

## The Role of Buying Decisions on Electronic Word of Mouth and Loyalty Mediated Customer Prices as Intervening Variables

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#### ABSTRACT

The purpose of this study was to determine and analyze the influence of Electronic Word of Mouth and Price on the Buying Decision of Medan City Food, Customer Loyalty as an Intervening Variable, directly or indirectly. The approach used in this study is an associative approach. The population in this study were all the people of Medan City who had purchased Medan culinary specialties. While the sample in this study were 100 people. Data collection techniques in this study used interview techniques, study documentation, observation, and questionnaires. The data analysis technique in this study used a quantitative approach using statistical analysis using the Outer Model Analysis test, Inner Model Analysis, and Hypothesis Testing. Data processing in this study using the PLS (Partial Least Square) software program. The results of this study prove that Electronic Word of Mouth and Price directly have a positive and significant effect on Buying Decisions for Medan City Foods, Customer Loyalty as an Intervening Variable. In other words, Customer Loyalty does act as a mediator.

**Keywords:** Electronic Word Of Mouth, Price, Buying Decision, Customer Loyalty.

## **INTRODUCTION**

The city of Medan is the capital of the province of North Sumatra and is the third largest city in Indonesia. North Sumatra consists of various tribes with diverse cultures. Medan is a perfect mix of several tribes and cultures, because in this city there are several tribes such as Minang tribe, Batak tribe and Malay tribe. The Malay tribe whose population in North Sumatra consists of Kab. Langkat, Deli Serdang, Serdang Bedagai, Asahan, Labuhan Batu Utara, Binjai, Tanjung Balai, and Tebing Tinggi. Medan is indeed a culinary paradise. This recognition is not only given by Indonesian citizens, but also abroad. Many people from Penang (Malaysia) and Singapore claim to like Medan food. On the other hand, Medanese also like Penang and Singaporean food. Medan has more uniqueness, partly because of the influence of Indian and Chinese culinary cultures on Malay cuisine. Malay cuisine is currently starting to fade due to lack of promotion and information, for this reason it is necessary to make an effort to increase this economic potential by providing information or support to attract local and foreign tourists to enjoy authentic regional cuisine. In the culinary field, what is currently trending among the people of Medan is that it is easier for people to get promotions and information about foreign cuisines than traditional cuisines from the area. People easily know the origins of these foreign dishes, as a result, without realizing it, the people of Medan are less aware of promotions and information about traditional Medan cuisine and more often consume foreign dishes or fast food. Based on the researcher's observations on culinary delights in the city of Medan where the public's lack of interest in buying the typical food of the city of Medan, this can be seen from the lack of public loyalty to the culinary arts of the city of Medan where during the COVID-19 pandemic people prefer fast food, practical and easy to get this can be seen in the table below.

**Most Popular Culinary in Medan**

No	Culinary Type
1	Memes
2	Morning Light Soto
3	Ucok Durian
4	Tiptop Restaurant
5	Fisherman Nets

**Source: IdnTimes.com (2021)**

Based on table 1.1 above, it can be seen that there is still a lack of public interest in the typical food of the city of Medan where the typical food of the city of Medan is in the 2nd position. Today, marketing is changing faster than ever. New communication every day means emerging. Recently, media have been categorized into traditional and non-traditional approaches. TV and newspapers are examples of traditional media. Customers now use social media to connect, search and exchange information, thoughts, and experiences of brands and companies. Facebook, Instagram, MySpace, YouTube and Twitter are used to share good or negative experiences (Fahmi, Arif, Pharisee, & Purnama, 2019). Even a good product without effective promotion will make the product not sell well. With the promotion, the customer will know how useful the product is to have. With the promotion, it will change customer attitudes and encourage customers to act or buy the product (Solihin, 2020).

