

## THE ROLE OF ONLINE PROMOTION, WORD OF MOUTH, AND PRODUCT QUALITY IN INCREASING BUYING INTEREST SALE PISANG AROMA RASA

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**Abstract:** *The purpose of this study is to analyze online promotion, word of mouth, product quality on buying interest Sale Pisang Aroma Rasa. The population used in this study is potential people who are interested in buying Sale Pisang Aroma Rasa in Grobogan City. The Purposive Sampling method was used to select 90 samples for this study. Data collection was carried out using a questionnaire. This study uses various statistical tools, including multiple linear regression, reliability and validity test, t-test, F-test, and determination coefficient. Product quality, advertising, and word of mouth all have a good and great influence on buying interest Pisang Aroma Rasa in the City Grobogan.*

**Keywords:** *online promotion, word of mouth, product quality, buying interest*

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### 1. Introduction

Micro, small, and medium enterprises (MSMEs) in Indonesia are very important for the country's economic development because they are run by individuals, groups, and families. The contribution of micro, small, and medium enterprises (MSMEs) to Indonesia's regional economic growth is quite large. To achieve the level of community welfare, efforts must be made to improve the economy (Aliyah, 2022). Places where residents work have also sprung up in the form of labor-intensive MSMEs. What motivates customers to buy a product is an important consideration for any business owner.

Individuals' tendency to buy a product grows from their confidence in quality and ability to withstand similar offers from other brands. Lack of interest in buying an item is a natural consequence of the absence of customer trust in the item. There are several things that affect the tendency of consumers to make purchases, including product quality, word-of-mouth promotion, and online marketing. Research shows that word-of-mouth marketing and promotion can affect consumer interest in making purchases (Febryanti & Hasan, 2022).

Marketing communication includes all efforts to educate, convince and remind the market about the company's goals and goods in the hope that they will accept, buy and be loyal to the offer (Fakhrudin et al., 2021). One of the things that makes marketing campaigns successful is promotion (Sriyanto et al., 2021). They will never admit the shortcomings of a product as long as they think it can meet their needs (Racellita & Megawati, 2021). Business people can more easily present their goods to consumers through promotions. Marketing campaigns often use both online and offline methods. To inform customers about a product without requiring them to visit the business physically, online promotion involves direct engagement with consumers over the internet, rather than in person during purchase and sales transactions (Marshely & Anjayani, 2022).

Word of Mouth is the second component that affects consumer buying interest. Using people's own recommendations is an example of a more conventional type of advertising. Fakhrudin et al. (2021) define word-of-mouth promotion as "the practice of a customer who advocates the use of a brand or product by others after having a personal experience with the product" (WOM). The good news is that WOM is a powerful marketing tool because it relies on customer satisfaction raving about a product to attract new customers. To introduce your name, you don't need a huge marketing budget—all you need is word-of-mouth promotion (Marantika, 2020). Investing heavily in word-of-mouth campaigns is not necessary. The belief in the simplicity, cheapness, and efficacy of this method is believed to be because many Indonesians like to gather and exchange stories about their experience of getting quality goods. People are more likely to trust other people's opinions when they get referral information from them.

Product quality is the second element that affects consumer buying interest. Modern consumers are smarter than ever, and they shop with product features and advantages in mind. The capacity of a product to meet customer demand is what distinguishes product quality, said Setyani and Gunadi (2020). Among the desirable qualities that consumers are looking for are items that are durable, reliable, easy to use, and free from damage and defects. Since customers are more likely to buy again from a company after having a positive experience with the product or service they purchased, it is in the best interest of the business to continuously strive to improve the quality of their offerings. In order to maintain consumer attention, business actors must always develop products with superior specifications. One of the company's main goals is to improve product quality standards for consumers. Products must be diverse in variety, quality, and form to capture consumers' attention and encourage purchases. Market share in terms of customer wants and applications is an important consideration for any product development company. That way, it is able to compete with similar products on the market and eventually become a favorite of customers (Putra et al., 2022).

## **2. Theoretical Foundations**

### **2.1. Online Promotion**

Promoting a company's new products and services can be done in several forms, according to Wibowo and Priansa (2017). This includes advertising, direct selling, sales promotion, and publicity. According to Tjiptono et al. (2008), advertising is a way to encourage people to buy and use a product. Any attempt to disseminate information about a product in a way that is sufficiently attractive to the public that it makes them want to buy, consume, or interact with it is considered promotional (Sriyanto et al., 2021).

### **2.2. Word of mouth**

Baltezarevic (2020) argues that EWM is a cutting-edge marketing strategy that can improve media, communication, and professional marketing. Signals from marketers, manufacturers, and sellers are not as important as signals from customers when making a purchase. Priansa (2017) emphasized that word-of-mouth promotion is a powerful marketing tool to reduce promotion costs and increase distribution efficiency. One type of voluntary advertising is electronic word-of-mouth promotion, which can be either good or negative comments about a product. Electronic information from word of mouth can save time and effort compared to searching for product specifications by revealing details about the color, texture, and raw components of a product. A person will be more likely to trust the product indirectly because the product has been proven to be good.

