The Influence of Electronic Word of Mouth, Social Media, and Lifestyle on Purchasing Decisions on Gembong Gedhe's Bread in Surakarta City

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Abstract

This study explores the multifaceted influences shaping consumer behavior at the prominent bakery Roti Gembong Gedhe, including electronic word of mouth, social media engagement, and individual lifestyle choices. The research, conducted among students in Surakarta City, adopts a descriptive and analytical approach, utilizing both primary and secondary data. A sample of 100 respondents from the student population is analyzed using multiple linear regression. Findings reveal that a majority of respondents are female (64%) with income levels predominantly falling below IDR 1,500,000 per month. Most respondents make purchases at Roti Gembong Gedhe once (32%) and a notable portion (15%) actively engage with the bakery's Instagram account. Additionally, 91% of respondents regularly read online reviews and comments, with a frequency of 1-3 times daily. Regression analysis demonstrates a significant collective impact of electronic word of mouth, social media, and lifestyle on purchasing decisions at the bakery, particularly highlighting the significant effects of social media (x2) and lifestyle (x3) variables. Recommendations suggest that Roti Gembong Gedhe should prioritize its social media presence to align with current societal trends and develop tailored products catering to consumer lifestyles. Future research endeavors are encouraged to broaden the scope and diversify the research targets for comprehensive insights.

Keywords: Demand, Corn, Elasticity, Regression

Introduction

Gedhe Bread is a pioneer of kingpin bread or the first typical Kalimantan bread in the Yogyakarta area and is widespread to Central Java. This bread combine draft like plain bread with stuffing various jams . this Bread produced by PT. Gedhe Margo Gandum own sufficient Instagram account and revive gmaps tall . Culinary Industry is growing rapidly from year to year in particular industry product derivative agriculture . Industry This projected will become supporting national economic growth. Various products experience diversification including Bread and Cakes . Industry food And drink which has increased among Indonesian society is business bakeries spread across various regions in Indonesia. Bread consumption trends plain and sweet bread have trend increase and decrease . Based on records from the Ministry of Agriculture on in 2022 consume white bread amounting to 0.348 pieces / week / capita and sweet bread amounting to 1,061 pieces / week / capita . the following year plain bread rose to 0.353 pieces / week / capita . Meanwhile, sweet bread decreased from 1,044 slices/week/capita (Ministry of Agriculture, 2022).

The large number of bakeries makes business competition increasingly fierce, so marketing communications are needed to be a force in facing business competition. One

of the effective marketing communications is using electronic word of mouth and social media. Electronic word of mouth strategies can have a positive effect on bakeries and make it easier to deliver influence to consumers to make purchasing decisions. According to Kotler and Keller (2012) , the role of Electronic Word of Mouth (EWOM) is to encourage consumers to collect all information in online media about a product from several people who are considered to have own experience towards the product the Good mainly mark product the .

Based on background behind the, so researcher interested For do study about influence electronics word of mouth , media social, and lifestyle on purchasing decisions at the Roti Gembong Gedhe shop by People who live solo . It is hoped that the results of this research will provide insight for kingpin bakery _ big solo related role electronics word of \ mouth , social media and the influence of lifestyle on purchasing decisions in shop the , so that can in shape formulation and techniques marketing which is more effective and targeted to survive and win the competition business. Based on background behind and description in on, as for objective from this research are as follows following:

Analyze influence electronics word of mouth , media social, And lifestyle together on purchasing decisions at the Roti Gembong Gedhe shop by ma society domiciled in the city Surakarta.

Analyze influence electronics word of mouth , media social, And lifestyle in a way Partial to decision purchase purchase at the Gembong Gedhe Roti shop by ma society domiciled in the city Surakarta

Study This done with see influence electronic word of mouth (EWOM) towards decision purchase at the Gembong Gedhe bakery because electronic word of mouth is assessed Good in a way direct nor No direct influential to decision purchase . Researcher use theory electronic word of mouth from Goyette et al. (2010) where variable electronics word of mouth consists from three indicator that is intensity , content , And   valance in opinion . Indicator media social Which used form context, communication, connection, and collaboration (Solis 2010). Researcher Also research influence style life to decision purchase consumer . Lifestyle _ as aspect widest in life social so that can influence on behavior purchase consumer.