## **LITERATURE REVIEW**

### **Buying Decision**

The desire to buy consumers is something hidden in the hearts of consumers where no one can know what consumers want and expect. Purchase intention can be seen from consumer behavior and attitudes towards a product and this belief will also cause the ups and downs of consumer buying interest. Purchase intent will be defined as a predetermined program for a service or a definite future; it is also a factor to predict consumer buying behavior. Purchase intention shows that consumers will follow cognitive needs, seek information from the external environment, evaluate options and purchase and post-purchase decisions (Jufrizen, Daulay, Sari, & Nasution, 2020). According to (Sangadji & Sophia, 2013) defines "decision as the selection of an action from two or more alternative choices, a consumer who wants to choose must have an alternative choice". A decision without a choice is called a "hobson choice".

### **Electronic Word of Mouth**

Electronic Word of Mouth (e-WOM) is a communication medium for sharing information about a product or service that has been consumed by consumers who do not know each other and met before then they can find out information through social media or electronically (Gruen, 2006). The advent of the Internet has given rise to new forms of communication that can empower companies and consumers to improve their marketing communications and enable them to share information and opinions. The involvement of consumers in providing responses and responses to uploaded content as a medium for finding and exchanging information is what is called Electronic Worth Of Mouth (e-WOM) (Damarsiwi & Wagini, 2018). E-WOM is an online-based marketing communication through internet social media that has messages containing positive or negative statements made by potential consumers or former consumers. With the existence of e-WOM, communication between producers and consumers becomes easier, and in accordance with the progress of the current era (F. Sari & Pangestu, 2018). Electronic Word of Mouth (e-WOM) is a delivery of messages to other people that can influence purchasing decisions and buying interest (Prasetyo & Kusumawati, 2018). According to (Arif & Putri, 2020) Electronic Word of Mouth (e-WOM) is a form of praise, recommendations, and customer comments about their experiences with services and products that really influence customers' decisions or their buying behavior.

### **Price**

In order to be successful in marketing a product or service, every company must set the right price. Price is the only element of the marketing mix that provides income or revenue for the company. According to (Peter & Oloson, 2012) Price is an exchange rate that is usually equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and place. Furthermore, according to (Kotler & Armstrong, 2012) "price is the amount of money billed for a product or service, or the sum of all values provided by customers to benefit from owning or using a product or service". Meanwhile, according to (Assauri, 2012) "price is a burden or value for consumers, which is obtained by obtaining and using a product, including financial costs from consumption, in addition to non-financial social costs, such as in the form of time, effort, psychological, risk and prestige or social prestige". According to (Alma, 2018), price is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of goods and services so as to lead to consumer satisfaction. Furthermore, according to (Swasta & Irwan, 2006) the price is a sum of money plus some goods and services. Price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. In determining the value of goods and services,

consumers compare the ability of goods and services to meet their needs with the ability of substitute goods and services.

### **Customer Loyalty**

In general, customer loyalty can be interpreted as a person's loyalty to a product, either certain goods or services. Customer loyalty is a continuation of customer satisfaction in using the facilities and services provided by the company, as well as to remain a customer of the company. Loyalty is evidence of consumers who are always customers, who have strengths and positive attitudes towards the company. According to (Lovelock & Wirtz, 2011) customer loyalty goes beyond behavior and includes preferences, preferences and intentions in the future. Consumer Loyalty means consumer loyalty to shop at certain retail locations. Consumers who are loyal to a retail product that he likes will buy the product at an outlet or store that makes consumers satisfied with the product so that no matter how far the location is, consumers will still come to the store to buy the product they are looking for. According to (Kotler & Keller, 2012) Loyalty is a deeply held customer loyalty to repurchase and support a product or service in a company even though the influence of the situation and marketing efforts has the potential to cause customers to switch. Furthermore (Tjiptono, 2014a) Loyalty is an old word that usually describes loyalty and obedience to the State, movement, or individual. Meanwhile (Durianto, 2013) Loyal consumers will generally buy the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics from various angles. Meanwhile, according to (Yuniarti, 2015) loyalty is the amount of consumption and frequency of purchases made by a consumer against a company. They managed to find that 7 connectedness qualities consisting of satisfaction, trust, and commitment have a positive relationship with loyalty.

