

THE EFFECT OF WORD OF MOUTH, LOCATION AND PRICE ON PURCHASING DECISIONS AT TONDANO STORE IN TOBELO

PENGARUH WORD OF MOUTH, LOKASI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO TONDANO DI PASAR TOBELO

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Abstract: This study aims to analyze the influence of word of mouth, location, and price on purchasing decisions. The type of research used is quantitative. The sample in this study amounted to 100 consumers of Tondano Store obtained by Accidental Sampling technique. The analysis technique used is multiple linear regression analysis. The results of this study prove that word of mouth, location, and price simultaneously influence purchasing decisions at the Tondano store in Tobelo. Partially, the three independent variables do not influence purchasing decisions at the Tondano store in Tobelo. The Tondano store in Tobelo Market needs to improve product quality to meet customer needs and build strong relationships with consumers through effective communication. The Tondano store utilizes social media and other dare platforms to promote the store and its products, so that consumers can shop without having to come directly to the store. The Tondano store also needs to offer added value to customers, such as guaranteed quality or unique products, to increase consumer interest and loyalty.

Keywords: Word of Mouth, Location, Price, Purchase Decision

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh word of mouth, lokasi dan harga terhadap keputusan pembelian. Jenis penelitian yang digunakan adalah kuantitatif. Sampel dalam penelitian ini berjumlah 100 orang konsumen Toko Tondano yang di dapatkan dengan teknik accidental sampling. Teknik analisis yang digunakan adalah analisis regresi linier berganda. Hasil dari penelitian ini membuktikan bahwa word of mouth, lokasi dan harga secara simultan berpengaruh terhadap keputusan pembelian pada toko Tondano di Tobelo. Secara parsial ketiga variabel independen tidak berpengaruh terhadap keputusan pembelian pada toko Tondano di Tobelo. Toko Tondano di Pasar Tobelo perlu meningkatkan kualitas produk untuk memenuhi kebutuhan pelanggan dan membangun hubungan yang kuat dengan konsumen melalui komunikasi yang efektif. Toko Tondano memanfaatkan media sosial dan platform daring lainnya untuk mempromosikan toko dan produknya, sehingga konsumen dapat berbelanja tanpa perlu datang langsung ke toko. Toko Tondano juga perlu menawarkan nilai tambah kepada pelanggan, seperti kualitas terjamin atau produk unik, untuk meningkatkan minat dan loyalitas konsumen.

Kata Kunci: Word of Mouth, Lokasi, Harga, Keputusan Pembelian

INTRODUCTION

Research Background

Strategy management is very important in a business because it is related to the preparation, implementation, and evaluation and making of business decisions in order to achieve its goals and objectives. This strategic management plays an important role in a business because it is used as a guide in making decisions by a company or business person. One strategy that can be done is word of mouth. Word of mouth or WoM is word of mouth communication, as communication in the form of recommendations both personally and in groups of products or services whose purpose is to provide information on an individual basis. According to Sernovitz (2009), Communication Word of Mouth is very effective because the source of trust comes from people who do not benefit from their recommendations. Word of mouth takes place informally and relies on social interaction. Consumers tend

to believe more in the recommendations of someone they know, rather than advertisements on television or the internet. In practice, the situation in traditional markets often occurs with this type of marketing. People will ask each other about the goods or food they buy. In this case, usually consumers will provide recommendations on where they make transactions. This is where the process of word of mouth has indirectly occurred.

Not only from the consumer side, is the choice of business location also very influential on consumer purchasing decisions. Location selection is an important factor that influences the success of a business, because location selection is also related to consumer purchasing decisions. The most ideal location for the company is the location where the operating costs are as low as possible. Wrong location, will cause the company's operating costs are high. As a result, it will not be able to compete, which of course causes losses. Therefore the location of the right place of business is a demand that absolutely must be met by every company. The selection of this business location must also pay attention to other important matters, such as whether the market location has the potential to support the business and distribution process as well as other considerations.

Not only that, the selection of this market location will also affect the pricing of goods. Each market has its own rules and regulations regarding pricing, especially regarding setting the average market price. According to TMbooks (2015), price is the main factor that can influence a buyer's choice, price plays a significant role in determining consumer purchases. Price is a source of income, whether or not the profit depends on the price determined. Everyone who runs a business must carefully set this pricing strategy. Prices that are inappropriate or too high can get a warning from the authorities because they are no longer in accordance with government regulations. Basically, determining the price of a product or service in doing business is part of a marketing strategy that cannot be taken lightly.

Tondano Store in Tobelo is one of millions of traditional grocery stores in Indonesia. Located in one of the traditional shopping centers in Tobelo for more than twenty year. Seeing the growth of this business, the Tondano Store in Tobelo must be able to strategize in order to continue to get customers. Based on observations, there are more than ten businesses operating in the same sector. Despite having been operating for quite some time, the Tondano Store in Tobelo must continue to strengthen its business strategy considering new competitors are starting to join in with various new ideas. Despite this, the purchase rate at the Tondano Store is quite high. Various results and strategies implemented have resulted in a visible increase in the number of visitors making purchasing decisions at the Tondano Store.

