

Literature of Review Influence Word Of Mouth, Satisfaction and Brand Image of Purchases Mandiri Jaya Frozen in Bekasi

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ABSTRACT

This study reviews the literature to determine how purchase decisions are influenced by word-of-mouth, satisfaction, and brand image. The frozen enterprises in Bekasi City are the subject of this study. The relationship between the independent and dependent variables will be made clear by this study. This study employs a quantitative design with samples derived from the Slovin technique and a consumer population from Frozen Duck Queen. To process research data and address research hypotheses, this study will make use of statistical techniques from SPSS.

INTRODUCTION

People are being encouraged by certain aspects of modern advances to lead increasingly conscientious lives with regard to the products they purchase and use. The fast-paced, easy-to-get-by lifestyle of affluent nations is beginning to seep into society. This has to do with eating, namely with readily available, thoughtfully presented, and promptly served food. The most popular fast food item that people eat is frozen food.

Food is one of the products that commercial actors sell by putting frozen food on display. Customers can receive hot food in a timely and convenient manner, as well as frozen food or quick-to-prepare frozen meals. Santoso, Mustaniroh, and Pranowo (2018) define frozen food as instantaneous, processed, frozen fast food. Food production companies are in competition with one another to manufacture items, particularly frozen food that may be used to satisfy household consumers' food demands.

The demand for frozen food products Customers are compelled to select the best processed meals due to the abundance of options. As a result, the research object for this study was Mandiri Jaya Frozen. In addition, because there are so many companies that create frozen food, these producers must compete to

advertise their products and gain a greater market share. Manufacturers need to plan ahead and respond in accordance with the nature and

the composition of the markets in which they are involved. Offering more premium products, offering excellent customer service, and letting consumers make the final decision to purchase a product based solely on their impression of it are some marketing strategies. As a result, producers need to be able to convince customers to purchase the goods that the store sells.

In order for purchases to happen, brand image is a reflection of customer perceptions and comprehension, which are then used in relation to feelings of trust and brand choice, according to Oktafiani and Gaddafi (2018). Customers are more inclined to select a brand's products when they have a favorable impression of it in a store. The future strategy of tourism SMEs will depend on how firms use their human and social capital to develop innovative offerings to succeed in business. This requires providing new and unique product and service offerings that can continue to be provided in disruptive VUCA (volatility, uncertainty, complexity and ambiguity) environments. The population is wiser and more cautious when selecting frozen food products because there are so many different brands of frozen food readily available. Customers in Indonesia tend to think that well-known brands are of greater quality than less well-known brands. Fans of frozen cuisine or frozen food in general still don't know much about this

Customers will purchase a product if there is an emotional bond between them and the marketer and if they genuinely need the goods or services, according to Pramesti and Rahanatha (2019). Purchases are the outcome of generally positive consumer perceptions of a specific product or service. There is a growing desire to learn everything there is to know about new brands and to purchase more of them. Every business is focusing on how significant and impactful these transactions are. In fact, it may be argued that purchasing operations are the source of several corporate processes.

Word-of-mouth (WOM) is one that affects brand image and buying behavior. Oliviana, Mananeke, and Mintardjo (2017) define Word of Mouth (WOM) as the act of a customer disseminating non-commercial information to other consumers (interpersonally) about brands, goods, or services. In the corporate sector, word-of-mouth, or WOM, is essential to drawing in large numbers of customers and driving up sales. Due to the abundance of frozen food goods, Mandiri Jaya Frozen is still relatively unknown in the market. As a result, the store needs to continue enhancing its marketing approach to increase its visibility.

Purchases and brand perception are also influenced by satisfaction. A person who is satisfied experiences both satisfaction and disappointment. Customer satisfaction serves as the foundation for satisfaction in this study. Client satisfaction, according to Sangadji (2017), is the degree to which a client feels satisfied or dissatisfied with the performance of goods and services relative to his

expectations against the genuine and actual performance. The sense of fulfillment that clients experience makes these

Consumers who frequent the Mandiri Jaya Frozen store consistently spend money there, which enhances the brand's perception among other consumers. However, some customers are dissatisfied with the variety of frozen food options available, which makes them pickier about what they purchase. The author is interested in doing study with the title "Influence Word of Mouth, Satisfaction and Brand Image of Purchases Mandiri Jaya Frozen in Bekasi" based on the above description, the findings of prior studies, and underlying ideas.
A THEORICAL REVIEW

Purchase Decision

Pramesti and Rahanatha (2019) define purchasing as a transaction that takes place when a client buys products or services. If there is an emotional connection between the buyer and the seller at that point, the buyer will purchase the product. Positive customer reviews of pertinent goods or services are the source of new purchases. Individual cells have the intention to buy when they are stimulated by the cells they observe and experience a sense of attachment for the product. Subsequently, the individual's intention fuels a cell's drive to generate a feeling that leads to the benefits of the product. These people then wish to retransfer or pay for the complete sale of the products. Encouraging clients to make targeted purchases is the only goal of business marketing initiatives.