Method

Study This use method base that is method descriptive , analysis and survey methods. Descriptive and analytical methods according to Data compiled moreover formerly Then explained and analyzed Morissan (2017) explain that method survey that is method with use questionnaire Which Already standard to respondents as samples from a study For gather data on something population Which too wide.

Research sites determined in a way purposive or deliberately by top researchers certain considerations (Mukhsin et al , 2017). Surakarta is the research location because it is included in the five areas designated as culinary tourism destinations by the Ministry Republic of Indonesia Tourism in 2018, which indicates that business The city's culinary delights are promising. The city of Surakarta is a city with a wealth of unique culinary delights and has interesting potential (Pradipta, 2021). In 2017, the city of Surakarta managed to record IDR 310 billion from its culinary business (BPPKAD, 2017). The great potential for the culinary business in the city of Surakarta is in line with the increasing number of existing bakeries.

Population in research This is Public domiciled in Surakarta Which use media social, find out information about the Gembong Gedhe bakery in Surakarta, and I have

purchased at least one transaction. Reason for selection people who live in the city of Surakarta as respondents in this research to find out the bread consumption patterns of people who live in the city of Surakarta as well as recommendations for the Surakarta branch of the Gembong Gedhe bakery shop.

Technique taking sample Which used is use method non-probability sampling through purposive sampling that is determination sample study on basic considerations tailored to the objectives study. Taking sample done with method spread questionnaire in the form of a Google form which was distributed directly by the researcher to respondents through media social like WhatsApp, Instagram or in a way direct to consumer . Deployment questionnaire done through pamphlet containing link google form And criteria respondents Which can fill in the r questionnaire .

The number of samples used In this research there were 100 respondents. The number of samples considered representative because it is bigger ar from the minimum limit sample. Calculation the use formula Lemshow . L emeshow is a formula used to determine the minimum sample size required in research, if the population is unknown and can increase or decrease at any time. The Lemeshow formula can help researchers determine a sample size that suits their research goals, design and methods. Data collection was carried out through creating a subsequent questionnaire spread to respondents . Besides that researchers also do interviews , recording , and documentation in primary data collection . Secondary data in study we got this through a number of source official as well as other websites available on the internet. Every data we obtain will customized grouping _ with need study . Study This using the method analysis data form multiple linear regression analysis because in this study there were more than one variable. Research analysis tools This is is is SPSS version 25.0. Analysis _ done after exists transformation data For change data ordinal from scale likert Which obtained from questionnaire Which shared to respondents become data intervals. Data is transformed using the Successive Interval (MSI) Method Tools in Microsoft Excel. Test analysis This covers coefficient determination , F test, and T test.

Instrument testing is testing to show the level of truth and level accuracy something instrument study . Instrument _ study tested by finding valid and invalid question items . Testing this research instrument was carried out using SPSS software version 25.0. Instrument testing consists of tests validity and reliability. Alwi (2012) explains that the sample size Which used order research succeed is as much 30 sample . A number 30 respondents taken as a sample to test the research instrument. Respondent Which chosen is People domiciled in City Surakarta Which know information about the Gembong Gedhe bakery and has media social and have purchased at least one product at Gembong Gedhe bakery time transaction.

