The Influence of Taste, Word of Mouth and Consumer Satisfaction on Panada Dapur Mayank South Jakarta Purchasing Decisions

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Abstract:

This study aims to determine the influence of Taste, Word of Mouth and Consumer Satisfaction on the Purchasing Decision of Panada Dapur MayankSouth Jakarta. The population in this study used Anderson sampling technique where the population taken amounted to 96 people with a significance level of 95% and a standard deviation of 25%. This study used primary data with a data collection method through questionnaires distributed to 96 respondents. Data analysis techniques using inferential analysis with multiple linear regression and using the Statistical Product and Service Solution (SPSS) program version 26.0. The results showed that Taste had a positive and significant effect on Purchasing Decisions with a path coefficient value of 0.553 and a significant t of 0.000. Word Of Mouth has a positive and significant effect on Purchasing Decisions with a path coefficient value of 0.248 and a significant t of 0.001. Consumer Satisfaction has a positive and significant effect on Purchasing Decisions with a path coefficient value of 0.508 and a significant t of 0.000.

Keywords: Character education, islamic perspective, asmaul husna

INTRODUCTION

Food is the basic need of every human being. In the hierarchy of needs theory, Maslow mentioned that food is one of the physiological needs of humans (Kotler, 2016). As a basic need, food is very important for human survival so that in the business aspect food is also an option to be used as a business object. Not surprisingly today many people are interested and consider the culinary business as a type of business that has good prospects, as evidenced by the increasing number of home industries, restaurants and culinary centers in various corners of the city. Apart from being a basic need, eating outside the home has also become a habit of the Indonesian people, coupled with the increase in people's purchasing power and income.

Therefore, in deciding to open a business, business people must also pay attention to consumer behavior, product marketing, taste and product quality provided can cause consumer satisfaction to buy a product. Consumer behavior is the buying habits or patterns of consumption behavior of people in general or special groups (Nugraha et al., 2021).

Dapur Mayank is a micro-scale trading business or MSME engaged in the Manado regional food home industry, which was established in 2010. The initial concept applied by Dapur Mayank is in selling all Manado specialties in Jakarta, which offers various types of ready-to-eat food with a variety of household food menus that are identical to Manado specialties. Here is a list of similar businesses that sell Manado specialties in Jakarta, for the South Jakarta area, Dapur Mayank has three (three) competitors engaged in similar businesses including Dapur Opa, Dapur Manado Nia,

Dapur Diana MDO. In addition, the sales results of Dapur Mayank from 2017-2020 can be seen as follows:

Table 1. Mayank Kitchen Panada Sales 2017-2020

Year	Sales	Increase/decrease in sales	Percentage
2017	IDR 356,911,000.		
2018	IDR 328,780,000.	-IDR 28,131,000	8%
2019	IDR 277,690,000.	-IDR 51,090,000	-16%
2020	IDR 226,900,000.	-IDR 50,790,000	-18%

From Table 1 sales of Panada Dapur Mayank in 2017 received revenue of Rp. 356,911,000, then decreased in 2018 with a difference of Rp. 28,131,000, a decrease in sales also occurred in 2019 by 16% from the previous year. In 2020, it decreased by 18% again. So that the percentage of sales decreased by 42% from 2017 to 2020. In table 1 above illustrates the existence of problems in purchasing decisions, these problems can be influenced by Taste, Word Of Mouth, and Consumer Satisfaction with Purchasing Decisions.

Self-purchase decisions according to (Kotler, 2016) Very closely affects the running of a business, where the purchase decision affects the ups and downs of business turnover. (Kotler, 2016) Himself stated that there are 4 factors that influence purchasing decisions, namely cultural factors where culture, sub-culture, and social class are very important for purchasing behavior; Social factors by which consumer purchases are influenced by family, reference group, role and status; Personal factors where purchasing decisions are influenced by personal characteristics such as age, occupation, economic circumstances, lifestyle, and personality; Psychological factors are purchasing decisions that are influenced by motivation, perception, learning, beliefs and attitudes.

