

The Effect of *Word of Mouth* and Service Quality on Consumer Purchase Decisions at Sikoseda Coffee Shop Pamulang South Tangerang

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ABSTRACT

This study aims to determine the positive and significant influence of *Word of Mouth* and Service Quality on consumer Purchase Decisions at Sikoseda Coffee Shop, Pamulang, Benda Baru, South Tangerang, both partially and simultaneously. This study uses a descriptive quantitative method by collecting primary data through a Likert scale questionnaire. The total sample used in this study was 99 respondents calculated using the Slovin formula from the consumer population of Kedai Kopi Sikoseda. For the calculation of multiple linear regression, the equation $Y = 29.024 + 0.165X_1 + 0.038X_2$ is obtained. The results of partial hypothesis testing (t-test) proved that *Word of Mouth* had a significant effect on the Purchase Decision with the acquisition of a t-table value of $> (6.236 > 1.985)$ and a significance level of $0.00 < 0.05$, so that H1 was accepted. Service Quality also has a significant effect on the Purchase Decision with the acquisition of a tcal value of $> t_{table} (3.289 > 1.985)$ and a significance level of $0.01 < 0.05$, so that H2 is accepted. The results of the simultaneous test (F Test) proved that *Word of Mouth* and Service Quality together had an effect on the Purchase Decision with a Fcal value of $F_{cal} > F_{table} (31.458 > 3.093)$ and a significance of $0.00 < 0.05$, so that H3 was accepted. Based on these findings, the company is expected to continue to strengthen *Word of Mouth's strategy* through improving customer experience, as well as always maintaining and developing service quality in order to be able to improve consumer purchasing decisions in the future.

INTRODUCTION

Business developments in the era of globalization have an impact on human life, especially in today's business world. In addition, many businesses have emerged, both small and large, in the fierce competition between business actors, especially competition from similar businesses. Business competition requires entrepreneurs to be able to act quickly and appropriately in the face of competition in a very dynamic and uncertain business environment.

In an era of increasingly fierce business competition, especially in culinary and beverages, business actors are required to continue to innovate and maintain quality in order to attract and retain customers. One segment that has experienced significant growth is the coffee shop business. Coffee shops are not only a place to enjoy a drink, but also a social, work, and relaxing space. This phenomenon is clearly seen in various cities, including South Tangerang which has experienced rapid growth in the number of coffee shops in recent years.

Kedai Kopi Sikoseda, located in Benda Baru, Pamulang, South Tangerang, is one of the business actors who participated in enlivening it. Even though it is relatively new, this shop is able to attract the attention of consumers, especially from young people and workers. This raises questions about what factors influence consumers' decision to buy at the store. Two factors that are believed to have an important role in influencing consumer purchase decisions are Word of Mouth (WOM) and service quality. Word of mouth or word-of-mouth communication is often the main reference in purchasing decision-making, especially in today's social media era, where consumer reviews and recommendations can quickly spread. Consumers tend to trust other people's experiences in choosing a product or service, including places to eat and drink such as coffee shops. In addition, service quality is also a key factor in creating customer satisfaction and loyalty. Friendly, fast, and professional service will create a positive experience for consumers, increasing their chances of making a repeat purchase as well as recommending the place to others.

According to Schiffman & Wisenblit (2019:14), at the heart of consumer decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The following is sales data at Sikoseda Coffee Shop in 2024:

Tabel 1. 1
Data Transaksi dan Omset Bulanan Kedai Kopi Sikoseda Tahun 2024

Bulan	Transaksi Per bulan	Omset Per Bulan	Target Omzet	Presentase	Keterangan
Januari	1.020	Rp30.600.000	Rp25.000.000	122,40%	Melampaui target
Februari	950	Rp28.025.000	Rp25.000.000	112,10%	Melampaui target
Maret	870	Rp.24.360.000	Rp25.000.000	97,44%	Hampir tercapai
April	910	Rp25.935.000	Rp25.000.000	103,74%	Melampaui target
Mei	880	Rp24.640.000	Rp25.000.000	98,56%	Hampir tercapai
Juni	770	Rp.20.790.000	Rp25.000.000	83,16%	Belum tercapai
Juli	810	Rp22.680.000	Rp25.000.000	90,72%	Belum tercapai
Agustus	790	Rp21.725.000	Rp25.000.000	86,90%	Belum tercapai
September	730	Rp19.710.000	Rp25.000.000	78,84%	Belum tercapai
Oktober	760	Rp20.900.000	Rp25.000.000	83,60%	Belum tercapai
November	720	Rp19.440.000	Rp25.000.000	77,76%	Belum tercapai
Desember	800	Rp22.400.000	Rp25.000.000	89,60%	Belum tercapai
TOTAL	10.010	Rp281.205.000,00	Rp300.000.000	93,74%	Hampir mencapai target tahunan

