

Product Quality influence, Word Of Mouth and Internet Marketing toward Purchasing Decisions (Study on Consumer Karakter Coffee Shop in Denpasar)

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ABSTRACT: *Purchasing decisions are the actions of consumers to decide on a desired product through several stages. The company markets its products, one of which is by using the Internet media. The purpose of this study is to discuss the effect of product quality, word of mouth, and internet marketing on purchasing decisions (a study of Consumers character of coffee shops in the city of Denpasar). This research was conducted by distributing questionnaires. The number of samples in this study were 70 respondents residing in the city of Denpasar, the which were determined using non-probability sampling methods and purposive sampling techniques. Respondents from this study were respondents who had already purchased products at the Coffee Coffee bar. The analysis technique used in this study is Multiple Linear Regression Analysis.*

KEYWORDS: *Product quality, Word Of Mouth, Internet Marketing. Buying decisions.*

I. INTRODUCTION

Trend demand for coffee continued to rise in Indonesia made the coffee shop business is increasing. Culinary business in the area of the coffee shop was expanded function where in the past the coffee shop just be the answer to people's need for consumption of coffee and socialize. Today the coffee shop accreting function as a place of employment support activities, and places to spend time. One very well-known coffee shop in Denpasar is Kedai Kopi characters.

Consumers in Bali who visited the coffee shop more characters are consumers coming from Denpasar because they are more familiar with modern lifestyles and purchasing power of the consumers better than any other city in Bali. Characters Coffee Coffee has several competitors that Jumpingstone Coffee, and Home Coffee. As social media is owned coffee shop like instagram karakterkopi character, twitter @karakterkopi.

Table 1. Pre Consumer Survey Character Coffee Shop

variables	Statement	answer		respondents
		+	-	
<i>Decision</i>	I sure do	8 = SS	12 = TS	20
<i>Purchase</i>	Purchases in shops			
	Coffee character as a very strategic location			
<i>Quality</i>	I feel	9 = SS	11 = TS	20
<i>Product</i>	Their hallmark			
	Interesting place			
	At the coffee shop character			
<i>Word of</i>	I invite friends	9 = SS		20
<i>Mouth</i>	Or family do	11 = S		
	Purchasing products in Character Coffee shop.			
<i>Internet</i>	Website and	11 = SS	2 = TS	20
<i>marketing</i>	Social media shop	7 = S		
	Coffee character makes me easy to get information about the products offered			

Based on the results of the pre-survey presented in Table 1, all respondents had ever made a purchase in the store character of Coffee and willing to make purchasing decisions in the store character of coffee. In this statement 8 of 20 respondents answered 8 strongly agree, and 12 people answered strongly disagree. Surely it indicates that the respondents have a low enough interest to make a purchase decision on Character Coffee shop. In this statement 9 out of 20 respondents agreed that they have a decision that is low on purchases in the store character of coffee is influenced by the quality of the products in shops Characters coffee itself with 11 respondents answered do not agree, and in this statement 9 respondents responded agreed and 11 respondents disagreed. It certainly shows that the effect of word of mouth in the tavern Coffee characters able to influence the purchasing decisions when seen in the results of this pre-survey. In this statement 7 of 20 respondents agree that they will be making purchasing decisions in the store character of coffee is due to the influence of Internet Marketing they feel when making a purchase at a store Characters Coffee with answer 11 respondents strongly agreed and 2 respondents did not agree.

Based on the results of pre-survey, consumers have a low purchasing decisions in the store character of coffee is based on the quality of the products they get. The low level of purchasing decisions in the store character of coffee may indicate poor Internet marketing given Character Coffee shop to consumers so that consumers have a low intention to make a purchase decision. As has been explained previously, product quality, word of mouth and Internet Marketing to be a factor that can influence consumer purchasing decisions, and these studies show consistent results.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Buying decision

Purchasing decisions is a process where consumers know the problem, look for information about products or brands and evaluates how well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2014: 21).

Product quality

Kotler and Armstrong (2015: 253) states that the quality of the product is the ability of a product to meet the needs of consumers

Word of Mouth

Kotler and Keller (2009: 254) argues that the Communication Word of Mouth (WOM) or word of mouth communication is a process of communication that the provision of good recommendations individually or in groups to a product or service that aims to provide personal information.

Internet Marketing

Kotler and Armstrong (2008: 237) states that internet marketing is the company's efforts to market products and services, and building customer relationships through the Internet.

Based on the review and assessment of previous research, it can be arranged hypothesis is as follows:

H1: Quality products significant positive effect on purchasing decisions,

H2: Word of Mouth positive and significant impact on purchasing decisions,

H3: Internet marketing positive and significant impact on purchasing decisions.

