

THE INFLUENCE OF WORD OF MOUTH AND CUSTOMER MOTIVATIONS ON CONSUMER BUYING BEHAVIOR AT PONDOK TETERUSAN RESTAURANT

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ABSTRACT

Consumer preferences and tastes constantly change. It is important for marketers to know what consumer needs and wants, how they spend their resources, how they decided to shop, visit, to eat, when to buy, and what to purchase. Experiences is one of the major factors of how customer make a decision. Good experiences means good viral marketing. Consumers value word of mouth twice as much as they value advertising. The objectives of this research are to analyze the influence of word of mouth towards customer motivations, the influence of word of mouth towards consumer buying behavior, and the influence of word of mouth and customer motivations towards consumer buying behavior. This research is a quantitative research and uses causal type of research. And the data used in this study is Path Analysis. This research refers to people who live in Manado who ever visit Pondok Teterusan restaurant. The sample of this research is 100 respondents. This study reveals that there is a significant influence between word of mouth and customer motivations on consumer buying behavior, word of mouth has a significant influence towards customer motivations, and word of mouth has a significant influence towards consumer buying behavior.

Keywords: *consumer buying behavior, motivation, word of mouth*

INTRODUCTION

Research Background

Consumer preferences and tastes constantly change. Styles quickly become fashionable and then go out of vogue. It is important for marketers to know what consumers need and want, how they spend their resources, how they decided where to shop, when to buy, and what to purchase.

Marketing is about identifying and meeting human and social needs. One of the shortest good definition of marketing is meeting needs profitably (Kotler and Keller, 2012:27). McCarthy classified various marketing activities into marketing mix tools or the 4P's : product, price, place, and promotion. " The 4P's are not the whole story anymore, it has more representative set that encompasses modern marketing realities, and the modern marketing management 4P's : people, process, programs, and performance." And the promotion has marketing communication mix : advertising, sales promotion, events and experiences, public relations, direct marketing, interactive marketing, word of mouth marketing, and personal selling. Word of mouth marketing is people to people oral, written, or electronic communications that relate to the experiences of purchasing or using products or services(Kotler and Keller, 2012:500). Word of mouth can be influential and personal because people trust others they know and respect, also reflects personal facts, opinions, and experiences. Word of mouth particularly effective for smaller businesses, with whom customers may feel a more personal relationship. One of the 4P's is place, mostly for a new business has to located their business in a strategic place so people can recognized and interested their product or services. In Manado, there is a restaurant called Pondok Teterusan. This restaurant located nearby the Sam Ratulangi Airport which is not a strategic location for a new business. But, Pondok Teterusan Restaurant become famous although there is no advertising.

A need becomes a motive when it is aroused to a sufficient level of intensity to drive people to act. Freud's theory assumed the psychological forces shaping people's behavior are largely unconscious, and that a person cannot fully understand his or her own motivations. Maslow's theory explain why people are driven by particular needs at particular times, that arranged in a hierarchy from most to least pressing : physiological needs, safety needs, social needs, esteem needs, and self-actualization needs.

Research Objectives

The objective of this research are to find out the influence of:

1. Word of mouth on consumer buying behavior
2. Word of mouth on customer motivations
3. Word of mouth and customer motivations on consumer buying behavior.

THEORETICAL FRAMEWORK

Marketing

Marketing deals with customers. Understanding, creating, communicating, and delivering customer value and satisfaction are the very heart of modern marketing thinking and practice. The simplest definition about marketing is the delivery of customer satisfaction at a profit. Kotler and Armstrong (2001:6) define that marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others. American Marketing Association's, et al. (2001:12) define that marketing is essentially creative corporate activity involving the planning and execution of the conception, pricing, promotion, and distribution of ideas, products, and services in an exchange that not only satisfies customers current needs but also anticipates and creates their future needs at a profit.

Consumer Behavior

Consumer behavior focuses on the consumption-related activities of individuals. It investigates the reasons behind and the forces influencing the selection, purchase, use, and disposal of goods and services in order to satisfy personal needs and wants. Consumer behavior is a subset of a larger set of activities consisting of all human behavior. It includes everything that occurs as prospective customers for products and services become actual customers. It also encompasses such activities as browsing, influencing others, being influenced by others, and complaining about and returning products, as well as exposure to the media (Hanna and Wozniak, 2001:2). Specifically, the study of consumer behavior investigates the way individuals choose, purchase, use, and dispose of goods and services in order to satisfy personal or household needs.