## **RESEARCH METHOD**

This type of research is survey research, because it takes a sample from one population. This study uses an explanatory research approach, which aims to explain the causal relationship between research variables and testing hypotheses. This research is included in the category of causal research using a quantitative approach. According to (Sugiyono, 2018) causal research is research that wants to see whether a variable that acts as an independent variable has an effect on other variables that are the dependent variable. According to (Sugiyono, 2018) quantitative research is research whose problems are not determined at the beginning.

## **RESULTS**

In this study, a significance level of 5% was determined. Hypothesis testing is based on the basis of decision making, where in this study the basis for decision making is obtained by comparing the p-value with an alpha (error rate) of 5% or 0.05. The p-value will be obtained from the output of data processing using SmartPLS.

### **Partial Least Square Analysis with Intervening Variables**

#### **Measurement Model Analysis (Outer Model)**

##### ***Construct Reliability and Validity***

##### ***Composite Reliability***

The statistics used in composite reliability or reliability constructs are Cronbach's alpha and DG rho (PCA). *Cronbach's alpha* measures the lower limit of the reliability value of a construct while composite reliability measures the real value of the reliability of a construct. The rule of thumb

used for composite reliability values is greater than 0.6 and Cronbach's alpha value is greater than 0.6. With these measurements, if the value achieved is  $> 0.60$ , it can be said that the construct has high reliability. The results of the reliability test of the two methods can be seen in the following table:

**Reliability Test Results**

Variable/Construct	Cronbach's Alpha	Composite Reliability	Test results
Electronic word of mouth(X1)	<b>0.830</b>	0.878	Reliable
Price(X2)	<b>0.818</b>	0.872	Reliable
Customer Loyalty(Z)	<b>0.901</b>	0.921	Reliable
(Y)	<b>0.878</b>	0.909	Reliable

(Source: Processed Data, 2021)

The conclusion of the composite reliability test is as follows:

The electronic word of mouth variable is reliable, because the composite value of electronic word of mouth reliability is  $0.830 > 0.60$ . The price variable is reliable, because the composite reliability price value is  $0.818 > 0.60$ . Customer Loyalty variable is reliable, because the composite value of Customer Loyalty reliability is  $0.901 > 0.60$ . The Buying Decision variable is reliable, because the composite reliability value of Buying Decision is  $0.878 > 0.60$ .

#### **Average Variance Extracted (AVE)**

Convergent validity is related to the principle that the manifest variables of a construct should be highly correlated, convergent validity is assessed based on the loading factor and the Average Variance Extracted (AVE) value. The rule of thumb used in the convergent validity test is the loading factor value  $> 0.5$  and the AVE value  $> 0.5$  (Ghozali & Latan, 2015). The results of the AVE are presented in Table 4.8 and the results of the outer loading are in Table 4.5 below:

**AVE (Average Variant Extracted) Results**

Variable/Construct	AVE	Test results
X1	0.549	Valid
X2	0.529	Valid
Z	0.593	Valid
Y	0.625	Valid

(Source: Processed Data, 2021)

The conclusion of the Average Variance Extracted test is as follows:

The electronic word of mouth variable is valid, because the Average Variance Extracted value of electronic word of mouth is  $0.549 > 0.50$ . The price variable is valid, because the Average Variance Extracted price value is  $0.529 > 0.50$ . The Customer Loyalty variable is valid, because the Average Variance Extracted Customer Loyalty value is  $0.593 > 0.50$ . The Buying Decision variable is valid, because the Average Variance Extracted Buying Decision value is  $0.625 > 0.50$ .

### ***Discriminant Validity***

Examination of the discriminant validity of the reflective measurement model which was assessed based on cross loading and comparing the AVE value with the square of the correlation between the constructs. The measure of cross loading is to compare the correlation of the indicator with its construct and constructs from other blocks. Good discriminant validity will be able to explain the indicator variable higher than explaining the variance of the other construct indicators. The following is the discriminant validity value for each indicator.

