

INFLUENCE OF WORD OF MOUTH, TASTE IMAGE AND PRICE ON PURCHASING DECISIONS ON WONOGIRI H. JUARI MEATBALLS IN EAST JAKARTA

Arief Bagja Wicaksono*¹ Rutinaias Haholongan²

¹²Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta

e-mail: *¹ ariefbagjawicaksono@gmail.com, ² rutinaias@stei.ac.id,

Abstract

This study aims to find out the influence of word of mouth, taste image and price on purchasing decisions on Wonogiri H. Juari Meatballs. The method used in this study is survey research. The population in this study is the entire community that has made purchases on Wonogiri H. Juari Meatballs. The sample in the study was 96 respondents. The data analysis method used is descriptive data statistical analysis and respondent answer analysis. Statistical analysis methods can be selected and adapted to the purpose of the research. The results of the t test study showed that the Word Of Mouth variable had an effect on purchasing decisions. The Taste Image variable has no effect on purchasing decisions. Price variables affect purchasing decisions. The results of the F test study showed that the variables Word Of Mouth, Taste Image and Price influence together on Purchasing Decisions.

Keywords— Word Of Mouth, Taste Image, Price, Purchase Decision

INTRODUCTION

The development of culinary business among the community is greatly improved with a variety of traditional food characteristics with a delicious taste image. Culinary business is carried out with various concepts such as restaurants, cafes, angkringan and street stalls (Tjiptono, 2014.). Because basically every society has different needs in determining fast food (Stanton, 2013). With the existence of various fast food restaurants can be a target for consumers to relax with family, friends or also work clients (Elvina, 2021). In general, culinary business competitors are very much in the territory of Indonesia, therefore every business must pay attention to important factors in marketing (Nitisusastro, 2012).

Every restaurant must choose a strategic place so that consumers can easily find a place to eat and their desires are easily fulfilled (Sernovitz, 2012). The image of taste in restaurants that have been formed in the eyes of the community as a nice and relaxing place to enjoy the menu of food or drinks available will always be the attraction of consumers. One of them is the Wonogiri H. Juari Meatball restaurant business which was established in 2008 location in Duren Sawit, East Jakarta, which is one of the places to eat that has the characteristic taste of Wonogiri regional food in various menu dishes, especially Meatballs. In that case that makes the restaurant Meatball Wonogiri H. Juari is a consumer attraction that is seen in terms of food for its needs. The menu of dishes at the Wonogiri H. Juari Meatball restaurant is generally the same as other meatballs but wonogiri meatballs have their own characteristics with clear gravy characteristics and use beef bone broth. So that consumers can choose wonogiri meatball menu as food that suits their needs. In addition, the price of the menu is very affordable and easy to find the location of sellers of Bakso Wonogiri restaurants in Indonesia, especially the Jakarta area.

One way on Wonogiri H. Juari Meatballs to achieve the goal is to know what the needs and wants of consumers or target markets and provide interest in buying products. With a lot of business that is a type of meatball, of course, it causes increasingly tight business competition.

So to deal with the situation Bakso Wonogiri H. Juari must be quick and responsive in making decisions so that the business he founded can develop well in the future.

RESEARCH METHODS

The strategy used in this study is by quantitative methods, according to Sugiyono (2017) stated that research based on the philosophy of positivism is useful for researching a particular population or sample. With sampling generally done randomly, data collection using research instruments and data collection using research instrument. The method used in this study is a survey method that is by going to the object in question to get the necessary data.

According to Ghozali(2012)states that the analysis starts from formulating or explaining the problem, before jumping into the field and continues until the writing of the results of the research that has been determined based on getting relevant data.

To measure independent variables against partial or multiple dependent variables will be used coefficient of determination (KD) with the formula:

$$KD= R^2 \times 100 \%$$

Information:

KD = Coefficient of Determination

R^2 = Square of Correlation Coefficient

The criteria for the coefficient of determination are:

- If Kd is close to zero (0), then the effect of independent variables on dependent variables is weak.
- If Kd is close to one (1), then the effect of independent variables on dependent variables is strong.