Sumber : Kedai Kopi Sikoseda 2024

Based on Table 1.1, Kedai Kopi Sikoseda sets a turnover target of IDR 25,000,000 per month or IDR 300,000,000 per year. During 2024, the realization of turnover obtained reached IDR 281,205,000 or 93.74% of the annual target that has been set. This achievement shows that in general, the sales performance of Kedai Kopi Sikoseda is in the good category even though it has not fully reached the expected target.

In some months, such as January, February, and April, the turnover obtained successfully exceeded the set target. However, from June to November there was a decrease in turnover achievement so that the monthly target could not be realized optimally. This condition can be influenced by various factors, one of which is the level of consumer purchase decisions that fluctuate during the research period.

Tabel 1. 2
Data Konsumen Kedai Kopi Sikoseda

Bulan	Jumlah Transaksi	Jumlah Konsumen
Januari	1.020	812
Februari	950	748
Maret	870	689
April	910	724
Mei	880	705
Juni	770	611
Juli	810	650
Agustus	790	627
September	730	578
Oktober	760	603
November	720	571
Desember	800	639
Total	10.010	7.957 orang

Sumber : Kedai Kopi Sikoseda 2024

Based on Table 1.2 regarding Consumer Data of Kopite Coffee Shops, there were fluctuations in the number of transactions and the number of consumers throughout the period from January to December. Cumulatively, the total transactions that occurred during one year reached 10,010 transactions with a total of 7,957 consumers. If analyzed on a monthly basis, the highest volume of activity was recorded in January with a total of 1,020 transactions and 812 consumers. In contrast, the lowest activity was in November which only recorded 720 transactions and 571 consumers. The data trend shows a fairly dynamic downward trend (volcanic/fluctuating) from the beginning of the year to the end of the year, although there was a short-term recovery in volume in certain months such as April, July, October, and December, which may be influenced by internal factors such as service quality, promotion, or comfort of the place, as well as external factors such as the rainy season, holidays, or competitors around the shop area.

Tabel 1. 3
Pra Survey Mengenai *Word of Mouth*

No.	Indikator <i>Word of Mouth</i>	Jumlah Responden	Setuju	Tidak Setuju
INTENSITAS				
1	Saya merasa antusias untuk membagikan informasi tentang Kedai Kopi Sikoseda.	50	24	26
2	Saya aktif menyampaikan pengalaman saya saat berkunjung ke Kedai Kopi Sikoseda.	50	12	38
KECENDERUNGAN POSITIF				
3	Saya merekomendasikan Kedai Kopi Sikoseda kepada orang-orang terdekat saya.	50	28	22
4	Saya membicarakan keunggulan Kedai Kopi Sikoseda dibanding kedai kopi lainnya.	50	30	20
ISI INFORMASI				
5	Saya menyampaikan informasi detail seperti rasa kopi, harga, atau pelayanan kepada orang lain.	50	22	28
6	Saya menceritakan pengalaman pribadi saya secara lengkap setelah mengunjungi Kedai Kopi Sikoseda.	50	26	24
REKOMENDASI				
7	Saya pernah mengajak teman atau kerabat untuk mencoba Kedai Kopi Sikoseda.	50	21	29
8	Saya akan merekomendasikan Kedai Kopi Sikoseda kepada orang lain di masa depan.	50	37	13

Sumber: Kuesioner pra survey Kedai Kopi Sikoseda 2025

Based on the results of a pre-survey conducted on 50 respondents of Kedai Kopi Sikoseda, an initial picture was obtained regarding consumers' perceptions and tendencies towards the practice of *Word of Mouth* (WOM). This survey refers to indicators developed by Goyette et al. (2010), which include four main aspects: intensity, positive tendencies, information content, and recommendations.

