

# **ANALYSIS OF THE INFLUENCE OF STORE IMAGE, WORD OF MOUTH (e-WOM), THE PERCEPTION OF PRICE ON PURCHASE DECISIONS RE - FOOD ANIMALS**

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## **Abstract**

Viva Pet Shop Sukoharjo through social media to promote a product and form a community or a group online to consumers who like the brand-brand food products of animals that are used to develop a community or a group online that allows the occurrence of a social interaction electronically that encourage the occurrence of electronic word of mouth. Electronic word of mouth is positive or negative statements made by potential customers, customers ' actual and former customers about a product or company through the internet. The purpose of this study is to determine whether there is a simultaneous influence of brand image, Word of Mouth (e-wom), and the perception of price on consumer purchase decisions in a Pet Shop Sukoharjo. This research is quantitative descriptive using multiple linear regression analysis and hypothesis test. data collection using a questionnaire. The results of this study stated that there is the influence of the interaction between store image, Word of Mouth, and the perception of price on consumer purchase decisions in a Pet Shop.

**Keywords:** Pet shop, price perception, repeat purchases, store image, the electronic word of mouth

## **Introduction**

Consumer purchase decision is an act, the process, and the social relations of individuals, groups, and organizations in obtaining, using one product or the other as a result of his experiences with the products, services, and resources of others. According to the American Marketing Association (AMA) in Sunyoto (2014: 65) defines that the consumer purchase decision as a dynamic interaction between the influence and cognition, behavior and events around us which humans perform actions transaction to have the goods or use of certain services (Sunyoto, D, 2014).

Consumer purchase decision can be formulated as the attitude shown by people in terms of planning, buying and using goods and economic services. While the behavior of the buyer (buyer behaviour) focus attention on the behavior of a special individual, who buy the product in question, even if that person was not involved in the case plan for the purchase, or using the product (Tjiptono, F, 2014).

This is as stated by Kotler (2013: 223), that there is some role of a consumer in making decisions, namely:

1. The initiator, i.e. the person who first realized the existence of the desire or the unmet needs and propose the idea to buy a certain goods or services.
2. Influencers, is the people that give views, advice, or opinions that can help purchasing decisions.
3. Decision-makers, that is, those that purchase decision, whether to buy, what to buy, how to buy, or where to buy it.
4. The buyer, that is, those who make a purchase in real time.
5. The user, i.e. the person who consumes or uses the goods or services that have been purchased (Kotler, et.al, 2012).

## **The Image Of The Store**

The image of the store is the impression interpreted as the result of the completeness of perceived consumer associated with the store and interdependent in the consumer the impression that based on the exposure to either

the current or the previous one. (Hair, et. al., 2015).

There are four types of elements of the image of the store is consistently used customer to give the impression of the image of the store he visited, namely, service, merchandise, attraction marketing and the atmosphere of the store. According to the Utami (2017) most retail provide a service that is not needed by the consumer, but it will make the consumer to make a purchase. It takes time and effort to build a tradition and a reputation for customer service, but the service is nice and is a good asset strategically valuable (Utami, C., 2017). Foster (2012) also explained that the atmosphere of the shop is a combination of book physically which has been planned and can also be described as changes to the purchase of environmental design that produces an emotional effect in particular that can cause the consumer to perform the act of purchase (Foster, B, 2012).

The image of the store that previous bad can affect consumers ' assessment of the quality of a product in the future, but it also although the quality of the product has changed, the consumer will not believe it, because their experience is less pleasant before. Armed with the image of the store is good and positive in the eyes of customers, the store will be able to create a feeling satisfied after the consumer experience of shopping their stores it. Research on customer satisfaction has been widely studied previously, among others, Bloemer & Oderkhen (2011), Sandra Martisiute (2016), Solvang (2011) as well as J.Beneke (2017).

### **Word of Mouth**

Word of mouth is communication from person to person between the source message and the recipient where the recipient of the message receives the message by the way is not a commercial about a product, service, or brand. Word of mouth became the reference shaping customer expectations. According to Kotler (2012) there are two major benefits in doing the Word of mout (WOM), namely :

1. Source from mouth to mouth to convince :  
Story from mouth to mouth is the only method of promotion that comes from the consumers, by the consumers, and for consumers. Satisfied customers not only buy back, but they are also advertising a walk and talk to the business is run.

2. The source of the mouth have a low cost :  
While maintaining relationships with satisfied customers and make them as providers will burden the business is run with a relatively low cost (Kotler, et.al, 2012).