RESULT AND DISCUSSION

Research Location Characteristics

Study This located in the city of Surakarta and its surroundings . Surakarta has 5 sub-districts with the largest sub-district is Banjarsari and the smallest sub -districts is serengan (BPS, 2022). Surakarta has a total of 74 universities height consisting _ from 4 institutes , 23 universities , academics a total of 27, schools tall number 21, polytechnic a total of 9 scattered at each sub-district (Kemendikbud , 2022). The people of Surakarta have average expenditure per capita monthly amounting to 646,543 rupiah/ capita / month

in 2020 (BPS, 2021). Kingpin bakery big has a total of 8 bakery branches spread across the city Surakarta and surrounding areas (Gmaps, 2023)

Characteristics Respondent

Respondent study This is students studying at university _ high in the Solo Raya area and domiciled in Surakarta and surrounding areas . Sample of respondents studied There were 100 respondents and 99% were aged teenagers (12-25 years) and the remaining 1% aged elderly (46-65). A total of 36% of respondents studied and the remaining 64% are women, 40% of them domiciled in Surakarta, 40% come from from Solo Raya and the remaining 20% domicile outside Solo Raya . Respondent originate from students spread across 8 universities tall from a total of 74 universities high in the city of Surakarta with majority originate from Sebelas Maret University , Surakarta. Data source shows majority by 81% of respondents own income not enough from 1,500,000 rupiah in 1 month . Majority respondents Once bought kingpin bread 1 time. And 62% of respondents know product No via social media kingpin bread big . Majority respondents buy kingpin bread big as snacks and gifts Good for souvenirs or present . Respondent in purchase 93 % active For see review before buy something .

Testing Instrument

Instrumentation testing is a test that used to measure variables in research which uses questionnaires or questionnaires that have been distributed to respondents to see whether the questionnaire has been completely able to express with certainty what will be researched or not yet. Instrument testing in this research is divided into two, namely validity and reliability tests.

Testing done 2 times , namely testing against 30 samples and tests against 100 samples . On testing validity against 30 samples is known that each question item has r count more big rather than r table , except in questions X3.5 then can concluded that each question item is on the Electronic Word of Mouth, Social Media , Lifestyle and Purchase Decision variables is valid except question X3.5. On testing reliability against 30 samples obtained that all his reliable . In testing the instrument, the validity test is good nor reliability against 100 samples give results all of them are valid and reliable so that in the analysis process furthermore only there is 1 question that is not fulfil results testing that is question X3.5.

Multiple Linear Analysis

Coefficient test results determination presented _ show Adjusted R 2 value from the regression model used For know how much big ability variable free (independent) in explained variable bound (dependent). Based on analysis data using SPSS, the Adjusted R 2 value is 0.557, p This means that 55.7% variation from variable dependent Purchase Decision can explained by variation from third variable independent namely Electronic Word Of Mouth, Social Media, and Lifestyle. Whereas the rest that is amounting to 44.3% is influenced by other variables that are not entered in the research model This such as taste, packaging , price , environment , etc.

Purchasing decisions at the Gembong Gedhe bakery ". Based on SPSS analysis data obtained information mark significance equal to 0.000 < 0.05 and value Fcount amounting to 42.435 < F table amounting to 2,698 which means variable independent in the form of Electronic Word of Mouth, Social Media , and Lifestyle together very real effect to variable dependent in the form of a Purchase Decision at the Gembong Gedhe bakery . So, you can taken conclusion that there is very real influence in a way together to

independent variables in the form of Electronic Word of Mouth, Social Media , and Lifestyle variable dependent in the form of a Purchase Decision at the Gembong Gedhe bakery .

