

The Influence of Advertising, Brand Image, Service Quality and Price on Word of Mouth and its Impact on the Purchase Decision of Mekaar PT. PNM

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Abstract:- This study aims to determine the effect of advertising, brand image, service quality and price on word of mouth and their impact on purchasing decisions for Mekaar products at PT PMN. Data were collected using a questionnaire with 55 respondents from Mekaar customers. Data analysis using smartPLS application. The sampling method used in this study is non-probability, and the data test uses convergence validity, Cronbach's alpha, combined reliability, and discriminant validity to test and prove the study hypothesis. The results of a TStatistic and PValue study show that variable ads do not significantly affect word-of-mouth and purchase decisions, variable brand images do not significantly affect word-of-mouth and purchase decisions, and variable service quality is not. I am. Impact on word-of-mouth and purchase decisions. Price variables have a big impact on word-of-mouth purchase decisions, reviews do not have a big impact on purchase decisions.

Keywords:- Advertising, Brand Image, Service Quality, Price, Word of Mouth, Purchase Decision.

I. INTRODUCTION

Extensive support from financial institutions is needed to promote community empowerment, especially low- and middle-income communities and small and medium-sized enterprises (MSMEs). PT in 2015. As part of the Fostering a Prosperous Family Economic (PNM Mekaar) program, PNM has launched a capital lending service for underprivileged women who are micro-entrepreneurs. PNM Mekaar will be strengthened through corporate support activities and will be implemented as a group. PNM implements solidarity and multiple group systems that are expected to close the financial access gap, allowing clients to reach their goals and develop their business to improve family well-being. I can do it. The purpose of this is a PT strategy. The PNM in this case markets the company in the hope that it will affect the sale of the product.

According to Kotler and Armstrong (2008), the concept of marketing strategy is marketing logic that a company wants to create value for its customers and build beneficial relationships with them. The company's marketing strategies can be implemented in a variety of ways, including delivering ads that attract the attention of consumers. The marketing strategy carried out by the company can be in various ways including making advertisements that attract the attention of consumers. According to Kotler, Philip & Armstrong (2011:

97), advertising is a non-personal presentation and promotion of any form of idea, product, or service by a particular sponsor and is paid. In addition, brand image is involved in influencing consumers in purchasing decisions. Tjiptono (2015: 49) reveals that brand image is a description of consumer associations and beliefs about certain brands. A brand image is a consumer's observations and beliefs that are reflected in the consumer's organization and memory. According to Gronroos (1990: 27) of Ratminto and Atik (2005: 2), a service is an invisible (intangible) activity or set of activities, provided by interaction or service between consumers and employees. Occurs as a result of other things that are done. A company designed to solve consumer or customer problems. Hasan (2008: 298) argues that all prices are a form of monetary cost that consumers sacrifice to acquire, own, or use different combinations of goods and services from their products. According to Kotler & Keller (2012), word-of-mouth communication (WOM) or word-of-mouth communication is a communication process in which both individuals and groups make recommendations for products or services aimed at providing individuals. Information will be provided.

The results of research by previous researchers reveal some research gaps. According to a survey by Taat Kuspriyono (2018), advertising has a significant impact on consumers' purchasing decisions. According to a survey by Riyono (2016), product quality, price, advertising and brand image have a positive and significant impact on consumers' purchasing decisions. According to a study by Muhammad Arif (2016), the quality and price of service have at the same time a positive and significant impact on product purchasing decisions. According to a study by Aryoto Adhi Suryo, Alwi Suddin and Erni Widjanti (2020) found that prices, advertising and brand image do not significantly influence purchasing decisions.

II. LITERATURE REVIEW

A. Marketing strategy

According to Kotler (Kotler and Armstrong, 2012, p.72), marketing strategy is a marketing rationale through which organizations aspire to create value for customers and establish profitable connections with them. A marketing strategy is a document that outlines the company's expectations for the influence of various marketing actions or programs on product or product line demand in certain target areas. Each type of program, such as advertising, promotion, face-to-face sales, customer service, and product development, has different impacts on demand, allowing companies to employ more than one marketing program at the same time. As a result, a system

is required to coordinate marketing programs so that they are coordinated and integrated synergistically. A marketing plan is the name for this technique. In general, attempts to expand primary demand yield the best marketing chances, while efforts to expand selective demand yield the best growth opportunities. (Kotler and Armstrong, 2012).