### **Price Perception**

According to Sciffman and Kanuk (2015: 137) perception is defined as the process undertaken by an individual to select, organize, and interpret stimuli into meaningful images and make sense of the world. Price perception is formed by two main dimensions, namely the perception of quality and the perception of the costs incurred:

1. Perceived Quality  
Consumers tend to prefer products that are expensive when the information obtained is only the price of the product. Consumer perceptions of the quality of a product is influenced by their perceptions of the brand name, the name of the shop, warranty is granted (after sale services), and the countries that produce such products.
2. Perceived Monetary Sacrifice  
In general, consumers perceive that the price is the cost incurred or sacrificed to obtain a product. But consumers have different perceptions of the cost even though for the same product. This depends on the situation and the conditions experienced by the consumer, in this case there are three conditions that affect consumer perceptions of the costs incurred, i.e. the perception of the tax, the perception of the fairness of the price and the effect of brand equity (Schiffman, L & Kanuk, L, 2015).

Retail business is a business selling a variety of goods or services for direct consumption or indirectly, and is the last part of the distribution process and make direct contact with the consumer. With the number of the Pet Shop, then the shop owner should be able to continue to adapt to changes in life style, so that the store is able to continue to compete.

Competition between Pet Shop of tighter to make the retailers to have to always be innovative in doing the assimilation of marketing that still attract the interest of the consumer to make a purchase. Because the selling of product is relatively the same, then the owners of the store have to do certain strategies in the competitive market. With the increasing

number of Pet Shop there, then more and more consumer choice to buy. The store owner can implement strategies to improve the quality of service, the selection of good quality products, improve the image of the store in the minds of consumers, creating word of mouth (e-Wom) is good and the price is competitive to increase consumer purchase decision.

Consumer purchase decision is an attitude a follow-up which arise due to the existence of a match between the desire to meet the needs, with interest in a product, through information provided by the product (Kotler, et.al, 2012). While the store Image is a composite of these dimensions are perceived by the consumer from a store that is the overall picture that is more than just a sum of parts, where each part interacts with one another in the minds of consumers (Utami, C., 2017). Then Wom will expand consumer choice in collecting information from other consumers, because the information is spread widely, rapidly, and are available at any time. As a result, the Wom potentially have a strong impact on the decision-making process of the consumer (Jeong, E. & Jang, S., 2011).

Viva Pet Shop Sukoharjo is a company engaged in the sale and need food and pets, good local zoo and animals from abroad. In his Viva Pet Shop Sukoharjo have done some strategi marketing to increase sales. Marketing communication strategy Viva Pet Shop Sukoharjo done through social media. Social media is a collection of internet-based applications that build on the foundation of the ideological and web technologies that allow the creation and exchange of content (content) which is produced by the user.

Through social media Viva Pet Shop Sukoharjo promote a product and form a community or a group online to consumers who like the brand-brand food products of animals used. The presence of a community or a group online that allows the occurrence of a social interaction electronically that encourage the occurrence of electronic word-of-mouth (e - WOM). Electronic word - of - mouth (e - WOM) is positive or negative statements made by potential customers, customers ' actual and former customers about a product or company through the internet (Henning, T, 2014). Many companies realize the power of word-of-mouth in social media. Social networks in the form of

online community can be an important resource for the company.

Compared to the pet shop the other Viva Pet Shop always offer products with a cheaper price making it affordable by the ability of the purchasing power of consumers. Pricing is cheap has become one of the stratagi the owner of the Viva Pet Shop in an attempt to keep still exist in the competition.

The purpose of this study is to determine whether there is a simultaneous influence of brand image, Word of Mouth (e-wom), and the perception of price on consumer purchase decision in Viva Pet Shop Sukoharjo.

### Research Methods

Research done at the Viva Pet Shop in Gayam Sukoharjo using quantitative descriptive approach. As for the main reasons that make it a place of research, namely Viva Pet Shop Gayam is experiencing growth with the rise of people who are happy memelihara different types of pets that also requires a wide range of facilities and infrastructure for a pet, in addition to the Viva Pet Shop close to the researchers, so that can save time and effort in the research. The population in this study using the data of total sampling of the 35 respondents (Sugiyono, 2017).

Methods of data collection using a questionnaire with a likert scale of 5 points, also data collection using documentation studies and literature. Test validity using Pearson Correlation and reliability test using cronbach's alpha. Analysis of the data using some type of analysis of descriptive statistics, classical assumption test, multiple linear regression test, a test of the hypothesis.