Purchasing decisions can be influenced by taste in research conducted by Sigit Budiono in (Nugroho & Alfarisi, 2016) resulting that, Taste influences consumer decisions in choosing food products for consumption, consumers will choose products with the best taste among several choices. To decide which product to buy among several such options is influenced by several factors. According to research conducted by (Resky, 2021) It can be concluded that the Taste variable has a positive and significant effect on the purchase decision of a food product. Taste is a way of choosing food that must be distinguished from the taste (taste) of the food. Taste is an attribute of food which includes appearance, smell, taste, texture, and temperature Sari (2013) in (Njoto, 2016). Results of research conducted by (Wunru, 2013) Simultaneously shows that taste and service quality influence consumer purchasing decisions with significant value.

In addition to prioritizing taste in the culinary business, a marketing strategy is also needed with the hope that the product will be more widely known by potential customers, one of which is Word of Mouth. According to (Kumadji &; Sunarti, 2016) Word of mouth marketing is proven to be more effective than any means of marketing. Word of Mouth is a word-of-mouth promotion activity from one individual to another that causes stimulation to know and even buy the product. According to (Kotler & Armstrong, 2014) Word of mouth communication is personal communication about a product between potential buyers, neighbors, friends, family and coworkers. Results of research conducted by (Kumadji &; Sunarti, 2016) which states that Word of Mouth has a significant influence on Purchase Decisions. These results show word of mouth has a positive and significant influence on purchasing decisions. In research conducted by (Joesyiana, 2018) shows that there is a significant influence between Word Of Mouth on Consumer Purchasing Decisions.

Humans in seeking satisfaction in life, according to Kotler and Keller (2002) in (Fattah &; Shanti, 2021) That consumer satisfaction is an expression of feelings of pleasure or disappointment from the results of comparing a product based on the expectations it has, it can be interpreted that consumer satisfaction is the level of feeling resulting from comparing a product with perceived expectations. So it can be stated that customer satisfaction is defined as an emotional response to the evaluation of the consumption experience of a product / service. Based on research conducted by (Sista &; Muiszudin, 2017) This equation shows that consumer satisfaction has a positive influence on purchasing decisions. The same thing is also expressed in research (Rembon et al., 2018) which shows that Word Of Mouth and Product Quality have a significant positive effect on Purchasing Decisions.

With Taste, Word of Mouth, and Consumer Satisfaction, the researchers wanted to see the extent of the influence of these indicators on the purchase decision of Panada Dapur Mayank Eunike. This research was conducted on consumers or customers of Mayank Eunice Kitchen who bought Panada Mayank Eunice directly. Based on these observations, the author is interested in researching more deeply about "The Influence of Taste, Word Of Mouth And Consumer Satisfaction On Panada Dapur Mayank South Jakarta Purchasing Decisions"

RESEARCH METHODS

The source of data used in this study was obtained directly through questionnaires distributed to consumers who came to buy panada at Dapur Mayank, South Jakarta. The type of data in this study is primary data. The population in this study is consumers who buy panada in Mayank Kitchen. The sampling technique used by this researcher is *Non Probability Sampling* is a data or sampling technique so that all possible data selected as a sample is not equal. Determination of the number of samples can be done by statistical calculations, namely by using the Anderson formula (2017: 367).

$$N = \left\{\left[\frac{}{e}(Za/2) \cdot \sigma\right]\right\}2$$

$$N = \left\{\left(\frac{}{0{,}05}1.96 \cdot 0.25\right)\right\}2$$

N = 96.04 rounded to 96

Information:

N = Number of samples

Za/2 = Normal distribution table value with 95% significance

σ = 25% standard deviation

e = Tolerable error rate (expressed in %) i.e. 5% or 0.05

Based on the calculation above, this study used 96 respondents.

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The technique used is a survey technique with the distribution of questionnaires to respondents. The tool used in this study was the interval scale. With an interval scale, the variables to be measured can be described into variable indicators that are scored based on the attitude scale (*likert scale*). Then the indicator is used as a starting point for compiling instrument items which can be statements or questions. The answer of each instrument using the five-point Likert scale has a value from strongly disagree to strongly agree.