B. Advertisement

The word advertising or advertising comes from the Greek word and means to more or less lead people to ideas. Regarding a complete understanding of advertising, advertising by Faela Sufa (2016) is an information medium created in a specific way to attract viewers, is original, and consumers do something voluntarily. It has certain compelling traits as it should be done according to the wishes of the advertiser. According to Kotler, Philip & Armstrong (2011: 97), advertising is a non-personal presentation and promotion of any form of idea, product, or service by a particular sponsor and is paid. By Djaslim's definition of advertising, Saladin (2010: 129) includes all forms of impersonal presentations and promotion of ideas, including advertising for goods and services paid by sponsors. Meanwhile, Kasali (2011: 9) defines advertising as a static medium and prioritizes visual messages.

C. Brand Image

Another marketing strategy that can be implemented is branding. Tjiptono (2015: 49) shows that a brand image is an explanation of consumer groups and beliefs about a particular brand. A brand image is a consumer's observations and beliefs that are reflected in the consumer's organization and memory. Rahman (2010: 182) also showed that a brand image is a consumer perception or opinion that arises when remembering a particular product. On the other hand, according to Kotler and Keller (2012: 315), the brand image is the consumer's perception and belief, reflected in the relevance that appears in the consumer's mind. A strong brand is an important aspect for any company as it can bring a variety of benefits, including good quality awareness, increased brand loyalty, increased profitability, and additional opportunities for brand expansion. From this, we can conclude that the brand image is an explanation of the product's relevance and beliefs that are remembered, and the consumer's perception.

D. Service quality

A service can help in terms of marketing the product being sold. According to (KBBI) service is an effort to help prepare or take care of what other people need. There is an understanding of service quality according to some experts according to Tjiptono (2016: 59) stating that "Service quality is the level of excellence expected and control over the level of excellence to meet customer desires".

Meanwhile, according to Kotler & Keller (2016: 422) service quality is a performance that can be offered by one person to another. According to Parasuraman (1988:23) service quality is a reflection of consumers' evaluative perceptions of the services received at a certain time. Service quality is determined based on the level of importance on service dimensions.

E. Price

Hasan (2008: 298) argues that all prices are all forms of monetary cost that consumers sacrifice to acquire, own, or use different combinations of goods and services from a product. Companies must first set a selling price, especially when developing a new product. Another definition of price is everything given by customers to get the advantages offered by the company's marketing mix (Cannon, et al, 2008). According to Angipora (2002), price is the amount of money (possibly plus some goods) required to obtain some combination of a product and the accompanying service. Meanwhile, the definition of price according to Kotler and Armstrong (2001: 439) is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service.

F. Word of Mouth

Kotler and Keller (2012) define word of mouth as "a communication method in the form of making recommendations for a product or service, either individually or in groups, with the goal of conveying personal information." According to other consumers (Ratna Dwi Kartika Sari, 2012), Word of Mouth (WoM) is a marketing activity in which consumers provide information about a brand or product to other consumers. According to Sumardy, Silviana, and Melone (2011), Word of Mouth is a marketing activity in which consumers talk about, promote, and want to sell the company's brand to others.

G. Buying decision

Consumer Purchasing Decisions According to Tjiptono (2014:21), purchasing decisions are how customers can identify problems, search for information about a particular product or brand, and how effectively each option can solve the problem. The result of the evaluation process. When you try to solve the problem, you make a purchase decision. "Purchase decisions are decisions that consumers make to purchase a product before they make a purchase. These include recognized needs, pre-purchase activities, wearing behavior, and post-purchase. Includes emotions and more, "says Kotler and Keller (2012.). : 166). In Sangadji and Sopiah (2013: 120), Schiffman and Kanuk define a decision as a choice of action from two or more choices.

H. Theoretical Framework

Based on these theory above, it could be described a theoretical framework for these titles as follows:

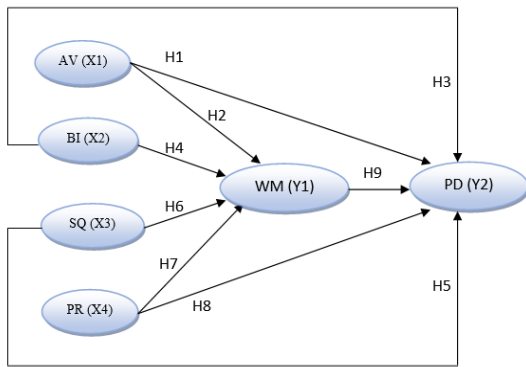


Fig 1: -Theoretical Framework

Information :

- AV (X1) : Advertising
- BI (X2) : Brand Image
- SQ (X3) : Service Quality
- PR (X4) : Price
- WM (Y1) : Word Of Mouth
- PD (Y2) : Purchase Decision