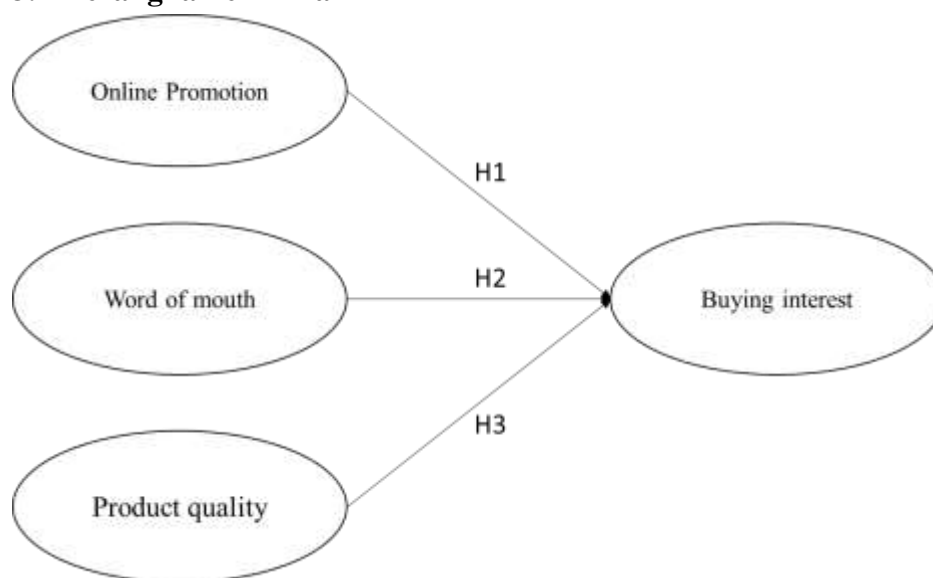
### **2.3. Product quality**

Product quality is an asset for every business, said Arianto and Patilaya (2018). High-quality goods and services stand out from the competition and inspire customers to buy from you again and again. The details of a product show its ability to meet customer demands, say Kotler and Armstrong (2008). Company owners must emphasize improving product quality because it is one of the elements that may have an impact on customer product purchases (Ernawati, 2019). This is especially true in the food industry, where high-quality items tend to attract more customers. Businesses can outperform their competitors if they prioritize product quality. Therefore, it is important for companies to know the wants and needs of their customers.

### **2.4. Buying interest**

The tendency of customers to care about the aesthetics of a product, including its pattern, taste, and ingredient composition, is known as "buying interest" (Kotler & Keller, 2016). An individual's tendency to buy a product or engage in behaviors related to a purchase is called their "buying interest" (Assael, 2005). Consumer buying interest not only includes the act of acquiring and utilizing products and services, but also decision-making that goes into planning and decision-making on these actions (Swastha and Handoko, 2000). In other words, consumer buying interest is the mental process that underlies the behavior and interaction that society as individuals, groups, and organizations do in the pursuit of goods and services.

## **3. Kerangka Pemikiran**



**Gamabar 1. Kerangka Pemikiran**

Based on the image of the research framework above, hypotheses for this study can be prepared as follows:

H1: Online promotion has a positive and significant effect on buying interest Sale Pisang Aroma Rasa

H2: Word of mouth has a positive and significant effect on buying interest Sale Pisang Aroma Rasa

H3: Product quality has a positive and significant effect on buying interest Sale Pisang Aroma Rasa

#### **4. Research Method**

Sale Pisang Aroma Rasa which is located in Sukoharjo Village, Toroh District, Grobogan Regency, Central Java is the location of this research. Quantitative techniques based on survey data were used in this study. The population used in this study is the people of Grobogan City who are interested in selling Pisang Aroma Rasa. The collection of research samples was decided in less than two weeks. The sample size for this study was 90, as 90 questionnaires were collected in less than 2 weeks. The validity and reliability analysis confirms that the Likert scale questionnaire of this study produces reliable data. Hypothesis tests, multiple regression analysis, determination coefficient tests, and classical assumption tests are some of the statistical approaches used in this study. The entire analysis was carried out with the help of IBM SPSS version 25.

#### **5. Results and Discussion**

##### **4.1 Results**

##### **4.1.1 Validity and Reliability Test**

**Table 1. Validity and Reliability Test Results**

<b>Variable</b>	<b>r calculate</b>	<b>Cronbach Alpha</b>
Online Promotion	0,688	0,679
	0,656	
	0,515	
	0,735	
	0,733	
Word of Mouth	0,577	0,674
	0,670	
	0,608	
	0,655	
	0,773	
Product Quality	0,750	0,670
	0,752	
	0,648	
	0,554	
	0,633	
Buying Interest	0,629	0,619
	0,645	
	0,622	
	0,656	
	0,602	

Sumber: Olah Data SPSS, 2024

Based on the estimated value of r per question item per variable: internet promotion (5 questions), word of mouth (5 questions), product quality (5 questions), buying interest (5 questions). Valid results were achieved with an r value of more than 0.207. Table 1

shows that the variables of internet advertising, word of mouth, product quality, and buying interest all have Cronbach's alpha ( $\alpha$ ) values of more than 0.600 which indicates reliable.

