

The Influence Product Quality, Price Perception, Customer Experience on Buying Decision with Word of Mouth Mediation of Food Traditional Indonesia

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Abstract— Study This aim For know the influence of product quality, price perception, customer experience on decision purchase with food word of mouth mediation traditional know. Study This use population consumers who buy product knows Mr. Wito, Village Ledok Kulon, Bojonegoro . Determination amount sample with use Rao Purba method for a population that does not is known amount its population that is of 100 people. Method used for analyzing data viz smart PLS method. The results of data analysis show outer loading, namely validity convergent and validity discriminant fulfil criteria. Hypothesis test results show influence quality product on purchasing decisions significant, influence perception price on purchasing decisions significant, influence experience customer on purchasing decisions significant. Word of mouth can mediate influence quality product on purchasing decisions. Word of mouth can mediate influence perception price on purchasing decisions, but word of mouth does not can mediate experience customer on purchasing decisions.

I. INTRODUCTION

Buying decision is a selection process various involving alternatives business for determine choice product or services that will purchased. There are five stages in the decision process purchasing, namely problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior (Kotler and Keller, 2012, p. 166). There is various factor affecting decision purchasing, including product quality, customer experience, price perception, and word of mouth.

Quality product is ability something product or service in execute its function. Quality This covers Power durability, reliability, precision, convenience operations, repairs, and attributes other. Quality product is One consideration consumer in do purchase product or service. Quality product have influence biggest in decision purchase (Giao et all, 2018, p. 145), (Singh and Singh, 2014, p. 11), (Darojat, 2020, p. 57), (Qalati et all, 2019, p. 154). Amron (2018, p. 228), however, there are also studies that find that quality product No influential to decision purchase (Sutrisno and Haryani, 2017, p. 89). So , research about influence quality product to decision purchase Still there is difference results.

Price is the amount of money spent by consumers for get something product or service. If that amount of money compared to with Power buy consumer produce perception different prices. Price is One consideration initial consumers in take decision purchase. Price or money value has an influence to interest buy consumer to something product (Istiono et all, 2023, p. 65). Sudaryanto (2019, p. 91), (Andreti et all, 2013, p. 76), Anggita and Ali (2017, p. 271).

Perception price hold role important in product Because price role in marketing. Thereby price will more demand quality products, customers especially will like the price reflects quality product. Giving that price appropriate will be very influential continuity Good period short nor period long. Based on research conducted by Isabela (2022) is known that perception price influential significant to decision purchase.

Therefore that, you can said that, price is one of factor affecting consumer in decision purchase, if price offered can fulfil hope the so consumer No would hesitate to take decision purchase. Determination price based on perception buyer as key in determination price, so company moreover formerly must analyze needs and perceptions consumers, and prices set in accordance with perceived value (Kotler et al., 2020:304). Perception price is evaluation consumer to price offered by the company. In research (Sumiati and Mujanah 2018), that perception price influential to decision purchase. So, if price suitable and acceptable accepted, then will more Lots the consumer decides For buy it. Price perception has an influence on Purchase Decision (Hazimi: 2022). (Alviccenia, 2019), (Umbola , 2019), (Arafiona, 2022), (Anwar, 2020).

Customer experience appears if consumer Once consume something product or moderate service considered for purchased. Related influence between customer experience and purchasing decisions delivered like following This. Tang (2013, p. 56) found that experience emotional customer determine decision purchase. Customer experience consisting of from sensory experience, emotional experience, and social experience simultaneously influential to interest buy the next one push decision purchase (Nasermoadeli et all, p. 136).

Word of mouth is comment from consumer on experience they in consume something product or service. Consumers who feel satisfied will provide positive word of mouth on something product or service. Consumer This usually will give recommendation to other consumers for buy something product or service. Study from Luong et all (2017, p. 60) found that eWOM have influence positive towards purchasing decisions. Consumers are very considerate review other consumers before make decision purchase (Patil and Rane, 2023, p. 3445). Trust consumer on comment from mouth to the mouth also influences decision purchase (Ahmad et all, 2014, p. 394).

II. OVERVIEW OF REFERENCES

Quality Product

Understanding Quality Product

Poor quality will impact big for the company. If the buyer opinion that quality something product low so that No satisfied with purchased product, then can confirmed buyer No will do purchase products made by the Company. Buyer even Possible will switch to product competitor with quality more Good. Therefore that 's important for notice quality product Good form food, goods or order hopes, desires, needs consumer can fulfilled and feeling satisfied. Quality product is wrong One element exists element necessary effort consumers pay attention or customers, however specifically consumer or customers who want guard quality the product you want We market it.

According to Ernawati (2019) that quality product is factor important influences every decision customer in buy something product. The more tall quality product, then the more there is great interest consumer For buy product. According to Kotler and Armstrong (2018:272) quality product (product quality) is one primary positioning means for marketer. Quality own impact direct to performance product or service. Therefore that 's quality related tightly with value and satisfaction customer. In a strict sense, quality can interpreted as free from damage.