Schiffman and Kanuk (2004:8) define that consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. The American Marketing Association defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes (Peter and Olson, 2005:6). Some of the influences that shape consumer choices and tendencies are internal processes, such as our own thinking, feeling, and desiring. Other influences comes from environmental factors such as Marketing Stimulation (4P's) and Environmental Stimulation (economic, technological, political, cultural, demographic, natural).

Factors that largely influence consumer buying behavior are :

1. Personal Influence

The effect one person has on another's attitude or purchase probability, has greater significance in some situations and for some individuals than others, and it is more important in evaluation than the other stages. It has more power over late than early adopters and in risky situations (Kotler and Keller, 2012:612). Purchasing behavior is frequently affected by the folk with whom people intermingle. Just as reference groups and family members shape our beliefs, attitudes, and behavior, so also do other individuals with whom we interact. These

interactions between two or more persons frequently influence the ideas, feelings, or conduct of one or more participants in the dialogue. Personal influence refers to any change, whether deliberate or inadvertent, in an individual's beliefs, attitudes, or behavior that occurs as the consequences of interpersonal communication (Hanna and Wozniak, 2001:456).

2. Family influence

Family is the most important consumer buying organization in society, and family members constitute the most influential primary reference group (Kotler and Keller, 2012:176). The family context of interpersonal communication is believed to have the greatest influence on consumer socialization. Communication among family members play a significant part in shaping a family's consumption behavior. Family influence emerges as a result of the frequency and impact of contact within the household (Hanna and Wozniak, 2001:422).

3. Group Influence

Cartwright and Zander (1968) define the term of group refers to two or more individuals who share a set of norms, values, or beliefs; have certain role relationships; and experience interdependent behavior. Group can be classified as primary or secondary, and formal or informal. Reference groups are sets of people that provide individuals with a perspective for evaluating or patterning their own beliefs, values, attitudes, or actions. Reference group can influence consumer's product or brand choices (Hanna and Wozniak, 2001:415).

Word of Mouth

Word of mouth is person to person communication between a receiver and a source whom the receiver perceives as noncommercial regarding a product, service, or brand. Personal influence has more decisive effect on the purchase decision than do commercial sources of information (Hanna and Wozniak, 2001:457). WOM information tends to be more vivid because it emanates directly from another individual who personally recounts his or her own experiences. WOM information is more accessible in memory and exerts a relatively greater impact on consumers.

Customer Motivation

Motivation is a state in which bodily energy is mobilized and directed in a selective fashion toward desirable goals. Motivation underlies the reasons that impel people to undertake certain actions (Newcomb, et al. 1965:22). Schiffman and Kanuk (2004:8) define motivation is the driving force within individuals that impels them to action.

Elements of motivation are:

Needs

Humans have different needs. Needs are internal forces that prompt behavior toward goal-oriented solutions. Needs do not necessarily trigger behavior (Hanna and Wozniak, 2001:220).

Motives

Motives is a state of tension that pushes an individual to act. In the majority of cases, motives are directed toward reducing bodily deficiencies, whether biogenic or psychogenic. Motives are capable of accommodating an endless diversity of human needs (Hanna and Wozniak, 2001:220).

Desires

Consumer desires defined as belief-based passions that involve longing, yearning, and fervently wishing for something. Desires involve an intensely passionate positive emotional attachment steeped in fantasies and dreams rather than based on reasoned judgments (Hanna and Wozniak, 2001:223).

Goals

Hanna and Wozniak (2001:221) define the challenge for marketers is to persuade consumer to perceive their product or service offerings as desirable goals that will satisfy their needs. Factors that influences goal selection are physical, financial, emotional conditions, cultural values, and norms. Goal selection will thus be directed toward furthering and enhancing one's self concept through the choice of goods and services based on their meaning to others.