### Results and Discussion

Respondents in this research is the consumer/customer Viva Pet Shop in Sukoharjo Regency. The characteristics of the sample of respondents in this study were divided into several groups, according to gender, age, job. Here is presented of the characteristics of the respondents.

Table 1. Description of the Characteristics of Respondents Based on Age, Gender and Work

Age (yo)	Number	Percentage (%)
< 25	7	20,00
26 - 35	13	37,14
36 - 45	8	22,86
46 - 55	3	8,57
> 55	4	11,43
Total	35	100,00
<b>Gender</b>		
Male	16	45,71
Female	19	54,29
Total	35	100,00
<b>Work</b>		
Housewife	2	5,71
private sector employees	7	20,00
notary public/staff	4	11,43
Students	7	20,00
police & civil servants	7	20,00
others	8	22,86
Total	35	100,00/

Based on table 1 it is known that the Amount of most of the respondents between 26 s/d 35 (37.14%) years. Respondents were more

#### *Descriptive Statistical Analysis*

*Descriptive analysis of each variable with the answered by 35 respondents.*

**Table 2. Test Results Descriptive Statistics**

		Statistics			
		Consumer purchase decision	The Image Of The Store	WOM	Price perception
N	Valid	35	35	35	35
	Missing	0	0	0	0
Mean		21,0286	24,0857	24,6286	33,4857
Median		21,0000	23,0000	25,0000	35,0000
Mode		18,00 <sup>a</sup>	20,00	27,00	29,00
Std. Deviation		2,74918	3,66519	3,71868	4,34113
Skewness		,113	,072	-,359	-,063
Std. Error of Skewness		,398	,398	,398	,398
Kurtosis		-1,274	-1,401	-,787	-1,417
Std. Error of Kurtosis		,778	,778	,778	,778
Minimum		16,00	18,00	16,00	26,00
Maximum		25,00	30,00	30,00	40,00
Sum		736,00	843,00	862,00	1172,00

a. Multiple modes exist. The smallest value is shown

women than men as many as 19 people (at 54.00 %), with respondents work palling a lot of that is the job of the respondents in the category of other is an employee of local ENTERPRISES, bank employees, employees of local government and others there are as many as 8 respondents or 22,86%.

#### **Test Validity**

Validity testing was conducted on the questionnaire used to measure the variables of consumer purchasing decisions, the image of the store, WOM, and price perception, by looking at the correlation value of the item total score of all items. An instrument is said to be valid if it can uncover the data from the variables studied precisely.

using a Likert scale, then used the method of Pearson Correlation with SPSS software was obtained that all the indicators used to measure the variables used in this study have a correlation coefficient greater than  $r_{table} = 0,442$  ( $r$  value table for  $n - 2 = 35 - 2 = 33$ ), so that all indicators are valid.

#### **Reliability Test**

This Reliability testing showed that all the variables have Cronbach Alpha which is large enough that on top of 0.60 so it can be said all the concept of measuring each variable of the questionnaire is reliable so that for the next items on each of the concept of these variables decent used for data collection.

The results of the analysis using the descriptive statistics on the performance of employees shows the minimum value of 14.00 and a maximum value of 25,00. The Mean (average) of 21,06 with a standard deviation of 2,55. For the control variables show the minimum value of 14,00 maximum value of 33,00, with a mean (average) of 23,57 with a standard deviation of 4,60.

Purchase decision variable indicates the minimum value of 16,00 and the maximum value of 25,00, with a mean (average) of 21,03 with a standard deviation of 2.75. For a variable to store image shows the minimum value of 18,00 maximum value of 30,00 mean (average) of 24,08 with the standard deviation by 3.66. Furthermore, the results of the analysis using the descriptive statistics of the variables WOM shows the minimum value of 16,00 maximum value of 30,00 mean (average) of 24,63 with the standard deviation of a 3.72, For the variable price perception shows the minimum value of 26,00 the maximum value of 40,00 mean (average) of 33,48 with a standard deviation of 4.34.

Based on table 2 it can be concluded that each standard deviation is smaller than average. This shows that the data used in this study has a distribution of small , so that the deviation of the data in this study can be said to be in either category.

