

THE INFLUENCE OF WORD OF MOUTH AND PRODUCT QUALITY TOWARD DAILY DESSERT PURCHASE DECISIONS IN SURABAYA

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Abstract

Consumers. These efforts include instilling positive word of mouth and showing good quality in order to get it improve people's purchasing decisions. The purpose of this study was to determine the extent of the influence of Word of Mouth and Product Quality on the Daily Dessert Purchase Decision in Surabaya

Sampling method used in this study is non-probability sampling with a sample of 50 respondents. Taking respondents using a purposive technique. The data used are primary data, while the analysis technique used in this study is Partial Least Square (PLS).

Based on the results of this study, it is known that word of mouth and product quality have a positive effect on purchasing decisions of Daily Dessert Surabaya.

Keywords: Word of Mouth, Product Quality, Purchase Decision.

Preliminary

The food and beverages industry is one of the industries with significant growth from year to year. Indonesian people are happy to enjoy ready to eat food so that the emergence of new online and offline shops in the food and beverages industry continues to increase. This has an impact on the growth of the food and beverages industry in Indonesia. Therefore, the industry's competition is increasing because it continues to follow existing trends.

Along with the development of the times, food and beverages business actors must develop as much innovation as possible. This is due to the rise of new innovations in the industry. One of them is the Daily Dessert Surabaya. Daily Dessert Surabaya is an online cake shop that provides a wide variety of delicious, hygienic, halal desserts at affordable prices. The value of Daily Dessert Surabaya is premium raw materials so that it creates quality desserts with a variety of flavors that are trending among young people. The variety of flavors that Daily Dessert Surabaya has are Choco Cheese, Choco Durian, Tiramisu, Red Velvet, and Cheese Cake. Delivery can be made via

Many consumers know Daily Dessert Surabaya through recommendations from relatives, indicating that promotion through word of mouth is quite large. The emergence of positive word of mouth provides a strong emotional boost such as trust and consumer satisfaction so that someone makes positive comments about the product

LITERATURE REVIEW

Word of Mouth

Word of mouth is a promotional strategy used in marketing. According to (Kotler and Keller, 2009), word of mouth is a way for buyers to sell products to other buyers through word of mouth in the form of marketing. Likewise according to (Tjiptono, 2006) that word of mouth is the delivery of messages that spread so quickly from one consumer to another by word of mouth in the form of marketing •

Product quality

According to (Wendy Van Rijswijk, 2006) good consumer responses to the quality of a product can influence consumer choices in purchasing decisions. So it can be said that the quality of the product is a product marketed by the seller that does not yet have a competitor's product but has more selling value. Therefore companies must always maintain the quality of their products. However, a product with a good appearance is not necessarily the highest quality product

Buying decision

According to (Kotler and Armstrong, 2008) that the purchase decision is one way of determining consumer decision making which is not or will be purchased at the time of making a purchase transaction.

The conclusion from the researcher's statement above is that the purchase decision is a selection from a variety of existing options and determines the options that are considered the most beneficial for consumers, both individuals, groups and organizations.

RESEARCH METHODS

This study uses variables:

1. Word of Mouth

Indicators of word of mouth according to (Budi Wiyono, 2009), namely:

- a. Talking about
- b. Promote
- c. Recommend
- d. Sell

2. Product Quality

According to Kotler, 1995 (in Bahar Arfiani and Sjaharuddin Herman, 2015) indicators of product quality are:

- a. Good taste
- b. Product features

3. Purchase Decisions According to Kotler (2009) purchasing decision indicators are: a. Stability on a product b. Habits in buying products c. Provide recommendations to others

Population and Research Sample

Consumers who have bought Daily Dessert Surabaya as a population. Samples were taken 50 respondents from a number of consumers. Non probability sampling is a technique used by researchers in sampling. Sampling of respondents using a purposive technique with certain considerations covering the basis of certain criteria.

Discussion

The results of observations in the study prove that word of mouth has an impact on purchasing decisions. The results of the questionnaire that have been carried out have the greatest impact is ever talking about Daily Dessert Surabaya to other people, meaning that the more people talk about Daily Dessert Surabaya, consumers will choose to buy these products will increase. In addition, by hearing information from other people through positive talk will be more trusted by consumers. In accordance with the research (Hasan, 2010) explaining word of mouth is one reason information is strong because it is an honest source of information

Product quality has an impact on purchasing decisions, it can be seen from the results of the distributed questionnaires that the respondent's answer that has the greatest impact is Daily Dessert Surabaya which has good product durability, which means that buyers are satisfied after deciding to buy the product if the durability of the product is good and quality is in accordance with expectations

consumer. Supported by research (Wendy Van Rijswijk, 2006) good consumer responses to the quality of a product can influence consumer choices in purchasing decisions.

Conclusion

1. The better the word of mouth of Daily Dessert Surabaya, the higher the purchasing decision.
2. The better the quality of Surabaya's Daily Dessert products, the more purchasing decisions will be.

Suggestion

1. It is expected that Daily Dessert Surabaya can increase good word of mouth and maintain product quality in accordance with consumer needs. Consumers will discuss and recommend Daily Dessert Surabaya to others if consumers are satisfied with the quality of the products they get.

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