



## The Influence Of Word Of Mouth And Location On Consumer Purchase Interest At The Arinda Tempe Factory Mekarsari Village Kadipaten District Majalengka Regency

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### | ABSTRACT

This research aims to analyze the influence of word of mouth and location on consumer buying interest at the Arinda tempe factory, Mekarsari Village, Kadipaten District, Majalengka Regency, either simultaneously or partially. In this research the independent variables are word of mouth (X1) and location (X2) while the dividend variable is consumer buying interest (Y).

The technique used in sampling is non-probability sampling. The type of data used in this research is primary data. Data collection techniques use questionnaires. The data analysis techniques used in this research are classical assumption test analysis, multiple linear regression, and hypothesis testing (t test and F test).

The results of research processed using the SPSS Version 24.00 for Windows program show that the R Square value is 0.613, meaning 61.3%. The consumer buying interest variable can be explained by the independent variables in word of mouth and location research while the remaining 38.7% is explained by the variable others that were not studied or were not included in this regression model. The results of the simultaneous test (F Test) show a significance value of  $0.000 < 0.05$ , word of mouth (X1) and location (X2) simultaneously have a positive and significant effect on consumer buying interest (Y) in shopping at the Arinda tempe factory, Mekarsari Village, Kadipaten District Majalengka Regency. The results of the partial test (T Test) show that the significance value of word of mouth (X1) is  $0.002 < 0.05$ , the calculated t value is  $3.210 > t$  table 1.66105, meaning that word of mouth has a positive and significant effect on consumer buying interest (Y), the significant value is location (X2)  $0.000 < 0.05$  t value  $5.855 < t$  table 1.66105 meaning that location has a positive and significant effect on consumer buying interest (Y) in shopping at the Arinda tempe factory, Mekarsari Village, Kadipaten District, Majalengka Regency.

### | KEYWORDS

*Word of Mouth; Location; Buying Interest*

## I. INTRODUCTION

Marketers are obligated to understand consumer behavior, understand their needs, preferences, and how they make decisions. This allows marketers to produce goods and service that meet consumer needs. A deep understanding of consumers will enable marketers/manufacturers to influence consumer decisions.

Fierce competition demands that entrepreneurs determine the right course of action, specifically meeting the ever-changing needs of consumers. An increasingly dynamic market requires businesses to continually improvise and innovate to acquire, retain, and expand their customer base.

One strategy to maintain consumer purchasing interest is word of mouth, which has always been an interesting phenomenon for the public and is commonly referred to as word-of-mouth promotion. Word of mouth tends to be more difficult to control because most people talk about negative things more often than positive things. Richins in Walker and Mullins (2010:201) argues that people are more likely to communicate negatively to more people than positive communication. However, positive word of mouth is much more convincing than advertising because customers who are satisfied with the product or service they use will be more convincing to others than any other type of advertising.

Word of mouth or word of mouth communication is now effective because of the rapid development of technology and makes it easy for consumers to discuss a product, not only when face to face, word of mouth also occurs through the internet, through social networks or social media such as Instagram, Twitter, Facebook and other social media that enable word of mouth. Ultimately, technology is faster to convey communication than spoken language. According to Sangadji and Sopiah (2013:76), because services have a high quality of experience and trust, the risk in purchasing them will be greater. This has several consequences where consumers of services generally rely on word of mouth rather than advertising.

Besides word-of-mouth promotion, location plays a significant role in consumer purchasing interest. Business location is one of the most important factors supporting a business's activities. Entrepreneurs, whether manufacturing or service businesses, are expected to carefully consider where to locate their operations. Determining a business location is crucial for a company, as it will impact its long-term survival.

Choosing the wrong location can create problems for the business being established. For example, if you're planning to build a restaurant, it's important to know where to build it. We've seen many restaurants converted into car showrooms because their locations weren't favorable, and many cafes have closed down due to poor location and were eventually converted into beauty salons.

A company's location choice fundamentally impacts its overall risks and profits. Therefore, location significantly impacts both fixed and variable costs, both in the medium and long term. Differences in a company's success, as well as its strengths and weaknesses, are often influenced by location choice. Therefore, the location chosen must have strategic value and be part of the company's long-term policy.

Choosing a location means avoiding as many negative aspects as possible with the most positive factors. Basically, the decision to choose a location often depends on the type of business to be run. For industrial location decisions, the strategy typically focuses on minimizing costs. In contrast, for service organizations, the strategy focuses on maximizing revenue. However, business location selection generally has the same goal: maximizing profits for the company.

In addition to the factors mentioned above, urban areas are the primary choice when selecting a location, as these areas have a high population density. Businesses located in densely populated areas have a greater chance of attracting consumer attention and ultimately creating a purchase intention. Service businesses should be more engaged with their customers to provide superior customer service.

