

THE EFFECT OF WORD OF MOUTH AND SALES PROMOTION ON PURCHASE DECISIONS AT FRAN COFFEE PEKANBARU

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Abstract

This study aims to examine the effect of word of mouth and sales promotion on purchase decisions at Fran Coffee Pekanbaru. The number of respondents in this study was 100 respondents. Sampling was done by purposive sampling technique. This study uses multiple linear regression analysis techniques with SPSS 26 as an analytical tool. The results of multiple linear regression tests show that: (1) word of mouth partially has a significant effect on purchasing decisions at Fran Coffee Pekanbaru. (2) sales promotion partially has a significant effect on purchasing decisions at Fran Coffee Pekanbaru. (3) word of mouth and sales promotion simultaneously have a significant effect on purchasing decisions at Fran Coffee Pekanbaru.

Keywords: Word of mouth, sales promotion, purchases decisions.

INTRODUCTION

In the current era of globalization, many businesses have been established in order to help improve the economy (Kabul et al., 2023). Remote business locations are not an obstacle for consumers to come and visit to shop directly in industry 4.0 (Fadilurrahman et al., 2021). This is supported by the development of information technology supported by the internet network and makes it easier for consumers to communicate with one another (Sudirwo & Shaddiq, 2023). The culinary business is the main attraction for business actors to open restaurants, cafes and similar businesses (Syuaib et al., 2023). Because of the high public demand for something new from culinary variations, which are displayed in advertisements on social media (Satriadi et al., 2023). According to Firmansyah (2018) management is the art and science of planning, organizing, compiling, directing and controlling human resources to achieve predetermined goals. Management is a process in order to achieve goals by working together through people and other organizational resources (Sarinah & Magdalena, 2017).

Fran Coffee is a cafe that was founded in 2016 which offers various variants of drinks and food. Fran Coffee chose a classic concept with shades of white and black, as well as an outdoor theme

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where consumers can enjoy the natural atmosphere and the cool breeze that blows on the trees to make consumers more comfortable and feel at home with family or co-workers (Surti et al., 2023). Fran Coffee is a cafe business that has consumers consisting of young millennials and played social media as a marketing strategy (Arizal et al., 2021). Cafes with various food and beverage offerings coupled with internet network facilities are an attraction for young communities to come and gather to enjoy a relaxed atmosphere (Ardiati et al., 2023). Through social media, Fran Coffee conducts marketing through Instagram media by targeting the younger generation as its target market (Irpan et al., 2021). On this Instagram media, marketing is increasingly developing into word of mouth communication (Jamil et al., 2023). Consumers who have visited Fran Coffee will tell their friends and family or even come back with their relatives after sharing information about Fran Coffee. Fran Coffee relies on word of mouth as their promotional medium (Irpan & Shaddiq, 2023).

In building a business, business actors must be able to adapt well to the environment in order to encourage and obtain maximum results (Sari et al., 2023). Marketing is one of the main activities carried out by entrepreneurs and their efforts to maintain their survival, to develop and earn profits (Shaddiq et al., 2023). Marketing is also a process that aims to satisfy consumer needs and wants. According to Sudaryono (2016), marketing is a business process that seeks to align the human, financial and physical resources of the organization with the needs and desires of customers in the context of competitive strategy.

Factors that influence purchase decisions include word of mouth and sales promotions. Word of mouth plays an important role in consumer purchase decisions and in shaping customer behavior patterns. According to Priansa (2017) word of mouth is a marketing activity in providing information on a product or service from one consumer to another to discuss, promote and want to sell a brand to others. In addition, sales promotion is also one of the factors that can influence purchase decisions (Iyansyah et al., 2021). Marketing strategy through word of mouth and sales promotions carried out by other similar business actors so that there are more and more business competitors. Thus, more and more consumer considerations in determining purchase decisions such as the ease of obtaining information, convenience to product quality (Aisyah, 2023).