Research Problem

Based on the identification of the research background, the formulation of the problem in this study are:

1. Does word of mouth, location and price simultaneously influence purchasing decisions at Tondano Stores in Tobelo?
2. Does word of mouth partially influence purchasing decisions at the Tondano store in Tobelo?
3. Does location partially influence purchasing decisions at the Tondano store in Tobelo?
4. Does price partially influence purchasing decisions at the Tondano store in Tobelo?

LITERATURE REVIEW

Marketing

In general, marketing is the activity and process of creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and the general public. Sunarto (2006:7) states that marketing is a social process in which individuals and groups get what they need and want by creating, offering, and exchanging products of value with other parties.

Purchasing Decisions

According to Kotler & Keller (2011), purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known by the public.

Word of Mouth

Silverman (2001) says that WOM communication is interpersonal communication that occurs between one individual and another based on the experience each individual has of a company or product in the form of goods or

services. Brown et al. (2005) said that WOM occurs when customers talk to other people about their opinions about a certain brand, product, service or company to other people.

Location

Location is the location of the store or retailer in a strategic area so as to maximize profits. A good location can make it easier for service providers to succeed in running their business. According to Swastha (2000), location is a place where a business or business activity is carried out.

Price

Price, according to Kotler and Armstrong (2008), is the amount of money billed for a product or service. Price is one of the elements of the marketing mix that generates revenue, while the other elements represent costs.

Previous Research

Maharani and Yahya (2021) analyzed whether price, product quality and word of mouth affected UFO Electronics Store Surabaya's purchase decision. The population of this research used customers at UFO Electronics Store Surabaya with the number of samples were 100 respondent. The result of research are: 1) Price had positive and significant on the purchase decision at UFO Electronics Store Surabaya; 2) Product Quality had positive and significant effect on the purchase decision at UFO Electronics Store Surabaya, and 3) Word Of Mouth had a positive and significant on the purchase decision at UFO Electronics Store Surabaya.

Tantomo, Sandria, Arniwita and Purwati (2022) analyzed the description of consumer characteristics and analyze the effect of Word Of Mouth (WOM) on consumers' purchasing decisions in Jkov Koffie Jambi. This study uses a quantitative approach, primary data collection was obtained through interviews, observations and distributing questionnaires to 100 respondents. The results of this study indicate that significantly, the word of mouth variable affects purchasing decisions at Jkov Koffie Jambi.

Albari & Safitri (2020) Consumers consider various factors when making purchasing decisions. In the literature, the important factors that influence the purchasing decision are discussed using the product price factor. The subject of this research is the consumption of counterfeit products or "replicas" of famous brands. The analysis results show that brand image and price (fair price and fixed price) simultaneously have a partial and positive effect on purchasing decisions; and price (fixed price and relative price) simultaneously has a partial and positive effect on brand image.

Conceptual Framework

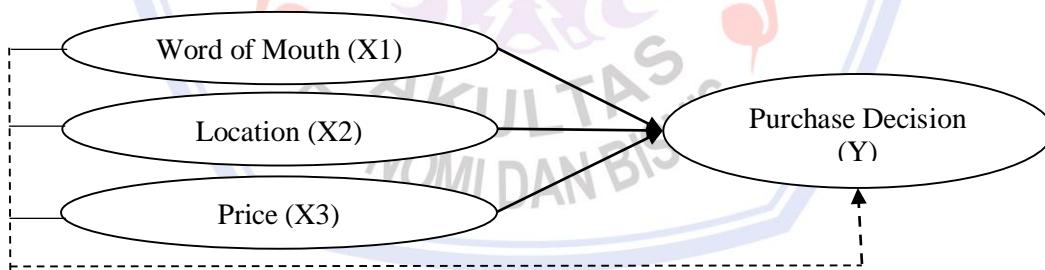


Figure 1. Conceptual Framework
Source: Processed Data, 2025

RESEARCH METHOD

Research Approach

This study uses the associative method which according to Sugiyono (2014) this method aims to determine the effect or also the relationship between two or more variables. The variables that will be tested for its influence are word of mouth, location and price on purchasing decisions at the research object Tondano Store in Tobelo.

Population, Sample Size and Sampling Technique

The population in this study are all Tondano Store consumers in Tobelo. The sample in this study was 100 respondents, namely consumers at Tondano Stores in Tobelo.

Type of Data and Data Source

Primary data is data obtained directly from the respondent or the object under study. Primary data in this study is data obtained directly from respondents (consumers) through questionnaires provided by researchers.

Data Collection Method

Collecting data used in this study using a questionnaire. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer them.

