

The Influence of Word of Mouth Talkers and Tools on Consumer Buying Decisions in Sate Taichan Shincan Palembang

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Abstract

This study aims to determine the effect of Word of Mouth Talkers and Tools on Consumer Buying Decisions at Sate Taichan Shincan Palembang Restaurant. Data was obtained through the distribution of questionnaires and interviews. The sample in this study was 178 consumers. The results showed that there was a positive influence between the influence of word of mouth talkers on purchasing decisions. The results obtained from the value of the Multiple Linear Regression Coefficient of 5,600 means that the increase in the value of Word Of Mouth Talkers and Tools spread by 1 unit will increase the value of consumer purchases by 5,600. The results of the study obtained the value of the Correlation Coefficient (R) between Word Of Mouth Talkers and Word Of Mouth Tools on the Purchase Decision variable, which has a moderate relationship because it has a correlation value of 0.506 (50.6%). Furthermore, research using the analysis of the Coefficient of Determination (R²) explained by Word Of Mouth Talkers, and Word Of Mouth Tools, of 25.6% while the rest of 74.4% can be explained by other factors.

Keywords: word of mouth talkers, word of mouth tools, buying decision

1. Introduction

The culinary industry in Indonesia is growing rapidly from year to year, such as restaurants, cafeterias, coffee shops and so on. The target consumers of culinary business people are all people regardless of age. Currently the development of the business world is increasingly creative and innovative. Many businesses that have sprung up have resulted in an increase in the number of businesses of a similar nature, making competition increasingly fierce. To be able to know sales in dealing with such situations and circumstances.

Palembang is one of the cities in Indonesia that continues to grow in the business world. Many new businesses have sprung up in recent years, especially in the culinary industry. There are several businesses in Palembang that implement Word of Mouth Marketing in their marketing strategy. One of them is the Sate Taichan Shincan, a restaurant that sells Taichan satay.

The Sate Taichan Shincan Restaurant has many competitors. For this reason, the Sate Taichan Shincan carries out two types of marketing strategies in order to compete with other similar restaurants, namely through mass media and social media. Through social media, the Taichan Sate Restaurant conducts marketing through Instagram media targeting the younger generation as its target market. On this Instagram media, marketing is increasingly developing into word of mouth communication. Consumers who have visited Taichan sate restaurants will tell their friends and family or even come back with their relatives after sharing information about Taichan Shincan. According to Sernovitz (2012) word of mouth is communication that produces good conversation. Someone will ask others about the quality of an item or service before they decide to buy it. Therefore word of mouth can influence a person's decision to make a purchase because it is more effective and efficient.

2. Literature Review

In the first sub-subjects the author will explain the theories of marketing management science as the main theory (grand theory), then examine the theory of Marketing Strategy, Promotion Strategy as (middle range theory), the final part of the sub-subjects of theoretical studies will explain the concept of variables that studied, namely: Purchase Decision and Word of Mouth as (applied theory).

2.1 Word Of Mouth

According to Hasan (2010: 230) word of mouth is part of a promotional strategy in marketing activities that uses satisfied "person to person" to increase product awareness and generate a certain level of sales. Word of mouth communication spreads through business, social and community networks which are considered very influential. Word of Mouth has great power that has an impact on consumer buying behavior. Recommendations from trusted friends, associations, and other consumers have the potential to be more trusted than from commercial sources such as advertisements and salespeople. For the most part, word of mouth occurs naturally, consumers begin by talking to others about a brand they use. (Kotler, 2010)

Sernovitz (2012) mentions important elements that must be considered in seeking word of mouth, namely:

1. Talkers (speakers)

Consumers who consume products or services that have been provided. Sometimes other people tend to choose or decide on a product depending on consumers who have experience using products or services or can also be called referrals (those who recommend a product or service). Talkers (speakers), this is a target group where those who will talk about a brand are also called influencers. These talkers can be anyone from friends, neighbors, family, work relatives, and other close relatives. There are always enthusiastic people to talk to. They are the most eager to share their experiences.

