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THE INFLUENCE OF WORD OF MOUNT AND SOCIAL MEDIA ON THE PURCHASE DECISION OF TRADISONAL CAKE (BIKA BAKAR)

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ABSTRACT

Social media is a very effective platform for marketing or selling a product. Apart from social media, there are also other ways to promote, namely through Word Of Mount, this is also an effective way of promotion. For the marketing of bika Bakar, the public can view it on social media or through word of mouth. Bika Bakar is a traditional snack in Maga Village. For Bika Bakar enthusiasts, ranging from young to old, people also work from various backgrounds and have various types of income. The purpose of this research is to find out the effect of word of mount and social media on purchasing decisions for traditional bika Bakar cakes. The population in this study was 100 consumers and a sample of 75 consumers of Bika Bakar traditional cake using accidental sampling technique. The instrument in this study used a questionnaire and was analyzed using multiple regression analysis. The results obtained by the promotion variable through the word of mount have a partial influence between the word of mount on purchasing decisions based on a significant value less than 0.05 with t count (3.557) > t table (1.993). This proves that the more promotions through word of mount spread to consumers, the greater the purchase decision. While social media variables on purchasing decisions that there is a partial influence between social media on purchasing decisions are seen based on a significant value less than 0.05 with t count (4,303) > t table (1,993). This proves that the marketing strategy through social media that is carried out will increasingly influence purchasing decisions. Based on these results, the results of the study stated that there was a simultaneous influence between word of mount and social media variables on product purchasing decisions, seen from a significant value of less than 0.05 with an F count (63,522) > F table (3.12). This proves that the better or more frequent promotions through word of mouth and social media are carried out, the greater or increased the product purchasing decision, in this case Bika Bakar Maga.

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1. INTRODUCTION

In recent years, market competition has intensified. Indonesia is a developing country in terms of the era of globalization in the business world which has entered very tight competition

due to increasingly dense business development. Competition arises along with increasingly sophisticated technological developments. In Indonesia, internet use has increased from year to year, according to projections from APJII (Indonesian Internet Service Provider Association), the number of internet users continues to increase. The existence of sophisticated technology with the internet network facilitates direct interaction between consumers and business people [1].

The development of the business world, especially in the culinary field, is very rapid. The culinary business is a promising business because it deals with basic human needs. Bika Bakar is a traditional cake typical of Maga Village, but now it can be found in various places. Bika Bakar Maga traders have obstacles. This condition can be seen from the unstable turnover. Problems arise due to the large number of people opening bika-bakar business places or selling bika-bakar online, making the competition even tougher.

The constraints faced by sellers of Bika Bakar Maga are due to the lack of information that consumers get about the traditional Bika Bakar cake. Information is one of the factors that influence consumers in making purchasing decisions. The information obtained positively or negatively will affect consumer opinion of a product. Some knowledge is gained by interpreting information found in the environment during the decision-making process[2].

Purchasing decision is a problem-solving process which consists of analyzing or identifying needs and wants, seeking information, researching information sources on alternative purchases, purchasing decisions and behavior after purchase [3]. This information search and evaluation is what consumers do before making a purchase decision. Dissemination of information can be done by promotion. In this case the sale of Bika Bakar Maga cake is still using word of mouth as a promotional medium to consumers.

Consumer behavior is a decision-making process and activities carried out by consumers physically in evaluating, obtaining use or obtaining goods and services [4]. Purchasing behavior refers to how consumers make decisions and what factors influence decision making [5]. Purchasing decision making is a very important role that must be considered because purchasing decisions are things that are used by entrepreneurs to create marketing strategies that will be carried out.

Some things that need to be considered by companies are understanding consumer needs, knowing consumer desires and consumer tastes. Social media is a very effective platform for marketing or selling a product. There are many kinds of social media, such as FB, Ionstagram, Twitter, Tricktok and so on. Most people already use social media. Social media also makes it easier to buy products. To see if the product is of good quality, we can see how many people buy it. In terms of price, we can compare it with other products with different sellers. Apart from social media, there are also other ways to promote, namely through Word Of Mount, this is also an effective way of promotion. Word of mnount is also a powerful way of promotion because sometimes there are also people who don't use social media or are afraid to use social media.

For the marketing of bika Bakar, the public can view it on social media or through word of mouth. Bika Bakar is a traditional snack in Maga Village. People in the global era use the internet as a medium for information seeking. In addition to changing humans in communicating, the internet also provides changes in marketing [6]. An increase in the number of internet users is a great opportunity in doing marketing, because the internet makes marketing easier and more effective, response is faster and costs are lower. Marketing via the internet can be seen from the response of consumers in the posted comments column. Good communication will strengthen relationships with consumers, indirectly becoming customer satisfaction, feeling cared for, when consumers are satisfied, consumers give good ratings and recommend products to others.