This test is conducted to look at the significance of the effect on individual independent variables on dependent variables by assuming the independent variables are constant, as follows:

- Partial coefficient of determination X_1 to Y
 $KD_{1.23} = r_{y1.23}^2 \times 100 \%$
- Partial coefficient of determination X_2 against Y
 $KD_{2.13} = r_{y2.13}^2 \times 100 \%$
- Partial coefficient of determination X_3 against Y
 $KD_{3.12} = r_{y3.12}^2 \times 100 \%$

Multiple coefficients of determination are used to determine the influence between word of mouth,taste image and price on purchasing decisions made simultaneously or simultaneously. Then the formula used in the multiple coefficients of determination is, as follows:

- Multiple coefficients of determination X_1, X_2 and X_3 against Y
 $KD_{1.23} = r_{y1.23}^2 \times 100 \%$

The steps of partial hypothesis testing based on the results of the data in this study, as follows:

1. The Effect of Word Of Mouth (X_1)on Purchasing Decisions (Y).
-

Ho: $\rho_{y1.23} = 0$: (Partially there is no major influence between word of mouth on purchasing decisions).

Ha: $\rho_{y1.23} \neq 0$: (Partially there is a large influence between word of mouth on purchasing decisions).

2. Effect of Taste Image $_{(X2)}$ on Purchasing Decisions (Y).

Ho: $\rho_{y2.13} = 0$: (Partially there is no great influence between taste images on purchasing decisions).

Ha: $\rho_{y2.13} \neq 0$: (Partially there is a large influence between taste images on purchasing decisions).

3. Effect of Price $_{(X3)}$ on Purchasing Decision (Y).

Ho: $\rho_{y3.12} = 0$: (Partially there is no large influence between prices on purchasing decisions).

Ha: $\rho_{y3.12} \neq 0$: (Partially there is a large influence between prices on purchasing decisions).

To test the relationship between a free variable and a partially bound variable, it can be seen from the value of the P-value compared to α ($5\% = 0.05$) with the criteria:

1. If the significance value $t \leq 0.05$ then Ho is rejected and Ha is accepted, it means that there is a partially significant influence between the word of mouth, taste image and price on the purchase decision.
2. If the significance value $t > 0.05$ then Ho is accepted and Ha is rejected, it means that there is no partially significant influence between the word of mouth, taste image and price on the purchase decision.

The steps of partial hypothesis testing based on the results of the data in this study, as follows:

- a. Ho: $\rho_{y123} = 0$: (Simultaneously there is no great influence between word of mouth, taste image and price on purchasing decisions).
- b. Ha: $\rho_{y123} \neq 0$: (Simultaneously there is a great influence between word of mouth, taste image and price on purchasing decisions).

To test the relationship between free variables and bound variables simultaneously used significance value F compared to criteria:

Ho is rejected if $F_{\text{calculates}} > 0.05$.

Ha is accepted if $F_{\text{calculates}} < 0.05$.

RESULTS OF RESEARCH AND DISCUSSION

The following is the respondent data in the study that has been done and obtained through questionnaires distributed to 96 respondents. Questionnaires were given to respondents who had made purchases at Bakso Wonogiri H. Juari restaurant. The data collected is presented in the table below:

Table 1. Respondent Characteristics Data Based on Age

Age	Sum	Presented
≤ 18 years old	14	14,6%
18-30 years	32	33,3%
30-40 years	42	43,8%
≥ 40 years	8	8,3%
Total	96	100%

In this study, the highest number of respondents based on age was 30-40 years as many as 42 people or 43.8%. Because based on questionnaires distributed at Bakso Wonogiri H. Juari restaurant located in Duren Sawit area, East Jakarta average age 30-40 years.