Previous Research

Saad Aslam, et al. (2011) conducted a study about effect word of mouth on consumer buying behavior. The result of this study is they found that people of all ages, marital status and genders do rely heavily on word of mouth to arrive at decision to purchase any item, and one time bad experience can create a permanent bad impression of the product or service and thus leads to negative word of mouth. Certainly, word of mouth has greater potential impact than any other communication channel. Simple word of mouth has more credibility. Martjin Veltkamp, et al. (2011) conducted a study about motivating consumer behavior by subliminal conditioning in the absence of basic needs: striking even while the iron is cold. The result of this study is presented information can motivate consumers to show certain behaviors or buy specific products. Xin-Endong (2013) conducted a study about the motivation buying behavior influence the chinese people purchase Apple's merchandise. This study reveals that motivation and promotion has significant influence in the buying process.

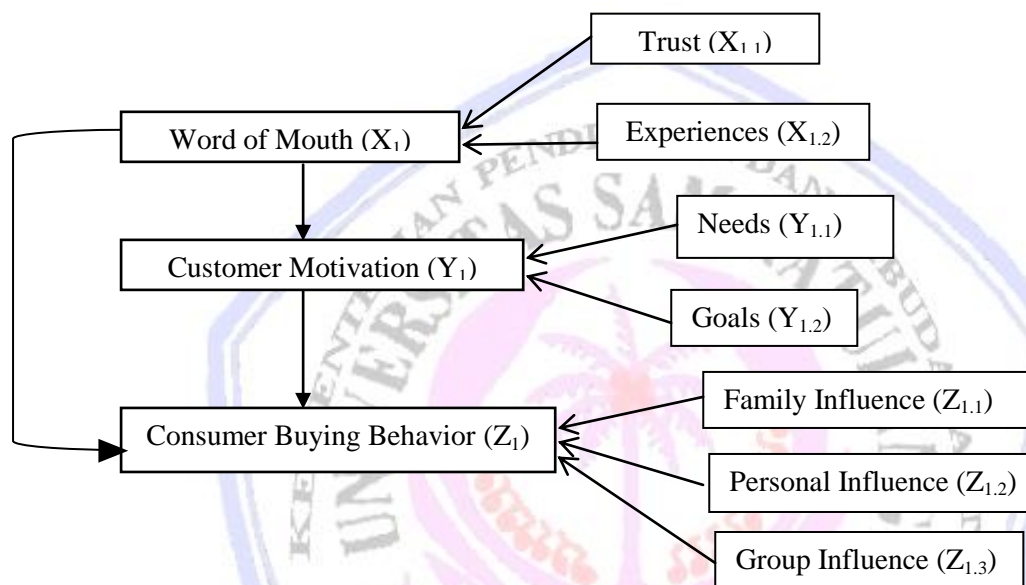


Figure 1. Conceptual Framework

Source : Data Processed, 2014

Hypothesis

The hypotheses of this research are :

- H₁: Word of Mouth influence Consumer Buying Behavior
- H₂: Word of Mouth influence Customer Motivations
- H₃: Word of Mouth and Customer Motivations influence Consumer Buying Behavior

RESEARCH METHOD

Type of Research

This research uses causal type of research where it will determines the influence of word of mouth on customer motivation, the influence of customer motivations on consumer buying behavior and the influence of word of mouth and customer motivation on consumer buying behavior. This research is appropriate for understand which variables are the cause (independent variable) and which variables are the effect (dependent variable) of a phenomenon, also to determine the nature of relationship between the causal variables and the effect to be predicted (Malhotra, 2007:85).

Place and Time of Research

This research refers to people who live in Manado who ever visit Pondok Teterusan Restaurant. And the time for this research is between July-August 2014.

Population and Sample

A population is the aggregate of all the elements that share some common set of characteristics and that comprise the universe for the purposes of the marketing research problem (Malhotra, 2007:327). The population that is mainly observed in this research is people who ever visit Teterusan Restaurant. A sample is a subgroup of the elements of the population selected for participation in the study (Malhotra, 2007:327). The sample of this research is 100 respondents. And this research use Simple Random Sampling. In SRS, each element in the population has a known and equal probability of selection. Every element is selected independently of every other element and the sample is drawn by a random procedure from a sampling frame (Malhotra, 2007:338). The rationale by choosing 100 respondents because following the rules of thumb for determining sample size where sample size larger than 30 and less than 500 are appropriate for most researches.

Data Collection Method

Primary data is obtained by questionnaire results from 100 correspondence around Manado. Secondary data was taken by the previous journals that has been tested. Some of the data are also taken from reference books that related with this research and all necessary sources from library.