Word of mouth marketing is not only about getting consumers to talk about the brand but also about turning customers into fans who like to tell about the brand and products (Norrahmi et al., 2021). This type of marketing method will never die plus there is an indication of the help of social media which makes things easy (Ramadhani et al., 2021). Word to mouth is important for every business (Shaddiq & Handayani, 2021). This is one of the most credible forms of promotion because someone is risking their reputation every time they make a recommendation and that person gets nothing but appreciation from those who listen. Sales promotion offers an alternative way to increase short-term sales. Through this, companies can also encourage consumers to divert customer purchases from competing brands. Furthermore, sales promotion becomes a company tool to educate customers about product improvement or new product introduction. It is also possible to bring more customers to the café (Andrini, 2023).

Someone will ask other people about the quality of an item or service before they decide to buy it, therefore word of mouth can influence a person's purchase decisions in making a purchase, and word of mouth has a very influential or effective role in the survival of a company and can improve consumer purchase decisions. Then word of mouth can spread quickly and be trusted by potential customers. The spread of word of mouth can not only be done by providing information through



word of mouth communication, but can also be disseminated through existing internet social media (Alamsyah, 2023).

The menu is typical for Fran Coffee with a different aroma compared to the aroma of coffee in other places of marketing (Shaddiq et al., 2021). Usually visitors to Fran Coffee from teenagers to adults. This cafe is usually a place for those who like to hang out and play games with friends or family (Setiawan, 2023).

During the development of Fran Coffee, sales fluctuations occurred. According to Kotler and Keller (2012), consumer purchase decisions are the final decisions of individuals and households who buy goods and services for personal consumption. Consumers who visit have decreased so that the number of sales of Fran Coffee products has also decreased (Wijaya et al., 2021). The problem that Fran Coffee faces is the lack of menu choices for food or drinks. Plus the choice of types of food offered is also limited (Kabul, 2023). Then consumers decide not to come to Fran Coffee because further problems with Fran Coffee, namely the availability of an incomplete menu, besides that consumers prefer to come at night to Fran Coffee, so that it is suspected to be the cause of reduced purchase decisions, consumers sometimes order more than 1 type of food or drinks at Fran Coffee.

The following is a table of food and beverage sales data at Fran Coffee in 2016-2020:

Table 1. Food and Beverage Sales Data at Fran Coffee in Pekanbaru

No	Year	Target (IDR)	Realization (Rp)	Percentage
1	2016	324,672,000	169,956,000	52
2	2017	324,672,000	326,358,000	100.5
3	2018	1,105,950,000	1,116,582,000	101
4	2019	1,105,950,000	1,021,174,000	92
5	2020	1,105,950,000	903,309,000	81
6	2021	1,105,950,000	880,442,000	79.6

Source: Fran Coffee, 2021

Based on table 1, it shows that sales of food and beverages at Fran Coffee in Pekanbaru have decreased. In the last 5 years it has tended to be unstable, in 2016 Fran Coffee sales did not reach the target, which means that there is still a need for improvement in terms of sales at Fran Coffee then in 2017 reaching the sales target, this can be maintained by Fran Coffee so that in the following year it can reach the target, and the highest sales were in 2018, then in 2019 sales decreased due to the absence of events such as live music resulting in reduced consumer attraction to visit. recommended by the government.

This research also conducted a pre-survey of 26 respondents with the aim of knowing consumer ratings of Fran Coffee. The pre-survey results are presented as follows:

Table 2. Food and Beverage Sales Data at Fran Coffee in Pekanbaru

No	Question	Answer		
		Yes	No	Possible
1	Are you know Fran Coffee through Friend, family, neighbor?	57.7%	26.9%	15.4%
2	Are you know Fran Coffee through Instagram?	30.7%	53.8%	15.4%
3	Did you get a coupon, piece price, And package price by Fran Coffee?	80.7%	19.3%	

Source: Fran Coffee, 2021

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From the results of the pre-survey, it can be seen from the first question that quite a lot of consumers know about Fran Coffee through friends, family, neighbors, even though word of mouth about Fran Coffee is considered good by consumers. It is suspected that there are other factors that influence consumers to know about Fran Coffee. Then the second question can be seen that 30.7% of the respondents said that they knew Fran Coffee through Instagram, allegedly the respondents felt the sales promotion on Instagram was not good. Furthermore, for the third question, it can be seen that there were still some respondents who did not get coupons, price discounts, price packages of 19.3%, this was because the promotions carried out by Fran Coffee were not optimal and comprehensive.