In testing , the T test shows results value B electronic word of mouth variable (X_1) worth negative -0.018 which means if There is increasing electronic word of mouth at the Gembong Gedhe bakery so No influence the decision Purchase at Gembong Gedhe bakery . Electronic word of mouth variable (X_1) own mark significance of 0.816, value the more big of 0.05, then H0 is accepted and Ha is rejected . Whereas for t count obtained mark amounting to -0.234 < t table (1.984). Based on matter the can said that the electronic word of mouth variable has an influence No real in a way Partial to variable decision purchases at the Gembong Gedhe bakery by students in Surakarta. B value of social media variable (X_2) worth positive 0.626 which means if There is increasing social media at the Gembong Gedhe bakery then the purchasing decision at the Gembong Gedhe bakery will also be experience enhancement . Social media variables (X_2) own mark significance of 0.000, value the more small of 0.05, then H0 is rejected and Ha is accepted . Whereas for t count obtained mark amounting to 9,230 > t table (1,984). Based on matter the can said that social media variables influential positive in a way Partial to variable decision purchases at the Gembong Gedhe bakery by students in Surakarta. mark coefficient regression lifestyle variable (X_3) worth positive 0.057. This result show that lifestyle variables are influential variables _ on purchasing decisions at the Gembong Gedhe bakery by students in the city of Surakarta. The lifestyle variable (X_3) has mark significance of 0.005, value the more small of 0.05, then H0 is rejected and Ha is accepted . Whereas for t count obtained mark amounting to 2,865 > t table (1,984). Based on matter the can said that influential lifestyle variables positive in a way Partial to variable decision purchases at the Gembong Gedhe bakery by students in Surakarta.

Test Assumptions Classic

Normality test results with Kolmogorov-Smirnov carried out on variables independent (Electronic Word of Mouth, Social Media , and Lifestyle) and variable dependent (Purchase Decision at Gembong Gedhe bakery) in Table 4.23. on _ is known mark Kolmogrov -Smirnov of 0.043 and value probability p or Asymp . Sig. (2-tailed) is 0.200 . The p probability value is more than 0.200 big compared to level significance , namely 0.05. This matter means assumption normality fulfilled . Apart from using analysis statistics , normality test can also be done seen with use analysis chart in the form of a histogram and normal P- Plot. Following is results from analysis graph .

Data used in the multicollinearity test in research This is variable independent . Based on Table 4.27 above The respective Tolerance and VIF values are known variable independent as following :
1) VIF value for variable independent Electronic Word Of Mouth is 1,460 < 10 with Tolerance value is 0.685 > 0.10 then Electronic Word Of Mouth variables can stated No happen symptom multicollinearity .
2) VIF value for variable independent Social Media is 0.687 < 10 with Tolerance value is 1.455 > 0.10 then Social Media variables can stated No happen symptom multicollinearity .

3) VIF value for variable independent Lifestyle is 1.004 < 10 with Tolerance value 0.996 > 0.10 which means Lifestyle variable is declared No happen symptom multicollinearity .

4) Based on condition assumption classic on good linear regression is the liberated from multicollinearity .

The autocorrelation test is used to determine whether there are deviations from the classic assumption of autocorrelation, namely the correlation between the residuals of one observation and other observations in the regression model. This test uses Durbin Watson. If d is between 1,631 and 2,386 , then there is no autocorrelation. Testing the data shows Durbin Watson's score is 2.180. If d is between 1,631 and 2,386 , then there is no autocorrelation. show results that No happen autocorrelation in research data This .

Conclusion

Based on results data research and discussions that have been carried out done can taken conclusion as following :

1) Electronic word of mouth variables (X 1), social media (X 2) and lifestyle (X3) together they have a very real influence on purchasing decisions at the Gembong Gedhe bakery by Surakarta students.

2) Social media variables (X2), and lifestyle (X3) partially has a very real influence on purchasing decisions on kingpin bakery _ big by students in the city of Surakarta whereas variable electronic word of mouth (X1) is influential No real to Purchase decision variables .

Based on results research carried out , then can given advice as following :

1) The Gembong Gede bakery is in the marketing process should No focuses on EWOM because variable the influential No real on purchasing decisions

2) Kingpin bakery big should more notice marketing through social media and sensitively to consumer lifestyle trends Because very real effect on purchasing decisions

3) The research area is limited, namely only covering the city of Surakarta and the independent variables studied are only three variables, namely electronic word of mouth, social media, and lifestyle. Research is expected can then be carried out with a wider regional scope. And add the research variables studied by the research Furthermore, it is also hoped that the object of research or conduct will be expanded research on bakeries and other food and beverages businesses by using a wider scope of population and samples appropriate _ target

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