On the intensity indicator, the majority of respondents of 24 people agreed that they felt enthusiastic about sharing information about Kedai Kopi Sikoseda, although there were 26 respondents who expressed disagreement. Meanwhile, in the statement about actively sharing experiences during visits, 12 people agreed and 38 others disagreed, indicating the low intensity of voluntary dissemination of experiences.

Tabel 1. 4
Data Keluhan Pelanggan Kedai Kopi Sikoseda

No.	Jenis Keluhan	Jumlah Keluhan	Keterangan Ringkas
1.	Pelayanan lambat	28	Terjadi saat jam sibuk dan kekurangan staf
2.	Tempat duduk sempit / tidak nyaman	19	Ruko kecil, meja terlalu dekat dengan meja lain
3.	Pesanan tidak sesuai	14	Salah topping, salah ukuran, salah jenis kopi
4.	Pelayanan tidak ramah	12	Beberapa staf kurang komunikatif atau tampak cuek
5.	WiFi lambat / tidak stabil	9	Dikeluhkan pelanggan yang kerja dari kedai
6.	Musik terlalu keras / suasana berisik	10	Gangguan kenyamanan bagi pelanggan
7.	Salah hitung harga / struk	8	Kesalahan input harga oleh kasir
8.	Lainnya (antrian panjang, tidak kebagian meja, dll)	10	Keluhan tambahan yang bersifat situasional
Total		110	

Sumber : Kedai Kopi Sikoseda 2024

From table 1.4 in the past year (2024), Kedai Kopi Sikoseda received at least 110 complaints from customers. The most complaints came from the service aspect, both in terms of speed and staff attitude, with a total exceeding 35% of all complaints. On the other hand, the comfort of the place (seating, cleanliness, and atmosphere) is the second most frequently complained factor. This data shows that there are gaps in the quality of service that have the potential to affect consumer satisfaction and repurchase decisions, as well as impact the overall image of the store

LITERATURE REVIEW

Word of Mouth

According to Kotler and Keller (2016) "*Word of Mouth communication is personal communication about a product between target buyers and neighbors, friends, family members, and associates.*" WOM is considered more convincing than formal promotional messages because it comes from direct experience

Quality of Service

According to Umami Risatul (2019), service quality is the quality of the totality of features and characteristics of a product or service which depends on its ability to satisfy stated or implied needs. According to Tjiptono (2019:59), states that "service quality is the expected level of excellence and control over that level of excellence to meet customer desires".

Purchase Decision

Purchasing decisions are part of consumer behavior, i.e. the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires, Kotler and Armstrong (2018:177). Meanwhile, Alma (2018:96) stated that purchasing decisions are a consumer decision that is influenced by: financial economics, technology, politics, culture, products, prices, location, promotions, physical

evidence, people and, process. So that all of the above forms an attitude and the mind of consumers to process all information and draw conclusions in the form of responses that arise to the choice of what product they will buy

RESEARCH METHODS

This type of research is quantitative descriptive, According to Sugiyono (2019:17), "Quantitative research methods can be interpreted as research methods based on the philosophy of Positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing established hypotheses." Thus, this quantitative research can build a theory that functions to explain, predict and control a symptom. This research is an empirical study that aims to examine the influence of product quality and price on purchasing decisions

RESULTS AND DISCUSSION

Validity Test

1. all questionnaires on the *Word of Mouth* variable (X1) obtained a value of r calculated $> r$ table (0.198), thus all questionnaire items are declared valid
2. all questionnaires in the Promotion variable (X1) obtained a value of r calculated $> r$ table (0.198), thus all questionnaire items are declared valid
3. All questionnaires in the Promotion variable (X1) obtained a value of r calculated $> r$ table (0.198), thus all questionnaire items are declared valid.

