

Promotional Influence Strategy through Social Media and Word of Mouth on Consumer Purchase Decisions in Pindang Sederhana Restaurant Palembang

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Abstract

This study aims to determine the effect of promotion strategies through social media and word of mouth on consumer purchasing decisions at Pindang Sederhana Restaurant. The technique of collecting data was questionnaires. The technique is employed as an accidental sampling technique, which is a sampling technique based on coincidentally met by the author that can be presented as a sample. The results prove that the promotion strategy has a higher or significant effect than word of mouth on consumer purchasing decisions at the Palembang simple restaurant. The results of the study using the Correlation Coefficient Test (R) obtained a value of 0.595. So it can be concluded that the relationship between the promotional strategy variables and word of mouth has a strong relationship to consumer purchasing decisions. This research is expected to assist restaurants to consider promotional strategies through social media and word of mouth to increase revenue

Kata Kunci: promotion strategic, word of mouth, buying decision

1. Introduction

Marketing is a key concept for the success of a business by paying attention to the desires and fulfillment of customer needs to achieve predetermined sales targets. This process will have a positive impact on business development in the midst of an era of intense business competition. Most people often interpret marketing as the process of selling goods and services (Kotler and Armstrong, 2012).

According to Widya (2008), a promotional strategy is a short-term incentive to buy or sell a product or service. A way that companies do to promote their products to achieve company goals, namely increasing sales volume. For companies engaged in the service sector, good service quality is very influential for the survival of the company because it deals directly with customers. Companies must have a promotion strategy and good service quality to create customer satisfaction if they do not want to be abandoned by customers in the future.

According to Hasan (2010) 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 that are considered highly influential.

Purchasing decision is a process in which the consumer recognizes the problem, seeks information about a particular product or brand and evaluates how well each of these alternatives can solve the problem, which then leads to a purchase decision. According to Kotler and Keller (2012), the decision-making process is a process in which consumers go through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior, which begins long before the

actual purchase is made and has an impact long after that.

A simple pindang restaurant is a culinary business that serves a variety of processed foods typical of South Sumatra. In an effort to market their processed products, a simple pindang restaurant has carried out promotions using print media such as distributing flyers and placing banners in strategic places to attract potential customers. However, during the current Covid-19 pandemic, this business was not very effective in attracting potential customers. Intense competition in the culinary business in South Sumatra is currently also one of the reasons for the decline in the restaurant's consumers.

The owner of this restaurant also promotes through word of mouth which is one of the promotional media because word of mouth communication is considered more effective based on a source who conveys information on a product because he is satisfied with the quality of the product. In addition, word of mouth is relatively easier and right on target than other types of promotion. Satisfied consumers will spread this information to other consumers, thereby benefiting the restaurant.

2. Literature Review

2.1 Promotion Strategy

Promotion is one part of the marketing mix that must be developed and controlled by the company in order to achieve the company's goals in marketing the product. Promotion involves a communication process through the media or directly in conveying product messages to consumers or target markets. The message from the product is very important information which of course must be packaged with good delivery through attractive promotions so that it is easily accepted by consumers.

According to Sunyoto (2012: 154), promotion is one of the most important variables in marketing carried out by companies in marketing products and tools to influence consumers in buying or using products according to their needs and desires.

According to Hauer in Solis (2010) there are four promotion strategies including:

a. Context (context)

The way in which a person forms a story or message, such as the form of the message itself, the use of language and the content of the message.

b. Communications

How to share stories or messages as well as we hear, respond and grow in ways that make users feel comfortable and the message is conveyed properly

c. Collaboration (collaboration)

The process of how people can work together to make things better.

d. Connection (connection)

How to maintain the relationship that has been built before.

2.2 Word Of Mouth

Word of mouth is communication from person to person between message sources and recipients where message recipients receive messages voluntarily about a product, service or brand. According to Harjadi and Fatmasari (2008) define word of mouth as a marketing effort that triggers consumers to talk about, promote, recommend and sell products/brands to other

customers.

In a study conducted by Goyette et al (2010) on the women's measurement scale using four indicators including:

a. WOMintensity.

Intensity or volume is a conversation about a product that occurs in everyday conversations.

b. Positive valence WOM.

Positive assessment as an effect of the satisfaction that consumers get as outlined in everyday conversations such as giving recommendations or solicitations to buy a product.

c. Negative valence WOM.

Submission of negative things to other people about a product caused by the product's inability to meet consumer expectations.

d. WOM Content.

Conversation content or discussion content of a product type, quality, price, and others.

.3 Purchase Decision

According to Sangadji and Sopiah (2013: 334), the purchasing decision process is influenced by psychological elements that determine the type of purchase they make including perception, personality and attitude.

a. There is a need.

The gap between the factual situation and the state that consumers want. This need can be felt either through stimulation from outside or from within the consumer.

b. Information search before purchase.

Information is needed as a means of considering various alternatives. The information is collected in more than one quantity which may have the same, complementary or even different in existence.

c. Alternative evaluation.

Comparison of the various available alternatives in order to obtain the best choice.

