The Influence of Brand Image, Positive Word Of Mouth, and Social Media Promotion on Dessert Box Purchase Decisions

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Info Artikel	Abstract
	The purpose of this study was to discover the impact of brand image, positive word of mouth, and social media promotion on dessert box purchasing decisions. This study was conducted on consumers of Kamei Kitchen Semarang. This study uses a purposive sampling method with the criteria of people who have bought and consumed the Kamei Kitchen Semarang dessert box. The number of respond- ents who were determined for this study were 95 people. With the help of the SPSS statistical program version 25.0, it can be seen the relationship between variables using multiple linear regression analysis.The results obtained from this study indicate that, firstly, although the brand image variable has a positive regression coefficient value but this variable does not significantly affect purchasing decisions, the second positive word of mouth variable has a positive and significant effect on purchasing decisions, the three variables of social media promotion have a positive and significant effect on purchasing decisions.

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1. Introduction

Food is a basic need for every human being, at this time the need for food in the form of desserts or sweet snacks is increasing greatly, this can be proven by the number of businessmen in the culinary field, especially desserts. Dessert is a food that is generally served after the main menu (Rusmini et al., 2016). The type of dessert that is widely loved by the community is the dessert box. This dessert is famous for its soft and delicious texture so it is widely loved (Ismayani, 2008). This product is generally made from the basic ingredients of cake with several layers of melted sauce or cream of various flavors such as chocolate, green tea, strawberry, tiramisu, and many more. Cake is all baked cake products with a sweet taste, which has sugar and fat content (Gisslen, 2013). As dessert products develop, now desserts are no longer only eaten as desserts but can also be consumed as snacks or snacks at any time. With the

development of dessert products, the potential to make business opportunities easier because it has its own market segment in the community (Sitorus, 2015).

Table 1 Quarterly Production Index According to 2-Digit KBLI in 2017 – 2019 Food Sector

Description	Quarterly Production Index by 2-digit KBLI				
	2017				
	First Quarter	Second Quarter	Third Quarter	Quarter IV	Tahunan
Food	169,31	170,81	177,57	177,8	173,87
	2018				
	First Quarter	Second Quarter	Third Quarter	Quarter IV	Annual
Food	181,46	180,15	180,49	182,34	182,04
	2019				
	First Quarter	Second Quarter	Third Quarter	Quarter IV	Annual
Food	188,58	196,82	197,26	193,83	194,12

Source : Central Statistics Agency 2017 – 2019
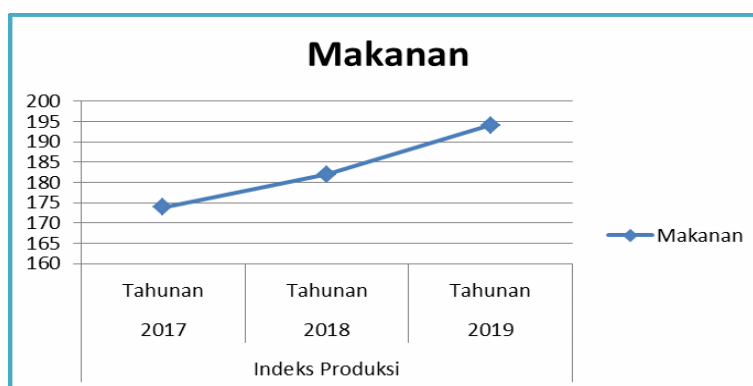
Source : Data processed, Central Statistics Agency 2017 – 2019

Figure 1 Quarterly Production Index Chart According to 2-Digit KBLI in 2017 – 2019 Food Sector

From table 1 and figure 1, it can be concluded that the food sector production index from 2017 – 2019 has increased significantly. Although each quarter experiences value fluctuations, annual production or total production always increases. In 2017 – 2019 was a year of growth in the number of ma-right production, it coincided with the development of dessert box type dessert production.

One of the dessert box businesses in Semarang is Kamei Kitchen's dessert box. Kamei Kitchen is an MSME (Micro, Small and Medium Enterprise) business that sells dessert box products, packaged with square box jars that have 3 types of packaging sizes, namely small (6x6x3cm), regu-lar (12x12x5cm), and jumbo (19x9x7cm). The clear paste shows a layer of sponge cake, cream, and ends with sponge cake (Yaninda, 2015). Desserts that are economical but have a beautiful appearance and sweet taste, in general desserts have a sweet taste and are served cold or hot (Ekawatiningsih et

al., 2008). The presence of dessert boxes in the last few decades has made the name dessert famous with several brand choices such as Bittersweet by Najla, Cakekinian, and The Dessert Story. The various dessert box brands that are present make entrepreneurs must be able to be creative and innovate in order to compete with competitors.