Reality Test

Tabel 4. 11
Hasil Uji Reliabilitas

Variabel	Koefisien Alpha Cronbach	Cronbach Alpha	Keterangan
<i>Word of Mouth</i>	0,859	0,600	Reliabel
Kualitas Pelayanan	0,803	0,600	Reliabel
Keputusan Pembelian Konsumen	0,885	0,600	Reliabel

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, it shows that the *Word of Mouth* (X1) variable obtained a Cronbach alpha value of 0.859, the Quality of Service (X2) variable of 0.803, and for the Consumer Purchase Decision (Y) variable of 0.885, and all variables are declared reliable

Normality Test

Tabel 4. 12
Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	5.85778916
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.050
Test Statistic		.085
Asymp. Sig. (2-tailed)		.073 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, a value of 0.73 was obtained assuming that the distribution of the equation in this test is normal

Multicollinearity Test

Tabel 4. 13
Hasil Uji Multikolinearitas

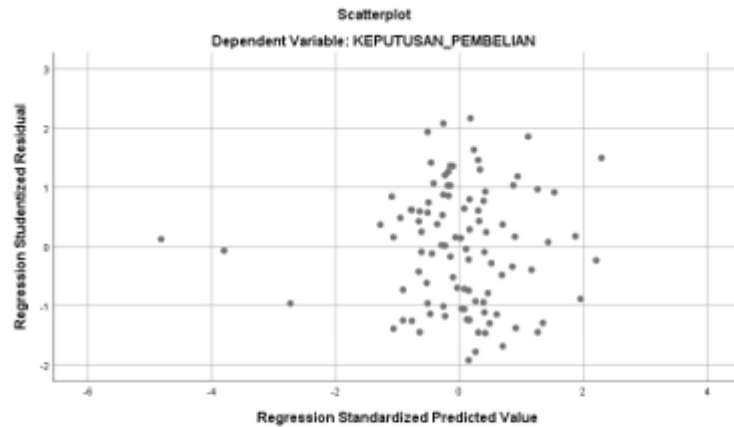
		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	25.719	6.927		3.713	.000		
	WOM	.238	.154	.156	1.544	.126	.996	1.004
	KUALITAS_PELAYANAN	.042	.082	.052	.516	.607	.996	1.004

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Sumber: data yang diolah peneliti, 2025

Based on the results of the multicollinearity test in the table above, the *Tolerance* value was 0.996 and the VIF value was 1.004, so it can be concluded that there was no multicollinearity disturbance in this study data

Heteroscedasticity Test



Sumber: data yang diolah peneliti, 2025

Gambar 4. 3
Grafik Scatter Plot Hasil Uji Heteroskedastisitas

Based on the image above, the dots on the chart are randomly spread and do not form a specific pattern. This shows that the regression model does not suffer from heteroscedasticity problems, so it can be declared feasible to use **Autocorrelation Test**

Tabel 4. 15
Hasil Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.167 ^a	.028	.008	5.918	1.955

a. Predictors: (Constant), KUALITAS_PELAYANAN, WOM

b. Dependent Variable: KEPUTUSAN_PEMBELIAN

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, this regression model has no autocorrelation interference, it has been tested with a Durbin-Watson of 1,955 which is between a scale of 1,550 – 2,460

Linear Regression Analysis

Tabel 4. 18
Hasil Uji Regresi Linier Berganda Variabel *Word of Mouth* (X1) dan Kualitas Pelayanan (X2) Terhadap Keputusan Pembelian (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.407	1.231		7.641	.000
	WORD_OF_MOUTH	.595	.033	.834	18.191	.000
	KUALITAS_PELAYANAN	.083	.024	.156	3.397	.001

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, it can be obtained that the regression equation $Y = 9.407 + 0.595X_1 + 0.083X_2$. From the above equation, it can be concluded as follows

1. The constant value is 9.407, which means that if the *variables Word of Mouth* (X1) and Service Quality (X2) are constant, the value of the Purchase Decision is 9.407
2. The value of the Word of Mouth *regression coefficient* (X1) is 0.595, this indicates that for every increase in the value of Word of Mouth by one unit, the Purchase Decision will experience an increase of 0.595 units
3. The value of the Service Quality regression coefficient (X2) is 0.083, this shows that every increase in the value of Service Quality by one unit, the Purchase Decision will experience an increase of 0.083 units

Correlation Coefficients

Tabel 4. 22
Hasil Uji Koefisien Korelasi Secara Simultan *Word of Mouth* (X1) Kualitas Pelayanan (X2) Terhadap Keputusan Pembelian (Y)

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.919 ^a	.844	.841	1.86208	.844	260.437	2	96	.000

a. Predictors: (Constant), KUALITAS_PELAYANAN, WORD_OF_MOUTH

b. Dependent Variable: KEPUTUSAN_PEMBELIAN

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, a correlation coefficient of 0.919 was obtained, where the value is in the interval of 0.800 – 1,000 which means that the *variables Word of Mouth* and Service Quality have a very strong relationship level with the Purchase Decision