2. Tools (tools)

This factor refers to the equipment or media needed to facilitate consumers in conducting conversations, for example samples, coupons, or even brochures that make it easier for speakers to talk about a product or service. Tools (tools), this is a tool for disseminating topics and talkers. An existing topic also requires a tool that helps the topic or message run. This tool makes it easy for people to talk about or transmit the company's products or services to others

2.2 Buying Decision

According to Petter and Olson (2013: 163) buying decisions are integrity processes carried out to combine knowledge in order to evaluate two or more alternatives and choose one of them. According to Kotler (2010) buying decisions are final consumers of individuals and households who buy goods and services for private consumers. Definition of buying decision. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

According to Sumarwan (2008: 289) defining buying decisions are activities in which consumers do to buy and consume a product or service in order to fulfill their needs and desires. Indicators used to measure consumer buying decisions include:

1. Desire to try the product
2. Visitors make purchases.

2.3 Hypothesis

From the explanation of the formulation of the problem and the framework of thought, it can be formulated and made a hypothesis as follows:

1. The influence of word of mouth talkers on consumer buying decisions at Sate Taichan Shincan Palembang Restaurant.

H0: There is no influence of the word of mouth talkers variable on the consumer buying decisions of the Sate Taichan Shincan Palembang

H1: There is an influence of the word of mouth talkers variable on the buying decisions of consumers at the Sate Taichan Shincan Palembang

2. The influence of Word of Mouth tools on consumer buying decisions at Sate Taichan Shincan Palembang Restaurant.

H0: There is no influence of the word of mouth tools variable on consumer buying decisions at the Sate Taichan Shincan

H2: There is an influence of the word of mouth tools variable on consumer buying decisions at the Sate Taichan Shincan

3. The influence of word of mouth talkers and tools on consumer buying decisions at the Sate Taichan Shincan Palembang

H0: There is no jointly the influence of word of mouth talkers and tools variables on consumer buying decisions at the Sate Taichan Shincan

H3: There is no jointly the influence of word of mouth talkers and tools variables on consumer buying decisions at the Sate Taichan Shincan

3. Research Method

3.1 Data Collection Techniques

1. Document Study

Data collection methods are in the form of letters, journals, books, data stored on websites, and others. The study of written documentary materials can be in the form of textbooks, newspapers, magazines, letters, films, diaries, manuscripts, articles and the like. Materials can also come from someone's thoughts contained in published books or manuscripts. To be analyzed, interpreted, explored to determine the level of achievement of understanding of a particular topic from a material or text.

2. Questionnaire

Questionnaires are an efficient data collection instrument when the researcher knows exactly the variables to be measured and knows what can be expected of the respondents. If researchers, for example, use questionnaires or interviews in collecting data, then the data source is called a respondent, that is, a person responds or answers questions, both written and oral. Questionnaires will be distributed at the Sate Taichan Shincan in Palembang. To measure the responses and opinions of respondents in this study, the authors used the Likert Scale method. The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. Each question has five alternative answers, so for that the author places the weight of each alternative answer chosen, the following is a Likert scale table.

3.2 Population and Sample

a. Population

According to Sugiyono (2017) the notion of population is a generalization consisting of: objects or subjects that have certain qualities and characteristics set by researchers to study and draw conclusions. The population in this study are consumers of the SatebTaichan Shincan in Palembang, both those who come directly or indirectly to the location of the restaurant, as seen in the data in the form of consumer purchase receipt archives and Visitor Report Books from September to December 2020.

b. Sample

According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, the researcher can use samples taken from that population. For this reason, samples taken from the population must be truly representative (representative).

4. Findings and Discussions

Based on the questionnaire distributed to the respondents, the following discussion will be carried out which aims to discuss research problems and answer research objectives. Respondents were all consumers at the SatebTaichan Shincan with a total of 178 people and the data manager used SPSS V. 23 for windows, so the following research was obtained.