From the explanation above, the researcher determined several research factors, namely brand image factors, positive word of mouth, and social media pro-motion as factors that cause purchase decisions. Brand image is one of the factors to consider in determining the purchase decision. A brand is an identity that distinguishes it from a competitor's product (such as a logo, stamp or packaging) with the intention of identifying goods or services from a seller, which makes consumers able to recognize a certain product (Aaker, 1997). Brand image is a perception of a brand described by an organized collection of brand associations with meanings that exist in the memory of the con- sumen (K. L. Keller, 1993).

Marketers must able to create an attractive brand image while describing the benefits of the product in accordance with the wishes and needs of consumers so that consumers have a positive image of the brand. With a positive image on the brand, it is believed that it will increase the likelihood of the product being chosen, because a brand that has a positive image will make it easier for consumers to evaluate the product (Hasan, 2013). That's why building a brand image, especially a positive image, is one of the important things. Because without a strong and positive image, it is very difficult for marketers to attract new customers and retain existing ones. This is in accordance with research conducted by (Fatmawati & Soliha, 2017) which states that brand image has a positive and significant influence on purchase decisions. However, contrary to the results of research conducted by (Sengkey & Wenas, 2015) which states that brand image does not have a significant influence on purchase decisions. In this study, there is a research gap, regarding the difference in research results between the relationship between brand image variables and purchase decision variables, so in this study there is a need for further research that discusses the influence of brand image variables on purchase decision variations.

The next factor that can influence purchase decisions is a positive word of mouth. Word of mouth is a marketing process or conversation that is carried out from person to person about a brand, product, service that is conveyed orally, in writing, or through electronic communication tools in the form of opinions or recommendations because they have used a product. When consumers feel satisfied with a product they have used and tell stories about the goodness of the product, it is called a positive WOM (Brown et al., 2005), (K. and Keller, 2009), (Suryani, 2013). Positive word of mouth is defined as informal communication between people between recipients and informants about a product or service in the form of giving good recommendations, stories, and explanations that aim to provide personal information.

This is in accordance with research conducted by (Sari & Yuniati, 2016) which states that word of mouth has a positive and significant influence on consumer purchase decisions. However, contrary to the results of research conducted by (Rasyid et al., 2018) which states that word of mouth does not have an effect on purchase decisions. This means that the purchase decision made by consumers is not because of the word of mouth aspect experienced and felt by consumers. In this study, it is possible to find a research gap, regarding the difference in research results between the relationship between word of mouth variables and purchase decision variables, so in this study there is a need for further research that discusses the influence of word of mouth variables on purchase decision variables.

In addition to the brand image factor, and positive word of mouth, promotion through social media is very important in a purchase decision. Advertising through social media or social media promotion is any form of paid non-personal communication, about an organization, product, service, or idea that uses social media as its medium in the form of activities to communicate something, promote, and sell goods and services (Belch, 2009).

Some knowledge may be gained by interpreting information found in the environment during the decision-making process (Supranto, 2011). Purchase decision is a process when consumers want a product for a solution to their problem which is done by looking for information about a certain product or brand and evaluating the alternatives, which then leads to a purchase decision (Tjiptono, 2014). From this statement, it can be said that information search and evaluation are things that consumers do before making a purchase decision.

Based on the above background, the researcher is interested in conducting research to re-examine the extent of the influence of brand image, positive word of mouth, and social media promotion on the decision to purchase dessert boxes at Kamei Kitchen in Semarang.

2. Research Method

The sample size in this study refers to the fact that the number of samples can be calculated from the magnitude of the parameter multiplied by 5 to 10 (Black & Anderson, 2014). Because this study uses 4 variables with a total number of indicators of 19, so the sample needed in this study is at least 19 x 5 = 95 who are consumers of Kamei Kitchen dessert boxes in Semarang who have bought and consumed the product.

The determination of the sample in this study uses non-probability sampling. Non-probability sampling is a technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2015). In this study, the sampling method used is purposive sampling, which is sampling

based on certain criteria. Purposive sampling is a technique for determining samples with certain considerations or criteria set by the researcher (Sugiyono, 2015). The criteria set are as follows: 1. People who buy and consume dessert boxes. 2. People who know and use Instagram social media.

The object of research in this study is Kamei Kithen which is located at Jl. Gang Manggar, Pedurungan Tengah, Kec. The type of data used in this study is subject data. Subject data is a type of research data in the form of opinions, attitudes, experiences or characteristics of a person or group of people who are research subjects (respondents) (Indriantoro, 2014). While the data source used in this study is primary data, primary data is the source of research data obtained directly from the original source (not through intermediary media) (Indriantoro, 2014).

This type of data was obtained directly from respondents who were the object of the study, namely Kamei Kitchen dessert box consumers who had consumed and purchased the product. The primary data is in the form of respondents' answers to questions about variable indicators that are the focus of this study. The data collection technique in this study uses a questionnaire.