Coefficient of Determination

Tabel 4. 25
Hasil Uji Koefisien Determinasi Secara Simultan *Word of Mouth* (X1) dan Kualitas Pelayanan (X2) Terhadap Keputusan Pembelian (Y)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 ^a	.844	.841	1.86208

a. Predictors: (Constant), KUALITAS_PELAYANAN, WORD_OF_MOUTH

b. Dependent Variable: KEPUTUSAN_PEMBELIAN

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, a determination coefficient value of 0.844 was obtained, so it can be concluded that *the variables of Word of Mouth* and Quality of Service had an effect on the variable of Purchase Decision by 84.4%, while the remaining 15.6% was influenced by other factors

Partial Hypothesis Test (t-test)

Tabel 4. 26
Hasil Uji Hipotesis (Uji t) Variabel *Word of Mouth* (X1) Terhadap Keputusan Pembelian (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	10.173	1.274		7.982
	WORD_OF_MOUTH	.648	.030	.909	21.434

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, a calculated t-value of 21.434 was obtained. This is also strengthened with a significance value of 0.000. Thus, H₀₁ is rejected and H_{a1} is accepted. This means that *Word of Mouth* has a positive and significant effect on Purchase Decisions

Tabel 4. 27
Hasil Uji Hipotesis (Uji t) Variabel Kualitas Pelayanan(X2) Terhadap Keputusan Pembelian (Y)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	26.548	1.663		15.967
	KUALITAS_PELAYANAN	.294	.045	.555	6.569

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Sumber: data yang diolah peneliti, 2025

Based on the test results in the table above, a calculated t value of 6.569 was obtained. This is also strengthened by a significance value of $0.000 < 0.05$. Thus, H_{02} is rejected and H_{a2} is accepted. This means that the Quality of Service has a positive and significant effect on the Purchase Decision

Tabel 4. 28
Hasil Uji Hipotesis (Uji f) Secara Simultan *Word of Mouth* (X1) dan Kualitas Pelayanan (X2) Terhadap Keputusan Pembelian (Y)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1806.052	2	903.026	260.437	.000 ^b
	Residual	332.866	96	3.467		
	Total	2138.918	98			

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

b. Predictors: (Constant), KUALITAS_PELAYANAN, WORD_OF_MOUTH

Sumber: data yang diolah peneliti, 2025

Based on the test in the table above, the F value was obtained at 31.458, this was strengthened with a significance of $0.000 < 0.05$. Thus, H_0 is rejected and H_{a3} is accepted. This means that *Word of Mouth* and Service Quality simultaneously have a positive and significant effect on Purchase Decisions

CONCLUSION

Based on the results and discussion, several conclusions can be drawn as follows:

1. The results of the simple linear regression test of *Word of Mouth* (X1) on Consumer Purchase Decision (Y): Regression equation $Y = 10.173 + 0.648X$, shows that *Word of Mouth* has a positive effect on Consumer Purchase Decision. The t-value of 21.434 with a significance of $0.000 < 0.05$ proves that *Word of Mouth* has a significant effect. This means that the better the *Word of Mouth* promotion carried out, the higher the Consumer Purchase Decision rate
2. **Results of the Simple Linear Regression Test of Service Quality (X2) on Consumer Purchase Decisions (Y):** The regression equation $Y = 26.548 + 0.294X$, shows that Service Quality has a positive effect on Consumer Purchase Decisions. The t-value of 6.569 with a significance of $0.000 < 0.05$ proves that Service Quality has a significant effect. This indicates that the better the Quality of Service, the more Consumer Purchase Decisions will be increased
3. **Results of the Word of Mouth (X1) and Quality of Service (X2) Multiple Linear Regression Test on Consumer Purchase Decisions (Y):** The regression equation $Y = 9.407 + 0.595X_1 + 0.083X_2$ shows that the two independent variables together have a positive effect on customer satisfaction. The results of the F test with a value of 260.437 and a significance of $0.000 < 0.05$ reinforce that *Word of Mouth* and Service Quality

simultaneously have a significant effect on Consumer Purchase Decisions. Thus, it can be concluded that *Word of Mouth* and Service Quality are the main factors that support Consumer Purchase Decisions at Sikoseda Coffee Shop

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