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Influence Electronic Word Of Mouth, Price, And Product Quality On Decisions Purchase At Cafe Mr. Takoyaki In Denpasar

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Abstract—This research aims to explore the influence of Electronic Word of Mouth (EWOM), price and product quality on consumer purchasing decisions at Cafe Mr. Takoyaki in Denpasar. This research uses quantitative methods with a sample size of 100 respondents selected using the Slovin formula based on the consumer population of Cafe Mr. Takoyaki totaling 10,528 people. All data obtained from the questionnaire distribution is suitable for use, then analyzed using the classic assumption test, multiple linear regression, hypothesis testing (f test and t test). The results of the analysis show that (1) Electronic Word of Mouth, price and product quality significantly influence purchasing decisions at Cafe Mr. Takoyaki. (2) Electronic Word of Mouth has a positive and significant effect on purchasing decisions at Cafe Mr. Takoyaki in Denpasar. (3) Price has a positive and significant effect on purchasing decisions at Cafe Mr. Takoyaki in Denpasar. (4) Product quality has a positive and significant effect on purchasing decisions at Cafe Mr. Takoyaki in Denpasar. Therefore, based on this research it can be concluded that Electronic Word of Mouth, price and product quality have a significant role in influencing purchasing decisions at Cafe Mr. Takoyaki in Denpasar.

Keywords: electronic word of mouth, price, product quality, purchasing decisions



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Introduction

With increasingly fierce competition in the market, especially the emergence of similar modern competitors, companies are required to be more responsive in attracting consumer interest. Therefore, companies that adopt marketing strategies need to pay attention to consumer behavior and factors that influence purchasing decisions when marketing their products. This reflects the marketing principle that states that to achieve company goals, it is important to understand the needs and wants of consumers or target markets and to provide the desired satisfaction more effectively and efficiently than other competitors.

Mr. Takoyaki Café is a cafe in Bali that specializes in serving takoyaki as its main menu. Located on Jalan Gunung Agung Gang Yamuna no.10, Denpasar, this cafe has become a popular destination for takoyaki and Japanese culinary fans in Bali. In addition to takoyaki, Mr. Takoyaki Café also offers a variety of other delicious dishes such as MiGorZa (Gyoza Fried Noodles), Takoyaki Ori (original takoyaki), Takoyaki Mentai (takoyaki with mental sauce), Takoyaki Cokelat (takoyaki with chocolate), as well as Chicken/Vegan Gyoza (chicken/vegan gyoza) and Frozen Takoyaki Frozen Gyoza (frozen takoyaki and frozen gyoza). Not only that, this cafe also provides a variety of fresh drinks to complete your dining experience, such as Mineral Water, Frappe, Fresh Juice, Cream Soda, Iced Coffee, Smotie, Mojito, Hot Tea, Esteh, Es Jeruk, and Ice Cream. With a diverse menu and a strategic location in Denpasar, Mr. Takoyaki Café is the perfect place to enjoy authentic Japanese cuisine and refreshing drinks while enjoying a comfortable and friendly atmosphere.

Based on the data on the number of visitors recorded during 2023, it can be interpreted that purchasing decisions at Cafe Mr. Takoyaki fluctuate. Where in January, May, July, and November, the number of visitors exceeds the set target. In those months, sales realization even exceeds the target, indicating that many visitors make purchases at this Mr. Takoyaki cafe. On the other hand, such as in February, March, April, June, August, September, October, and December, the number of visitors did not reach the set target, but sales realization was still close to the set target. This shows that the cafe can utilize existing customers well and maintain the quality of its services and products so that they remain attractive to customers. Therefore, purchasing decisions at Cafe Mr. Takoyaki seem to be influenced by a combination of the effectiveness of eWOM, the price set, and the quality of the products offered. According to Sari (2021), several factors influence purchasing decisions including product quality, price, promotion, location or distribution, service quality, brand reputation, personal preferences, previous experiences, and external factors such as market trends, economic conditions, and social or environmental situations.

Electronic Word of Mouth (eWOM) is a term that refers to the process of sharing information, reviews, experiences and views about a particular product, brand, service, or topic through an online platform. This is similar to traditional "word of mouth" (WOM), where consumers talk about their experiences with friends, family, or colleagues. However, in the context of eWOM, these interactions occur digitally through social media, review sites, blogs, forums, and various other online communication platforms, Wintang & Pasharibu (2021). Electronic Word of Mouth (eWOM) is the process of sharing information in the form of reviews on social media. From the results of observations at Cafe Mr. Takoyaki, reviews spread on social media tend to be weak due to factors such as how the cafe responds to customer reviews, both positive and negative. The slow response from this cafe can reduce customer trust. Price is the value that must be paid and charged to buyers to get a product or service, Nyio et al . (2022).