At Fran Coffee, word of mouth will attract new potential customers to purchase a product/service they have heard of from other people, both from family, colleagues, and people they have just met when purchasing the product/service. When a potential customer already knows the ins and outs of the product or service that will be used through the promotions offered or through word of mouth, then this potential customer will think about the causes and effects first, Fran Coffee also often promotes by holding online game tournaments (Yusri & Yahya, 2023). Positive and negative impressions will be further evaluated before finally deciding whether the product/service will be purchased or not. The problem with Fran Coffee is that it is less active in responding to complaints or responses given by consumers, therefore word of mouth does not run smoothly (Chartady, 2023).

In addition to word of mouth, there is a sales promotion strategy to attract consumer purchase decisions (Azwar et al., 2022), Fran Coffee conducts sales promotions with various sales promotion tools, such as; discounts, vouchers, contests or competitions, and cross-selling promotions with various companies, brands and events in Pekanbaru. According to Kotler and Keller (2012) sales promotions are various short-term incentives to encourage trial or purchase of products or services including consumer promotions (such as samples, coupons and premiums), trade promotions (such as advertisements and display allowances), and business and sales force promotions (contests for salespeople). Sales promotion at Fran Coffee uses a strategy by giving coupons; this is considered a good promotional strategy because it can be applied directly to consumers (Alhempri, 2023). Coupons provide support to companies and encourage consumers to make purchase decisions in buying products. Price discounts are a strategy that can make customers think positively about a product, this is what is done at Fran Coffee, when consumers receive a price discount, the consumer will be happy, this can be a long-term benefit for the company, and problems in giving price packages to consumers Fran Coffee is like when consumers buy food (Norrahmiati & Suharto, 2023).

The Sales Promotion used by Fran Coffee only uses Instagram and the website; from 2016 to 2020 Fran Coffee only uses Instagram and the website. Furthermore, in carrying out promotions, the owner of Fran Coffee issues a policy on the number of promotions such as coupons, price discounts, price packages. But in reality it was not implemented properly so that the promotion carried out by Fran Coffee could not hit the target of the promotion. Even so, Fran Coffee sometimes updates consumer experience stories on his Instagram page (Shaddiq & Irgan, 2023).

For image and visual quality, social media and the Fran Coffee website provide an attractive appearance. Fran Coffee also provides free vouchers to its followers or followers on Instagram and the website as an attraction for consumers who have never visited Fran Coffee. Fran Coffee also



provides attractive discounts on holidays and national holidays. There have been many promotions that have been carried out by Fran Coffee but have not been able to increase their sales.

LITERATURE REVIEW

Word of Mouth

Word of mouth is a marketing activity in providing information on a product or service from one consumer to another to discuss, promote and want to sell a brand to others (Priansa, 2017). With the following indicators, (1) Talkers, (2) Topics, (3) Tools, (4) Taking Part, (5) Tracking (Sernovirtz, 2012).

Sales Promotion

Sales promotions are a variety of short-term incentives to encourage purchase of a product or service, including consumer promotions (such as samples, coupons and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (such as contests) (Kotler and Keller, 2012). With the following indicators, (1) Frequency of Promotion, (2) Quality of Promotion, (3) Quantity of Promotion, (4) Time of Promotion, (5) Determination or Suitability of Promotion Targets.

Purchase Decision

Purchase decisions made by consumers or purchases are also influenced by habits (Priansa, 2017). Buying habits include when the purchase is made, in the amount of goods purchased and where the purchase is made. With the following indicators, (1) Product Selection, (2) Brand Maintainers, (3) Purchase Channels, (4) Purchase Timing, (5) Purchase Amount (Priansa, 2017).