Table 2. Respondent Characteristics Data by Gender

Gender	Sum	Presented
Man	34	35,4%
Woman	62	64,6%
Total	96	100%

In this study, the highest number of respondents by gender was 62 people or 64.6%. Because based on questionnaires distributed at Bakso Wonogiri H. Juari restaurants located in Duren Sawit area, East Jakarta on average female sex.

Table 3. Respondent Characteristics Data Based on Work

Work	Sum	Presented
Students	18	18,7%
Student	24	25,1%
Official	16	16,6%
Housewife	38	39,6%
Total	96	100%

In this study, the highest number of respondents based on the type of work was Housewives as many as 38 people or 39.6%. Because based on questionnaires distributed at Bakso Wonogiri H. Juari restaurant located in Duren Sawit area, East Jakarta averaged a job as a Housewife.

From the description of the respondents above it can be concluded that consumers who have made purchases at Bakso Wonogiri H. Juari restaurants located in Duren Sawit area, East Jakarta are Women aged 30-40 years with jobs as Housewives and Men aged 20-30 years with jobs as Students.

Partial coefficient analysis is to determine the linear degree between independent variables (free) and dependent variables (bound) namely Word Of Mouth (X₁),Taste Image(X₂)and Price(X₃)to Purchasing Decisions (Y). Here are the results of partial correlation testing:

Tabel 4. Corelations

Correlations

Control Variables			Word Of Mouth (X1)	Citra Rasa (X2)	Harga (X3)	Keputusan Pembelian (Y)
-none ^a	Word Of Mouth (X1)	Correlation	1,000	,447**	,251*	,377**
	Citra Rasa (X2)	Correlation	,447**	1,000	,158	,248*
	Harga (X3)	Correlation	,251*	,158	1,000	,689**
	Keputusan Pembelian (Y)	Correlation	,377**	,248*	,689**	1,000
Keputusan Pembelian (Y)	Word Of Mouth (X1)	Correlation	1,000	,394**	-,012	
	Citra Rasa (X2)	Correlation	,394**	1,000	-,018	
	Harga (X3)	Correlation	-,012	-,018	1,000	

** Correlation is significant at 0.01 level

* Correlation is significant at 0.05 level

a. Cells contain zero-order (Pearson) correlations.

1. Word Of Mouth Partial Coefficient of Purchasing Decisions

From the test results obtained a partial coefficient value of Word Of Mouth (X₁) to Purchasing Decision (Y) of 0.377 (appendix 20) which means there is an influence of Word Of Mouth on Purchasing Decisions.

$$\begin{aligned} \text{KD}_{1.23} &= r_{Y1.23}^2 \times 100\% \\ &= 0,377^2 \times 100\% \\ &= 14,21\% \end{aligned}$$

Word Of Mouth's partial KD value against Purchase Decisions is 14.21%. This shows that if there is a Word Of Mouth influence on Purchasing Decisions by 14.21% then it means, the rest (85.79%) is due to the influence of other variables outside the Word Of Mouth variable.

2. Partial Coefficient of Taste Image to Purchasing Decisions

From the test results obtained a partial coefficient value of Taste Image (X₂) to Purchase Decision (Y) of 0.248 (appendix 20) which means there is an influence between Taste Images on Purchasing Decisions.

$$\begin{aligned} \text{KD}_{1.23} &= r_{Y1.23}^2 \times 100\% \\ &= 0,248^2 \times 100\% \\ &= 6,15\% \end{aligned}$$

The value of partial KD Rasa Image against Purchasing Decision is 6.15%. This shows that if there is an effect of Taste Image on Purchasing Decisions by 6.15% then it means, the rest (93.85%) is due to the influence of other variables outside the Taste Image variable.