4.1 Validity Test

According to Sujarweni (2018) the data obtained from the questionnaire was then tested for validity by looking at the correlation between the question items. The validity test is used to determine the feasibility of the items in a questionnaire in defining a variable. This list of questions generally supports a certain group of variables. We compare the results of r calculation with r table where $df = n - 2$ with sig 5%. If $r_{table} < r_{count}$ then it is valid.

Table 1. Results of the word of mouth-talkers research validity test (x1)

Variable	rCount	rTable	Results
Word of Mouth Talkers 1	0,646	0,147	Valid
Word of Mouth Talkers 2	0,806	0,147	Valid
Word of Mouth Talkers 3	0,751	0,147	Valid
Word of Mouth Talkers 4	0,553	0,147	Valid
Word of Mouth Talkers 5	0,699	0,147	Valid
Word of Mouth Talkers 6	0,745	0,147	Valid

Source: Data processed by SPSS (2021)

Based on table 1, it can be seen that the acquisition value of the correlation test results (rcount) for all item items of the research questionnaire instrument, consists of 6 items for the variable

instrument Word of Mouth Talkers (X1) with each instrument having a value of 0.553 – 0.806 greater from the value of rcount (0.147). So these results indicate that at a significant level of 5% (0.05) all questionnaire instrument items are declared valid and meet the requirements as a research measuring tool. Thus, the existing data can be used for further analysis.

Table 2. Results of the Word of Mouth-Tools (X₂)

Variable	R- Count	R-Table	Results
Word of Mouth Tools 1	0,893	0,147	Valid
Word of Mouth Tools 2	0,903	0,147	Valid
Word of Mouth Tools 3	0,837	0,147	Valid
Word of Mouth Tools 4	0,885	0,147	Valid

Source: Data Processed by SPSS (2021)

Based on table 2 , it can be seen that the acquisition value of the correlation test results (rcount) for all item items of the research questionnaire instrument, consists of 4 items for the variable instrument Word Of Mouth Tools (X2) with each instrument having a value of 0.837 – 0.903 greater from the value of rcount (0.147). So these results indicate that at a significant level of 5% (0.05) all questionnaire instrument items are declared valid and meet the requirements as a research measuring tool. Thus, the existing data can be used for further analysis.

Table 3. Buying decision validity test results (Y)

Variable	rCount	r _{table}	Results
Buying Decision 1	0,772	0,147	Valid
Buying Decision 2	0,812	0,147	Valid
Buying Decision 3	0,789	0,147	Valid
Buying Decision 4	0,778	0,147	Valid

Source: Data Processed by SPSS (2021)

Based on table 3, it can be found that the acquisition value of the correlation test results (rcount) for all item items of the research questionnaire instrument, consists of 4 items for the buying decision variable instrument (Y), each instrument is worth between 0.772 – 0.812 greater than r_{count} 0.147). So these results indicate that at a significant level of 5% (0.05) all questionnaire instrument items are declared valid and meet the requirements as a research measuring tool. Thus, the existing data can be used for further analysis.

4.2 Reliability Test

Data To measure a questionnaire which is an indicator of a variable or construct. a questionnaire is said to be reliable or reliable if a person's answers to the questions are consistent or stable

from time to time. Reliability concerning the consistency of answers when tested repeatedly on different samples. SPSS provides facilities to measure reliability with statistical tests

Cronbach Alpha (α) a construct or variable is said to be reliable if it gives a Cronbach Alpha statistical value > 0.60 (Ghozali, 2013).

Table 4. Reliability test results

Variabel	Cronbach's Alpha	Reliability Standards	Description
Word of mouth talkers	0,878	0,60	Reliable
Word of mouth tools	0,732	0,60	Reliable
Buying decision	0,937	0,60	Reliable

Source: Data Processed by SPSS (2021)

4.3 Hypothesis Testing

According to Siregar (2017) in testing the hypothesis using statistical tests, the t test can be used to test the hypothesis. The hypothesis is a temporary answer to the research objectives derived from the framework that has been made. The hypothesis is a tentative statement about the relationship between two or more variables. the hypothesis is a temporary guess from the answer to the research problem formulation.