### The Analysis Of The Classical Assumption Test

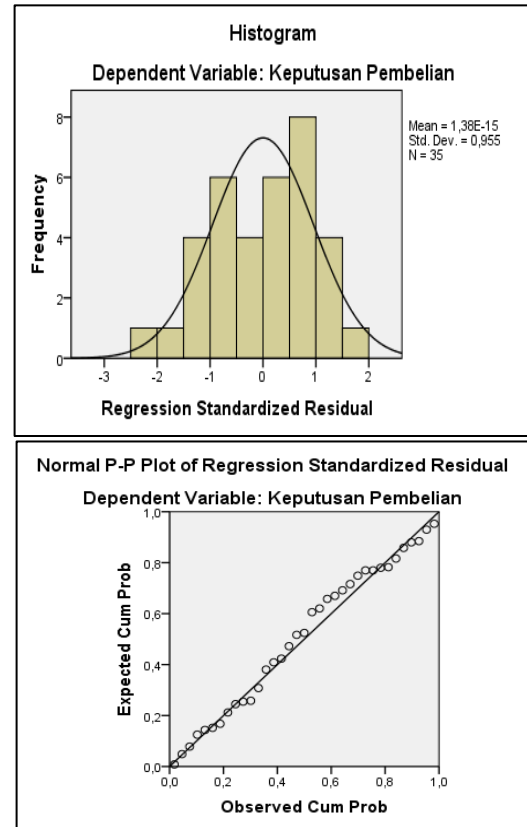
#### 1. Normality Test

Normality test used in this study is the Kolmogorov Smirnov Test. Ho of the Kolmogorov Smirnov test is the “residual value normal distribution“, is acceptable if the price significantly is obtained  $> 5\%$ . Based on the results of the calculation of the unknown magnitude of the significant price obtained =  $0,902 > 0,05$  (see appendix 4). Thus it can be concluded that H0 is accepted which means that the residual value is normally distributed.

Based on the Normal PP-Plot in figure 2, it can be seen also the pattern of spread of data where the data in the form of dots or small circles to spread following a straight line diagonally around the diagram. On the basis of guidelines for the assessment of the normality of the data it was concluded that the residual data of the independent variables (X1, X2, X3 and Y) are studied data

berdistribusi normal. Thus the Normality test shows met the assumption of normality of the data.

Figure 1. Normality Test P-Plot



Source: Processed by SPSS Ver. 23

#### 2. Test Multikolonieritas

Multicollinearity is a condition where one or more independent variables correlated with the independent variable of the other, or in other words, a free variable is a linear function of the independent variable of the other. To determine whether there is multicollinearity problems then used the method of Marquardt, by the way see the value of Variance Inflation Factor (VIF), and the result is as shown in the following table:

Table 3. The Results Of The Test Of Multicollinearity

Independent Variable	VIF	Description
The Image Of The Store	3,820	No multikol
WOM	4,812	No multikol
Price perception	7,258	No multikol

Based on Table V.9. the VIF value of each independent variable is not there which exceeds 10. According to Marquardt, if the VIF value does not exceed 10, means there is no symptoms of multicollinearity. Thus it can be concluded in this research, there are no symptoms of multicollinearity on each independent variable.

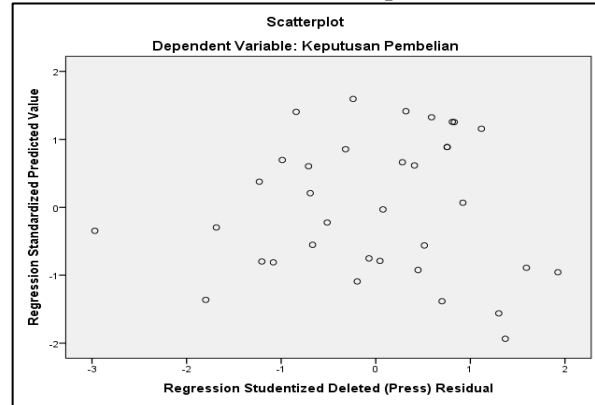
**3. Heteroscedasticity Test**

Heteroscedasticity test is done by using the test scatterplot. Graph Scatterplot of research it looks spread out randomly as well as scattered both above and below the number 0 on the Y-axis of the things this show does not happen heteroskedestisitas in the regression model, so that the regression model is viable and used to predict the performance of the organization based on the input of the independent variable (budget planning, the participation of the budget, the evaluation of the budget and standard cost).

The results of heteroscedasticity test with the scatterplot shows the point-the point spread irregularly randomly above and below the number 0 on the Y axis. Thus it can be concluded that there is heteroscedasticity in the regression model, so that the regression

model is fit for use. For more details can be seen in the image below.