3. Partial Coefficient of Price on Purchase Decision

From the test results obtained a partial coefficient value of Price (X₃) to The Purchase Decision (Y) of 0.689 (appendix 20) which means there is an influence between Partial Prices to Purchasing Decisions.

$$\begin{aligned} \text{KD}_{1.23} &= r_{Y1.23}^2 \times 100\% \\ &= 0,689^2 \times 100\% \\ &= 47,47\% \end{aligned}$$

Partial Price Partial KD value against Purchase Decision is 47.47%. This shows that if there is a Partial Effect of Price on Purchasing Decisions of 47.47% then it means, the rest (52.53%) is due to the influence of other variables outside the Price variable.

Analysis of Multiple Coefficients

This analysis is used to determine whether or not there is a relationship between independent (free) variables and dependent (bound) variables, namely Word Of Mouth (X₁), Brand Image (X₂) and Price (X₃) to Purchasing Decisions (Y). Here are the results of multiple coefficient tests:

Table 5 Coefficient Determinasi Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,723 ^a	,522	,507	1,390

a. Predictors: (Constant), Harga (X3), Citra Rasa (X2), Word Of Mouth (X1)

The results of data testing using the SPSS version 22 program obtained a double coefficient value of 0.522 (appendix 21), which means that there is an influence between word of mouth, taste image and price on purchase decisions at Bakso Wonogiri H. Juari restaurant located in Duren Sawit area, East Jakarta is influential and significant. If word of mouth, taste and price image influence the purchase decision then the purchase decision will increase and viceversa. If word of mouth, taste image and price do not affect the purchase decision then the purchase decision will decrease.

$$\begin{aligned}
 KD_{123} &= rY_{123}^2 \times 100\% \\
 &= 0,522^2 \times 100\% \\
 &= 27,25\%
 \end{aligned}$$

The KD value doubles the word of mouth, the image of taste and price of the purchase decision by 27.25%. This shows that if there is an influence of word of mouth, taste image and price on purchasing decisions by 27.25% then it means, the rest (72.75%) is due to the influence of other variables that are outside the word of mouth variables, taste images and prices.

Hypothesis Testing

In the hypothesis testing step to find out the significance of the relationship of variables (free) with variables (bound) partially or simultaneously. The hypothesis testing steps in this study are:

1. Partial hypothesis testing:

a. The Effect of Word Of Mouth (X1) on Purchasing Decisions (Y).

Ho: $\rho_{y1.23} = 0$: (Partially there is no significant word of mouth influence on purchasing decisions).

Ha: $\rho_{y1.23} \neq 0$: (Partially there is a significant word of mouth influence on purchasing decisions).

Table 6 Partial hypothesis testing word of mouth

Variable	T		Itself		Conclusion
	t _{count}	t _{table}	Result	a = 5%	
Word Of Mouth (X ₁)	2,309	> 1,988	0,023	< 0.05	Ho rejected Ha accepted, there is a significant influence

Based on the results of data testing using the SPSS program version 22 obtained the significance of the word of mouth variable (X₁) against the purchase decision (Y) of 0.023 (appendix 21). Ho's conclusion was rejected or Ha accepted because the significance was smaller than the significant level ($\alpha = 5\%$) which is $0.023 < 0.05$ and t calculated greater than t table which is

2,309 > 1.988. This proves that there is partially a significant influence on word of mouth on purchasing decisions.

b. Effect of Taste Image_(X₂) on Purchasing Decisions (Y).

Ho: $\rho_{y2.13} = 0$: (Partially there is no significant influence on taste images on purchasing decisions).

Ha: $\rho_{y2.13} \neq 0$: (Partially there is a significant influence on taste decisions).

Table 7 Partial hypothesis testing taste image

Variable	T		Itself		Conclusion
	t _{count}	t _{table}	Result	a = 5%	
Taste Image (X ₂)	780	< 1,988	0,438	> 0,05	Ho accepted Ha rejected, there was no significant influence

Based on the results of data testing using the SPSS program version 22 obtained the significance of the taste image variable (X₂) against the purchase decision (Y) of 0.438 (appendix 21). Ho's conclusion was accepted or Ha was rejected because the significance was greater than the significant level ($\alpha = 5\%$) which is $0.438 < 0.05$ and t calculated smaller than the table t which is $780 < 1.988$. This proves that partially there is no significant influence of taste imagery on purchasing decisions.

c. Effect of Price_(X₃) on Purchasing Decision (Y).