	<b><i>Discriminant Validity</i></b>			
	X1	X2	Y	Z
X1				
X2	<b>0.857</b>			
Y	<b>0.813</b>	<b>0.954</b>		
Z	<b>0.786</b>	<b>0.820</b>	<b>0.886</b>	

Source: Processed by Researchers With SmartPLS Application

Test conclusion *Heretroite-Monotroit Ratio* (HTMT) are as follows:

The electronic word of mouth variable on the price of HTMT value is  $0.857 < 0.90$ , meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).

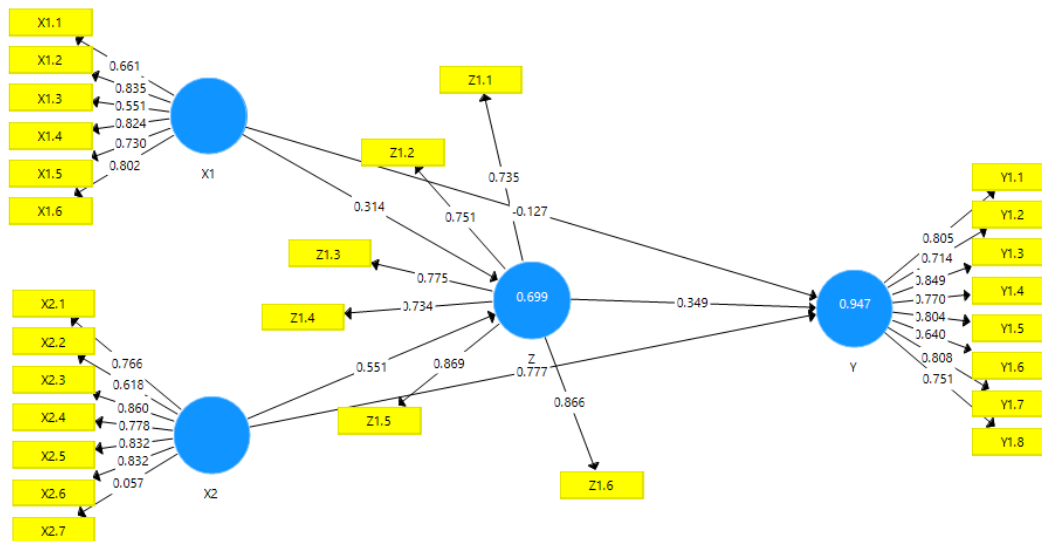
Electronic word of mouth variable on buying decision HTMT value  $0.813 < 0.90$ , meaning that the discriminant validity is good, or completely different from other constructs (the construct is unique).

Electronic word of mouth variable on customer loyalty HTMT value  $0.786 > 0.90$ , meaning that discriminant validity is not good, or different from other constructs (the construct is unique).

The price variable on the buying decision HTMT value is  $0.954 > 0.90$ , meaning that the discriminant validity is not good, or different from other constructions (the construct is unique).

Price variable on customer loyalty HTMT value  $0.820 < 0.90$ , meaning that the discriminant validity is not good, or different from other constructs (the construct is unique).

The variable customer loyalty to buying decision HTMT value  $0.886 < 0.90$ , meaning that the discriminant validity is not good, or different from other constructs (the construct is unique).



**Standardized Loading Factor Inner and Outer Model**

### Structural Model Analysis (Inner Model)

#### Path Coefficient

Seeing the significance of the influence between the constructs can be seen from the path coefficient (path coefficient). The sign in the path coefficient must be in accordance with the hypothesized theory, to assess the significance of the path coefficient, it can be seen from the t test (critical ratio) obtained from the bootstrapping process (resampling method).