The Arinda tempe factory, located in Mekarsari Village, Kadipaten District, Majalengka Regency, is well-known among the people of Majalengka. The tempe produced by this factory is halal and safe for consumption by various groups of people. This factory has been able to maintain its existence amidst the increasingly fierce business competition in Majalengka Regency, even further demonstrating its ability to continue to grow rapidly. This proves that a tempe factory engaged in a business that deals directly with consumers is able to meet the expectations and needs of its consumers, by implementing strategies such as lower prices and good product quality, improving the quality of the products produced to meet consumer needs so as to maintain the success achieved, as has been done by the Arinda tempe factory to date.

An interesting fact in this study lies in the marketing strategy carried out by the factory. Arinda tempe is related to Word of Mouth and Location. The Arinda tempe factory uses a traditional Word of Mouth marketing strategy. This Word of Mouth strategy has been implemented since the beginning of the business until now. Although in this millennial era, many convection businesses use social media as a promotional strategy, including Instagram, Facebook, Shoppe, Tokopedia, and other social media platforms, this does not prevent the Arinda tempe factory from using social media as a promotional strategy. Furthermore, location is an interesting factor to examine in terms of marketing. The Arinda tempe factory is located in a less strategic location, difficult to find, and located in a residential complex. However, strangely, this business remains busy with customers.

There are several previous studies that were used as references by researchers in compiling or conducting this research, which were used to then compare whether the results obtained were the same or not with those that researchers had done. According to Pangenggar, (2016) shows that there is a significant influence between

Word Of Mouth and location on consumer purchasing interest at “Warung Kopi Tunjang Cafe and Restaurant” Semarang. Furthermore, according to Puspitasari, Eka & Nailis (2018) also shows that there is a significant influence between location and Word Of Mouth on consumer purchasing interest at Dermaga Point Cafe. According to Pratiwi’s research (2017) also shows that there is a significant influence between Word Of Mouth and location and consumer purchasing interest at Boardgame Lounge Smart Cafe Pekanbaru.

Based on the background of this problem, the author is interested in conducting research with the title “The Influence of Word of Mouth and Location on Consumer Purchase Interest at the Arinda Tempe Factory, Mekarsari Village, Kadipaten District, Majalengka Regency”. This research is expected to enrich the study of marketing management science, especially those related to consumer behavior, word of mouth and business location on consumer purchasing interest. This research can also be an illustration and reference for tempe business actors or similar businesses in understanding the importance of word of mouth communication and choosing a strategic business location to attract consumer purchasing interest. In addition, this research can also be used as a reference or reference material for students and other researchers who will conduct similar research, and can be a basis for developing further research by adding other variables that influence consumer purchasing interest.

## **II. METHODOLOGY**

The method used in this study is descriptive and verification. This descriptive study aims to determine the overall picture of Word of Mouth, location and consumer purchasing interest at the Arinda Tempe Factory, Mekarsari Village, Kadipaten District, Majalengka Regency. This method is also used to test the influence or form of causal relationship of the problem being investigated or proposed in the hypothesis. The verification method is used to answer the problem formulation, namely to find out the extent of the influence of Word of Mouth and location on consumer purchasing interest at the Arinda Tempe Factory, Mekarsari Village, Kadipaten District, Majalengka Regency.

The population to be studied is the customers of the Arinda Tempe Factory in Mekarsari Village, Kadipaten District, Majalengka Regency, whose exact number is unknown. The number of samples used in this study was 96. The sampling technique in this study used the occidental sampling technique, where the sampling technique is based on chance, that is, anyone who meets the resercher can be used as a sample, if the person they meet is considered suitable as a data source.

The appropriate data collection method used in this research is the documentation method. Documentation is investigating past data records. There are two forms of documentation collection, the first is written documentation (printed) which consists of books, magazines, documents, regulations, meeting minutes, diaries, journals, articles, theses, and reports and the second is electronic documentation (nonprinted).

Data analysis techniques in this study include normality tests and hypothesis tests consisting of multiple regression coefficient tests, correlation coefficient tests,  $R^2$  model tests (determination coefficients), t tests (partial tests) and F tests (simultaneous).

## **III. RESULTS AND DISCUSSION**

### **3.1 Descriptive Test Results**

Based on the scoring results, the word of mouth at the Arinda Tempe Factory in Mekarsari Village, Kadipaten District, Majalengka Regency, with a total score of 75.56%, is in the good category. This condition gives the impression that word of mouth is perceived well by respondents, especially consumers of the Arinda Tempe Factory in Mekarsari Village, Kadipaten District, Majalengka Regency.