RESULTS AND DISCUSSION

Test Instrument
a. Validity Test
The validity and reliability test that will be carried out in this study uses a sample of 96 respondents. The validity test was carried out to test the questionnaire items submitted as instruments in this study whether they were suitable for use. The calculation is to compare r count with r table. If r is calculated to have a greater value than r table where the correlation coefficient is more than 0.198, then the entire statement is declared valid so that it can be used in this study.

Table 2. Validity Test

Questionnaire	r Calculate	r Table	Information
Point X1.1	0,852	0,198	Valid
Item X1.2	0,718	0,198	Valid
Point X1.3	0,637	0,198	Valid
Point X1.4	0,843	0,198	Valid
Point X2.1	0,843	0,198	Valid
Point X2.2	0,640	0,198	Valid
Point X3.1	0,855	0,198	Valid
Item X3.2	0,679	0,198	Valid
Item Y.1	0,734	0,198	Valid
Item Y.2	0,854	0,198	Valid
Item Y.3	0,579	0,198	Valid
Item Y.4	0,869	0,198	Valid

Based on the results of Table 2 above, it can be seen that all questionnaires submitted have a Corrected Item Total Correlation value that is greater than the table r value in the 96th N sample, which is 0.198 which means that the entire r is calculated > r table. From the output results, the overall validity test submitted using the SPSS 26 program as a calculation tool on all variables is declared valid so that it can be used for the next stage.

b. Reliability Test

Reliability test is a test used to determine the consistency of measuring instruments, whether the measuring instrument can be relied on for further use. After the validity test is declared valid, then a reliability test is carried out using the Alpha Cronbachs formula. Where an instrument can be said to be reliable (reliable) if it has a reliability coefficient or alpha of more than 0.6. The reliability test results are presented in the table below:

Table 3. Reliability Test

No.	Variable	Reliability	Alpha	Information
1.	Taste(X1)	0,754	0,6	Reliable
2.	*Word Of Mouth* (X2)	0,807	0,6	Reliable
3.	Customer Satisfaction (X3)	0,826	0,6	Reliable
4.	Purchase Decision (Y)	0,756	0,6	Reliable

All of the questionnaire items from each variable Taste (X1), Word Of Mouth (X2), Consumer Satisfaction (X3) and Purchase Decision (Y) in this study were reliable as shown in Cronbach's alpha value all variables had a good value of above 0.6. So it can be interpreted that all values of this research variable are said to be good and acceptable, which is seen from the output of Realiability statistics, namely the value of Cronbach's alpha all variables above the good level.

Classical Assumption Test

a. Normality Test

One Sample Kolmogorov–Smirnov Test, or Normality Test is used to determine the distribution of the population, whether it follows the distribution theoretically (normal, poisson, or uniform). Which aims to test whether in the regression model, the bound variable and the independent variable both have a normal distribution. The distribution data is said to be normal if the level of significance value is $> \alpha = 0.05$ and if the opposite is $< \alpha = 0.05$ then it is said to be abnormal.

Table 4. Normality Test

N		96
Normal Parametersa,b	Mean	,0000000
	Std. Deviation	1,70912545
Most Extreme Differences	Absolute	,071
	Positive	,054
	Negative	-,071
Test Statistics		,071
Asymp. Sig. (2-tailed)		,200c,d

The results from Table 4 above show that the value of Asymp Sig. (2tailed) is 0.200. Which means that the regression model in this study has a normal sample distribution based on its significance value $> \alpha = 0.05$. So it can be said that the distribution of Purchase Decision results

derived from Taste, Word Of Mouth and Consumer Satisfaction is normally distributed at the level of significance α = 0.05.

b. Multicollinearity Test

The multicollinearity test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship or variance inflation factor (VIF) value, if the Tolerance value > 0.1 or VIF < 10, then it can be said that multicollinearity does not occur in the model studied. To find out whether multicollinearity occurs can be seen in table 5 below:

Table 5. Multicollinearity test

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.	Collinearity Tolerance	VIF
1 (Constant)	,203	1,273		,160	,873		
Cita_Rasa	,247	,090	,243	2,754	,007	,515	1,942
WOM	,490	,181	,242	2,702	,008	,502	1,991
Kepuasan_Konsumen	,952	,190	,428	5,001	,000	,548	1,825

a. Dependent Variable: Keputusan_Pembelian

Based on table 5 (*Coefficients*) it can be seen that the *variance inflation factor* (VIF) of each *independent* variable has the following values:

1. The VIF value for the Taste variable (X1) is 1.942 < 10 and the tolerance value is 0.515 > 0.10.

2. The VIF value for the *Word Of Mouth* (X2) variable is 1.991 < 10 and the tolerance value is 0.502 > 0.10.

3. The VIF value for the Consumer Satisfaction (X3) variable is 1.825 < 10 and the tolerance value is 0.548 > 0.10.

Thus it can be concluded that the regression equation model does not occur multicollinearity and can be used in this study.

c. Heteroscedasticity Test

In a good Regression Heteroscedasticity test should not occur Heteroscedasticity, this test aims to test whether a regression model has an inequality of variance from one observation to another. A good regression model is one of homokedasticity, or no heteroscedasticity. In this study, researchers used the Heteroscedasticity Test with the glacier test where the test results can be seen in the table below:

Table 6. Heteroscedasticity Test

Type	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.

1	(Constant)	2,299	,793		2,898	,105
	Cita_Rasa	-,079	,056	-,202	-1,413	,161
	WOM	,039	,113	,050	,344	,732
	Kepuasan_Konsumen	-,012	,119	-,014	-,100	,921

Table 6 above explains that the results of each independent variable, namely Taste (X1), Word Of Mouth (X2), and Consumer Satisfaction (X3) using the glacier model obtained significant results greater than 0.05 which means that the data in this study did not occur heterokedasticity problems so that this research can be continued.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of the independent variable (X) on the dependent variable (Y). Where for the independent variables Taste (X1), Word Of Mouth (X2) and Consumer Satisfaction (X3) and the dependent variable is Purchase Decision (Y).

Table 7. Multiple Regression Test

Variabel	Koefisien Regresi	t-hitung	Sig.
Konstanta	0,203		
Cita Rasa (X₁)	0,243	2,754	0,007
Word Of Mouth (X₂)	0,242	2,702	0,008
Kepuasan Konsumen (X₃)	0,426	5,001	0,000
f-hitung	52,269		

Based on table 7, it is known that the multiple linear regression equation known in the Standardized Coefficient column is as follows:

$$Y = 0.243X1 + 0.242X2 + 0.426X3$$

Information:
Y = Purchase Decision
X1 = Taste
X2 = Word Of Mouth
X3 = Consumer Satisfaction

The interpretation of the results of the equation is as follows:

1. The Taste Regression Coefficient (X1) has a positive contribution of 0.243 to the purchase decision variable. This shows, if the taste variable increases by 1%, the purchase decision variable will increase by 0.243 or 24.3%.

2. The Word Of Mouth Regression Coefficient (X2) has a contribution of 0.242 to the purchase decision variable. This shows, if the Word Of Mouth variable increases by 1%, the purchase decision variable will increase by 0.242 or 24.2%

3. The Regression Coefficient of Consumer Satisfaction (X3) has a contribution of 0.426 to the purchase decision variable. This shows, if the consumer satisfaction variable increases by 1%, the purchase decision variable will increase by 0.426 or 42.6%.

Coefficient of Determination (R2)

Coefficient of Determination (R2) analysis is used to determine how much the ability of the independent variable developed in the study is able to explain the dependent variable.

Table 8. Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,794ᵃ	,630	,618	1,73677

In Table 8 it can be seen that the Coefficient of Determination (R2) is 0.618. This means that the relationship between the independent variable and the dependent variable is 61.8% which means that 61.8% of the variation in purchasing decisions is influenced by taste, word of mouth and consumer satisfaction while 38.2% is explained by other factors outside the regression model analyzed in this study.