HYPOTHESIS DEVELOPMENT

The Effect of Word of Mouth on Purchase decisions

Word of mouth as one of the relatively old marketing communications has had a lot of impact on consumer purchase decisions. Several previous studies have confirmed the importance of positive word of mouth on consumer purchase decisions. A study conducted by Ulum (2023) found that word of mouth has a significant effect on purchase decisions. In another study conducted by Fauzen & Sari (2023) it shows that word of mouth has a significant effect on purchase decisions. Subsequent studies conducted by Nasrullah & Busman (2023) found that word of mouth has a significant effect on purchase decisions. Another study conducted by Wahyudi, et al (2023) found that word of mouth has a significant effect on purchase decisions. The last study conducted by Natalina, et al (2023) also confirmed the importance of word of mouth in consumer purchase decisions.

H1: Word of Mouth has a positive effect on purchase decisions at Fran Coffee Pekanbaru.

The Effect of Sales Promotion on Purchase decisions

Sales promotion is an effort made by marketers to increase product sales. Several previous studies have confirmed the urgency of sales promotion in consumer purchase decisions. A study conducted

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by Julianto & Rodhiah (2023) found that sales promotion has a significant effect on purchase decisions. In a subsequent study conducted by Mawarni & Muzammil (2023) found that sales promotion had a significant effect on purchase decisions. Another study conducted by Soeswoyo & Amalia (2023) found that sales promotion has a significant effect on purchase decisions. The last study conducted by Helmi, et al (2022) confirmed the importance of sales promotion in increasing consumer purchase decisions.

H2: Sales promotion has a positive effect on purchase decisions at Fran Coffee Pekanbaru.

The Effect of Word of Mouth and Sales Promotion on Purchase decisions

Several recent studies have confirmed the importance of word of mouth and sales promotion on purchase decisions. In a study conducted by Ratu, et al (2022) found that word of mouth and sales promotion had a significant effect on purchase decisions. Another study conducted by Wangsa, et al (2022) found that word of mouth and sales promotion had a significant effect on purchase decisions. In another study conducted by Makin & Setiyawan (2023) found that word of mouth and sales promotion had a significant effect on purchase decisions. The last study conducted by Ulum (2023) found that word of mouth and sales promotion had a significant effect on purchase decisions.

H3: Word of mouth and sales promotion have a positive effect on purchase decisions at Fran Coffee Pekanbaru.

RESEARCH MODEL

The model in this study is used to describe the relationship between research variables. The model in this study is as shown in Figure 1 below.

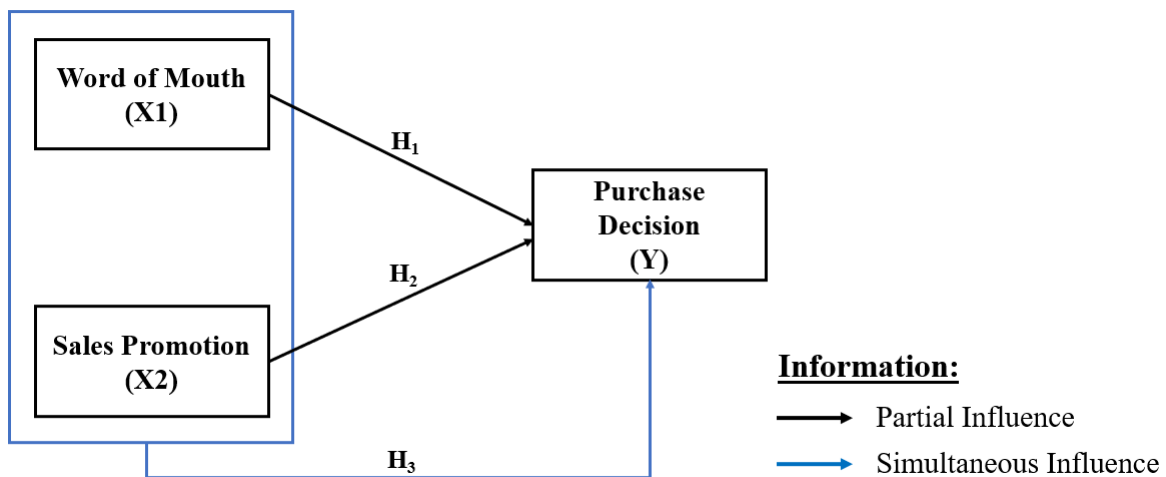


Figure 1. Research Model

RESEARCH METHODOLOGY

The variables in this study consist of two variables. The first variable is the independent variable, namely Word of Mouth and Sales Promotion. The second variable is the dependent variable, namely Purchase Decision. Wibisono, (2013) describes the notion of population as "a complete set of entities which may consist of people, events, or objects, which have a number of common



