

The Effect of Word of Mouth, Advertising Using Selebgram, and Paid Promote on Purchase Decisions at Ayam Geprek MangSoetta Gresik

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Word of Mouth (WOM), iklan menggunakan Selebgram, dan Paid Promote terhadap keputusan pembelian di Ayam Geprek Mang Soetta (AGMS) Gresik. Pemasaran yang efektif merupakan salah satu kunci keberhasilan sebuah bisnis. Untuk itu penelitian ini dilakukan untuk mengetahui beberapa variabel terkait dengan pemasaran dan keputusan pembelian. Jenis penelitian ini adalah penelitian Kuantitatif. Menggunakan metode kuesioner dengan teknik sampling incidental dan dengan sampel 100 konsumen AGMS Gresik. Pengujian menggunakan metode SPSS. Hasil menunjukkan bahwa Word of Mouth (WOM), iklan menggunakan Selebgram, dan Paid Promote memiliki pengaruh positif terhadap keputusan pembelian di Ayam Geprek Mang Soetta Gresik.

Kata Kunci: *Word of Mouth, iklan, Selebgram, Paid Promote, Keputusan Pembelian*

ABSTRACT

This study aims to determine the effect of Word of Mouth (WOM), advertising using Selebgram, dan Paid Promote to purchasing decision at Ayam Geprek Mang Soetta Gresik. Effective marketing is one of the keys to the success of a business. For this reason, this study was conducted to determine several variables related to marketing and purchasing decisions. This type of research is quantitative research. Using a questionnaire method with incidental sampling techniques and with a sample of 100 consumers of AGMS Gresik. Testing using the SPSS method. The results show that word of mouth (WOM), advertising using Selebgram, and paid promotion have a positive influence on purchasing decisions at Ayam Geprek Mang Soetta Gresik.

Key words: *Word of Mouth, advertising, Selebgram, Paid Promote, Purchase Decision*

INTRODUCTION

Kotler & Armstrong (2019) the purchase decision is the stage of the buyer's decision-making process where the consumer actually makes a purchase. According to Schiffman and Kanuk (2019) a purchase decision is defined as a choice of two or more alternative choices. Mowen and Minor (2002:7) suggest that consumer decisions are influenced by consumer involvement and their trust. The buying process begins when a person realizes his or her needs. The person begins to realize

the difference between his current state and the desired state. A person's buying behavior can be said to be unique, because everyone's attitude towards objects is different, besides that consumers come from various segments so that what they want and need is also different (Heruwati, 2010). The higher the consumer is involved in the search for product information, the greater the incentive for consumers to make a purchase.

This study selects objects with company criteria that have used word of mouth celebrity and paid promote as a means of business marketing. The next criteria are companies that already have achievements both at the local and national levels, so that the data obtained are diverse and interesting. For that we decided to choose a brand with the above criteria, namely Ayam Geprek Mang Soetta (hereinafter AGMS) Gresik which is under the auspices of PT. Indonesia Blessing Culinary. AGMS was founded in 2017. Until now, it has more than 10 outlets and 3 brands spread across three regions, namely Surabaya Gresik and Sidoarjo. In addition, the products offered have affordable prices for many people, making AGMS has its own competitive advantage against businesses with similar products.

Table 1: Online and Offline Sales Data in 2019

| Bulan | 2019 | |
|--------------|----------------------|--------------------|
| | Online | offline |
| Januari | 84.880.000 | 81.120.000 |
| Februari | 73.350.000 | 89.650.000 |
| Maret | 82.220.000 | 84.780.000 |
| April | 87.532.700 | 80.697.300 |
| Mei | 95.260.122 | 96.740.108 |
| Juni | 90.630.490 | 95.970.401 |
| Juli | 98.260.000 | 81.490.000 |
| Agustus | 94.795.521 | 76.530.348 |
| September | 107.255.551 | 80.635.214 |
| Oktober | 106.849.580 | 69.359.420 |
| November | 104.776.580 | 79.789.420 |
| Desember | 103.370.275 | 80.030.225 |
| Total | 1.129.180.819 | 996.792.436 |

Based on table 1 at AGMS official outlets located throughout the Gresik area. Several achievements have been achieved by AGMS, which can indirectly measure how enthusiastic consumers are about the product. In the online field, AGMS has won the 2018 Gojek Awards, in terms of online sales, beating other big brands that have long existed in the Food And Beverage business

The phenomenon that exists in doing marketing is that there is no measurable pattern based on data on the majority of brands that use it, especially the SME (Small and Medium Enterprises) scale. Usually they only do marketing in a way and content that they think is good, but not necessarily in accordance with the wishes of potential consumers. Patterns that are carried out in this way become ineffective and seem to be trial and error. The above background is the reason for researchers to conduct a study entitled "The Effect of Word of Mouth, Advertising Using Celebrities and Paid Promotes on Consumer Purchase Decisions for Ayam Geprek MangSoetta Gresik".

