The Influence of Digital Marketing, Word of Mouth On Purchasing Decisions At UMKM Bos Salad

Shintia Febriyanti[1], Tri Handayani[2]

[1,2] Digital Business Study Program, Bengkalis State Polytechnic, Bengkalis City, Indonesia
Email: febriyantishintia840@gmail.com, trihandayani@polbeng.ac.id

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ABSTRACT

Bos Salad is one UMKM whose growth potential is faster than other UMKM in Bengkalis City. From the beginning of its establishment, Bos Salad has implemented a marketing strategy through Digital marketing and Word of mouth. The purpose of this study was to determine Digital marketing and Word of mouth on purchasing decisions at UMKM Bos Salad. This research is a type of quantitative research using primary data sources. The sampling technique used Accidental Sampling with a total of 100 respondents. Data collection using a questionnaire and analyzed using SPSS version 20 with Multiple linear Regression Analysis Test. The results showed that there is Digital marketing and Word of mouth on purchasing decisions at UMKM Bos Salad.

Keywords: Digital marketing, word of mouth, keputusan pembelian

1. Introduction

MSMEs (Micro, Small and Medium Enterprises) play an important role in the Indonesian economy, accounting for 99% of total business units, 60.5% of GDP, and 96.9% of national employment (Limanseto, 2022) . During the Covid-19 pandemic, many MSMEs experienced great difficulties, including raw material problems, decreased revenue, and decreased asset value.

MSMEs are regulated under Law No 20 of 2008 and Government Regulation No 7 of 2021 (Lianovanda, 2022) said The number of MSMEs in Indonesia continues to grow, with around 19 million MSMEs having entered the digital ecosystem by May 2022, utilizing digital technology to support their businesses.

One of the rapidly growing MSME sectors is culinary. Culinary businesses are in high demand because food and beverages are basic needs. MSMEs in the culinary field, such as Bos Salad in Bengkalis City, offer innovations in desserts and fruit salads.

In facing competition, Bos Salad utilizes digital marketing and Word of Mouth (WOM) strategies. Digital marketing through social media such as Instagram and WhatsApp helps in branding and interaction with customers, while WOM plays a role in shaping customer expectations and purchasing decisions. With

effective marketing strategies, MSMEs can grow their business and increase profits and purchasing decisions.

According to Aisy in Azzahra (2023) Digital marketing is a form of promotional activity carried out by companies that is useful for influencing consumer preferences and marketing goods or services using digital technology and one or more forms of electronic media. Meanwhile Word of mouth is where individuals exchange information, especially about good things so that it can influence consumer decisions and will make businesses successful (Saputra and Ardani in Amalia, 2022)

According to Fikri in Azzahra (2023) purchasing decisions are consumers who take real action after going through a process to decide to get and use products according to their needs and desires. Thus it can be concluded that the purchase decision is the final decision in the act of purchasing in order to consume a good or service.

When marketing is in accordance with the target, and has provided the best quality service to consumers, MSMEs will get consumers who buy products so that they get high profits. Based on the background explanation. So, the authors are interested in conducting research with the title "The Effect of Digital marketing and Word of

mouth on Purchasing Decisions at MSMEs Boss Salad."

2. Research Method

The location of this research will be carried out at Bos Salad on Jl. Ahmad Yani in front of J & T post, Bengkalis, Riau, Indonesia. The types of data used are quantitative data and qualitative data. The data sources used are primary and secondary data. Data collection techniques were carried out using literature studies, interviews, questionnaires and observations. The research population is consumers and people of Bengkalis city who have consumed Bos Salad products. This study uses accidental sampling technique. The data analysis technique uses multiple linear regression analysis. This type of research is quantitative.

3. Results and Discussion

Research Instrument Test

To test the research instrument, the authors used the help of the SPSS 20 program. The following are the test results, namely:

Table 1. Validity Test

Variabel	Instrument Items	r table	r count	Description
Digital marketing (X1)	1	0,197	0,678	Valid
	2	0,197	0,679	Valid
	3	0,197	0,804	Valid
	4	0,197	0,732	Valid
	5	0,197	0,779	Valid
	6	0,197	0,706	Valid
	7	0,197	0,743	Valid
	8	0,197	0,625	Valid
	9	0,197	0,817	Valid
	10	0,197	0,734	Valid
Word of mouth (X2)	1	0,197	0,796	Valid
	2	0,197	0,745	Valid
	3	0,197	0,884	Valid
	4	0,197	0,894	Valid
	5	0,197	0,877	Valid
	6	0,197	0,893	Valid
Purchasing Decisions (Y)	1	0,197	0,787	Valid
	2	0,197	0,679	Valid
	3	0,197	0,721	Valid
	4	0,197	0,798	Valid
	5	0,197	0,735	Valid
	6	0,197	0,791	Valid
	7	0,197	0,811	Valid
	8	0,197	0,838	Valid
	9	0,197	0,682	Valid
	10	0,197	0,634	Valid
	11	0,197	0,732	Valid
	12	0,197	0,679	Valid

