

LITERATURE REVIEW : THE INFLUENCE OF SOCIAL MEDIA, WORD OF MOUTH AND PRICES ON PURCHASING INTENTIONS YAKULT IN BEKASI CITY

Ika Wijayanti

Student of Fakultas Ekonomi Bisnis Universitas Bhayangkara Jakarta Raya

Corresponding Author: Ika Wijayanti : ikaw53338@gmail.com

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ABSTRACT

This research focuses on deepening the role of social media, word of mouth and price on interest in buying yakults. This research is a literature review to strengthen previous findings from relevant variables. This research uses a quantitative approach to answer the research hypothesis. The population is not known with certainty but the unit of analysis in this research is respondents who know and have used yakult products in the city of Bekasi. The SPSS statistical tool can be used to test the suitability of the data and the validity of the research model. Hypothesis testing uses the t test and f test and determination.

INTRODUCTION

Current technological developments have produced products that have the ability to make human work easier and apart from that, technology and science are also solutions to human health problems. With advances in technology and science, many types of medicines have been discovered that can cure various diseases. Apart from medicines, developments have also occurred in the development of food and drinks which play an important role in improving body health, including drinks containing probiotics. Probiotic drinks is a product that contains bacteria and is considered to have the potential to maintain health by protecting the body from disease-causing bacteria (Issalillahet al., 2022).

Currently, various brands of similar probiotic drinks such as Yakult products can be found in various nearby stores. The Yakult Company is actively trying to increase consumer purchasing interest with the aim of strengthening its competitive position and ensuring business continuity (Darmawan & Grenier, 2021). Purchasing interest reflects consumers' desire to utilize the product because they feel attracted or interested in the product (Darmawanet al., 2019)



Source : compass.co.id

In the picture above, in the first position is the nutritional drink You C1000 which has the highest sales volume of 10.4% as the best-selling drink, in the second position is the best-selling nutritional drink with a volume of 10.3%, namely the Pocari Sweet drink, in third position is V-Soy the best-selling drink with sales volume 7.2%, ranked fourth, namely Diamond with a sales volume of 6.2%, in fifth position the best-selling drink Hydro Coco with a sales volume of 3.9%, in sixth position Outside with a sales volume of 2.9%, in the sixth position seventh in Seven Kurma sales volume 2.5%, eighth position in Sidomuncul with sales volume 2.3%, Yakult has sales volume of 2.2%, in the last position is Mahkota with a sales volume of 1.8%. In the picture, Yakult is ranked ninth as the ten best-selling drinks in the marketplace. Behind Yakult's popularity cannot be separated from the marketing strategy which has been implemented, such as holding interesting campaigns and providing education about health through its social media platforms. As a result, one of the best-selling products produced is Yakult Probiotic Fermented Milk Drink

Research conducted by (Nuvia Ningsih et al., 2020) obtained the following resultsword of mouth positive and significant effect on buying interest. The results of this research are in line with research conducted (Muhammad Fiyan Afifi, 2019)word of mouth which has a significant influence on consumer buying interest. However, this result was also found in research conducted by (Kalele et al., 2015) which obtained the result thatword of mouth positive and significant effect on buying interest. The results of this research are in line with research conducted by (Rafikasari & Fauzy, 2021) Setiagrahaet al., (2021), Wahyudi and Andri (2021). Research conducted by Elystyanti, E. (2022) shows that word of mouth has a positive and significant effect on buying interest. Results of research conducted by Febryanti et al., (2022), obtained different resultsword of mouth negative and significant effect on buying interest.

Research conducted by (Taan, 2021), this research shows a positive and significant correlation with buying interest. Research conducted by (Sarayar et al., 2021) found that price has a positive and significant effect on buying interest. Research conducted by (Latief, 2018) shows that price has a positive and significant effect on buying interest. Research conducted by (Yosua & Sinambela, n.d.) shows that price has a positive and significant effect on buying interest.

Research conducted by (Nurkhasanah et al., 2022) shows that price and buying interest have a positive and significant effect on buying interest. Research conducted by Zakiah, A. N. (2021) shows that price and buying interest have a positive and significant effect on buying interest. These results are in line with (Bagus et al., 2021). However, the results differ from research conducted (Annisa et al., 2022), price does not have a significant effect on buying interest.

