

THE INFLUENCE OF WORD OF MOUTH, PRODUCT QUALITY AND SALES PROMOTION ON PURCHASING DECISIONS FOR SHINZUI BRAND BATH SOAP PRODUCTS BY THE PUBLIC IN LANGSA CITY

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Abstract

The purpose of this study was to determine the effect of Word of Mouth, Product Quality and Sales Promotion on Purchasing Decisions for Shinzui Brand Bath Soap Products by the Public in Langsa City. Data for this study were collected through a survey method using a questionnaire as a data collection instrument. The population in the study were 119 consumers who used shinzui brand bath soap products in Langsa city. This study uses a quantitative approach with linear regression analysis using SPSS (Statistical Package for the Social Sciences) software. Hypotheses, coefficients are determined using the SPSS version 25.0 programme. The results of this study indicate that partially sales promotion has no positive and significant effect on purchasing decisions on shinzui brand bath soap products by people in the city of Langsa, while word of mouth, and product quality have a positive or significant effect on purchasing decisions for shinzui brand bath soap products by people in the city of Langsa. Simultaneously, each variable word of mouth, product quality and sales promotion has a positive and significant effect on purchasing decisions for shinzui brand bath soap products by the public in the city of Langsa. The R Square value of 0.159 obtained from the variables can be explained by the independent variables, namely word of mouth, product quality and sales promotion 15.9% while the remaining 84.1% can be explained by other variables not analysed by this study.

Keywords: *word of mouth, product quality, sales promotion, purchasing decisions*

1. INTRODUCTION

In the current era of globalisation, the business environment is experiencing various changes that are very fast marked by free sales and the development of science and technology that is increasingly advanced. These changes are characterised by the development of science and technology that is advancing rapidly, with the rapid development of companies required to create new innovations that can be found in various products. This can be seen from the variety of product requests for different needs such as food, drinks, shampoo and soap, thus encouraging each company to compete in capturing and retaining existing customers to win competition and retain existing customers and attract new customers. At this time where soap brands are offered to consumers. Manufacturers are competing to produce products that will make consumers feel satisfied and decide to buy these products. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product. Along with the development of Shinzui distributors in Langsa City, they must think of various ways to increase sales to make purchases and can outperform their competitors in making sales. One of the consumer purchasing decisions that must be considered by distributors in increasing sales is by paying attention to promotions and product quality in a marketed product. Purchasing decisions can influence several factors, namely word of mouth, product quality and sales promotion. A purchase decision is a person's attitude to buy or use a product in the form of goods or services. In other words, understanding consumer purchasing decisions includes how individuals, groups and organisations choose, buy, use goods or services.

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2. LITERATURE REVIEW

1. Purchase Decision

Purchasing decision is a process where a consumer has decided and considered buying a number of goods or services that are in accordance with the wants and needs of these consumers. Decision making can be considered as a result or output of a mental or cognitive process that leads to the selection of a course of action among several available alternatives. Every decision-making process always results in one final choice. The output can be an action or an opinion on the choice.

2. Word Of Mouth

Word of Mouth is a conversation between one person and another, by mail, or direct communication or communication using electronic media regarding the advantages or experiences when buying or using a product or service.

3. Product Quality

Product quality is the main important matter that needs attention by the manufacturer/industry. Quality is the main tool to achieve product positioning. Quality shows the level of expertise of a brand or product in performing roles and expectations. Product quality can be seen from the size of how long the product lasts, so that it can be trusted by consumers.

4. Sales Promotion

Sales promotion is a strategy to inform or present a good or service with the aim of enticing potential customers to buy or use it. Social media is used for promotion, especially Shopee and Instagram. So we can conclude that sales promotions influence consumers in purchasing decisions..

3. RESEARCH METHODS

This research was conducted in Langsa City, the research object used in this study is the perception of all people in Langsa City regarding purchasing decisions, the population in this study is all people in Langsa City who use shinzui brand bath soap products, the number of which is not known with certainty. The data collection technique uses primary data by distributing questionnaires, the data is analysed using multiple linear regression, the tests carried out are validity test, reliability test and partial test (t test).

4. RESULTS AND DISCUSSION

4.1 Validity Test

The validity test is carried out by comparing r count with r table for degree of freedom. The validity test results are as follows.

Tabel 4.1
Word Of Mouth Variable Validity Test (X1)

No.	Question	r_{tabel}	r_{hitung}	Description
1	X1.1	0,180	0,555	Valid
2	X1.2	0,180	0,541	Valid
3	X1.3	0,180	0,630	Valid

Based on Table 4.1 above, the rcount value of the 3 statement items on the Word of mouth variable has a value greater than the rtable (0.180). Based on the testing criteria in the validity test previously described, if the rcount > rtable value, the statement item is declared valid. So it is concluded that the 3 statement items on the Word of mouth variable questionnaire are declared valid.