Table 5. t-test results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,600	1,029		5,441	,000
Word of Mouth-Talkers	,265	,053	,329	4,970	,000
Word of Mouth-Tools	,217	,042	,340	5,143	,000

Dependent Variable: Buying decision

Source: Data Processed by SPSS (2021)

This test is carried out by comparing sig t and α (0.05) or t_{count} and t_{table} . The test criteria are:

H_0 is accepted if $\text{Sig } t \geq 0.05$ or $t_{\text{count}} < t_{\text{table}}$. H_0 is rejected if $\text{Sig } t < 0.05$ or $t_{\text{count}} > t_{\text{table}}$. $t_{\text{table}} = 1.653$ ($df = n - k = 178 - 3 = 175$) significant level 0.05

a) The Effect of Word of Mouth Talkers on Buying Decisions at Sate Taichan Shincan Palembang Restaurant

Based on the data from the t statistical test results in table 4.9 above, the sig t value of the Word of Mouth Talkers variable is $0.000 < \alpha = 0.05$ and $t_{\text{count}} > t_{\text{table}}$ ($4.970 > 1.653$), it can be stated

that H1 is accepted. Thus it can be concluded that there is an influence of word of mouth talkers on purchasing decisions at Sate Taichan Shincan Palembang Restaurant.

b) The Effect of Word of Mouth Tools on Buying Decisions at Sate Taichan Shincan Palembang

Based on the data from the statistical test results in table 4.9 above, the sig value of the Word of Mouth Tools variable is $0.00 < \alpha = 0.05$ and $t_{\text{count}} > t_{\text{table}}$ ($5.143 > 1.653$), it can be stated that H1 is accepted. Thus it can be concluded that there is an influence of Word of Mouth Tools on Buying Decisions at Sate Taichan Shincan Palembang

4.4 F-Test Results

The F test is known as the Simultaneous Test or Anova Test, which is a test to see how the influence of all the independent variables together on the dependent variable or to test whether the regression model created is significant or non-significant. The criteria for testing the F test are:

Ho is accepted if $\text{Sig F} \geq 0.05$ or $F_{\text{count}} < F_{\text{table}}$

Ho is rejected if $\text{Sig F} < 0.05$ or $F_{\text{count}} > F_{\text{table}}$

$F_{\text{table}} = 3.76$ ($df = k-1 = 3-1 = 2$) at a significant level of 0.05

Table 6 F Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	147,256	2	73,628	29,864	.000 ^b
	Residual	428,981	174	2,465		
	Total	576,237	176			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Word of Mouth-Talkers, Word of Mouth-Tools

Based on table 6, the test results show that sig F is $0.000 < 0.05$ and F_{count} is greater than F_{table} ($29.864 > 3.76$) so it can be stated that H1 is accepted. Thus it can be concluded that there is an influence of Word of Mouth Talkers and Tools on Purchasing Decisions at Sate Taichan Shincan Palembang

5. Conclusion

Based on the results of the research and discussion in the previous chapters, it can be concluded in this research as follows:

a. The results of the study using the hypothesis test on the Word of Mouth Talkers variable (X1) obtained the calculated value obtained by $t_{\text{count}} > t_{\text{table}}$ ($4.970 > 1.653$) and a significant level < 0.05 ($0.000 < 0.05$). so it can be concluded that the variable Word of Mouth Talkers (X1) has a positive and significant effect on purchasing decisions at the Sate Taichan Shincan Palembang

b. Word of Mouth Talkers and Tools at the Sate Taichan Shincan Palembang are always

interesting and provide even better development so as to increase purchases. This is because if the promotion provided attracts consumer buying interest, it will increase customer interest in making a purchase. On the other hand, if word of mouth and restaurants are normal, then consumer buying interest will also decrease.

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