Thus, it can be concluded that the research gap in this research is that consumer buying interest is influenced by a number of factors, including experiential marketing, social media, WOM and price, therefore a deeper understanding is needed regarding this research. Therefore, this research will discuss purchasing interest related to health drink products, especially health drinks on Yakult. which will be linked to variables Experiential Marketing Social media, word of mouth and price. Based on the explanation above, the author feels interested in conducting research with the title "Analysis of the Influence of Social Media, Word of Mouth and Price on Purchase Intentions and Interest in Buying Yakult"

THEORETICAL REVIEW

Purchase Intention

Consumer buying interest is the stage in consumer behavior where consumers make choices between various brands or options available and finally make the purchase they most prefer. This is a process that consumers go through when they decide to buy goods or services based on various considerations (Sanusi Anwar, 2011) According to Kotler and Keller (2009:15), "Purchasing interest is an action that arises as a result of a response to an object that shows the consumer's desire to make a purchase."

Media Social

According to Malau (2017) consumer behavior is the involvement of interactions between affection, cognition and surrounding circumstances. According to Mowen and Minor (2012) consumer behavior is defined as the study of purchasing units and exchange processes involving the acquisition, consumption and disposal of goods, services, experiences and ideas. Developing ideas in marketing strategies can be done well if you understand consumers. This understanding concerns what they think (cognition), what they feel (affection), and what their surroundings are like.

Word of Mouth

According to Priansa (2017) word of mouth is a marketing activity in providing information about a product or service from one consumer and offering it to other consumers to discuss, promote and sell a brand to other people.

Price

According to Stanton (1994) quoted in Moh. Martono R.A.P and Sri Setyo Iriani (2014), there are four indicators that characterize prices, and researchers use them as indicators to measure prices in more detail as follows: a) price affordability. It can be concluded that price affordability is the consumer's ability to pay costs at the price set by the company, b) price match with product quality. It can be concluded that the suitability of price to product quality is a comparison of the costs incurred to purchase a product in order to obtain the quality needed to support someone's needs, c) price competitiveness. It can be concluded that price competitiveness is the ability of a company to set prices for a product in order to keep product sales stable and increasing, d) price match with benefits. It can be concluded that the suitability of price to benefits is a comparison of a person's sacrifices to meet needs through product assistance.

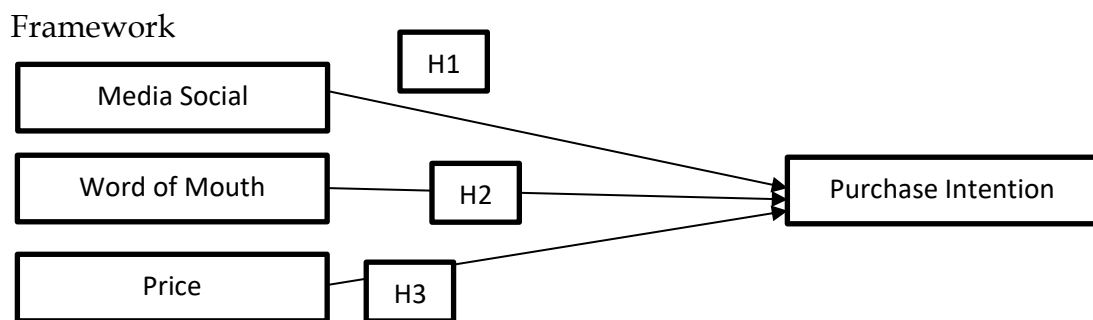


Figure 1. Conceptual Framework

Hypotheses

H1. Media Social have an influence on purchase intention Yakult

H2. Word of mouth have an influence on purchase intention Yakult

H3. Price have an influence on purchase intention Yakult

METHODOLOGY

This research is research with a quantitative approach where decision making is based on numbers. The unit of analysis in this research is respondents who know and have purchased Yakult healthy drink products who live in Bekasi City.

The population in this study is not known with certainty so the minimum sample in this study uses the (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017) approach where the number of indicators is multiplied by a number of 5 - 10.