Pradana (2019) defines purchasing as a kind of behavior in which individuals make purchases and use products or services to fulfill their needs and desires. In this instance, it is presumed that every challenge will undoubtedly arise when the consultant makes a clear and logical decision on one of the possible options. Wijayanti (2018) asserts that clients have options beyond their first decisions that might help them achieve their goals and realize their dreams. As long as the first option has been gathered, these options can be chosen.

Word Of Mouth (WOM)

Oliviana, Mananeke, and Mintardjo (2017) define word of mouth (WOM) as the practice of consultants providing other consultants with non-commercial information about their goods, services, or other services. Word-of-mouth, or personal communications channels, can be expressed in the form of sayings or remarks from one consultant to another. This is a powerful advertising strategy because it typically occurs between the consultant and their last name, allowing the customer or the consultant to collaborate. He's promoting his company.

Human capital is defined as the combination of individual skills, knowledge, capability and experience of a firm's managers and employees (Faeni, 2023). Since word-of-mouth (Word of Mouth) recommendations are typically given by pleased customers to other satisfied customers, they can be an

effective marketing tactic and a potentially significant source of advertising for businesses.

When a customer's happiness with the product surpasses the consultant's expectations, loyalty develops. If a sales consultant persistently closes deals, makes recurrent purchases, and even goes so far as to suggest the product to others, then that consultant might be considered loyal. It can affect a variety of variables, including perception, consciousness, intention, conduct, and attitude, from one mullult to the next. When customers complain about products that don't live up to the consultant's expectations, this loyalty shows itself. Consultants who often purchase items and other commodities, and who might even promote them to others, might be considered loyal.

Satisfaction

Koter and Keller (2018) define satisfaction as any unreasonable or reckless activity that results from a person's cells when they compare their performance to what other people expect from the task they do or the goods they produce. Should the quality of such work fall short of expectations, one consultant will be unhappy. The consultant will be pleased if the performance meets expectations. Aside from that, folks will be quite content if they perform better at work than they have in the past. One of the research consultants' opinions served as the foundation for the study's findings.

Tjiptono (2017) asserts that a crucial component of modern marketing theory and strategy is client happiness. This theory leads to the conclusion that consumer responses that stem from discontent or evaluations of product excellence and areas where benefits and hazards are greatest are the main causes of customer unhappiness. Customers will feel satisfied when a product is designed with their needs in mind and functions well.

Brand Image

A company's brand image can help it survive, succeed in reaching its objectives, deal with fiercer competition, and persuade the local consulate to pay more for product sales (Kazmi and Mehmood, 2017). A company's corporate image can affect its long-term profitability, boost stock selling prices, give it a competitive edge, boost marketing success, and persuade consultants to purchase items at launch pricing, claim Pramelsti and Rahanatha (2019). It would be weird for a consultant to sell the preferred brand again when they feel that they have a positive brand image. Instead, they have a positive buying intention to sell the sellingbrand.

The greater the brand image, the more likely it is to drive sales, according to Ramdhani and Widodo (2021). The brand image is a characteristic where the brand image can impact the consultant's behavior towards the product brand. One method a business (producer) uses to market the name and symbol of the products and services it offers is through creating a brand image, which helps consumers recognize and recall the company's offerings. In addition to logos,

marketing are crucial in forming a favored perception among consultants. The presence of a positive brand image for the business among consultants encourages consultants to carry out repeated purchases of a company's products.

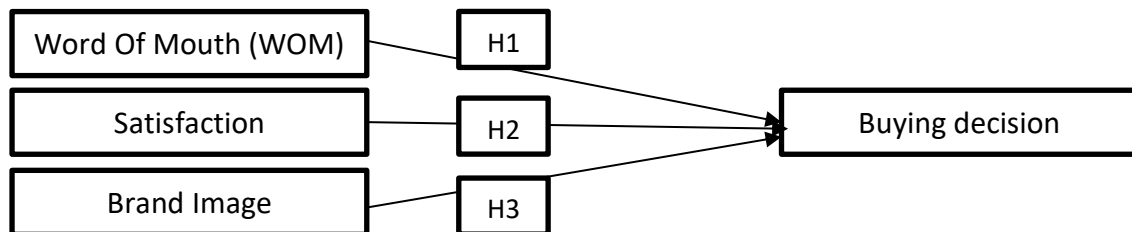


Figure 1. Conceptual Framework

Hypotheses

- H1. Word of Mouth influences on purchasing decisions
- H2. Satisfaction influences on purchasing decisions
- H3. Brand Image influences on purchasing decisions

METHODOLOGY

This research employed a quantitative research study design. Sulgiyono (2018) claims that positivism (concrete data) is the main analytical technique used in quantitative research. Numbers from quantitative research are evaluated using statistics as a means of deriving inferences about the issue under investigation. Research is conducted using a descriptive methodology. The descriptive method,

according to Sulgiyono (2017), is a technique for data analysis that involves writing or displaying data that has previously been thoroughly collated so that it can be fully understood without the need to draw conclusions about the population or generalize findings. Creating predictions, analyzing their consequences, forming underlying hypotheses, and describing phenomena are some of the objectives of descriptive research.

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