#### 4.1.1 Multiple Regression Analysis

**Table 2. Multiple Regression Analysis Test Results**

Variabel	Beta
(Constant)	1,695
Online Promotion	0,243
Word Of Mouth	0,244
Product Quality	0,419

Sumber: Olah Data SPSS, 2024

The model of the linear regression equation formed is as follows:

$$Y \text{ (Buying Interest)} = 1.695 + 0.243 x_1 \text{ (Online Promotion)} + 0.244 X_2 \text{ (Word of Mouth)} + 0.419 x x_3 \text{ (Product Quality)}$$

Explaining the regression equation:

The regression coefficients for internet advertising, word of mouth, and product quality are positive. Increased internet marketing, word-of-mouth promotion, and product quality will increase sales.

#### 4.1.2 Coefficient Determination Test

**Table 3. Results of the Coefficient Test of Determination**

Model	Adjusted R Square
1	0,632

Sumber: Olah Data SPSS, 2024

Based on table 5, the Adjusted Square value is 0.632. This shows that there is a significant variation of 63.2% in the influence of internet marketing, word of mouth, and product quality on buying interest. The remaining 36.8% were not studied in this study.

#### 4.1.3 Uji Hipotesis

##### 4.1.4.1 Testing of F-Test Hypothesis

**Table 4. Test Hypothesis Test Results F**

Model		F	Sig.
1	Regression	51,856	0,000 <sup>b</sup>
	Residual		

	Total		
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Source: SPSS Data Processing, 2024

Table 6 shows that the F test with an F value of 51.856 and a sig value of 0.000 shows that product quality, word-of-mouth promotion, and internet advertising all have an impact on buying interest at the same time.

#### 4.1.4.2 Hypothesis Testing Test t

**Tabel 5. Hasil Uji Hipotesis Uji t**

Variable	t	Sig
(Constant)	1,191	0,237
Online Promotion	2,793	0,006
Word Of Mouth	2,406	0,018
Product Quality	4,285	0,000

Sumber: Olah Data SPSS, 2024

The results of the partial test are as follows: With a statistical significance level of  $0.00 < 0.05$ , the estimated t value of the online promotion variable of 2.793 is higher than the table t value of 1.661, causing the rejection of  $H_0$  and  $H_a$ 's acceptance. The X1 online marketing variable significantly strengthens the urge to buy. We can reject  $H_0$  and accept  $H_a$  because the t-value of the Word of Mouth variable of 2.406 is greater than the t-table value of 1.661 and is statistically significant at  $0.01 < 0.05$ . This suggests that the urgency to buy increases significantly when word of mouth X2 information is disseminated. Because the estimated t value of the product quality variable of 4.285 is higher than the table t value of 1.661 and is statistically significant at  $0.00 < 0.05$ , we can reject  $H_0$  and  $H_a$  is accepted. Product quality (X3), thus, substantially increases consumer interest.

## 4.2 Discussion

Testing shows whether internet marketing influences buying interest. The results of the t-test showed that there was a significant influence of online promotion on buying interest, with a significance value of 0.006 (in accordance with the conditions specified  $< 0.05$ ). If internet marketing affects buying interest, then the calculation is positive. This fits with Ariana et al. (2023) and the research of Sinaga & Sulistiono (2020).

Whether word-of-mouth promotion affects purchase interest is indicated by testing. The findings of the t-test show that Word of Mouth has a significant impact on buying interest, meeting the required threshold of  $< 0.05$  with a significance value of 0.018. If the word of Mouth affects buying interest, then t-count has a positive value. This is in accordance with the research of Setiawan & Cholid (2021).

Product quality can affect consumer interest, as shown through testing. With a significance value of 0.000 meets the requirements  $< 0.05$ , the findings of the t-test show that product quality has a significant effect on purchase intention. A positive tcount value shows that product quality affects buying interest. This match is Muzdalifah et al. (2022) research.

## 6. Conclusion

Data and analysis show that internet advertising, word-of-mouth promotion, and product quality have a good and significant influence on buying interest. When testing the impact of online promotion factors, it can be seen that word-of-mouth promotion and product quality have



a significant influence on purchase interest, with a contribution of 63.2% of the variation. Suggestions To attract consumer buying interest, Sale Pisang Aroma Rasa must actively utilize the social media system for marketing techniques and present more attractive promos. This can be achieved by creating videographic materials that encourage e-promotion by word of mouth. In addition, further research can be conducted using the same variables but using alternative methodologies, such as qualitative approaches, to increase the depth of research results or findings. Additional variables can be used in future research to increase the desire to buy on Sales Pisang Aroma Rasa.

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