Product Quality Variable Test (X2)

No.	Question	r_{tabel}	r_{hitung}	Description
1	X2.1	0,180	0,418	Valid
2	X2.2	0,180	0,669	Valid
3	X2.3	0,180	0,682	Valid

the rcount value of the 3 statement items on the Product Quality variable has a value greater than the rtable (0.180). tabelBased on the testing criteria in the validity test previously described, if the rcount > rtable value, the statement item is declared valid. So it is concluded that the 3 statement items on the product quality variable questionnaire are declared valid.

Sales Promotion Variable Validity Test (X3)

No.	Question	r_{tabel}	r_{hitung}	Description
1	X3.1	0,180	0,313	Valid
2	X3.2	0,180	0,351	Valid
3	X3.3	0,180	0,213	Valid
4	X3.4	0,180	0,606	Valid
5	X3.5	0,180	0,280	Valid

the rcount value of the 5 statement items on the Sales Promotion variable has a value greater than the rtable (0.180). tabelBased on the testing criteria in the validity test previously described, if the rcount > rtable value, the statement item is declared valid. So it is concluded that the 5 statement items on the sales promotion variable questionnaire are declared valid.

Uji Validitas Variabel Keputusan Pembelian (Y)

No.	Question	r_{tabel}	r_{hitung}	Description
1	Y.1	0,180	0,318	Valid
2	Y.2	0,180	0,514	Valid
3	Y.3	0,180	0,600	Valid
4	Y.4	0,180	0,550	Valid
5	Y.5	0,180	0,559	Valid
6	Y.6	0,180	0,363	Valid

The rcount value of the 6 statement items on the purchasing decision variable has a value greater than the rtable (0.180). tabelBased on the testing criteria in the validity test previously described, if the rcount > rtable value, the statement item is declared valid. So it is concluded that the 6 statement items on the purchasing decision variable questionnaire are declared valid.

4.2 Reliability Test

Reliability is an index that shows the extent to which a measuring device can be trusted or relied upon. A questionnaire can be said to be reliable if it provides a Cronbach alpha value > 0.60

No.	Variables	Cronbach Alpha	N	Cut Off	Description
1	Word Of Mouth (X_1)	0,663	3	0,60	Reliabel
2	Product Quality (X_2)	0,691	3	0,60	Reliabel
3	Sales Promotion (X_3)	0,455	5	0,60	Reliabel
4	Purchase Decision (Y)	0,675	6	0,60	Reliabel

A variable will be said to be reliable if the result on the coefficient a is greater than the significant level.

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0.6 or 60%, then the questionnaire is declared reliable and if the result on the coefficient a is smaller than 0.6 or 60%, then the questionnaire is declared unreliable. In the table above, it can be seen that the Cronbach alpha value of the 3 statement items of the Word of mouth variable (X1) is 0.663, the Cronbach alpha value of the 3 statement items of the product quality variable (X2) is 0.691, the Cronbach alpha value of the 5 statement items of the sales promotion variable (X3) is 0.455, and the Cronbach alpha value of the 6 statement items of the Purchasing Decision variable (Y) is 0.675. So it can be concluded that all variables in this study have a Cronbach Alpha value > 0.60, so it is concluded that all statement items in each variable are reliable.

4.3 Data analysis

Multiple linear regression analysis is used to determine the effect of the independent variables (Word Of mOuth, Product Quality and Sales Promotion) on the dependent variable (Purchase Decision).

Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	
	B	Std. Error				
1	(Constant)	149,431	62,571		2,388	,019
	Total_X1	,279	,087	,277	3,226	,002
	Total_X2	,254	,086	,257	2,943	,004
	Total_X3	,123	,101	,107	1,223	,224

Based on Table 4.18, it can be seen that the constant value (a) is 149.431 and the regression coefficient value for the Word of mouth variable (X1) is 0.279, the regression coefficient value for the product quality variable (X2) is 0.254 and the coefficient value for the sales promotion value (X3) is 0.123.

Coefficient Of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,339	,159	,137	22,730

It can be seen that the correlation coefficient (R) value is 0.339. The level of the correlation coefficient of this number is in a very sufficient category, so it can be concluded that there is a relationship between the variables Word of mouth (X1), product quality (X2), sales promotion (X3), on purchasing decisions for shinzui brand bath soap products by people in Langsa City.

4.4 Hypothesis Test

Partial Test (t test) is used to determine the effect of the independent variable partially on the dependent variable, simultaneous test (F test) aims to determine the effect of the independent variable simultaneously. The criteria for this test is to compare the significance level of the F value.