According to Sopiah and Sangadji (2016:80) quality product consists from a number of indicators, namely: 1) Performance, namely element quality product yang related direct with something product in operate its function so can fulfil need consumer. 2) Reliability (reliability), is Power stand product during consumed 3) Feature, namely function secondary added to a product 4) Durability (power hold), a measurement to cycle product, good Technically or time 5) Consistent, how much Far something product in fulfil standard. 6) Design, is aspect emotional for influence satisfaction consumers to design product join in bring influence perception quality product

Price Perception

Understanding Price Perception

Perception price according to Kotler and Keller (2020:305) is give offer with the right combination from good quality and service with reasonable price. Whereas according to Anggraini et al., (2020:100) perception price related with How information price understood entirely by consumers and provide deep meaning for consumer. Kotler and Armstrong (2018:308), define price as the amount of money charged For A product or services, and a number exchanged value consumer For obtain benefit (ownership) or use on A products and services. Price is the only one element in mix marketing that produces results income and one element mix the most flexible marketing.

According to Kotler and Keller (2016:112) There is four indicator perception price. Among them as following: 1. Price Affordability. Consumer Can reach the price has been determined by the Company. Product usually There is a number of type in something Brands and prices are also different from the cheapest to the most expensive. With price already determined by consumers many have decided For buy product the. 2. Price is appropriate Ability or Price Competitiveness. Consumer often compare price something product with product

other. In terms of this is cheap and expensive price something The product is highly considered by consumers at the time will buy product. 3. Price compatibility with Quality Product. Prices often made as indicator quality for consumer, frequent person choose more price tall between two items Because they see exists difference quality. If price more tall people tend to be think that the quality more Good. 4. Price match with benefits. Consumer decide buy something product If perceived benefits more big or The same with those already issued For get it. If consumers feel benefit product more small from the money already issued so consumer will think twice about do purchase repeat.

Buying decision

Understanding Purchasing Decisions

Buying decision according to Kotler and Keller (2016:194) it is part of behavior consumer that is studies about How individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experience For satisfying needs and desires consumer. besides Kotler and Keller (2016:198) also explain that in stage evaluation consumer form preference brand in selection and perhaps also shaping intention For buy most preferred brand.

Purchase Decision Indicators According to Kotler and Keller (2016:183), there are six indicator decision purchases, namely:

a. Election Product Consumer can take decision For buy A product or use the money For objective other. In terms of This is what the company must do center his attention to people who are interested buy A product as well as a must alternative considered. b. Consumer Brand Selection must capable determine what they will do bought, every brand own difference separately. In terms of This is what the company must do know How consumer choose something brand. c. Election Distributor Consumer must set provider desired service visited. Every consumer different in matter determine distributor Can Because factor location nearest, price cheap, stock up complete items, comfort in shopping, and expansiveness place. d. Time of Purchase Consumer Decision in determine When will do purchase election time purchase. e. Amount Purchase Consumer Can take decision about barapa Lots product that will bought at some point moment. Therefore _ that, the company must prepare many product in accordance desire consumer. f. Payment Method Consumer decision in choose method payment What will used in taking decision purchase product. At the moment decision purchase No only influenced by aspects environment and family, but also influenced by the technology used in transaction purchase.

Hypothesis:

1. Quality product influential significant on purchasing decisions.
2. Perception price influential significant on purchasing decisions
3. Experience customer influential significant on purchasing decisions
4. Quality product influential in a way significant on purchasing decisions with word of mouth mediation.

5. Perception price influential significant on purchasing decisions with word of mouth mediation.
6. Experience customer influential significant on purchasing decisions with word of mouth mediation.

III. METHOD

Object research that is consumer buyer know Mr. Wito in the city Bojonegoro. Buyer know Can buy For consumption Alone nor buyer know as agent nor retailer know the aim For for sale Again. Study done month October-November 2023. Research methods with use method quantitative with spread questionnaire to consumers who buy Mr. Wito knows. Population study that is all consumer buyer you know Mr. Wito , sample study use RAO method that is For amount a population that does not known , from results calculation amount sample namely 100 respondents .

IV. RESULTS AND DISCUSSION

Data analysis using SmarPLS that is using the outer model and inner model. For test hypothesis using p value.

Steps _ using SmartPLS Analysis

A. Outer Model

1. Convergent validity
2. Discriminant validity
3. Composite reliability

B. Inner Model

1. R Square
2. Q²

A. Outer Model

1. Convergent Validity

Convergent validity is possible with look at the loading factor, Loading factor value > 0.7 shows Already fulfil criteria Good.

TABLE 1. Loading factors

Indicator	Product Quality	Price Perception	Customer Experience	Decision Buying	WOM
PQ2	0.773				
PQ3	0.856				
PP1		0.870			
PP2		0.799			
CE3			0.810		
CE7			0.825		
CE9			0.823		
DB2				0.819	
DB3				0.843	
WOM1					0.737
WOM2					0.805
WOM3					0.766
WOM4					0.738
WOM5					0.823
WOM6					0.813
WOM7					0.781
WOM8					0.775

Indicator criteria from variable accepted when loading factor value above 0.7 in the table above seen all loading factor values indicator above 0.7, p the show all variable fulfil criteria good and valid.