Ho: $\rho_{y3.12} = 0$: (Partially there is no significant effect on the purchase decision).

Ha: $\rho_{y3.12} \neq 0$: (Partially there is a significant effect on the purchase decision).

Table 8 Partial hypothesis testing price

Variable	t		Itself		Conclusion
	t _{count}	t _{table}	Result	a = 5%	
Price (X ₃)	8,467	> 1,988	0,000	< 0.05	Ho rejected Ha accepted, there is a significant influence

Based on the results of data testing using the SPSS program version 22 obtained the significance of variable price (X₃) against the purchase decision (Y) of 0.000 (appendix 21). Ho's conclusion was rejected or Ha accepted because the significance was smaller than the significant level ($\alpha = 5\%$) which is $0.000 < 0.05$ and t calculated greater than the table t which is $8,467 > 1,988$. This proves that there is partially a significant effect of price on purchasing decisions.

2. Simultaneous hypothesis testing:

a. Ho: $\rho_{y123} = 0$: (Simultaneously there is no significant influence on word of mouth, taste image and price on purchasing decisions).

b. Ha: $\rho_{y123} \neq 0$: (Simultaneously there is a significant influence on word of mouth, taste image and price on purchasing decisions).

Table 9 Simultaneous hypothesis

Variable	F		Itself		Conclusion
	F _{count}	F _{table}	Result	a = 5%	
X ₁ ,X ₂ ,X ₃ against Y	33,509	> 2,76	0,000	< 0.05	Ho rejected Ha accepted, there is a significant influence

Based on the results of data testing using the SPSS program version 22 obtained significance variable word of mouth (X1),tasteimage (X2)andprice (X3)against the purchasedecision (Y) of 0.000 (appendix 21). Ho's conclusion was rejected or Ha accepted because the significance was smaller than the significant level ($\alpha =5\%$) which is $0.000 < 0.05$ and F calculated larger than F table which is $33.509 > 2.76$. This proves that simultaneously there is a significant influence between word of mouth,taste image and price on purchasing decisions.

Findings of Research Results

The Effect of Word Of Mouth on Purchasing Decisions

Based on the results of analysis and discussion that have been concluded on partial regression tests on word of mouth variables affect purchasing decisions. Obtained in the partial test conducted obtained the result that the word of mouth variable with a calculated value of $2,309 > t$ table 1.988 while significance with a value of $0.023 < 0.05$ with this word of mouth variable positively and significantly on the purchase decision. That is, from the indicator informing about word of mouth it becomes important to withdraw the purchase decision. Includes the form of participation in providing a taste of the product, evaluation so that there is no negative information from or provide information to the public about the experience after buying. Word of mouth factors that provide experience after buying and recommend to the public become one of the choices in the decision to buy on Bakso Wonogiri H. Juari in Duren Sawit area, East Jakarta.

This research is supported by Soraya and Marlana (2020) research which states that word of mouth and product quality affect positively and significantly the consumer purchase decision of Bakso Boedjangan in Surabaya. One of the most important parts of setting up a business is that consumer experience information can provide a choice of purchasing decisions. This means that the better the word of mouth, it will affect the consumer's purchasing decisions.

Effect of Taste Image On Purchasing Decisions

Based on the results of analysis and discussion that have been concluded on partial regression tests on taste image variables there is no influence on purchasing decisions. Obtained in the partial test conducted obtained the result that the taste image variable with a calculated value of $780 < t$ table 1.988 while significance with a value of $0.438 > 0.05$ with this taste image variable does not positively affect the purchase decision. That is, from the indicator informs about the image of the taste is very low, especially the characteristics of the product. Allegedly the lack of distinctive flavor imagery on products that are not guaranteed well in the eyes of consumers(Tiurida and Ardiansyah, 2019). Covering the characteristics of its own taste, the quality of the taste is very guaranteed taste or taste proved delicious.