Source: Processed Data 2024

From Table 1, it can be seen that all statements in the Corrected Item Total Correlation column have r count> r table and positive values. Thus, the statement item is declared valid.

Table 2. Reliability Test

Variabel	N of Items	Cronbach Alpha	Alpha Value	Description
Digital marketing (X1)	X1.1	0,896	0,60	Reliabel
	X1.2	0,897	0,60	Reliabel
	X1.3	0,887	0,60	Reliabel
	X1.4	0,893	0,60	Reliabel
	X1.5	0,889	0,60	Reliabel
	X1.6	0,895	0,60	Reliabel
	X1.7	0,892	0,60	Reliabel
	X1.8	0,900	0,60	Reliabel
	X1.9	0,886	0,60	Reliabel
	X1.10	0,893	0,60	Reliabel
Word of mouth (X2)	X2.1	0,918	0,60	Reliabel
	X2.2	0,924	0,60	Reliabel
	X2.3	0,904	0,60	Reliabel
	X2.4	0,900	0,60	Reliabel
	X2.5	0,903	0,60	Reliabel
	X2.6	0,900	0,60	Reliabel
Keputusan Pembelian (Y)	Y1	0,916	0,60	Reliabel
	Y2	0,921	0,60	Reliabel
	Y3	0,919	0,60	Reliabel
	Y4	0,915	0,60	Reliabel
	Y5	0,918	0,60	Reliabel
	Y6	0,916	0,60	Reliabel
	Y7	0,915	0,60	Reliabel
	Y8	0,913	0,60	Reliabel
	Y9	0,921	0,60	Reliabel
	Y10	0,924	0,60	Reliabel
	Y11	0,919	0,60	Reliabel
	Y12	0,921	0,60	Reliabel

Source: Processed Data 2024

Based on table 2. it can be concluded that 28 statements with 10 statement items for the Digital marketing variable, 6 statement items for the Word of mouth variable and 12 statement items for the Purchase Decision variable are declared consistent or stable over time or reliable with a Cornbach Alpha value exceeding the Alpha value (0.6). So, if the respondent's answer to the statement is said to be reliable if each statement is answered consistently or the answer should not be randomized.

Test Results and Analysis

Multiple Correlation Analysis Result

To be able to show the closeness of the relationship between the independent variables (Digital Marketing and Word of Mouth) and the dependent variable (purchase decision) can be seen in table 3 below:

Table 3. Multiple Correlation Analysis

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.811ᵃ	.658	.651	3.02192	.658	93.307	2	97	.000

a. Predictors: (Constant), *Word of mouth* (X2), *Digital marketing* (X1)

Source: SPSS Processed Data, 2024

The correlation coefficient (R) is 0.811. Because the results are between 0.80 - 1,000, it can be concluded that there is a very strong relationship between Digital marketing and Word

of mouth together on purchasing decisions. Bos Salad provides its own satisfaction for consumers starting from promotions carried out digitally or by word of mouth so that it is easier for consumers to make purchasing decisions, the promos offered are increasingly attractive. Not only shown by the calculations that have been done but also proven by the promotion of Bos Salad on social media. The table above also shows that the value of the r square coefficient (R2) is 0.658 or 65.8%. So it can be concluded that the contribution of the influence of Digital marketing and Word of mouth on purchasing decisions is 0.658 or 65.8%, while the remaining 34.2% of the purchasing decision value is influenced or explained by other factors not examined in this study.

Multiple Linear Regression Analysis Results and T-Test

Table 4. Multiple Linier Regression Analysis and T-Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.741	3.243		3.620	.000
Digital marketing	.512	.110	.420	4.644	.000
Word of mouth	.706	.143	.447	4.944	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Processed Data, 2024

Based on Multiple Linear Regression has the results The constant value (a) is 11.741, meaning that if there is no change in the digital marketing and word of mouth variables (the value of X1 and X2 is 0), the purchasing decision obtained is 11.741. The digital marketing regression coefficient value is positive at 0.512 in this study, which means that when digital marketing increases by one, the purchasing decision will increase by 0.512. The word of mouth regression coefficient is positive at 0.706 in this study, which means that when the word of mouth variable increases by one, the purchasing decision will increase by 0.706, resulting in the following multiple regression equation Y = 11.741 + 0.512 X1 + 0.706 X2.