Based on the scoring results, the Arinda Tempe Factory in Mekarsari Village, Kadipaten District, Majalengka Regency, scored a total of 76.77% in the good category. This means that the Arinda Tempe Factory in Mekarsari Village, Kadipaten District, Majalengka Regency, has been rated well by its consumers.

Based on the scoring results, it shows that the purchasing interest of consumers at the Arinda Tempe Factory in Mekarsari Village, Kadipaten District, Majalengka Regency, with a total score of 80.10% is in the good category. This means that consumers at the Arinda Tempe Factory in Mekarsari Village, Kadipaten District, Majalengka Regency are interested in making purchases.

### **3.2 Normality Test Results**

Results of the Normality Test of Research Variable Instruments

**Table 1. One-Sample Kolmogorov-Smirnov Test**

		Word Of Mouth	Location	Purchase Interest
N		96	96	96
Normal Parameters <sup>a,b</sup>	Mean	22.8125	30.7083	15.3854
	Std. Deviation	2.53528	4.15468	1.88830
Most Extreme Differences	Absolute	.150	.168	.154
	Positive	.147	.093	.154
	Negative	-.150	-.168	-.137
Test Statistic		.150	.168	.154
Asymp. Sig. (2-tailed)		.115 <sup>a</sup>	.258 <sup>a</sup>	.104 <sup>a</sup>

a. Test distribution is Normal.

b. Calculated from data.

Based on the results of the normality test presented in Table 4.27, it can be seen that the significance value of the research variables is greater than  $\alpha = 0,05$ , namely 0.155 for the word of mouth variable, 0.258 for the location variable, and 0.104 for the purchase intention variable. Thus, it can be concluded that the three research variables are normally distributed and can be analyzed further.

### 3.3 Partial Correlation Coefficient Test Results

Calculations using SPSS Version 25 for Windows produced the following results :

**Table 2. Correlations**

		Word Of Mouth	Location	Purchase Interest
Word Of Mouth	Pearson Correlation	1	.717**	.686**
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Location	Pearson Correlation	.717**	1	.755**
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Purchase Interest	Pearson Correlation	.686**	.755**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The results of the Pearson correlation calculation above can be interpreted as follows :

1. The relationship between word of mouth and consumer purchase intention is 0.686 and falls into the strong category. The positive direction of the relationship between word of mouth and consumer purchase intention indicates that an increase in word of mouth tends to be followed by an increase in consumer purchase intention.
2. The relationship between location and consumer purchasing interest is 0.755 and falls into the strong category. The positive direction of the relationship between location and consumer purchasing interest indicates that a good company location tends to be followed by an increase in consumer purchasing interest.

### 3.4 Results of Simultaneous Correlation Coefficient Test

Calculations using SPSS Version 25 for Windows produced the following results :

**Table 3. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 <sup>a</sup>	.613	.605	1.18717

a. Predictors: (Constant), Location, Word Of Mouth

The closeness of the relationship between the independent variables and the dependent variable simultaneously is shown by the R value of 0.895. This figure shows a strong closeness of the relationship between all independent variables X and the dependent variable Y.

**3.5 Linear Regression Test Results**

By using SPSS software, the following results were obtained :

**Table 4. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.772	1.115		2.487	.015
	Word Of Mouth	.221	.069	.297	3.210	.002
	Location	.246	.042	.542	5.855	.000

a. Dependent Variable: Purchase Interest

Through the results of data processing as described above, a prediction model can be formed for the variables word of mouth and location on consumer purchasing interest as follows :  $Y = 2,772 + 0,221X_1 + 0,246X_2$ .

**3.6 The Coefficient of Determination**

Calculations using the SPSS Version 24 for Windows program produced the following results :

**Table 5. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 <sup>a</sup>	.613	.605	1.18717

a. Predictors: (Constant), Location, Word Of Mouth

Based on the calculations and output table above, it is known that the joint influence of word of mouth and location on consumer purchasing interest is 0,613 or 61,3%, while the remaining 0,387 (1-R<sup>2</sup>) or 38,7% is the contribution of the influence of other factors that were not studied (epsilon).