The sampling technique in this research is non probability sampling with options purposive sampling.

The criteria used in this research are:

- 1) People who live in Bekasi City
- 2) People aged 17 years and over
- 3) People who know and have bought Yakult products

Variable	Variable Definition	Indicator	Statement	Reference
Social media (X1)	Promotion via social media is a marketing strategy implemented on social media such as text, audio, video or images related to products. Social media allows users to connect with others and form communities	Context	1. I often see posts about Yakult on social media 2. Social media is my main source of information about Yakult products	Step (2011)
		Communication	3. Admin friendly answers every consumer question on Instagram 4. Communication from the brand on social media provides a good understanding of Yakult products	
		Collaboration	5. How to order Yakult products is easy 6. I feel that Yakult and pay attention to consumer views through collaboration on social media	
		Connection	7. I feel that connecting with other consumers on social media increases my understanding of Yakult products 8. I often share recommendations with family members and friends 9. Social Media has an important role in influencing consumer interest in Yakult products 10. Interaction between Yakult and consumers on social media can influence consumer perceptions of the product	

Tabel Instrument of sosial media

Variable	Variable Definition	Indicator	Statement	Reference
Word Of Mouth (X2)	Word of mouth (WOM) is a form of communication where information related to the product, service or company being delivered is delivered from one person to another person conveyed verbally.	Speak positively about pleasant experiences and product quality	1. I feel happy to recommend this product to others based on my experience 2. I talked to friends about positive experiences with Yakult products 3. Yakult has good quality which can be a positive point about this product.	Or (2020)
		Provide recommendations to friends or family	4. I recommend the product to my friends about the health benefits of Yakult 5. Yakult contains good bacteria that can help the immune system. This can be a consideration for people who want to improve their health	
		Encourage or motivate a friend or family member to try or buy a product	6. I try to convince friends or family about the benefits of Yakult products 7. I feel happy when I influence my friends or family members to try or buy Yakult 8. Some of my friends also consume Yakult 9. Yakult contains good bacteria that can help maintain the health of our digestive tract	

Tabel Instrument of word of mouth

Variable	Variable Definition	Indicator	Statement	Reference
Price (X3)	<p>Price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service.</p> <p>Price is also one component of the marketing mix that generates revenue, other elements generate costs.</p>	Affordability	<p>1. The prices of Yakult products are very affordable</p> <p>2. I feel that the price of Yakult products matches the quality</p> <p>3. I feel that Yakult products are good value for money</p>	Kotler (2007)
		Price match with product quality	<p>4. Yakult adjusts product prices by considering consumer preferences and competition.</p> <p>5. Yakult price is an important factor influencing consumer sustainability</p>	
		Price competitiveness	<p>6. Yakult product prices are competitive with the prices of similar products on the market</p> <p>7. Yakult product prices are in line with similar products on the market</p>	

		Matching price with production benefits	<p>8. Yakult prices are an important part of the company's marketing strategy</p> <p>9. The price of Yakult products is in line with the health benefits I expect</p>	
		Price can influence consumers in making decisions	10. The price factor has a significant influence on consumer decisions in influencing interest in purchasing Yakult	

Tabel Instrument of price

Variable	Variable Definition	Indicator	Statement	Reference
Interested in buying (AND)	Purchase interest is a form of consumer behavior where consumers have a desire or interest in buying or choosing a product or service. Behavior that appears as a response to an object that shows the desires and attitudes or behavior of consumers towards a product	Attention (attention)	1. Consumer attention to Yakult products influences interest in purchasing Yakult 2. I often see advertisements or information about Yakult products	Suwandari in Suryana (2018)
		Interest	3. I feel interested in Yakult products 4. Yakult products caught my attention because of the health benefits	
		Desire (desire)	5. I feel confident that purchasing Yakult will meet my health needs 6. I feel that purchasing Yakult will provide significant health benefits	
		Action	7. I plan to buy Yakult in the near future 8. I have been looking for a way to consume Yakult products	

Tabel Instrument of Purchase Intention

CONCLUSIONS AND RECOMMENDATIONS

This research focuses on deepening the role of social media, word of mouth and price on interest in buying yakults. This research is a literature review to strengthen previous findings from relevant variables.

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