

THE EFFECT OF WORD OF MOUTH ON THE DECISION TO USE WEDDING ORGANIZER ELEVEN SERVICES IN MAKASSAR CITY

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Abstract

This study aims to determine how the influence of Word of Mouth on the decision to use Wedding Organizer Eleven services in Makassar City. The independent variable in this study is Word Of Mouth while the dependent variable is Purchase Decision. The population in this study are WO Eleven users. While the sample used is as many as 65 respondents. The sampling technique in this study was carried out using a simple random sample method (Simple Random Sampling method). Data collection was done by using a questionnaire. The data analysis technique used is simple linear regression analysis using SPSS 25.00 for Windows. The results showed that the results showed that the Word of Mouth variable had a significant influence on the consumer purchasing decision variables of Wedding Organizer Eleven. The value of the regression coefficient of the Word of Mouth variable (b) is positive at 0.621, which means that for every additional one unit of Word of Mouth value, the value of the purchase decision will increase by 0.621. The regression coefficient is positive, so it can be said that the direction of the influence of the X variable on Y is positive.

INTRODUCTION

The rapid development of technology and the business world today requires companies to be able to compete, both companies engaged in goods and services. This condition encourages companies to develop more innovative marketing techniques and systems. If the company is not able to adapt to the intense business competition, it will result in a threat to the survival of the company.

Marketing is one of the means for a company to achieve its goals. In order for this goal to be achieved, every company must be able to produce and be able to deliver the goods or services it marketed in accordance with the wishes of the customer by providing a good service and adequate facilities. One way of marketing a product or service that is very effective and efficient is through a communication process. According to Belch (2004), marketing communication is a process carried out by companies in coordinating several promotional elements and other marketing activities so that communication with company consumers is established.

In business activities, such as marketing, it certainly requires good communication, especially to consumers so that the products they have can be fully accepted. Good and accurate information to consumers can influence consumer behavior to decide to buy a product or use a service. According to Kotler and Keller (2007), before making a purchase decision, the stages that buyers go through to reach a buying decision pass through five stages, namely: 1). Problem introduction, 2). Information search, 3). Alternative evaluation, 4). Buying decisions, and 5). Post-purchase behavior. According to Kotler and Armstrong (2010) consumer purchasing decisions, cannot be separated from how consumers go through several stages, namely knowing the problems faced until the occurrence of consumer purchase transactions.

Purchase decisions will occur if consumers have received information about what they will receive. With the suitability of the information with the desired expectations, consumers do not hesitate to determine their purchase.

One of the most effective marketing communications is Word of Mouth (WOM), which is marketing by word of mouth. This marketing communication system is considered very effective because it occurs between fellow consumers quickly. With current technological advances, word of mouth communication does not only occur between direct communication but can be through social media such as Twitter, Instagram, Whatsapp and other social media.

Word Of Mouth is said to be more effective in marketing activities because Word Of Mouth activities are based on one's experience in using a product or service from the company. Satisfied or dissatisfied a consumer is very influential on the impact of the word of mouth both positive and negative that will arise, thus affecting the company.

One of the biggest wedding organizer (WO) service companies in Makassar is wedding organizer Eleven. In its marketing system, this company utilizes word of mouth communication to disseminate information about the services they offer.

The advertising system that is most often used is only through Instagram online media and utilizes relationships. The employees of this company are also dominated by millennials as the most accessing social media today. This is able to encourage very fast word of mouth communication to potential consumers who are also targeting millennials. With the marketing system carried out by the eleven wedding organizers, this company can survive as one of the best wedding organizer service providers in the city of Makassar.

Based on data obtained from WO Eleven, the data on service users starting from its inception in 2019 experienced a significant increase. The decline only occurred in 2020 caused by the Lock Down and the Implementation of Community Activity Restrictions (PPKM) due to the Covid-19 pandemic. Apart from the problem of the Covid-19 pandemic, it can be seen that WO Eleven's sales data is quite stable and returned to normal after the PPKM level was lowered by the government in early 2021. This shows that a marketing system that only relies on word of mouth information from relationships and between consumers can encourage increased sales of the company through the decision to buy that comes from communication between relationships and consumers. Companies can reduce promotional costs by disseminating information through word of mouth.