Operational Definitions and Measurement of Research Variable

Exogenous Variable: Word Of Mouth and Customer Motivation that Affect Consumer Buying Behavior

In this research, there are two exogenous variables that affect consumer buying behavior : word of mouth and customer motivation. Word of mouth is phenomenon we easily understand. And also, word of mouth is one of key drivers of brand recommendation, loyalty, satisfaction, and new customer acquisition. The effectiveness of word of mouth applies across the board in terms of the kind of responses marketers traditionally seek. Rockwood (1996) define that word of mouth increases awareness and knowledge as well as persuade and leads to action. And the elements of customer motivation are needs, and goals. Human has different needs, human requirements for food and drink. And marketers persuade consumers to perceive product or service offerings as desirable goals that will satisfy their needs. Where needs and motives push individual, goals pull individual toward something perceived as desirable.

Endogenous Variable

Endogenous Intervening Variable

Motivation is predisposition to behave in a certain way. Motives are a motor for action, stimulating behavior that helps individuals achieve their goals (Rockwood, 1996:5). Needs and goals change and grow in response to an individual physical condition, environment, interactions with others, and experiences.

Endogenous Dependent Variable

Customer buying behavior is influenced by three factors : cultural (culture, subculture, and social class), social (reference groups, family, and social roles and statuses), and personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept). And the four psychological processes that affect consumer buying behavior are motivation, perception, learning, and memory (Kotler and Keller, 2012:199).

Data Analysis Method

Validity and Reliability Test

Validity test is to see the indicator from the concept, to measure the construct whether it is accurate or not. If it is accurate, then the variables can proceed, and if not accurate, it is necessary to retest. The indicator formulated in question that is reliable and valid research. Reliability refers to the extent to which a scale produces consistent results if repeated measurement are made on the characteristic (Carmines and Zeller, 1979:33).

Path Analytic Method

Path analysis is a statistical technique used primarily to examine the comparative strength of direct and indirect relationships among variables. One of the primary goals of social scientific research is to understand social systems through the explication of causal relationships. Since path analysis assesses the comparative

strength effects on an outcome, the relationships between variables in the path model are expressed in terms of correlations and represent hypotheses proposed by the researcher. Alwin and Hauser (1975) define the path analytic method was intended to measure the direct effect along each separate path in such a system and thus of finding the degree to which variation of a given effect is determined by each particular cause.

RESULTS AND DISCUSSION

Table 1. Validity Testing of Word of Mouth

		$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	Total X_1
$X_{1.1}$		1	.211	.274	.323	.626
$X_{1.2}$	Pearson Correlation	.211	1	.334	.546	.746
$X_{1.3}$.274	.334	1	.497	.694
$X_{1.4}$.323	.546	.497	1	.820
		.626	.746	.694	.820	1

Source: SPSS 20,2014

Table 1 shows the results of validity testing of variable X_1 – Word of Mouth. It can be seen that the value of correlation of each variable is more than 0.3 meaning the research instrument is valid.

Table 2. Validity Testing of Customer Motivations

		$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$Y_{1.5}$	Total Y_1
$Y_{1.1}$		1	.333	.144	.191	.031	.559
$Y_{1.2}$	Pearson Correlation	.333	1	.115	.080	-.025	.493
$Y_{1.3}$.144	.115	1	.506	.418	.713
$Y_{1.4}$.191	.080	.506	1	.487	.719
$Y_{1.5}$.031	-.025	.418	.487	1	.599

Source : SPSS 20,2014

Table 2 shows the results of validity testing of variable Y_1 – Customer Motivations. It can be seen that the value of correlation of each variable is more than 0.3 meaning the research instrument is valid.

Table 3. Validity Testing of Consumer Buying Behavior

		$Z_{1.1}$	$Z_{1.2}$	$Z_{1.3}$	$Z_{1.4}$	$Z_{1.5}$	$Z_{1.6}$	Total Z_1
$Z_{1.1}$		1	.223	.137	.463	.390	.346	.668
$Z_{1.2}$	Pearson Correlation	.223	1	.053	.207	.234	.329	.535
$Z_{1.3}$.137	.053	1	.315	.030	.159	.450
$Z_{1.4}$.463	.207	.315	1	.271	.373	.677
$Z_{1.5}$.390	.234	.030	.271	1	.575	.688
$Z_{1.6}$.346	.329	.159	.373	.575	1	.742

Source: SPSS 20, 2014

Table 3 shows the results of validity testing of variable Z_1 – Consumer Buying Behavior. It can be seen that the value of correlation of each variable is more than 0.3 meaning the research instrument is valid.