I. Hypothesis

The hypothesis of this cases that could be seen as in follows:

- H₁: There is a significant influence between advertising on Mekaar product purchasing decisions.
- H₂: There is a significant effect between advertising on the Word of Mouth of Mekaar products.
- H₃: There is a significant influence between brand image on purchasing decisions for Mekaar products.
- H₄: There is a significant influence between brand image on the Word of Mouth of Mekaar products.
- H₅: There is a significant influence between service quality on purchasing decisions for Mekaar products.
- H₆: There is a significant influence between service quality and word of mouth of Mekaar products.
- H₇: There is no significant effect between price on word of mouth of Mekaar products.
- H₈: There is a significant influence between price on purchasing decisions for Mekaar products
- H₉: There is a significant influence between word of mouth on purchasing decisions for Mekaar products.

III. METHODOLOGY

The data used in this research is quantitative data. The primary data source in this study was the customers of PT Permodalan Nasional Madani at the Mekaar Citeureup branch which were distributed by Google. A closed questionnaire distribution form. In this study, a questionnaire or questionnaire was given online to PT Permodalan Nasional Madani customers to determine the effect of advertising, brand image, service quality and price on word of mouth and their impact on purchasing decisions for PNM Mekaar products. The data analysis method used in this research is Structural Equation Modeling or Structural Equation Model using SmartPLS software.

IV. RESULTS AND DISCUSSIONS

A. Cronbach's Alpha

Table 1 shows that all the data in the questionnaire correspond to valid criteria and the measurement of the validity factor of the load factor value or standardized load estimate is 0.05. Therefore, all research indicators can be used as effective data collectors to investigate the problem for investigation.

Construct	Cronbach's Alpha
BI	0.925
PR	0.885
AV	0.907
SQ	0.953
PD	0.913
WM	0.901

TABLE 1. CRONBACH'S ALPHA

Based on Table 1, the test results show that all test objects meet the test requirements with a Cronbach's alpha value greater than 0.7.

B. Composite reliability

Composite reliability is a measure of the configuration displayed in the Latent Variable Factors view.

Construct	Composite Reliability
BI	0.939
PR	0.910
AV	0.931
SQ	0.959
PD	0.931
WM	0.924

TABLE 2. COMPOSITE RELIABILITY

Based on Table 2, the test results show that all measuring items have met the test requirements with a Composite reliability value above 0.7.

G. Hypothesis Test

To test the hypothesis by using statistical values, for alpha 5% the t-statistic value used is 1.96.

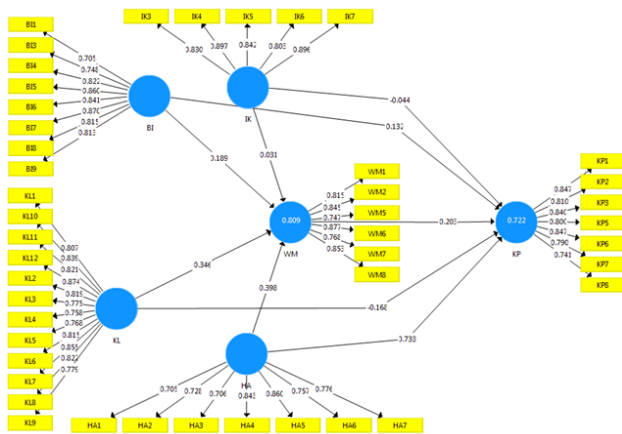


Fig2: - Research Model Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (10/STDEVI)	P Values
AV -> WM	0.031	0.017	0.100	0.304	0.761
AV -> SQ	-0.044	-0.003	0.222	0.198	0.844
BI -> WM	0.189	0.200	0.155	1.220	0.223
BI -> SQ	0.132	0.064	0.245	0.537	0.592
HA -> WM	0.398	0.450	0.160	2.485	0.013
HA -> SQ	0.733	0.656	0.290	2.531	0.012
SQ -> WM	0.346	0.297	0.177	1.955	0.051
SQ -> SQ	-0.168	-0.055	0.323	0.521	0.602
WM -> SQ	0.203	0.197	0.179	1.136	0.257

TABLE 3. PATH COEFFICIENTS

According to Table 3, the hypothesis test is as follows:

The relationship between advertising and purchasing decisions for Mekaar products. Based on the test results on the effect of advertising on purchasing decisions, Mekaar has a T-Statistic of 0.198 (≥ 1.960) and a P-value of 0.844 (≥ 0.05), so it can be concluded that the first hypothesis is rejected so that advertising has no significant effect on purchasing decisions.