**Figure 2. The Results Of Heteroscedasticity Test - Scatterpl**



**Multiple Linear Regression Analysis**

To test the hypothesis is multiple linear regression. It is intended to test the influence of supervision, team work, motivation and work discipline on employee performance. The following is a table of test results:

**Table 3. The results of the Multiple Regression Test and t**  
**Tabel 3. Hasil Uji Regresi Berganda dan t Hitung**

Variable	Coefficient Estimate	t	Sig.
Konstanta	$\beta_0$ 1,680	1,424	0,164
The Image Of The Store	$\beta_1$ 0,209	2,589	0,015*
WOM	$\beta_2$ 0,264	2,962	0,006**
Price perception	$\beta_3$ 0,233	2,482	0,019*
R = 0,952 R <sup>2</sup> = 0,906 Adjusted R <sup>2</sup> = 0,897 F = 99,674**			

Source: Processed by SPSS 2021  
description : \* $p < 0,05$ , \*\* $p < 0,01$

Based on Table V.11 can be determined regression equation as follows :  
 $Y = 1,680 + 0,209 X_1 + 0,264 X_2 + 0,233 X_3 + e$

From the equation above can be explained that the:

1. The constant value of 1,680 indicates that if the independent variable (the image of the

store, wom, and price perception) is zero (no) then the purchase decision of 1,680.

- The regression coefficient of the variable store image (X1) positive of 0.209 indicates that if the image of the store is improved, it will also increase the consumer purchase decision of 0.209.
- The regression coefficient of the variable wom, (X2) is positive at 0,264 indicates that

if wom is increased then together also increase the consumer purchase decision by 0,264.

4. The regression coefficient of the variable perception of price (X3) positive by 0,233 indicates that if the perception of enhanced prices then together also increase the consumer purchase decision by 0,233.

**Hypothesis Test**

**1. Hypothesis test (t Test)**

The t test was used to test the influence of each independent variable on the dependent variable individually. The t test was used to determine the effect of store image, wom, and price perception on consumer purchase decision.

**Table 4. The results of t Test Analysis (t Test)**

Variable	Description			
	SCB	t_hitung	Sig.	Description
The Image Of The Store	0.278	2.589	0,015	H <sub>0</sub> rejected
Wom	0.358	2,962	0,006	H <sub>0</sub> rejected
Price Perception	0.368	2.482	0,019	H <sub>0</sub> rejected

Source: Processed by SPSS 2021

Referring to Table 4, the results of the t test can be interpret as follows:

- a. Variables store image to show the value of sig by 0.015 which is smaller than alpha value (5%), or the value of tcount (2,589). So the first hypothesis is successfully supported, meaning that the store image

has positive and significant effect on consumer purchase decision.

- b. Variable wom (gehuk borne) show the value of sig 0.006 which is smaller than alpha value (1%), or the value of tcount (2,962). The meaning of wom has positive and significant effect on consumer purchase decision.
- c. Variable perception of prices shows the value of sig sebesar 0,019 smaller and the value of alpha (5%), or the value of tcount (2,482) That price perception affects positif and significant impact on consumer purchase decisions.
- d. SCB variable perception of prices = 368 is large compared with the scb other variables. Thus the variable perception of the price of the most dominant influence on rising consumer purchase decision.

**2. F Test**

The F test is used to test the level of significance of the influence of the independent variable on the dependent variable together-sarna. The technique used is to compare the Fcount with Ftable at the level of significance of 5% (0.05). Test results can be seen in appendix 4, and a summary is shown in Table 5.

**Table 5. The Results Of The Analysis Of The F Test (F Test)**

F <sub>hitung</sub>	F <sub>tabel</sub>	Signifikansi	Conclusion
99,674	3,13	0,000	H <sub>0</sub> rejected

Source: Processed by SPSS 2021

The results of the analysis of the F test obtained the value of Fcount 99,674, and Ftable by 3.13 and sig value of 0.000, in this case Fcount is greater than Ftable and the significance value is smaller than significance level of 1% (0,01), then Ho is rejected and Ha accepted. Thus it can be concluded that there is influence of significant interactions between the independent variables, namely the image of the store,wom, and price perception on

consumer purchase decision. It can be stated that the regression model is "fit".

The magnitude of the effect together can be seen from the coefficient of determination (R Square) referring to Table 5, it is known that the value of the coefficient of determination (Adjusted R square) of 0,897. So it can be interpreted that the variables of the image of the store, wom, and price perception disturbing the consumer purchase decision by 89,70%. While the rest

10,30%. (100 – 89,70) is influenced by other variables outside this research.