characteristics". The population in this study are Fran Coffee consumers in Pekanbaru, whose number is unknown. Samples are several members selected from the population (Wibisono, 2013). The sample used is consumers at Fran Coffee in Pekanbaru. To determine the sample used, the researcher uses a non-probability sampling technique, a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sampling method is using accidental sampling, which is a sampling technique based on coincidence, that is, anyone who accidentally or accidentally meets the researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source. From the calculations, the results obtained for the number of samples in this study were 97 respondents in the study, namely consumers from Fran Coffee in Pekanbaru. Silaen (2018) sample selection was carried out using an accidental sampling technique where the researcher took a sample of anyone who was at the place or met by chance as a sample that was deemed suitable as a data source. The research method used in this study is a quantitative method with associative and causal research types, namely a research question that asks the relationship between two or more variables, where the independent and dependent variables (Sugiyono, 2017).

RESULTS AND DISCUSSION

Hypothesis Test Results

T Statistical Test (Partial Test)

The t-statistical test shows how much influence between variables in the study partially (Ghozali, 2018). The level of significance used is 0.05 (5%).

Table 4. Results of t-test (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.144	3,905		1,317	.191
Word of Mouth (X_1)	.694	.111	.650	6,240	.000
Sales Promotion (X_2)	.177	.102	.180	1,725	.088

a. Dependent Variable: Purchase Decision (Y)

Source: Primary Data Processed (2023)

Based on table 4, it shows that word of mouth (X_1) has a significant effect on purchase decision (Y) with a significant level of 0.000 which is smaller than 0.05 (5%). Sales promotion (X_2) has no significant effect on purchase decisions (Y) with a significance level of 0.088 which is greater than 0.05 (5%).

F Statistical Test (Simultaneous Test)

The F-statistic test shows how much influence the independent variables have in simultaneous research (Ghozali, 2018). The significance level used was 0.05 (5%).

Table 4. Results of t-test (Partial Test)

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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17953.796	2	8976898	4,314	000 ^b
	residual	10008.163	94	106,470		
	Total	27961959	96			

a. dependent Variables: Purchase Decision

b. Predictors: (Constant), Sales Promotion, Word of Mouth

Source: Primary Data Processed (2023)

Based on table 5 above, it is known that the calculated F is 84.314 with a significance of 0.000. F statistic table is 3.09. Thus it is known that F count (84.314) > F table (3.09) with Sig. (0.000) < (0.05). This means that simultaneously *word of mouth* and sales promotion have a significant influence on purchase decisions of Fran coffee in Pekanbaru.

R Square Test Results (Coefficient of Determination)

Table 5. R Square Test Results (Coefficient of Determination)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.642	.634	10.318

a. Predictors: (Constant), Word of Mouth (X_1), Sales Promotion (X_2)

Source: Data processed (2023)

Based on table 6, shows the ability of the model in the study of 0.634. This shows that the ability of word of mouth (X_1) and sales promotion (X_2) variables on purchase decisions (Y) can be explained by 63.4%. While the remaining 36.6% is explained by variables outside this study.