Advertising's relationship to Mekaar's Word of Mouth products. Based on the test results on the effect of advertising on word of mouth, Mekaar products have a T-Statistic of .304 (≥ 1.960) and a P-value of 0.761 (≥ 0.05), so it can be concluded that the second hypothesis is rejected so that advertising has no significant effect on word of mouth.

The relationship between brand image and purchasing decisions for Mekaar products. Based on the test results on the effect of brand image on purchasing decisions, Mekaar products have a T-Statistic of 0.537 (≥ 1.960) and a P-value of 0.592 (≥ 0.05), so it can be concluded that the third hypothesis is rejected so that brand image has no significant effect on purchasing decisions.

The relationship between brand image and the Word of Mouth of Mekaar products. Based on the test results on the effect of brand image on word of mouth, Mekaar products have a T-Statistic of 1.22 (≥ 1.960) and a P-value of 0.223 (≥ 0.05) so it can be concluded that the fourth hypothesis is rejected so that brand image has no significant effect on word of mouth.

The relationship between service quality and purchasing decisions for Mekaar products. Based on the test results on the effect of service quality on purchasing decisions, Mekaar products have a T-Statistic of 0.521 0.198 (≥ 1.960) and a P-value of 0.602 (≥ 0.05) so it can be concluded that the fifth hypothesis is rejected so that service quality has no significant effect on purchasing decisions.

The relationship between service quality and word of mouth of Mekaar products. Based on the test results on the effect of service quality on word of mouth, Mekaar products have a T-Statistic of 1,955 (≥ 1.960) and a P-value of 0.051 (≥ 0.05) so it can be concluded that the sixth hypothesis is rejected so that service quality has no significant effect on word of mouth.

No Relationship of price to word of mouth of Mekaar products. Based on the test results on the effect of price on word of mouth, Mekaar products have a T-Statistic of 2.531 (≥ 1.960) and a P-value of 0.012 (≥ 0.05) so it can be concluded that the seventh hypothesis is accepted so that the price has a significant effect on word of mouth.

The relationship between price and purchasing decisions for Mekaar products. Based on the test results on the effect of price on purchasing decisions, Mekaar products have a T-Statistic of 2.485 (≥ 1.960) and a P-value of 0.013 (≥ 0.05) so it can be concluded that the eighth hypothesis is accepted so that the price has a significant effect on purchasing decisions.

The relationship between word of mouth and purchasing decisions for Mekaar products. Based on the test results on the effect of word of mouth on purchasing decisions, Mekaar products have a T-Statistic of 1.136 (≥ 1.960) and a P-value of 0.257 (≥ 0.05) so it can be concluded that the ninth hypothesis is rejected so that word of mouth has no significant effect on purchasing decisions.

V. CONCLUSION AND SUGGESTIONS

➤ Conclusion

Based on the results of hypothesis testing and the discussion presented in the previous chapter, it can be concluded that advertising is found to have no influence on purchasing decisions. This proves that the advertising factor is not able to improve the purchasing decision of Mekaar products. Advertising was found to have no effect on word of mouth. This proves that the advertising factor is not able to increase the occurrence of word of mouth. Brand image was found to have no effect on purchasing decisions. This proves that the brand image factor is not able to improve purchasing decisions for Mekaar products. Brand Image was found to have no effect on word of mouth. This proves that the brand image factor is not able to increase the occurrence of word of mouth. Service quality was found to have no effect on purchasing decisions. This proves that service quality factors are not able to improve purchasing decisions for Mekaar products. Service quality was found to have no effect on word of mouth. This proves that the service quality factor is not able to increase the occurrence of word of mouth. Price was found to have a positive and significant effect on word of mouth. This proves

that the price factor can increase the occurrence of word of mouth. Price is found to have a positive and significant effect on purchasing decisions. This proves that the price factor is able to increase purchasing decisions for Mekaar products. Word Of Mouth was found to have no effect on purchasing decisions. This proves that the Word Of Mouth factor is not able to improve purchasing decisions for Mekaar products.

➤ *Suggestions*

There are a few flaws in this study. To begin with, this study was unable to uncover any elements that may impact purchasing decisions; instead, researchers discovered only price aspects that may influence purchasing decisions. Second, this study only included 55 participants, therefore it does not accurately reflect the issue. Because of variances in views, assumptions, and various understandings of each responder, as well as other factors such as honesty in filling out the questionnaire, the information acquired from respondents through questionnaires may not reflect the respondent's genuine perspective.

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