#### R-Square

R-Square is a measure of the proportion of variation in the value of the variable that is influenced (endogenous) and can be explained by the variable that influences it (exogenous). This is useful for predicting whether the model is good or bad (Juiandi, 2018). The criteria for the R-Square according to (Juiandi, 2018) are as follows:

If the value of R<sup>2</sup> (adjusted) = 0.75 means the model is substantial (strong).

If the value of R<sup>2</sup> (adjusted) = 0.50 means the model is moderate.

If the value of R<sup>2</sup> (adjusted) = 0.25 means the model is weak (bad).

#### R-Square . Test Results

	R Square	R Square Adjusted
Y	0.947	0.945
Z	0.699	0.692

Source : PLS 3.00

From table 4.9 above, it is known that the effect of X1, X2 and Z on Y with an r-square value of 0.947 indicates that the variation in the value of Y can be explained by variations in the values of X1, X2 and Z of 94.7% or in other words that the model is substantial. (strong), and 5.3% influenced by other variables. Meanwhile, testing the effect of X1 and X2 on Z with an r-square value of 0.699 indicates that the variation in the value of Z can be explained by variations in the

values of X1 and X2 of 69.9% or in other words that the model is substantial (strong), and 90.1% is influenced by other variables.

### F5 Test (Size Effect / F-Square)

F-Square is a measure used to assess the relative impact of an influencing variable (exogenous) on the affected variable (endogenous). The criteria for drawing conclusions are if the F2 value is 0.02 then there is a small (weak) effect of the exogenous variable on the endogenous, the F2 value of 0.15 then there is a moderate (moderate) effect of the exogenous variable on the endogenous, the F2 value of 0, 35 then there is a large (good) effect of the exogenous variable on the endogenous (Juliandi, 2018). Based on data processing that has been carried out using the smart PLS 3.0 program, the F-Square value is obtained which can be seen in the following figures and tables:

### F-Square. Value

Variable	F-Square
<i>word of mouth</i> X1 → buying decision Y	0.018
<i>price</i> X2 → buying decision Y	0.969
Z → buying decision Y	0.349
<i>word of mouth</i> X1 → customer loyalty Z	0.314
<i>price</i> X2 → customer loyalty Z	0.551
<i>word of mouth</i> X1 → buying decision Y through customer loyalty Z	0.109
<i>price</i> X2 → buying decision Y through customer loyalty Z	0.192

Based on table 4.9 above, it is known that:

The effect of word of mouth (X1) on buying decision (Y) has an F2 value of 0.018 indicating that there is a large (good) effect. The effect of price (X2) on buying decision (Y) has an F2 value of 0.969 indicating that there is a large (good) effect. The effect of customer loyalty (Z) on buying decision (Y) has an F2 value of 0.349 indicating that there is a large (good) effect. The effect of word of mouth (X1) on customer loyalty (Z) has an F2 value of 0.314 indicating that there is a large (good) effect. The effect of price (X2) on customer loyalty (Z) has an F2 value of 0.551 indicating that there is a large (good) effect. The effect of word of mouth (X1) on buying decision (Y) through customer loyalty (Z) has an F2 value of 0.109 indicating that there is a large (good) effect. The effect of price (X2) on buying decision (Y) through customer loyalty (Z) has an F2 value of 0.192 indicating that there is a large (good) effect.

## CONCLUSION

Based on the results of research and discussion that have been stated previously, conclusions can be drawn from research on the influence of electronic word of mouth and price on buying decisions through customer loyalty in typical culinary Medan City. Directly, electronic word of mouth has an effect on buying decisions. Directly the price has an effect on the buying decision. Directly, customer loyalty has an effect on buying decisions. Directly electronic word of mouth has an effect on customer loyalty. Directly the price has an effect on customer loyalty. Indirectly, electronic word of mouth has an influence on buying decisions through customer loyalty. Indirectly, price has an effect on buying decision through customer loyalty.



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## DECLARATION OF CONFLICTING INTERESTS

We declare that we have no conflict of interest with the BEFIC Bali 2022 committee or staff from AIBPM or any conflict regarding this article.

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