Test t (Research Hypothesis Test)

This test is used to determine the significance of the effect of the independent variable partially or individually on the dependent variable. The effect can be estimated with significant values and t calculations obtained. To find out whether Taste (X1), Word Of Mouth (X2) and Consumer Satisfaction (X3) have a significant effect on Purchasing Decisions (Y).

Table 9. Test t (Research Hypothesis Test)

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	,203	1,273		,160	,873
Cita_Rasa	,247	,090	,243	2,754	,007
WOM	,490	,181	,242	2,702	,008
Kepuasan_Konsumen	,952	,190	,428	5,001	,000

Test the Taste Hypothesis (X1) against the Purchase Decision (Y)

Based on the test results in table 4.27 above, it shows that the calculated value of the Taste variable (X1) is 2.754, obtained from comparison with ttable, tcalculate > ttable (2.754 > 1.986) so that at the error level of 5%, Ho is rejected and Ha is accepted, which means that there is a partial influence between Taste (X1) on Purchase Decision (Y). These results are shown by the significance value of statistical tests for the variables Cira Rasa (X1) of 0.007 < 0.05 so that it can be decided to reject H0 and Ha accepted, which means that there is a positive and significant influence between Taste (X1) on Purchase Decision (Y).

Test Word Of Mouth Hypothesis (X2) Against Purchasing Decision (Y)

Based on the test results in table 4.27 above, it shows that the calculated value of the Word of Mouth (X2) variable is 2.702, obtained from comparison with ttable, tcalculate > ttable (2.702 > 1.986) which means that there is a partial influence between Word Of Mouth (X2) on Purchase Decision (Y). These results are shown by the significance value of statistical tests for the Word Of Mouth (X2) variable of 0.008 < 0.05 so that it can be decided to reject H0 and Ha is accepted, which means that there is a positive and significant influence between Word Of Mouth (X2) on Purchase Decision (Y).

Test Consumer Satisfaction Hypothesis (X3) to Purchase Decision (Y)

Based on the test results in table 4.27 above, it shows that the calculated value of the Consumer Satisfaction variable (X3) of 5.001 obtained from comparison with ttable is, tcalculate > ttable (5.001 > 1.986) which means that there is a partial influence between Consumer Satisfaction (X3) and Purchase Decision (Y). These results are shown by the significance value of statistical tests for Consumer Decision variables (X3) of 0.000 < 0.05 so that it can be decided to reject H0 and Ha is accepted, which means that there is a positive and significant influence between Consumer Satisfaction (X3) on Purchase Decisions (Y).

Discussion
The influence of taste (X1) on purchasing decisions (Y)
Based on the results of research conducted by researchers, it was found that taste consisting of indicators of appearance / appearance, smell / aroma, taste and texture had a positive and significant effect on the purchase decision of panada dapur mayank south jakarta. This is evidenced by the testing of the taste variable t test on purchasing decisions showing tcalculate ttable > (2.754 > 1.986) regression coefficient of 0.243 and a significant value of 0.007 which is smaller than 0.05. This means that the better the taste given by the mayank kitchen in producing panada, the higher the purchase decision for the typical Manado snacks.

Taste is a way of choosing food that must be distinguished from the taste of the food. Taste is an attribute of food that includes appearance, smell, taste, texture, and temperature in research conducted by (Njoto, 2016) It can be understood that taste variables have a significant individual or partial effect on purchasing decision variables. The results of this study are in line with subsequent research conducted by (Resky, 2021) It is concluded that taste has a positive and significant effect on the purchase decision of a food product. Taste is a way of choosing food that must be distinguished from the taste (taste) of the food. Taste is an attribute of food which includes appearance, smell, taste, texture, and temperature Sari (2013) in (Njoto, 2016). In line with the results of research conducted by Wuntu, (2013) shows simultaneously taste influences consumer purchasing decisions with significant value.