The Effect of Digital Marketing on Purchasing Decisions

Based on the results of the first hypothesis, it states that the significance value of Digital marketing has a significant effect on Purchasing Decisions, the results of statistical tests that have been carried out using multiple linear regression analysis methods, show the influence of Digital marketing on purchasing decisions at UMKM Bos Salad with a t test result of 0.000 and t count 4.644. The value of the t test results is less than 0.05 so that it can be said to be significant or support the first hypothesis (H1). The results of this study indicate that consumers consider that promotion through digital marketing can increase purchasing decisions at UMKM Bos Salad. In this study, it states that a person's desire to increase

promotion through Digital marketing properly, attracting consumer attention by creating content that follows trends can have an effect on purchasing decisions which can have positive results, it will also have an impact on the development of UMKM Bos Salad.

The Effect of Word of Mouth on Purchasing Decisions

Based on the results of the second hypothesis, it states that the significance value of Word of mouth has a significant effect on Purchasing Decisions, the results of statistical tests that have been carried out using multiple linear regression analysis methods, show the influence of Word of mouth on purchasing decisions at UMKM Bos Salad with a t test result of 0.000 and t count 4.944. The value of the t test results is less than 0.05 so that it can be said to be significant or support the second hypothesis (H2). The results of this study indicate that consumers consider that promotion through word of mouth can increase purchasing decisions at UMKM Bos Salad. In this study, it states that a person's desire to increase promotion through Word of mouth by participating in events and consumers who tell, recommend Bos Salad products to colleagues, family which can have a positive effect on purchasing decisions, it will also have an impact on the development of UMKM Bos Salad.

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Table 5. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1704.156	2	852.078	93.307	.000[b]
	Residual	885.804	97	9.132		
	Total	2589.960	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), *Word of mouth* (X2), *Digital marketing* (X1)

Source: SPSS Processed Data, 2024

Based on the test results, the value of the ANOVA table shows that the Fcount value is 93.307 with a significance value of 0.000. The Fcount value of 93.307 > Ftable of 3.089 and a significance value of 0.000 <0.05. This shows that the alternative hypothesis which applies that Digital marketing and Word of mouth have a joint or simultaneous effect on Purchasing Decisions at UMKM Bos Salad. So the third hypothesis in this study is accepted.

4. Conclusions and Suggestions

Based on the tests that have been carried out, the following conclusions can be drawn:

1. Digital marketing has a partially significant effect on Purchasing Decisions at UMKM Bos Salad in Bengkalis City. The calculation results show that the significance value of the Digital marketing variable is 0.000 <0.05 and t count 4.644> t table 1.985 which means H1 is accepted. Based on these results, it can be seen that

the digital marketing carried out by Bos Salad through social networks or social media, namely Instagram, WhatsApp and through collaboration with influencers can influence consumer purchasing decisions on Bos Salad MSME products.

2. Word of mouth has a partially significant effect on purchasing decisions at UMKM Bos Salad in Bengkalis City. The calculation results show that the significance value of the Word of mouth variable is 0.000 <0.05 and t count 4.944> t table 1.985 which means H2 is accepted. Based on these results, it can be seen that with reviews or comments related to Bos Salad products on social media or directly or face-to-face from family, friends and relatives will cause consumers to make purchasing decisions.

3. Digital marketing and Word of mouth simultaneously have a significant effect on Purchasing Decisions at UMKM Bos Salad in Bengkalis City. The calculation results show that the significance value of the Digital marketing and Word of mouth variables is 0.000 <0.05 and F count 93.307> F table 3.089 which means H3 is accepted.

Based on the conclusions obtained in this research, there are several suggestions given by researchers, including the following:

1. the author hopes that further researchers will be able to discuss or add other variables that influence purchasing decisions on UMKM Bos Salad products in Bengkalis city.
2. It is hoped that Bos Salad MSMEs will continue to improve and maximize the use of Digital marketing and Word of mouth in order to give consumers confidence to decide to repurchase Bos Salad products.
3. Further research can compare different business objects so that the research results can be developed.

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