RESEARCH METHOD

The variables in this study are Word of Mouth (X) and Purchase Decision (Y). The measurement of the variables in this study was using a questionnaire which was arranged based on a Likert scale. Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person or group of people regarding a particular symptom or phenomenon. So the data was collected using a list of questions and each question (indicator) that was proposed as a measuring tool with a Likert scale technique.

The population in this study were 189 users of WO Eleven. Based on the formula formulation of Slovin's theory, the number of samples to be studied is 65 samples. The data collection technique in this study used a survey method by collecting data through questionnaires and interviews. This study uses a quantitative approach and uses a linear regression analysis test.

RESULT AND DISCUSSION

Result

Testing using a simple regression analysis technique describes the influence of Word of Mouth on the decision to use the Eleven Wedding Organizer Services in Makassar City is quite good. Based on the calculation of the SPSS Statistics program for Windows. The results of hypothesis testing can be seen in the following table:

Table 1. Linear regression analysis test results

| Variable | B | Significant |
|-----------------------------------|-------|-------------|
| Word of Mouth * Purchase Decision | 0.621 | 0.000 |

Based on the table above, it shows that the t count is 22,949 > from the t table 1,668 with a significance level of $0.00 < 0.05$. Then H_0 is rejected and the accepted hypothesis is H_a . The value of the regression coefficient of the Word of Mouth variable (b) is positive at 0.621, which means that for every additional one unit of Word of Mouth value, the value of the purchase decision will increase by 0.621. The regression coefficient is positive, so it can be said that the direction of the influence of the variable X on Y is positive. It can be concluded that Word of Mouth has a positive and significant effect on purchasing decisions in using the services of Wedding Organizer Eleven in Makassar City.

Table 2. Coefficient of determination results

| Variable | R square |
|-----------------------------------|----------|
| Word of Mouth * Purchase Decision | 0.893 |

Based on the table above, the R Square value is 0.893, which means that the independent variable (Word of Mouth) is able to explain the dependent variable (purchase decisions) of 89.3%, while 11% is explained by other variables not used in this study.

DISCUSSION

The results showed that the Word of Mouth variable had a significant influence on the consumer purchasing decision variables of Wedding Organizer Eleven. This is evidenced by obtaining the correlation value. Which means that if the Word of Mouth is assumed to be zero or there is no Word of Mouth, then the consumer buying decision of Wedding Organizer Eleven does not change but if the Word of Mouth has an increase of

one unit, then this can affect the consumer purchasing decisions of Wedding Organizer Eleven. This is in line with Joesyiana research (2018) which shows the results that Word of Mouth has a significant effect on consumer purchasing decisions through online shop shopee media in Pekanbaru.

Then continued with the results of the study which showed that count was greater than table with a significance level which was counted as valid. then based on the calculations that have been done, H0 is rejected and in this study succeeded in proving the second hypothesis which states that Word of Mouth has a significant influence on the consumer buying decision process of Wedding Organizer Eleven. This explains that there is an exchange of positive information and recommendations regarding WO Eleven services that are spread among consumers who have succeeded in attracting consumers attention and generating further curiosity and also stimulating real consumer action by making purchasing decisions and entrusting the event to be handled by WO Eleven. This is in line with research conducted by Repie (2020) which states that the results of the study indicate that the Word of Mouth variable has a significant influence on the consumer purchasing decision variables of Famouz Creation Event Organizer.

CONCLUSION

Based on the data obtained from the results of the analysis carried out, it can be concluded that Word of Mouth has a positive and significant effect on purchasing decisions in using the services of Wedding Organizer Eleven in Makassar City. Where Word Of Mouth is very important before making a decision. It is assumed that Word of Mouth is feasible or not, then the purchasing decisions of Wedding Organizer Eleven consumers have not changed but Word of Mouth has increased, so this can affect the purchasing decisions of Wedding Organizer Eleven consumers.

The suggestion in this research for Wedding Organizer Eleven is to maintain or improve things related to the Word of Mouth indicator, in order to maintain the level of decision making. So as to create a comfortable atmosphere for WO Eleven services in carrying out their duties.

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