**3.7 Hypothesis Test Results**

a. Simultaneous hypothesis testing

The statistical value of the F test can be seen from the following output table :

**Table 5. ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207.668	2	103.834	73.674	.000 <sup>b</sup>
	Residual	131.071	93	1.409		
	Total	338.740	95			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Location, Word Of Mouth

Based on the output table above, the  $F_{\text{count}}$  value is 73,674. This value will be compared with the  $F_{\text{table}}$  value with  $\alpha=0,05$ ,  $db1 = 2$  and  $db2 = 93$ , the  $F_{\text{table}}$  value is 3,09. From the values above, it is known that the  $F_{\text{count}}$  value ( $73,674 > F_{\text{table}}$  (3,09)), so  $H_0$  is rejected and  $H_a$  is accepted, meaning that word of mouth and location together have a positive and significant effect on consumer purchasing interest.

b. Partial Hypothesis Test

Based on the above, it is known that the  $t_{\text{count}}$  value for word of mouth is 3,210. This  $t_{\text{count}}$  value will be compared with the table value in the t-distribution table, with  $\alpha$  0,05 and df (n-k-1) 93 for 2-party testing, the  $t_{\text{table}}$  value is 1.66140. Because the  $t_{\text{count}}$  value (3,210) is greater than the  $t_{\text{table}}$  value (1.66140) and is in the  $H_0$  rejection area so that according to the hypothesis testing criteria,  $H_0$  is rejected and  $H_a$  is accepted, which means there is a positive and significant influence of word of mouth on consumer purchasing interest at the Arinda Tempe Factory, Mekarsari Village, Kadipaten District, Majalengka Regency.

Based on the above, it is known that the  $t_{\text{count}}$  value for location is 5,855. This  $t_{\text{count}}$  value will be compared with the table value in the t-distribution table, with  $\alpha$  0,05 and df (n-k-1) 93 for 2-party testing, the  $t_{\text{table}}$  value is 1.66140. Because the  $t_{\text{count}}$  value (5,855) is greater than the  $t_{\text{table}}$  value (1.66140) and is in the  $H_0$  rejection area, so that according to the hypothesis testing criteria,  $H_0$  is rejected and  $H_a$  is accepted, which means there is a positive and significant influence of location on consumer purchasing interest at the Arinda Tempe Factory, Mekarsari Village, Kadipaten District, Majalengka Regency.

#### IV. CONCLUSION

Based on the data analysis in the previous chapter, the following conclusions can be drawn :

- a. There is no difference between the expected population data and the data collected from the sample. From the sample calculations, the average word of mouth value is 75,56% of the expected criteria.
- b. There is no difference between the expected population and the data collected from the sample. From the sample calculation, the average location value is 76,77% of the expected criteria.
- c. There is no difference between the expected population data and the data collected from the sample. From the sample calculation, the average value of consumer purchasing interest is 80,10% of the expected criteria.
- d. There is a positive and significant influence of word of mouth on consumer purchasing interest at the Arinda Tempe Factory, Mekarsari Village, Kadipaten District, Majalengka Regency. Because the  $t_{\text{count}}$  value (3,210) is greater than the  $t_{\text{table}}$  value (1.66140) and is in the  $H_0$  rejection area.
- e. There is a positive and significant influence of location on consumer purchasing interest at the Arinda Tempe Factory, Mekarsari Village, Kadipaten District, Majalengka Regency. Because the  $t_{\text{count}}$  value (5,855) is greater than the  $t_{\text{table}}$  value (1.66140) and is in the  $H_0$  rejection area, so it is in accordance with the hypothesis testing criteria to reject  $H_0$  and accept  $H_a$ .
- f. Word of mouth and location together have a positive and significant influence on consumer purchasing interest. Because the  $F_{\text{count}}$  value ( $73,674 > F_{\text{table}}$  (3,09)), so  $H_0$  is rejected and  $H_a$  is accepted.

The results of this study imply that word of mouth and location are important factors to consider in increasing consumer purchasing interest. Managing positive word of mouth through improved product quality, good service and hamonious relationships with consumers can encourage consumers also plays a role in increasing interest and purchasing interest. Therefore, the results of this study can be used as a basis for consideration by the Arinda Tempe Factory in formulating a more effective and sustainable marketing strategy.

In addition to providing practical implications, this research also makes both theoretical and academic contributions. Theoretically, this research enriches the study of marketing management, particularly regarding the influence of word of mouth and location on consumer purchasing interest in small and medium enterprises in the traditional food industry. Academically, this research can serve as a reference for further research addressing similar variables or expanding research by adding other factors influencing consumer purchasing interest. Therefore, this research is expected to benefit not only the Arinda Tempe Factory but also

similar businesses, academics, and other relevant parties.

In order for this research to be more focused and not deviate from the problem being studied, the research limitation is that this research only discusses the influence of word of mouth and location as independent variables on consumer purchasing interest as the dependent variable, without involving other variables such as price, product quality, promotion or brand image. The research object is limited to the Arinda Tempe Factory located in Mekarsari Village, Kadipaten District, Majalengka Regency, so that the research results cannot be generalized widely to other types of businesses or areas. Further researchers are advised to expand the scope of the sample taken in the study, in order to obtain broader information regarding the matter to be studied.

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