III. METHODS

The location of this research is located in the city of Denpasar Denpasar.Kota chosen because it is a city center and the area with the largest population in Bali at around 788 589 inhabitants (bali.bps.go.id, 2018). Moreover the location of the coffee shop is in the character of the city of Denpasar therefore Denpasar city chosen as the location in this study,

The object of this research that purchasing decisions are influenced by the quality of the products, Word of mouth communication, and Internet Marketing on Character Coffee Shop

The population in this research that consumers who ever bought coffee products in Coffee characters who live in the city of Denpasar. Mechanical sampling in this study is the use of non-probability sampling is purposive sampling. Criteria for the determination of the sample in this research was the respondents never make purchases of coffee products in Coffee Character Shop (at least twice), then a minimum of education respondents are high school because respondents who have a level of high school education or equivalent is assumed to be able to understand the statement and fill out a questionnaire with good as well as respondents domiciled in the city of Denpasar.The number of indicators in this study amounted to 14 indicators that many respondents were sampled as many as $5 \times 14 = 70$ respondents. In this study, the respondents can be taken as many as 70 people could have been said enough to prove the results. The research data was collected by the instrument in the form of online questionnaires distributed to respondents who live in the city of Denpasar. The scale used in this study are 5-point Likert scale.Data analysis techniques in this study using multiple regression analysis that aims to make predictions, which estimates the value of the influence of the independent variable (variable X) on the dependent variable (Y).

IV. RESULT AND DISCUSSION

Table 2. Results of Multiple Linear Regression Analysis

Model	unstandardized coefficients		standardized Coefficients	t	Sig.
	B	Std. Error	beta		
(Constant)	0.333	0.286		1,162	0,249
Product quality	0,407	0.097	0.385	4.216	0,000
Word Of Mouth	0,397	0.093	0.413	4.265	0,000
Internet Marketing	0.149	0,064	.182	2,315	0,024

Source: The data is processed, 2019

Based on the results of multiple linear regression analysis as shown in Table 2, the equation is as follows regression.

$$Y = 0.333 + 0,385X_1 + 0,413X_2 + 0,182X_3 + \varepsilon$$

Product Quality regression coefficient value (X1) of 0.385 means Product Quality positive influence on the purchase decision (Y). With X1 significance of less than 0.05 (0.000 < 0.05). The regression coefficient Word Of Mouth (X2) of 0.413 means Word Of Mouth positive influence on the purchase decision (Y). With X2 significance of less than 0.05 (0.000 < 0.05). Internet Marketing regression coefficient value (X3) of 0.182 means Internet Marketing positive influence on the purchase decision (Y). With X3 significance of less than 0.05 (0.024 < 0.05)

Table 3. Results Analysis The coefficient of determination (R2)

R	R Square	Adjusted R Square	Std. Error of Estimate
0,871a	0.758	0,747	0.31615

Source: The data is processed, 2019

Based on the test results in table 3 value of R square of 0.758. So it can be calculated percentage contribution Product Quality, Word Of Mouth, and Internet Marketing on Purchasing Decisions amounting to 0.758 x 100 percent = 75.8 percent and the remaining 24.2 percent is influenced by variables by other variables outside the research.

Table 4. Test Results F (Feasibility Model)

Model	Sum of square	Df	mean square	F	Sig.
Regression	20.704	3	6.901	69.049	0.000a
Residual	6.597	66	0,100		
Total	27.301	69			

Source: The data is processed, 2019

Table 4 shows the sig of 0.000 smaller than 0.05 (sig < a) which means that the independent variable is Quality Products (X1), Word Of Mouth (X2), Internet Marketing (X3) significantly simultaneously or together - together against dependent variable is the purchase decision (Y), so that this research can be said to fulfill the eligibility test model or models of this study declared fit for use as a regression model.

Based on the results of multiple linear regression in mind that the beta coefficient is positive variable Product Quality namely 0.385 with sig 0,000. Value Sig. 0.000 < 0.05 indicates that H1 is accepted. In other words Product Quality significant positive effect on purchase decision. The results are consistent with the hypothesis (H1) that the proposed and researched by Santoso et al. (2013), Saidani et al. (2012), Yoher and Santika (2018), Fernando and Aksari (2018) in his research stating that the quality of the product (product quality) significantly influence consumer purchasing decisions. The research differs from research conducted by Rawung et al. (2015) which states that the product has no significant influence on purchasing decisions.

Based on the multiple regression results is known that variable beta coefficient is positive Word Of Mouth namely 0.413 with sig 0,000. Sig. 0.000 < 0.05 identifies that H1 is accepted. In other words, Word Of Mouth significant positive effect on purchase decision. The results are consistent with the hypothesis (H2) in the proposed and researched by Nugraha et al. (2015) concluded that that word of mouth variables have a significant influence on purchasing decisions.

Based on the multiple regression results known that beta coefficient is positive Internet Marketing variables namely 0.182 with sig 0.024. Sig. 0.024 < 0.05 identifies that H1 is accepted. In other words, Internet Marketing significant positive effect on purchase decision. The results are consistent with the hypothesis (H3) in the proposed and researched by Harianto and Sri Setyo Irani (2014) concluded that internet marketing is positive and significant impact on purchasing decisions. Wandanaya (2012) concluded that their advertising programs

using these internet marketers can increase sales volume due to their marketing programs over the Internet can influence purchasing decisions.

The results of this study have theoretical and practical implications. Theoretically this study addressed that Quality Products, Word Of Mouth, and Internet Marketing positive and significant impact on the purchase decision. With the results of this study provide support empiriss and can be expressed reinforce the results - the results of previous studies. In practical terms this study can be considered diharapkab and information to businesses wishing to increase profitability so that it can expand its business.

V. CONCLUSION

Based on the analysis of research and the results of discussion of the conclusions of this analysis, quality products and a significant positive influence on the purchase decision. This shows that the higher the product quality consumer intentions to purchase decision will increase. Word Of Mouth positive and significant impact on the purchase decision.

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