2. Discriminant Validity

TABLE 2. Cross Loading

Indicator	Product Quality	Price Perception	Customer Experience	Decision Buying	WOM
PQ2	0.773	0.498	0.376	0.318	0.337
PQ3	0.856	0.438	0.432	0.473	0.321
PP1	0.490	0.870	0.437	0.407	0.460
PP2	0.456	0.799	0.499	0.335	0.337
CE3	0.359	0.473	0.810	0.452	0.640
CE7	0.580	0.592	0.825	0.632	0.542
CE9	0.277	0.298	0.823	0.501	0.648
DB2	0.452	0.386	0.534	0.819	0.489
DB3	0.370	0.359	0.533	0.843	0.609
WOM1	0.333	0.379	0.611	0.559	0.737
WOM2	0.345	0.375	0.633	0.587	0.805
WOM3	0.323	0.333	0.506	0.437	0.766
WOM4	0.247	0.356	0.537	0.446	0.738
WOM5	0.412	0.462	0.599	0.462	0.823
WOM6	0.336	0.431	0.566	0.496	0.813
WOM7	0.262	0.424	0.606	0.604	0.781
WOM8	0.314	0.374	0.558	0.506	0.775

Validity discriminant with Look mark more latent variables big compared to mark other latent variables, for example the Product Quality variable (PQ1) is more than 0.773 tall from 0.498; 0.376; 0.318 and 0.337. All mark variable more latent high compared to loading values of other latent variables (printed thick). That matter show all variable loading factor value others fulfill criteria discriminant validity.

3. Composite Reliability

Variable	Composite Reliability (rho)
Product Quality	0.800
Price Perception	0.822
Customer Experience	0.860
Decision Buying	0.817
WOM	0.926

Model complies criteria reliability if composite value reliability above 0.7. All composite reliability variable values above 0.7 so this model good and fulfilling criteria reliability

B. Inner model

Inner model with see R value²

Variable	R-square
Decision Buying	0.526
WOM	0.565

Criterion R², namely of 0.75; 0.50 ; 0.25 indicates a strong, moderate and weak model (Hair et.al, 2011).

R value² Desion Buying of 0.526, p the show influence of Product Quality, Perception Price. Customer Quality on Decision Buying in moderate condition. The R² WOM value is 0.565 so the influence of product quality, perception price, and customer experience on internal WOM moderate condition.

Test Results Table hypothesis

Information	P value
Product quality →Buying Decision	0.031
Perception Price →Buying Decision	0.715
Customer experience →purchasing decisions	0,000
Product Quality →WOM →Buying buying	0.906

Perception Price →WOM →Decision Buying	0.441
Customer Experience →WOM →Buying buying	0.004

Testing Hypothesis :

1. Product Quality has an influence significant on Buying Decisions
The p value of product quality on Buying Decision is 0.031 where The p value is below 0.05. That matter show significant, so The influence of product quality on purchasing decisions is significant so that hypothesis accepted. Research result This support study Giao et al, 2018
2. Perception price has an influence significant on Buying decisions.
The result of p value perception price on Buying decision is 0.715, namely The p value is above 0.05. That matter show There is no influence of perception value on p value significant, so hypothesis rejected. Study This No support study Hazimi: 2022 where results his research perception price influential in a way significant towards decision buying.
3. Customer Experience matters significant on Buying decisions.
The result of the p value of customer experience on purchasing decisions is 0.000 where the p value is below 0.05 so hypothesis accepted. Study This support study Tang (2013, p. 56) where customer experience matters significant on purchasing decisions.
4. Product quality matters significant towards Buying decisions with WOM mediation.
The results of the p value of product quality on purchasing with WOM mediation was 0.906 p the show The p value is above 0.05 so that hypothesis rejected.
5. Perception matters significant towards Buying decisions with WOM mediation.
Results p value Perception has an effect significant towards Buying decisions with WOM mediation is 0.441. This shows a p value above 0.05, so hypothesis rejected.
6. Customer Experience matters significant towards Buying decisions with WOM mediation.
The results of the Customer Experience p value are influential significant towards Buying decisions with WOM mediation is 0.004. That matter show The p value is below 0.05 so hypothesis accepted.

V. CONCLUSION

Data processing using smart PLS shows results as following:

1. Outer model consisting from convergent validity, discriminant validity and composite reliability shows that the model has fulfil criteria for convergent validity, discriminant validity and composite reliability.
2. Inner model with see R value ² shows results The influence of product quality, perceived price and customer experience

- is influential on internal buying decisions condition moderate.
3. product quality hypothesis has an influence significant towards decision buying is accepted.
 4. perception price hypothesis is influential significant towards decision buying No accepted.
 5. customer experience hypothesis has an influence significant towards decision buying is accepted.
 6. product quality hypothesis has an influence significant towards decision buying with WOM mediation does not accepted.
 7. perception price hypothesis is influential significant towards decision buying with WOM mediation does not accepted.
 8. customer experience hypothesis has an influence significant towards decision buying with WOM mediation is accepted.

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