The Influence of Word Of Mouth (X2) On Purchasing Decisions (Y)
Based on the results of the research that researchers conducted, it was found that Word Of Mouth had a positive and significant effect on the Purchase Decision of Panada Dapur Mayank South Jakarta. This is evidenced from the test of the Word Of Mouth variable t test on Purchasing Decisions showing a tcount of ttable > (2.702 > 1.986), a regression coefficient of 0.248 and a probability value of 0.008 which is smaller than 0.05. This positive influence means that the more influential the Word Of Mouth, the more it will affect the purchase decision and vice versa, the lower the Word Of Mouth, the lower the Purchase Decision of Panada Dapur Mayank South Jakarta. According to the overall average mean Word Of Mouth (X2) results identify that Word Of Mouth gets a good score.

Word of Mouth is one of the factors that influence purchasing decisions through buying interest, with Word of Mouth companies will benefit without having to spend money because with the spread of good news about a product, purchases will increase so that company profits also increase. In the results of research conducted by (Joesyiana, 2018) shows that there is a significant influence between Word Of Mouth on Consumer Purchasing Decisions. According to Kumadji &; Sunarti (2016), word-of-mouth marketing is proven to be more effective than any marketing method. Word of Mouth is a word-of-mouth promotion activity from one individual to another that causes stimulation to know and even buy the product
The effect of consumer satisfaction (X3) on purchasing decisions (Y)

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Based on the results of the research that the researchers conducted, it was found that Consumer Satisfaction consisting of indicators that are in accordance with consumer expectations and form a brand image was obtained results that had a positive and significant effect on the purchase decision of Panada Dapur Mayank South Jakarta. This is evidenced by the t-test test of the Consumer Satisfaction variable on Purchase Decision showing a tcount > ttable (5.001 > 1.986) regression coefficient of 0.426 and a probability value of 0.000 which is smaller than 0.05. This means that the higher the consumer satisfaction given by Dapur Mayank South Jakarta, the higher the purchase decision of Panada Dapur Mayank South Jakarta and vice versa, the lower the Consumer Satisfaction given by Dapur Mayank South Jakarta, the lower the Purchase Decision of Panada Dapur Mayank South Jakarta. According to the average results, the mean of Consumer Satisfaction (X3) as a whole identifies that Consumer Satisfaction gets a good value. From the largest mean obtained from the first statement which states that the panada provided by Dapur Mayank is in accordance with the expectations of its consumers.

Consumer satisfaction is the degree to which a person feels after comparing (performance or results) perceived compared to his expectations. Consumers can experience one of three general satisfaction levels, namely if the performance is below expectations, the consumer will feel disappointed, but if the performance is in line with expectations, the customer will feel satisfied and if the performance can exceed expectations, the customer will feel very satisfied, happy or happy. The results of this research are in line with previous research by (Fattah &; Shanti, 2021) That consumer satisfaction is an expression of feelings of pleasure or disappointment from the results of comparing a product based on the expectations it has, it can be interpreted that consumer satisfaction is the level of feeling resulting from comparing a product with perceived expectations. So it can be stated that customer satisfaction is defined as an emotional response to the evaluation of the consumption experience of a product / service.

CONCLUSION

Based on the results of research and explanations from the previous chapter, as well as discussions accompanied by theories and concepts that support this research entitled "The Influence of Taste, Word Of Mouth and Consumer Satisfaction on the Purchase Decision of Panada Dapur Mayank South Jakarta" in the form of data analysis from the discussion that has been carried out, the following conclusions are obtained: 1) From the results of the analysis that has been carried out shows that Taste has a positive effect and significant to the Purchase Decision of Panada Dapur Mayank South Jakarta which means that if the Taste increases, the Consumer Purchase Decision will also increase. 2) From the results of the analysis that has been carried out shows that Word Of Mouth has a positive and significant effect on the Purchasing Decision of Panada Dapur Mayank South Jakarta, which means that if Word Of Mouth increases, Consumer Purchasing Decisions will also increase. 3) From the results of the analysis that has been carried out shows that Consumer Satisfaction has a positive and significant effect on the Purchase Decision of Panada Dapur Mayank South Jakarta which means that if Consumer Satisfaction increases, the Purchase Decision of Panada Dapur Mayank South Jakarta will increase.

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