The taste image factor that provides a proven quality of taste to the community becomes one of the choices in the decision to buy on Wonogiri H. Juari Meatballs in Duren Sawit area, East Jakarta.

This research is supported by Ling dan Andrew (2018)which states that the image of taste

affects positively and significantly on the purchase decision at Eleven Cafe in Bengkulu City. One of the most important parts in setting up a business is to provide its own taste image and have a sense of pleasure can provide a choice of purchasing decisions. This means that the better the taste image, it will affect consumer purchasing decisions. This means that the better the taste image, it will affect consumer purchasing decisions.

Effect of Price on Purchasing Decisions

Based on the results of analysis and discussion that have been concluded on partial regression tests on price variables there is an influence on purchasing decisions. Obtained on the partial test conducted obtained the result that the price variable with a calculated value of 8,467 > t table 1.988 while significance with a value of 0.000 < 0.05 with this price variable positively and significantly on the purchase decision. That is, from indicators informing about prices it becomes important to withdraw purchasing decisions. Includes affordable prices, prices according to quality, cheaper prices than competitors or prices in accordance with the benefits. Price factors that provide affordable prices to the community become one of the choices in the decision to buy on Bakso Wonogiri H. Juari in Duren Sawit area, East Jakarta.

This research is supported by research by Jesikha, Willem and Rogi (2019) which states that product completeness, product quality and price affect positively and significantly on RM consumer purchasing decisions. Pak Eko's Solo Meatballs in Tomohon. One of the most important parts in setting up a business is that affordable prices can provide a choice of purchasing decisions. This means that the better the price, it will affect the consumer's purchasing decision.

The Influence of Word of Mouth, Taste And Price Image on Purchasing Decisions

Based on the results of analysis and discussion that have been concluded on multiple regression tests on word of mouth variables, taste and price imagery has a significant influence on purchasing decisions on Meatballs Wonogiri H. Juari restaurants. The test results F, in which F calculates has a value of 33.509 which is said to be greater than F table 2.76. And from a significant result F has a value of 0.000 smaller than the significant result of α worth 0.05. That is, from indicators informing about affordable prices it becomes important to attract purchasing decisions including affordable prices. Price factors that provide affordable prices to the community become one of the choices in the decision to buy on Bakso Wonogiri H. Juari in Duren Sawit area, East Jakarta.

This research is supported by research from Jesikha, Willem and Rogi (2019) which states that product completeness, product quality and price affect positively and significantly the consumer purchase decision of RM. Pak Eko's Solo Meatballs in Tomohon. One of the most important parts in setting up a business is that affordable prices can provide a choice of purchasing decisions. This means that the better the price, it will affect the consumer's purchasing decision.

CONCLUSION

Based on the results of the analysis that has been done in this study, it can be obtained conclusions, namely:

1. Word of mouth which includes talkers, topics, tools, taking part and tracking influences the purchase decision on Meatball Wonogiri H. Juari.
2. The image of taste that includes smell, taste and stimulation of the mouth has no effect on the decision to buy Meatball Wonogiri H. Juari.

3. Prices that include price affordability, price conformity with product quality, price competitiveness and price conformity with production benefits affect the purchase decision of Wonogiri H. Juari Meatballs.
4. Word of mouth, the image of taste and price influences together the decision to buy Meatball Wonogiri H. Juari.