Table 4. Reliability Test

Variables	Alpha Crombach (Reliability Test)	
	Value	Sig
Word of Mouth (X_1)	0.691	Reliable
Customer Motivations (Y_1)	0.596	Reliable
Consumer Buying Behavior (Z_1)	0.693	Reliable

Source: SPSS 20, 2014

Table 5. Path Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	.434 ^a	.189	.180	.48712	

Source: SPSS 20, 2014

Simultaneously, variable X_1 effect the variable Z_1 . If we see at the R Square from the table above, variable X_1 has 0,189. That means Word of Mouth has 18,9% contribution in explaining the changing at variable Z_1 and the rest is 81,1% (100-18,9) effected by the other factors.

Table 6. ANNOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5.405	1	5.405	22.779	.000 ^b
Residual	23.254	98	.237		
Total	28.659	99			

Source: SPSS 20, 2014

The hypotheses are:

H_0 Word of Mouth does not influence Consumer Buying Behavior

H_1 Word of Mouth influence Consumer Buying Behavior

If Sig.value < 0,05, then H_0 is denied and H_1 accepted

If Sig.value > 0,05, then H_0 is accepted and H_1 is denied

In F test, simultaneously variable X_1 has a significant effect at variable Z_1 , which is shown from Sig.value 0,000 < 0,05. Means that word of mouth has a significant influence at consumer buying behavior.

Table 7. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	1.151	.398		2.890	.005			
X1_	.502	.105	.434	4.773	.000	.434	.434	.434

Source: SPSS 20, 2014

The hypotheses are:

H₀ Word Of Mouth does not influence Consumer Buying Behavior

H₁ Word of Mouth influence Consumer Buying Behavior

If Sig.value < 0,05, then H₀ is denied and H₁ is accepted

If Sig.value > 0,05, then H₀ is accepted and H₁ is denied

In T-test, variable X₁ statistically has a significant effect at variable Z₁ which is shown by Sig.value < 0,05 which is 0,000. Means that word of mouth has a significant influence at consumer buying behavior.

Table 8. Subregression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
2	.652 ^b	.426	.414	.41191	2.050

Source: SPSS 20, 2014

Simultaneously, variable X₁ and variable Y₁ effect the Z₁ variable. At the R Square from the table above, X₁ and Y₁ have 0,426. That means Word of Mouth and Customer Motivations have 42,6% contribution in explaining the changing at variable Z₁. And the rest is 57,4% (100-42,6) effected by the other factors.

Table 9. ANNOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	12.201	2	6.100	35.955	.000 ^c
Residual	16.458	97	.170		
Total	28.659	99			

Source: SPSS 20, 2014

The hypotheses are:

H₀ Word of Mouth and Customer Motivations does not influence Consumer Buying Behavior

H₁ Word of Mouth and Customer Motivations influence Consumer Buying Behavior

If Sig.value < 0,05, then H₀ is denied and H₁ is accepted

If Sig.value > 0,05, then H₀ is accepted and H₁ is denied

In F test, simultaneously X₁ and Y₁ have a significant effect at variable Z₁, which is shown from Sig.value 0,000 < 0,05. Means that word of mouth and customer motivations has a significant influence on consumer buying behavior.

Table 10. Coefficients

Model	Unstandardized		Standardized	T	Sig.	Correlations		
	Coefficients		Coefficients			Zero-order	Partial	Part
	B	Std. Error	Beta					
(Constant)	.370	.359		1.032	.305			
X1_	.259	.097	.224	2.676	.009	.434	.262	.206
Y1_	.506	.080	.530	6.329	.000	.619	.541	.487

Source: SPSS 20, 2014

The hypotheses are:

H₀ Word of Mouth does not influence Customer Motivations

H₁ Word of Mouth influence Customer Motivations

If Sig.value < 0,05, then H₀ is denied and H₁ is accepted

If Sig.value > 0,05, then H₀ is accepted and H₁ is denied

And in the T-test, X₁ has a significant effect at variable Y₁ which is shown by Sig.value < 0,05 which is 0,009. Means that word of mouth has a significant influence on customer motivations.