### Discussion

From the results of the data analysis that the researchers do and have passed the test prerequisite analysis or classical assumptions, it can be a discussion for each of the hypotheses that have been formulated in the previous chapter as follows:

#### 1. Discussion The First Hypothesis

To test the first hypothesis which stated that the alleged there was a positive and significant influence store image on consumer purchase decision Viva Pet Shop Sukoharjo have been tested with the t test (Table 4).

Based on the regression analysis, it was found that the variable that store image has a significant positive effect on consumer purchase decision. This can be shown from the magnitude of the regression coefficient is positive, i.e. 0,209. This means that if the image of the store more better in the eyes of consumers, it will result in increasing consumer purchase decision by assuming other factors constant.

#### 2. The Discussion Of The Second Hypothesis

To test the second hypothesis which stated that the alleged there was a positive and significant influence of WOM on consumer purchase decision Viva Pet Shop Sukoharjo have been tested with the t test as in table 4.

Based on the regression equation, it was found that the variables of WOM has a significant positive effect on consumer purchase decision. This can be shown from the magnitude of the regression coefficient of WOM that is positive i.e. 0,264. This means that if Word of Mouth (WOM) ditingtkan will result in increasing consumer purchase decision. assuming other factors constant.

#### 3. The Discussion Of The Third Hypothesis

To test the third hypothesis which stated that the alleged there was a positive and significant influence of price perception on consumer purchase decision Viva Pet Shop Sukoharjo have been tested with the t test (Table 4).

From the results of the regression analysis, it was found that the variables of price perception has a significant positive effect on consumer purchase decision. This can be shown from the magnitude of the

regression coefficient is positive, i.e. 0,233. This mengindikaikan that if the perception about the price-the price of getting better, then it will result in increased consumer purchasing decisions, assuming other factors constant.

4. To test the fourth hypothesis which states that the variable perception of the price of the most dominant influence on consumer purchase decisions. It can be known from the value of Standardized Coefficients Beta (SC Beta) note that the SC Beta the largest of which is the perception of the price that 0,368. Thus the variable perception of price is a factor that has the most dominant influence on rising consumer purchase decision.

#### 5. The Discussion Of The Fifth Hypothesis

Based on the F test be aware that there is the influence of the interaction between the variables of the image of the store, WOM, and price perception on consumer purchase decision. This means that if the image of the store, WOM, and the perception of the interaction towards the better it will significantly can improve the consumer buying decision.

The magnitude of the influence of store image, WOM, and price perception on consumer purchase decision. can be explained by the coefficient of determination or Adjusted R square ( $R^2$ ) is equal 0,897. Thus the numbers 0,897 show is just around the 89,70 % of consumer purchase decisions can be described by the variable store image, WOM, and price perception. While the rest 10,30% is explained by other factors, for example; the quality of service, advertising, ease of acquisition of products and so forth.

### Conclusion

Based on the description of the results of hypothesis testing and discussion of research in the previous chapter, it can be concluded as follows:

1. Empirically variable store image has a significant positive effect on consumer purchase decision. This means that if the image of the store more better in the eyes of consumers, it will result in increasing consumer purchase decision.
2. Empirically variable variable WOM has a significant positive effect on consumer



purchase decision. This means that if Word of Mouth (WOM) enhanced will result in increasing consumer purchase decision.

3. Empirically variable variable price perception has a significant positive effect on consumer purchase decision. This indicates that if the perception about the price-the price of getting better, then it will result in increasing consumer purchase decision
4. Know that the value of the SCB variable perception of the price of most large when compared to the SCB other variables. Thus it can be concluded that the variable of perception of the price of the most dominant influence on consumer purchase decisions. This means that if the relationship of the image of the store Wom and the perception of enhanced prices together, then the variable perception of the price of the most dominant influence towards consumer purchase decision.
5. There is the influence of the interaction between the variables of the image of the store, Wom, and price perception on consumer purchase decision. This means that if the image of the store, Wom, and the perception of the interaction towards the better it will significantly can improve the consumer buying decision. The magnitude of the interaction influence of store image, Wom, and price perception on consumer purchase decision. can be explained by the coefficient of determination or Adjusted R square (R<sup>2</sup>) is equal 0,897. Thus the numbers 0,897 show is just around the 89,70 % means that the consumer purchase decision can be explained by the variable of the store's image, Wom, and price perception. While the rest 10,30% is explained by other factors i outside of this research, for example; the quality of service, advertising, ease of acquisition of products and so forth.

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