733                    | 1.364 |

a. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

$$\text{Purchase Decision} = 3.431 + 0.341 \text{ Experiential Marketing} + 0.179 \text{ Word of Mouth} + 0.211 \text{ Product Quality} + e$$

Based on the equation above, the interpretation is as follows:

- The constant (a) = 3.431. This means that if the independent variables, namely Experiential Marketing (X1), Word of Mouth (X2), and Product Quality (X3) are all 0, then the Purchase Decision (Y) will be 3.431.
- If there is an increase in Experiential Marketing, the Purchase Decision will increase by 34.1%.
- If there is an increase in Word of Mouth, the Purchase Decision will increase by 17.9%.

d. If there is an increase in Product Quality, the Purchase Decision will increase by 21.1%.

**Coefficient of Determination**

R Square (R2) is often referred to as the coefficient of determination is to measure the goodness of fit of the regression equation, which is to provide the proportion or percentage of total variation in the dependent variable described by the independent variable. The value of R2 lies between 0 – 1 and the fit of the model is said to be better if R2 is getting closer to 1. Therefore, to compare two R2 from two models, one must take into account the number of independent variables in the model. This can be done using Adjusted R Square. The term adjustment means that the value of R2 has been adjusted to the number of variables (degrees of freedom) in the model. Indeed, this adjusted R2 will also increase as the number of variables increases, but the increase is relatively small. It is often also recommended, if there are more than two independent variables, it is better to use Adjusted R Square.

**Table 5.**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .721 <sup>a</sup> | .519     | .504              | 2.779                      |

a. Predictors: (Constant), Kualitas Produk, Word of Mouth, Experiential Marketing  
 b. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

Based on the table above, the value of the Adjusted R Square coefficient is 0.504. This indicates that the variables Experiential Marketing (X1), Word of Mouth (X2), and Product Quality (X3) can explain 50.4% of the effect on the Purchase Decision (Y). Meanwhile, the remaining 49.6% comes from the influence of other independent variables not analyzed in this study.

**Simultaneous Hypothesis Testing (F Test)**

The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent variable. The following are the steps in the F statistical test at the 95% confidence level with degrees of freedom  $df_1 = (k-1)$  and  $df_2 = (n-k)$ .

Criteria:

If  $F_{count} > F_{table}$ ,  $H_0$  is rejected and  $H_a$  is accepted.

If  $F_{count} < F_{table}$   $H_0$  is accepted and  $H_a$  is rejected.

If  $p < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted.

If  $p > 0.05$   $H_0$  is accepted and  $H_a$  is rejected.

**Table 6. ANOVA Test**

| ANOVA <sup>a</sup> |            |                |    |             |        |                   |
|--------------------|------------|----------------|----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df | Mean Square | F      | Sig.              |
| 1                  | Regression | 775.855        | 3  | 258.618     | 33.493 | .000 <sup>b</sup> |
|                    | Residual   | 718.104        | 93 | 7.722       |        |                   |
|                    | Total      | 1493.959       | 96 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Word of Mouth, Experiential Marketing

Source: Research Result, 2025

Based on the table above, the F-table value is 2.70 and the significance level  $\alpha = 5\%$  (0.05), while the F-calculated value is 33.493 with a significance value (sig.a) of 0.000. These findings indicate that the study accepts  $H_a$  and rejects  $H_0$ . The comparison between F-

calculated and F-table proves that, simultaneously, Experiential Marketing, Word of Mouth, and Product Quality have a significant effect on Purchase Decision.

**Partial Hypothesis Test (t Test)**

The t test is a test carried out to determine the relationship of the independent variable to the dependent variable partially. The level of significance is 5%.

Criteria:

If  $t_{count} > t_{table}$ ,  $H_0$  is rejected and  $H_a$  is accepted.

If  $t_{count} < t_{table}$   $H_0$  is accepted and  $H_a$  is rejected.

If  $p < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted.

If  $p > 0.05$   $H_0$  is accepted and  $H_a$  is rejected.

**Table 7.**

|       |                        | Coefficients <sup>a</sup>   |                           |       |      | Collinearity Statistics |       |
|-------|------------------------|-----------------------------|---------------------------|-------|------|-------------------------|-------|
| Model |                        | Unstandardized Coefficients | Standardized Coefficients | t     | Sig. | Tolerance               | VIF   |
|       |                        | B                           | Beta                      |       |      |                         |       |
| 1     | (Constant)             | 3.431                       |                           | 1.055 | .294 |                         |       |
|       | Experiential Marketing | .341                        | .489                      | 5.313 | .000 | .611                    | 1.637 |
|       | Word of Mouth          | .179                        | .231                      | 2.612 | .010 | .663                    | 1.509 |
|       | Kualitas Produk        | .211                        | .255                      | 3.042 | .003 | .733                    | 1.364 |

a. Dependent Variable: Keputusan Pembelian

Source: Research Result, 2025

Based on the table above, the findings indicate:

- a. For the Experiential Marketing (X1) variable, the t-calculated value of 5.313 indicates that the t-calculated value is greater than the t-table value (1.987), with a significance level of 0.000, which is smaller than 0.05. This suggests that there is a significant partial effect between Experiential Marketing and Purchase Decision.
- b. For the Word of Mouth (X2) variable, the recorded t-calculated value is 2.612, which is also greater than the t-table value (1.987), with a significance level of 0.010, which is less than 0.05. Therefore, it can be concluded that Word of Mouth has a significant partial effect on Purchase Decision.
- c. For the Product Quality (X3) variable, the t-calculated value of 3.042 indicates that the t-calculated value is greater than the t-table value (1.987), with a significance level of 0.003, which is smaller than 0.05. This shows that there is a significant partial effect between Product Quality and Purchase Decision.

**5. Conclusion**

The conclusions drawn by the researcher from this study are as follows:

- a. Experiential Marketing has a positive and significant effect on Customer Satisfaction at PT. Indako Trading Coy Medan.
- b. Word of Mouth has a positive and significant effect on Customer Satisfaction at PT. Indako Trading Coy Medan.
- c. Product Quality has a positive and significant effect on Customer Satisfaction at PT. Indako Trading Coy Medan.
- d. Experiential Marketing, Word of Mouth, and Product Quality have a positive and significant effect on Purchase Decision at PT. Indako Trading Coy Medan.



### Recommendation

The research results suggest:

- a. For Researchers  
It is recommended that researchers continue this study to identify other factors that may influence Purchase Decision.
- b. For the Company  
The company is advised to improve Purchase Decision by focusing on factors such as Experiential Marketing, Word of Mouth, and product quality.
- c. For the Faculty of Economics, Universitas Prima Indonesia  
It is recommended that the Management Bachelor's Program at the Faculty of Economics, Universitas Prima Indonesia, use this research as a reference and guide for future studies related to the variables analyzed in this study.
- d. For Future Researchers  
Future researchers are encouraged to consider adding other variables besides Experiential Marketing, Word of Mouth, and product quality as predictor variables for Purchase Decision. This will help provide a broader understanding of the factors that can influence Purchase Decision in the future.

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