Discussion

1. The Effect of Word of Mouth on Purchase Decisions

The results of the partial test or t-test show that word of mouth has a significant effect on purchase decisions. This is proven from the results of statistical hypothesis testing where the significance value is 0.000 or less than the significance level of 0.05 (5%), meaning that the word of mouth variable has a significant effect on the purchase decision variable. From the research that has been done, it can be concluded based on the analysis of variables and word of mouth indicators that the average value of the lowest indicator is in the statement of information about Fran Coffee which can be seen on the Fran Coffee website. This is due to the lack of attention to the participation of cafe owners in answering questions about the product. This research is in line with research conducted by Ulum (2023) found that word of mouth has a significant effect on purchase decisions. In another study conducted by Fauzen & Sari (2023) it shows that word of mouth has a significant effect on purchase decisions. Subsequent studies conducted by Nasrullah & Busman (2023) found that word of mouth has a significant effect on purchase decisions. Another study conducted by Wahyudi, et al (2023) found that word of mouth has a significant effect on purchase decisions. The last study conducted by Natalina, et al (2023) also confirmed the importance of word of mouth in consumer purchase decisions.

2. Effect of Sales Promotion on Purchase Decisions

The results of the partial test or t-test show that sales promotion has no significant effect on purchasing decisions. This is evidenced from the results of statistical hypothesis testing where the



significance value is 0.088 or greater than the significance level of 0.05 (5%), meaning that sales promotion has no significant effect on purchasing decisions. Building a sales promotion is a must for companies to introduce and disseminate product information to prospective buyers. These sales promotion activities increase the recognition of products by many people and increase sales so that they have an impact on purchasing decisions (Supardin, et al, 2022; Sjukun, et al, 2022; Indratno & Supardin, 2022). The findings from this study are not in line with the results of previous research conducted by Julianto & Rodhiah (2023) found that sales promotion has a significant effect on purchase decisions. In a subsequent study conducted by Mawarni & Muzammil (2023) found that sales promotion had a significant effect on purchase decisions. Another study conducted by Soeswoyo & Amalia (2023) found that sales promotion has a significant effect on purchase decisions. The last study conducted by Helmi, et al (2022) confirmed the importance of sales promotion in increasing consumer purchasing decisions.

3. The Effect of Word of Mouth and Sales Promotion on Purchase Decisions

The results of the simultaneous test or F test show that word of mouth and sales promotions have a significant effect on purchasing decisions. This is proven from the results of statistical hypothesis testing where the significance value is 0.000 or less than the significance level of 0.05 (5%), meaning that word of mouth and sales promotion variables have a significant effect on the purchasing decision variable. Positive word of mouth can be a powerful marketing tool in reaching potential customers and at the same time is a free promotion carried out by customers to potential customers (Indratno, et al, 2021; Supardin, et al, 2022; Supardin, et al, 2018). While sales promotion is an effort made by marketers in promoting their products to consumers to increase product sales (Supardin, 2022; Rokhmawati, et al, 2022). This research is in line with research conducted by Ratu, et al (2022) found that word of mouth and sales promotion had a significant effect on purchase decisions. Another study conducted by Wangsa, et al (2022) found that word of mouth and sales promotion had a significant effect on purchase decisions. In another study conducted by Makin & Setiyawan (2023) found that word of mouth and sales promotion had a significant effect on purchase decisions. The last study conducted by Ulum (2023) found that word of mouth and sales promotion had a significant effect on purchase decisions.

CONCLUSION

Based on the results of research and discussion of the effect of word of mouth and sales promotion on purchase decisions at Fran Coffee Pekanbaru, it can be concluded several things as follows:

1. Word of mouth has a significant effect on purchase decisions at Fran Coffee Pekanbaru.
2. Sales promotions has no significant effect on purchase decisions at Fran Coffee Pekanbaru.
3. Word of mouth and sales promotion has a significant effect on purchase decisions at Fran Coffee Pekanbaru.

SUGGESTION

Based on the results of research and discussion of the effect of word of mouth and sales promotion on purchase decisions at Fran Coffee Pekanbaru, the following suggestions can be given:

1. Based on the findings of this study, Fran Coffe Pekanbaru should increase its sales promotions in order to increase consumer purchase decisions, because based on the results of

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this study, sales promotions from Fran Coffe Pekanbaru have not been effective in increasing consumer purchase decisions.

2. Researchers also suggest that marketers can give good attention to word of mouth and sales promotion in stimulating consumers so that the products offered are crossed by consumers and increase product sales.

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