However, price not only reflects the monetary value of a product or service but also has deep psychological implications on consumer perceptions of the product, Hidayat (2021). In this case, price plays a direct role in the availability of products or services to consumers. Based on the prices offered, it can be seen that the selling price of the menu at Mr. Takoyaki Café is relatively

high compared to the selling prices of competitors. As a result, some consumers become more price-sensitive. Moreover, if the price offered by competitors is lower than that sold at Mr. Takoyaki Café, it is feared that it can reduce purchasing decisions among consumers. So that this can be one of the causes of product purchasing decisions for consumers which results in the target and sales of products at Mr. Takoyaki Café being quite fluctuating.

Product quality is defined as an indication that can reflect the extent to which a product can be useful and functional for use by its consumers, and achieve their satisfaction, Rossa (2021). In this case, product quality concerns various components such as reliability, durability, performance, design, and the product's ability to meet consumer needs or desires. Consumers tend to look for products that offer good quality because quality is considered the main determinant of the value of the product, Nurfauzi *et al.* (2023). Likewise with the quality of Mr. Takoyaki Café products, there is a phenomenon where based on reviews from many customers, it indicates that Takoyaki Café always maintains the consistency of its quality quality, thus causing it to remain superior in competing with competitors, even at a slightly more expensive price. All the phenomena above will be further studied in this study entitled "The Influence of *Electronic Word of Mouth*, Price, and Product Quality on Purchasing Decisions at Mr. Takoyaki Café in Denpasar".

Method

The research location is Mr. Takoyaki Café located on Jalan Gunung Agung Gang Yamuna No. 10, Denpasar. The object of the study is *Electronic Word of Mouth*, Price, and Product Quality on Purchasing Decisions. The population used in this study were all consumers who visited Mr. Takoyaki Café from January to December 2023, totaling 10,528 people. The sample selection used in this study used the Slovin method. With a permissible error rate of 0.10 (10%) for a confidence level of 90%. So, using the Slovin method requires around 100 samples (respondents) from visitors to Mr. Takoyaki Café in Denpasar for the study to be considered representative. The independent variables in this study are $X_1 = \text{Electronic Word of Mouth}$, $X_2 = \text{Price}$, and $X_3 = \text{Product Quality}$. The dependent variables in this study are $Y = \text{Purchase Decision}$. The types of data in this study are qualitative and quantitative data types and the data sources in this study are primary and secondary data. The data collection methods used in this study include several types, including observation methods, interviews, and supported by distributed questionnaires. There are four data analysis techniques used in this study which can be classified as follows: Descriptive Statistical Test, Classical Assumption Test, Multiple Linear Regression Analysis, and Hypothesis Test.

Hasil dan Pembahasan

Based on the table above, the multiple linear regression equation can be written as follows.

$$Y = -0.943 + 0.241X_1 + 0.192X_2 + 0.353X_3$$

The multiple linear regression equation shows the direction of each independent variable towards its dependent variable. The multiple linear regression equation can be described as follows:

α = The constant value of -0.943 means that if *electronic word of mouth* (X_1), price (X_2), and product quality (X_3) are equal to zero, then the purchasing decision is -0.943.

$X_1 = 0.241$ shows that *electronic word of mouth* has a positive effect on purchasing decisions, if *electronic word of mouth* increases, then purchasing decisions will increase.

$X_2 = 0.192$ shows that price has a positive effect on purchasing decisions, if the price offered is by the quality of the product presented, then purchasing decisions will increase.

X3 = 0.353 shows that product quality has a positive effect on purchasing decisions, if the product quality improves or increases, then purchasing decisions will increase.

Table 1. Multiple Linear Regression Analysis Test Results

Variables	Regression Coefficient		T	Sig
	B	Std. Error		
Electronic word of mouth (X ₁)	0.241	0.062	3.895	0.000
Price (X ₂)	0.192	0.057	3.369	0.001
Product quality (X ₃)	0.353	0.031	11,498	0.000
(Constant) : -0.943				
F Statistics: 132,167				
Sig F: 0.000				
R ² : 0.799				
R: 0.897				

Source: Data processed in 2024

Based on the results of the research analysis conducted, the following discussion can be made:

The Influence of *Electronic Word Of Mouth*, Price and Product Quality on Purchasing Decisions at Mr. Takoyaki Cafe in Denpasar.

Based on the F test (simultaneously), it was found that F count (132.167) > F table (2.70) with a significance value of F of 0.000. < 0.05, then H₀ is rejected. This means that *the electronic word of mouth* (X₁) price (X₂) and product quality (X₃) variables simultaneously have a significant positive effect on purchasing decisions (Y) at Cafe Mr. Takoyaki in Denpasar, with an R² value = 79.9%, which means that 79.9% of purchasing decisions at Cafe Mr. Takoyaki in Denpasar are influenced by the *electronic word of mouth variables* (X₁), price (X₂) and product quality variables (X₃), while the remaining 20.1% are influenced by other variables not examined in this study. The results of this study are in line with research conducted by Rossa (2021) which states that *electronic word of mouth*, price, and product quality variables have a significant influence on purchasing decisions.