3. Results

Table 2. Multiple Linear Regression Analysis Results

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	0,883a	0,779	0,772	1,959

Model	Sum of square	df	Mean Square	F	Sig.
Regression	1229,734	3	409,911	106,817	0,000b
Residual	349,214	91	3,838		
Total	1578,947	94			

Variabel Dependen	Variabel Independen	Standardized coefficients Beta	t	Sig.	Information
Purchase Decision	Brand Image	0,055	0,766	0,445	Insignificant
	Positive Word Of Mouth	0,459	5,404	0,000	Signifikan
	Social Media Promotion	0,428	4,797	0,000	Signifikan

Source : Primary data processed, 2021

Based on table 2, it shows that the value of the determination coefficient (r2 test) is 0.772 which means that the purchase decision variable can be influenced by the variables of brand image, positive word of mouth, and social media promotion by

77.2% while the remaining 22.8% is influenced by other variables outside the model studied. The F test shows that together the independent variables have a significant influence on the dependent variables. This can be proven by the F test value of 106.817 with a significant value of 0.000 < 0.05, then the regression model can be used to predict purchase decisions or it can be said that brand image variables, positive word of mouth, and social media promotion simultaneously have a positive effect on purchase decisions.

Multiple linear regression analysis aims to determine the influence of independent variables on dependent variables. The results of the multiple linear regression equation are:

$$Y = 0{,}055\ X1 + 0{,}459\ X2 + 0{,}428\ X3$$

Based on multiple linear regression analysis, it was shown that the relationship between brand image variables, positive word of mouth, and social media promotion had a coefficient direction that marked positively towards the purchase decision. The hypothesis proposed or developed by the researcher is as follows: 1. Brand image has a positive effect on purchase decisions (H1). Based on the results of the calculation, it is known that the significance value of the influence of brand image on purchase decisions is 0.445 > 0.05, then the first hypothesis is rejected, meaning that even though the brand image has a positive β value, at the significance level of 5% this variable does not significantly affect the purchase decision. 2. Positive word of mouth has a positive effect on purchase decisions (H2). Based on the results of the calculation, it is known that the significance value of the influence of positive word of mouth on purchase decisions is 0.000 < 0.05, then the second hypothesis is accepted, meaning that positive word of mouth has a positive and significant effect on purchase decisions. 3. Social media promotion has a positive effect on purchase decisions (H3). Based on the results of the calculation, it is known that the significance value of the influence of social media promotion on purchase decisions is 0.000 < 0.05, then the third hypothesis is accepted, meaning that social media promotion has a positive and significant effect on purchase decisions.

4. Discussion

The results of this study show that brand image variables have no effect. This means that there is no significant relationship between brand image and purchase decisions. This is in accordance with research conducted by Selvianti (2015), which states that brand image does not have a significant effect on purchase decisions. However, contrary to the results of research conducted by Fatmawati & Soliha (2017), which states that brand image has a significant influence on purchase decisions. Brand name is important according to consumers, the tendency of consumers to choose good

and well-known brands rather than Kamei Kitchen, therefore consumers do not make purchases at Kamei Kitchen. Further research is needed on these insignificant results.

The results of this study also show that the positive word of mouth variable has a significant effect. This means that there is an influence between positive word of mouth on purchase decisions because it provides positive information, tells kindness, gives good opinions, recommends to others. This is in accordance with research conducted by Sari & Yuniati (2016), which states that word of mouth has a positive and significant effect on consumer purchase decisions.

Furthermore, the variable of social media promotion has a significant effect. This means that there is an influence between social media promotion on purchase decisions because the content of the content is interesting, informative or communicative, provides discounts or giveaways, responds to consumers well, and is fast, and consumers have trust in Kamei Kitchen content. This is in accordance with research conducted by Khorik (2017), which states that promotion through social media has a positive and significant effect on purchase decisions.

5. Conclusions and Suggestions

Conclusion

The results of this study show that the brand image variable is not significant, it can be concluded that consumer purchase decisions are not influenced by brand image, while positive word of mouth, and social media promotion have a significant effect on purchase decisions, the results of the model test in this study are quite good, the value is 0.772, which means that the ability to explain the variables: brand image, Positive word of mouth, and social media promotion of the remaining 77.2% were explained by other variables that were not tested in this study. Meanwhile, based on the beta coefficient, it is known that the dominant variable influencing consumer purchase decisions is the positive word of mouth. So, it can be concluded that the power of this chain message (positive word of mouth) is important for producers or marketers to always give a positive impression of what is sold, whether goods or services.

Suggestion

The limitations in this study are related to the Adjusted R Square value of 77.2%, meaning that it is not perfect so there are still other variables that can affect consumer purchase decisions. And for future researchers who want to continue or develop this research by looking for other factors that can influence purchase decisions by adding other independent variables outside of brand image variables, positive word of mouth, and social media promotion, adding other research data outside the questionnaire.

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