Recommendations can be made through social media or by word of mouth. Communication through word of mouth is where someone exchanges information about something so that it can influence the decision to buy a product. The effect of WOM is very influential, even a lot of marketing has used it because it comes from a trusted source and has an impact. The specific

objective of this research is to examine and explain the effect of word of mouth and social media on purchasing decisions for traditional cakes (Bika Bakar).

The feasibility study of this study decided that this research was feasible to carry out. This research is very beneficial to the community, especially the traditional cake culinary business. This research scheme is in accordance with the PT's research strategic on strengthening basic knowledge for 2019-2025. Characteristics of health problems in the community to improve the health and economic status of the community.

2. METHOD

The research method used in this research is quantitative with a descriptive design, namely to see the effect of X to Y variables, namely the influence of Word of Mount and Social Media on purchasing decisions. This research was conducted in Maga Village, Lembah Sorik Merapi District, Mandailing Natal Regency starting from April to August 2022. The population in this study were 100 consumers of traditional bika baka Maga cakes. For the sample of this study, 75 people were taken accidental or coincidentally met during the study.

3. RESULTS AND DISCUSSION

3.1 Characteristics of Respondents

Based on 75 respondents who were male and female and the majority of bika maga cake consumers were women, namely 50 people (65%) and 25 male consumers (35%). For the age of the respondents, the most were aged between 23-37 years, namely 37 people (48.1%). While the description of the respondents about their work is that there are more housewives as bika-fuel consumers, namely 41 people (53.3%).

3.2 Multiple Regression Analysis Model

To find out the influence of Word of Mount and social media on purchasing decisions for traditional bika maga cakes as follows:

Table 1. Coefficients[a]

Model		Unstandardized Coefficients		Standardid Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.030	.289		3.560	.001
	WOM	.296	.083	386	3.557	.001
	Media Sosial	.496	.115	.466	4.302	.000

From the table above, the following equation can be made:
Y=1.030+0.296+0.964.

Thus, it can be seen that there is an influence of WOM and social media on purchasing decisions. From this equation it can be seen that the most influential is Social Media with a determination coefficient of 0.496 then WOM with a determination coefficient of 0.296.

3.3. Hypothesis testing

1. t test

The t test is used to determine the effect of each independent variable on the dependent variable.

Table.2 Coefficients[a]

Unstandardized Coefficients	Standardized Coefficients

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Model		B	Std. Error	Beta	T	Sig.
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	WOM	.296	.083	.386	3.557	.001
	Media Sosial	.496	.115	.466	4.302	.000

The results of the calculation of the t test in the table above are:

a. Word of Mount (X1) obtained t count 3.557 with a significant level of 0.001 using a significant limit of 0.05 can be seen t table of 1.993. It can be concluded that t count > t table. means H1 is accepted. Thus Word of Mount influences the purchasing decision. Thus, the more frequent promotions through word of mount, the more sales will increase.
b. Social Media (X2) obtained a t count of 4,302 with a significant level of 0.001 using a significant limit of 0.05, it can be seen that the t table is 1,993. It can be concluded that t count > t table. means H2 is accepted. Thus there is the influence of social media on purchasing decisions. Thus the more frequent promotions through social media, the sales will increase.

F test

The F test is used to determine the effect simultaneously or simultaneously of the independent variables on the independent variables

Table.3 ANOVA [b]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.952	2	8.476	63.522	.000[a]
	Residual	9.608	72	.133		
	Total	26.560	74			

The results of the F test calculation in the table above show a significant value of 0.000. because this value is less than 0.05, the H3 hypothesis states "There is an influence of word of mount and social media on the decision to buy traditional bika maga cakes" Accepted.

2. Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to determine the level of accuracy. The coefficient of determination describes the contribution made by each independent variable to the dependent variable. To find out the magnitude of the coefficient of determination of each independent variable in a regression model, it can be done by looking at the R^2 value contained in the model summary table.

Table 4 . model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	799[a]	. 638	.628	.36529

Based on the table above, it is known that the R square is 0.628 (62.8%). Thus it shows that by using the regression model we get where the independent variables namely WOM and Social Media have an influence on purchasing decisions by (62.8%) while the remaining 100% -62.8% = 37.2% is explained by other variables not contained in the research model such as price, location, facilities and so on.

4. CONCLUSION

This study aims to determine the effect of word of mount on purchasing decisions, the influence of social media on purchasing decisions and the partial effect of word of mount and social media on purchasing decisions. Based on the description above, it can be concluded. Partially, there is the influence of word of mount on the decision to purchase the traditional Bika Bakar Maga cake. Partially, there is the influence of social media on purchasing decisions for traditional Bika Bakar Maga cakes. Simultaneously, there is an influence between word of mount and social media on the decision to purchase the traditional Bika Bakar Maga cake.

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