Partial Test (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	149,431	62,571		2,388	0,019
Word Of Mouth	0,279	0,087	0,277	3,226	0,002
Kualitas Produk	0,254	0,086	0,257	2,943	0,004
Promosi Penjualan	0,123	0,101	0,107	1,223	0,224

1. Word of mouth (X1) has a tcount value of 3.226 > ttable (1.98081) with a significance level of 0.002 < 0.05. This shows that Word of mouth (X1) has a positive and significant influence on purchasing decisions (Y) on shinzui brand bath soap products by people in Langsa City. Based on these results, it can be concluded that hypothesis 1 is accepted.
2. Product Quality (X2) has a tcount value of 2.943 > ttable (1.98081) with a significance level of 0.004 < 0.05. This shows that product quality (X2) has a positive and significant influence on purchasing decisions (Y) on shinzui brand bath soap products by people in Langsa City. Based on these results, it can be concluded that hypothesis 2 is accepted.
3. Sales Promotion (X3) has a tcount value of 1.223 > ttable (1.98081) with a significance level of 0.224 > 0.05. This shows that sales promotion (X3) has a negative and insignificant influence on purchasing decisions (Y) on shinzui brand bath soap products by people in Langsa City. Based on these results, it can be concluded that hypothesis 3 is rejected.

4.5 Simultaneous Test (Test f)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11263,595	3	3754,532	7,267	<,001 ^b
	Residual	59413,581	115	516,640		
	Total	70677,176	118			

Based on Table 4.22, it can be seen that the Fcount value is 7.267 > Ftable (2.68) with a significant level of 0.001 < 0.05. This means that simultaneously the Word of mouth variable (X1), product quality (X2), sales promotion (X3) has a positive and significant effect on purchasing decisions (Y) on shinzui brand bath soap products by people in Langsa City. Based on these results, it can be concluded that hypothesis 4 is accepted.

4.6 Discussion

This study aims to determine the effect of Word of Mouth (X1), Product quality (X2), Sales promotion (X3) on purchasing decisions (Y) on shinzui brand bath soap products by people in Langsa City. The data obtained is based on the results of distributing questionnaires to 119 respondents who are people in Langsa City, The method used in this research is quantitative method with multiple linear regression analysis techniques. The results showed that Word of mouth has a positive effect on purchasing decisions on shinzui brand bath soap products by people in Langsa City. At the hypothesis testing stage, based on partial results (t test) Word of mouth (X1) has a tcount value of 3.226 greater than the t table (1.98081) with a significance level of 0.002 smaller than 0.05. This shows that word of mouth (X) has a tcount value of 3.226 greater than the t table (1.98081). This shows that word of mouth (X1) has a positive and significant influence on purchasing decisions (Y) on shinzui brand bath soap products by people in Langsa City. The questionnaire submitted to consumer respondents as people in Langsa City who use shinzui brand bath soap products. that Word of mouth influences them to make purchasing decisions in purchasing shinzui brand bath soap products.

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The results showed that product quality has a positive effect on purchasing decisions on shinzui brand bath soap products by people in Langsa City. At the hypothesis testing stage, based on partial results (t test) Product quality (X₂) has a tcount value of 2.943 > t table (1.98081) with a significance level of 0.004 < 0.05. This shows that product quality (X) has a positive and significant influence on purchasing decisions (Y) of shinzui brand bath soap products by people in Langsa City. This shows that product quality (X₂) has a positive and significant influence on purchasing decisions (Y) for shinzui brand bath soap products.

The results showed that sales promotion had a negative effect on purchasing decisions for shinzui brand bath soap products by people in Langsa City. At the hypothesis testing stage, based on partial results (t test) sales promotion (X₃) has a tcount value of 1.223 > t table (1.98081) with a significance level of 0.224 < 0.05. This shows that sales promotion (X) has a negative and insignificant effect on purchasing decisions (Y) of shinzui brand bath soap products by people in Langsa City. This shows that sales promotion (X₃) has a negative and insignificant influence on purchasing decisions (Y) of shinzui brand bath soap products in Langsa City.

The results showed that word of mouth, product quality had a positive effect and sales promotion had a negative influence on purchasing decisions for shinzui brand bath soap products by people in Langsa City. At the hypothesis testing stage, based on partial results (t test) Word of mouth (X₁), product quality (X₂) and sales promotion (X₃) have an Fcount value of 7.267 > Ftable (2.68) with a significant level of 0.001 < 0.05. This means that simultaneously the variables Word of mouth (X₁), product quality (X₂), sales promotion (X₃) have a positive and significant effect on purchasing decisions (Y) on shinzui brand bath soap products by people in Langsa City.

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