The Influence of *Electronic Word Of Mouth* on Purchasing Decisions at Mr. Takoyaki Cafe in Denpasar.

The influence of *electronic word of mouth* on purchasing decisions obtained t count (3.895) > table (1.985) with a significance level of 0.000 < 0.05 so that H₀ is rejected and H_a is accepted, which means that the *electronic word of mouth variable* has a significant positive effect on purchasing decisions at Cafe Mr. Takoyaki in Denpasar. The regression coefficient β₁ (*electronic word of mouth variable*) of 0.241 indicates that the increasing *electronic word of mouth* applied to Cafe Mr. Takoyaki in Denpasar, the increasing purchasing decisions at Cafe Mr. Takoyaki in Denpasar. The results of this study are in line with research conducted by Wintang & Pasharib (2021), Rossa (2021), Kawalo *et al.* (2022), Prayoga & Mulyandi (2020) who stated that *Electronic Word of Mouth* has a positive and significant effect on purchasing decisions.

The Influence of Price on Purchasing Decisions at Mr. Takoyaki Cafe in Denpasar.

The effect of price on purchasing decisions was obtained by t count (3.369) > t table (1.985) with a significance level of 0.001 < 0.05, so H₀ is rejected and H_a is accepted, which means that the price variable has a significant positive effect on purchasing decisions at Cafe Mr. Takoyaki in Denpasar. The regression coefficient β₂ (price variable) of 0.192 indicates that the more appropriate the price offered is with the product served, the higher the purchasing decision at Cafe Mr. Takoyaki in Denpasar. The results of this study are in line with research conducted by Yudiana and Indiana (2022), Pandelaki *et al.* (2023), Rossa (2021), and Kawalo *et al.* (2022) which stated that price has a positive and significant effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions at Mr. Takoyaki Cafe in Denpasar.

The influence of product quality on purchasing decisions was obtained by t count (11.498) > t table (1.985) with a significance level of 0.000. < 0.05, so H₀ is rejected and H_a is accepted, which means that the product quality variable has a significant positive effect on purchasing decisions at Cafe Mr. Takoyaki in Denpasar. The regression coefficient β_3 (product quality variable) is 0.353, indicating that the better or increasing the quality of the product served, the higher the purchasing decision at Cafe Mr. Takoyaki in Denpasar. The results of this study are in line with research conducted by Yudiana & Indiana (2022), Wintang & Pasharibu (2021), Rossa (2021), and Kawalo *et al.* (2022) which stated that product quality has a positive and significant effect on purchasing decisions.

Conclusion

Based on the results of data analysis and discussion, the following conclusions were drawn from the research results:

Electronic word of mouth, price, and product quality have a significant influence on purchasing decisions at Cafe Mr. Takoyaki in Denpasar.

Electronic word of mouth has a positive and significant influence on purchasing decisions at Cafe Mr. Takoyaki in Denpasar.

Price has a positive and significant influence on purchasing decisions at Cafe Mr. Takoyaki in Denpasar.

Product quality has a positive and significant effect on purchasing decisions at Cafe Mr. Takoyaki in Denpasar.

To increase purchasing decisions at Cafe Mr. Takoyaki in Denpasar, it is recommended that Cafe Mr. Takoyaki in Denpasar as follows :

Electronic word of mouth at Cafe Mr. Takoyaki in Denpasar is generally quite good, but there is a statement on the electronic word of mouth variable with the lowest average score, namely "Reviews on social media of Mr. Takoyaki Café tend to be positive" Therefore, Cafe Mr. Takoyaki in Denpasar should always listen and accept negative criticism or suggestions submitted by consumers to improve the quality of the products sold and improve the quality of service provided. Thus, consumers will feel appreciated and will reconsider giving negative reviews.

The price at Cafe Mr. Takoyaki in Denpasar is generally quite good. However, there is a statement on the price variable with the lowest average score, namely "Mr. Takoyaki Café offers affordable prices." Therefore, Cafe Mr. Takoyaki in Denpasar should always provide promising products with consistent taste so as not to disappoint consumers who do not pay cheaply to buy Mr. Takoyaki products.

The overall product quality at Cafe Mr. Takoyaki in Denpasar is quite high. However, there is a statement on the product quality variable with the highest average score, namely "Mr. Takoyaki Café products have a distinctive and attractive round shape". Therefore, Cafe Mr. Takoyaki in Denpasar should make more innovative products so that they are not monotonous for consumers.

The purchasing decision at Cafe Mr. Takoyaki in Denpasar is generally quite good. However, there is a statement on the purchasing decision variable with the lowest average score, namely "Consumers buy Mr. Takoyaki Café products more often than other Takoyaki". Therefore, Cafe Mr. Takoyaki in Denpasar should establish good relations with consumers, such as providing free product vouchers for certain purchase frequencies so that consumers are more interested.

For further research, it is expected to be able to add variables that can influence purchasing

decisions and be able to expand the scope of the research or can also change the research location that is not only focused on one research location, to provide a broader view and be able to be implemented generally.

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