2.4 Hypothesis

Sugiyono (2017: 63) states that the hypothesis is a temporary answer to the research problem formulation, where the problem formulation is stated in the form of a statement sentence. Based on the formulation of the problem and the framework above, the hypothesis is as follows:

H1: It is suspected that there is a partial influence of the promotion strategy on the purchasing decisions of the consumers of the Pindang Sederhana Palembang Restaurant.

H2: It is suspected that there is a partial influence of word of mouth on consumer purchasing decisions of Pindang Sederhana Restaurant.

H3: It is suspected that there is a simultaneous influence of promotion strategy and word of mouth on consumer purchasing decisions of Pindang Sederhana Restaurant

3. Research Method

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 were consumers of simple Palembang

restaurants who came directly or indirectly to the location of the restaurant, which was seen in the data in the form of consumer purchase receipt archives and Visitor Report Books.

According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population. The sample in this research is 155 respondents.

4. Findings and Discussions

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 $r \text{ table} < r \text{ count}$ then it is valid. Of the 29 statements submitted to 155 respondents, it turned out that the promotion strategy, word of mouth and purchase decision variables, there were no invalid statements. All valid statements prove that the statements given to visitors to Palembang's simple pindang restaurant received a response and were well understood because of the relevance of these statements.

The reliability test is intended to measure a questionnaire which is an indicator of the variable, reliability can be measured using the Cronbach's alpha statistical test (α), a variable is said to be reliable if it gives a Cronbach's alpha value > 0.06 . The results of data reliability testing can be seen in the following table:

Table 1. Reliability test results

Variabel	Cronchbach's Alpha	provision	Result
promotion strategy	0,837	0,6	Reliable
word of mouth	0,860	0,6	Reliable
purchase decision	0,792	0,6	Reliable

Sumber : data diolah oleh peneliti tahun 2021

The results of the reliability test show that all variables have a fairly large alpha coefficient, which is above 0.6 so that it can be said that all the measuring concepts for each variable from the reliability questionnaire are therefore suitable for use as a measuring tool.

Hypothesis Testing

This test shows the results of how big or whether there is a partial relationship between variables on the dependent variable which is useful for proving the hypothesis proposed by the researcher. Following are the partial test outputs of the promotion strategy variable, Word of mouth, to the dependent variable Purchase decision

Table 2. Partial test results for quality of service

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.811	2.255			.360	.720

promotion strategy	.165	.041	.285	4.040	.000
word of mouth	.221	.037	.426	6.046	.000

From the results of the table 2 calculation it is known that the t-count promotion strategy value is 4,040 > t-table 1.654 (4,040 > 1.654) and sig 0.000 < 0.05 (0.000 < 0.05). So that H1 is accepted and it can be concluded that the promotion strategy has a contribution or influence on consumer purchase satisfaction because the sig value < 0.5 with a value of 0.165 (16.5%).

Table 3. Word of mouth partial t-test results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.811	2.255		.360	.720
promotion strategy	.165	.041	.285	4.040	.000
word of mouth	.221	.037	.426	6.046	.000

From the results of table 3 calculation it is known that the t_{count} Word of mouth is 6,046 > t_{table} 1.654 (6,046 > 1,654) so Word of mouth is very influential / contributes to consumer satisfaction, while sig 0.000 < 0.05 where the Physical Environment has a significant influence on consumer purchasing decisions by 22.1%.

The F test is to find out the significant or not the effect of the independent variables jointly on the dependent variable, then a probability of 5% ($\alpha = 0.05$) is used. If the probability F is less than 0.05, the regression model can be used and if the probability F is greater than 0.05, the regression model cannot be used or predicts the dependent variable, in other words, the independent variables together have no effect on the dependent variable.

Table 4. Simultaneous significance test results (F Test)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	420.337	2	210.168	41.605	.000 ^b
Residual	767.831	152	5.052		
Total	1188.168	154			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), word of mouth, strategi promosi

In table 4 it can be seen that the F-count value is 41,605 > F table 3.06 and the sig value is 0.000 < 0.05. This shows that the independent variables consisting of the independent variables promotion strategy and word of mouth have a positive and significant simultaneous (together) effect on the dependent variable, which is equal to 41.605%.

5. Conclusion

Based on the results of the study using the t-test of the promotion strategy variable partially the promotion strategy variable and word of mouth have a positive and significant effect on consumer purchasing decisions for Palembang simple pindang restaurants. The results of the study using the F test for promotion strategy variables and word of mouth simultaneously promotion strategy and word of mouth have a positive and significant effect on consumer purchase decisions for Palembang simple pindang restaurants.

Based on the results of the research, Palembang simple pindang restaurants must provide even better promotional strategies to consumers so that consumers feel interested in the promotions given, and must pay more attention to the content that will be made in the future. In terms of the promotion strategy variable, it is hoped that Palembang's simple pindang restaurant still needs to be improved in terms of sharing posted content to the wider community and providing promotions that combine the purchase of food and drinks so that people are more interested in visiting.

For future research, it is hoped that they can continue research with other variables outside the variables that have been studied, such as consumer loyalty variables, in order to obtain more varied results related to customer satisfaction.

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