SUGGESTIONS

Based on the conclusions outlined above, the author's advice that can be given by this study is for consideration of the Wonogiri H. Juari Meatball restaurant, namely in making decisions in the future. Researchers advised meatball restaurant Wonogiri H. Juari to conduct an evaluation on word of mouth and brand image. Because the hypothetical conclusion of the lowest consumer answer to maintain consumer buying interest decisions. The author has some suggestions on the taste image for The Wonogiri H. Juari Meatball restaurant that may be taken into consideration in improving consumer purchasing decisions, namely as follows:

1. For the word of mouth variable on the lowest scoring statement is "I always talk about products from Wonogiri H. Juari Meatballs to brothers and friends". Therefore, researchers suggest that the meatball restaurant Wonogiri H. Juari should always maintain the taste image of the product by improving the quality of food so that customers from the Bakso Wonogiri H. Juari restaurant recommend to relatives or friends.
2. For the word of mouth variable on the lowest scoring statement is "I help message about the excellence of Wonogiri H. Juari Meatballs". Therefore, researchers suggest that the Restaurant Bakso Wonogiri H. Juari should always pay attention to the quality of the product by improving the perception of taste image so that customers from The Wonogiri H. Juari Meatball restaurant feel satisfied from the product provided.
3. For the variable taste image in the statement with the lowest score is "Meatball Wonogiri H. Juari guaranteed taste". Therefore, researchers recommend that the meatball restaurant Wonogiri H. Juari that consumers do not look based on other factors but see from the quality of the perceived product.
4. For the taste image variable in the statement with the lowest score is "Meatball Wonogiri H. Juari has its own characteristics and aroma". Therefore, researchers suggest that the meatball restaurant Wonogiri H. Juari should create an image of the taste of the restaurant so that the impact is good for the future.

For further research can use other variables to research about purchasing decisions beyond the variables of word of mouth, taste image and price. Then examples of other variables that can influence purchasing decisions are product quality, promotion, service and location.

REFERENCES

- [1] Elvina Endah Puspa Wulandari. 2021. Influence Of Location, Product Innovation And Taste Image On Purchase Decision At Eleven Cafe In Bengkulu City. *Journal Of Entrepreneur And Science Management*. ISSN: 2721-5415, Vol. 2 No. 1.
-

- [2] Ghozali. 2012. *Multivariate Analysis Application With IBM SPSS 20 Program*. Semarang: UNDIP.
- [3] Jesikha Inka Emor, Willem J.F.H. Tumbuan And Mirah H. Rogi. 2019. Effect Of Product Completeness, Product Quality And Price On Consumer Purchasing Decisions RM. Pak Eko's Solo Meatballs In Tomohon. *Journal Of EMBA*. ISSN: 2303-1174, Vol. 7 No. 4.
- [4] Ling Dan Andrew (2018). Factors Influencing Customers Purchasing Intention Of Pizza Chain Restaurants In Klang Valley, Malaysia. *Journal Of Scientific Research*. ISSN: 1990-9233, Vol. 26 No. 6.
- [5] Nitisusastro. 2012. *Consumer Behavior In An Entrepreneurial Perspective*. Publisher: Alfabeta
- [6] Sernovitz. 2012. *Word Of Mouth Marketing (How Smart Companies Get People Talking)*. Penerbit: Seth Godin.
- [7] Soraya And Marlina. 2020. Influence Of Word Of Mouth And Product Quality On Boedjangan Meatball Purchase Decision In Surabaya. *Journal Of Management Science Research*. ISSN: 2502-3780, Vol. 5 No. 3, P. 229.
- [8] Stanton. 2013. *Marketing Principles. Volume 2 (Linguist John Lamarto)*. Publisher: Erlangga.
- [9] Sugiyono. 2017. *Business Research Methods (Quantitative, Qualitative, And R&D Approaches)*. Bandung: Alfabeta.
- [10] Tiurida Lily Anita Dan Imam Ardiansyah. 2019. The Effect Of Brand Awareness, Brand Image, And Media Communication On Purchase Decision In The Context Of Urban Area Restaurant. *Jurnal Bisnis Dan Kewirausahaan*. ISSN: 2685-6255, Vol. 7 No. 2.
- [11] Tjiptono. 2014. *Marketing Management Strategy Principles And Implementation. Volume 4*. Publisher: Andi.