LITERATURE REVIEW

Word Of Mouth

Other people talk about a product to be part of the consumer's consideration to choose a product. Alternative evaluation is done by consumers when they will make a purchase decision with the most interesting word of mouth. Consumers tend to trust the judgments of others in assessing a product compared to advertising. Stories and experiences of someone using a product sound interesting and can influence listeners to try the product. Sumardy et al. (2011) stated that no matter the company is small or large, word-of-mouth communication remains a marketing practice that dominates consumer purchasing decisions for any product. This statement is in line with research conducted by Onbee Marketing Research in collaboration with SWA Magazine (2009) proving that the level of WOM conversation (telling back to others) is 85%

and makes WOM a source of information to change their decisions.

H1: The word of mouth variable has a positive effect on purchase decision

Advertising

Advertising using Selebgram is as all individuals who enjoy public recognition and use this recognition for the benefit of consumer products by appearing with these products in one advertisement. The more often promotions through advertising stars are carried out, the more consumers will be interested in making purchasing decisions. This is evidenced by Herdiani's research (2013: 43) which also finds that advertising variables using Selebgram have a significant effect on purchasing decisions. Thus it turns out that people in using the product do not see the image or brand image itself but are affected by the program..

H2: The advertising variable has a positive effect on purchase decision.

Paid Promote

The effect of Paid Promote on purchasing decisions is explained by Advertising Exposure Theory. This theory says that the more often advertisements appear will affect consumer attitudes towards a product and is followed by external factors. Social media and reference groups are inseparable. People will communicate and share information with their surroundings, groups of friends, and families. The field of advertising will make the public will be influenced by social media and reference groups in doing online shopping. The intensity of advertising on Paid Promote accounts that have good credibility and followers will cause consumers to be interested in making purchases followed by the influence of information from reference groups. This theory reveals that exposure to advertising can create a good or bad impression of the surrounding environment or reference group which ultimately affects the purchasing decision-making process (Batra, et al 1996).

H3 : The paid promote has a positive effect on purchase decision.

METHOD

The approach used in this research is a quantitative approach. Locations in this study were carried out at all GeprekMangSoetta Chicken outlets Gresik, East Java. The population in this study were the consumers of GeprekMangSoetta Chicken at Gresik outlets. In this study, sampling used a sampling technique with non-probability sampling technique. used in this study is 10% of the subject or a number of 100 respondents. In this study, the type of data used by the researcher is primary data, the data obtained from the results of the questionnaire answers from the respondents. The respondents referred to here are the consumers of AyamGeprekMangSoetta in all Gresik outlets, both online and offline sources. In this study, the data collection technique used was the questionnaire method (questionnaire). This method uses multiple linear regression analysis which will later be processed using the SPSS program.

RESULTS

The Word of Mouth on Purchase Decision

The results of this study indicate that word of mouth has a positive and significant influence on purchasing decisions, positive direction means that the higher the word of mouth, the higher the purchase decision, this proves that word of mouth is one of the factors that influence purchasing decisions.

The Effect of Advertising Using Selebgram on Purchase Decision

The results of this study indicate that advertisements using celebgrams have a positive and significant influence on purchasing decisions, a positive direction means that the better advertisements use celebgrams, the higher the purchasing decisions, this proves that advertisements using celebgrams are one of the factors that influence purchasing decisions.

The Effect of Paid Promote on Purchase Decision

The results of this study indicate that paid promote has a positive and significant influence on purchasing decisions, a positive direction means that the higher the paid promote the higher the purchase decision, this proves that paid promote is one of the factors that influence purchasing decisions.

CONCLUSION

Based on the results of the discussion and interpretation of the results, it can be concluded as follows: 1) Word of mouth has a significant influence on purchasing decisions AGMS Gresik. 2) Advertising using Selebgram has a significant influence on purchasing decisions of AGMS Gresik, 3) Paid promote has a significant influence on purchasing decisions of AGMS Gresik.

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