The hypotheses are:

H₀ Word of Mouth and Customer Motivations does not influence Consumer Buying Behavior

H₁ Word of Mouth and Customer Motivations influence Consumer Buying Behavior

If Sig.value < 0,05, then H₀ is denied and H₁ is accepted

If Sig.value > 0,05, then H₀ is accepted and H₁ is denied

In T-test, variable X₁ and Y₁ statisticly have a significant effect at variable Z₁ which is shown from Sig.value 0,009 and 0,000 < 0,05. Means that word of mouth and customer motivations has a significant influence on consumer buying behavior.

Discussion

The main objective of this research is to find out if there is a connection between word of mouth and customer motivations on consumer buying behavior, the influence of word of mouth to consumer buying behavior, and to find out the influence of word of mouth to customer motivations. Path analysis is used to analyze the data in this research. Data analysis in this research shows path analysis result at RM. Pondok Teterusan. The sample of this research are 100 respondents and consist of people in Manado who ever visit RM. Pondok Teterusan. And the result of the Path Analysis shows that Word Of Mouth impact Consumer Buying Behavior significantly. The result is acceptable because one of the hypotheses in this study is Word of Mouth influence Consumer Buying Behavior. And this result has the same result with previous research by Aslam, et al. (2011). Their article purposed to determine if word of mouth effect consumer buying behavior. And the result of this article is people of all ages, marital status and genders do rely heavily on word of mouth to arrive at a decision to purchase any item. And word of mouth certainly has as enormous impact on the buying decision of individuals. Good viral marketing makes every customer a salesperson. As it is clear from the results, that it can be more powerful than many other marketing techniques because it is accurate, fast, cheap, and allows retailed information.

The result of Path Analysis shows that Word of Mouth impact Customer Motivations significantly. The result is acceptable because one of the hypotheses in this study is Word of Mouth influence Customer Motivations. And this result has the same result with the previous research by Martjin Velkamp, et al. (2011). Their article purpose to determine how presented information can motive consumers to show certain behaviors or buy specific products. In daily life consumers process the majority of incoming information outside conscious awareness.

The result of Path Analysis shows that there is a significant impact between Word of Mouth and Customer Motivation on Consumer Buying Behavior. The result is acceptable because one of the hypotheses in this study is Word of Mouth and Customer Motivation influence Consumer Buying Behavior. And this result has the same result with the previous research by Xiaong Xin and Zhu Endong. In their article, the result is motivation and promotion has a significant influence.

Marketing deals with customers, understanding, creating communicating and delivering customer value and satisfaction are the very heart of modern marketing thinking and practice. So that's why RM. Pondok Teterusan offer a comfortable place to eat with affordable price and nice quality of food. Even RM. Pondok Teterusan is far from the downtown, but people like to eat there. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items or satisfy their needs. And the factors that influences consumer choices are their own motivations such as: needs, goals, and desire. And other influences comes from the marketing stimulation (4P's), personal influence, family influence, and group influence. Personal influence has more decisive effect on the purchase decision than do commercial sources of information, and word of mouth information tends to be more vivid because it comes directly from another individual who personally recounts his or her own experiences. Word of mouth information is more accesible in memory and has greater impact on consumers.

CONCLUSION AND RECCOMENDATION

Conclusion

The result on this research can be concluded that:

1. Word of Mouth has significant influence on Consumer Buying Behavior. Because word of mouth information tends to be more vivid because it comes directly from another individual who personally recounts his or her own experiences.
2. Word of Mouth has significant influence on Customer Motivations. Because word of mouth information is more accesible in memory and has greater impact on consumers. And promotion has a significant influence on motivation.
3. Word of Mouth and Customer Motivation have significant influence on Consumer Buying Behavior. Because word of mouth marketing or direct marketing comes from experiences which is good experiences means good viral marketing. Word of mouth marketing has greater impact on consumers because it is accurate and how information can motive consumers to buy specific products or show certain behaviors.

Recommendation

The suggestions of this research are:

1. To the marketers, it is suggested that the marketers might consider to think what are exactly consumer needs and wants. Because good experiences lead to good viral marketing.
2. For future researcher, it is suggested that the future reseacher might consider reinvestigating the influence of word of mouth and customer motivations on consumer buying behavior.

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