Operational Definition and Indicator of Research Variables**Tabel 1. Operational Definition and Indicator of Research Variables**

Variable	Definition	Indicator
Word of Mouth (X1)	Word of mouth is positive or negative comments made by consumers who have had experience with a product or service	1. Talks 2. Recommend 3. Encouragement
Location (X2)	Location is a place where a business or company activity operates and carries out activities to produce goods, services or where consumers come and shop.	1. Access 2. Visibility 3. Spacious 4. Expansion 5. Environment
Price (X3)	Price is the amount of money that must be paid by consumers to sellers to get the goods or services they want to buy	1. Affordability 2. Conformity 3. Competitiveness 4. Price suitability with benefits
Purchase Decision (Y)	Purchasing decisions are processes carried out by consumers to make decisions in consuming a product through certain processes	1. Product selection 2. Brand selection 3. Channel selection 4. Determination 5. Purchase Amount 6. Payment Methods

Testing of Research Instruments**Validity and Reliability Test**

According to Ghazali (2013), the validity test is used to measure whether or not a questionnaire is valid, a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure.

A questionnaire can be said to be reliable or reliable if one's answers to statements are consistent or stable over time. According to Ghazali (2013) questionnaire items are said to be reliable (proper) if Cronbach's alpha > 0.06 and are said to be unreliable if cronbach's alpha < 0.06 .

Data Analysis Technique**Test of Classical Assumptions****Multicollinearity Test**

The regression model should not have a correlation between the independent (independent) variables (Ghazali, 2013). Detecting the absence of multicollinearity is by: VIF value less than 10 and Tolerance value close to 1.

Heteroscedasticity Test

Based on Ghazali (2013), the heteroscedasticity test was carried out to test whether in the regression model there is an inequality of residual variance from observation to other observations.

Normality test

Normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution, if this assumption is violated then the statistical test becomes invalid for a small number of samples (Ghazali, 2013).

Multiple Linear Regression Analysis

Multiple linear regression is an appropriate analytical method when the research involves two or more dependent variables that are thought to be related to one or more independent variables. The aim is to estimate the change in the response of the dependent variable to some of the independent variables. The multiple linear regression analysis model used to test the hypothesis is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Y = Purchase Decision
 a = Constant
 b_1 = Coefficient of X_1
 b_2 = Coefficient of X_2
 b_3 = Coefficient of X_3
 X_1 = Word of Mouth
 X_2 = Location
 X_3 = Price

Coefficient of Multiple Determination (R²)

Analysis of the coefficient of multiple determination or R-square analysis is used to measure the ability of a model to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. If the value of R² is small, the ability of the independent variables to explain the dependent variable is very limited. According to Ghazali (2013), a value that is close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Hypothesis Testing

F-Test and T-Test

The F test is carried out to test whether the substructure of the model used is significant or not, thus it can be ascertained whether the model can be used to predict the effect of the independent variables together on the dependent variable.

The t test shows how far the influence of one independent variable on the dependent variable by assuming the other independent variables are constant.

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

Table 2. Validity and Reliability Tests

Variabel	Items	Validitas		Reliabilitas	
		R Hitung	R Tabel	Status	Cornbach Alpha
Word of Mouth (X1)	X1.1	0.779	0.196	Valid	0.750
	X1.2	0.841	0.196	Valid	
	X1.3	0.833	0.196	Valid	
Location (X2)	X2.1	0.819	0.196	Valid	0.872
	X2.2	0.856	0.196	Valid	
	X2.3	0.893	0.196	Valid	
Price (X3)	X2.4	0.831	0.196	Valid	0.860
	X3.1	0.815	0.196	Valid	
	X3.2	0.814	0.196	Valid	
Purchase Decision (Y)	X3.3	0.894	0.196	Valid	0.656
	X3.4	0.836	0.196	Valid	
	Y1	0.491	0.196	Valid	
	Y2	0.753	0.196	Valid	
	Y3	0.688	0.196	Valid	
	Y4	0.659	0.196	Valid	0.656
	Y5	0.520	0.196	Valid	

Source: SPSS 24 Processed Data

Based on Table 2, since each item has an r-count > r-table and a significance level < 0.05, it can be concluded that all statement items are valid and the value of Cronbach's alpha > 0.06 thus all items are reliable.

Multicollinearity Test

Table 4. Multicollinearity Test

	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Word of Mouth	.462	2.166
	Location	.470	2.129
	Price	.910	1.099

Source: SPSS 24 Processed Data

Based on Table 4, it can be seen that all variables have tolerance values greater than 0.10 and VIF values less than 10.00 indicating that there are no signs of multicollinearity.

Normality Test

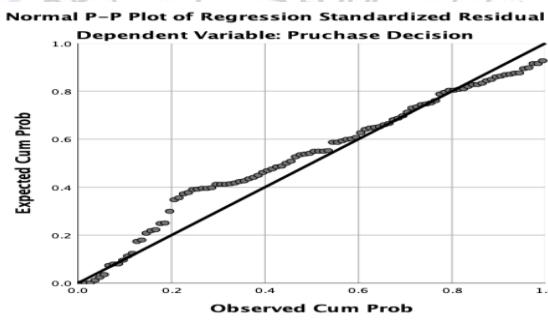


Figure 2. Normality Test
Source: SPSS 24 Processed Data

Based on Figure 2, the Normal P-P Plot graph shows that the data points are distributed around the diagonal line and follow the direction of the line. Therefore, the regression model used in this study meets the assumption of normality.

Heteroscedasticity Test

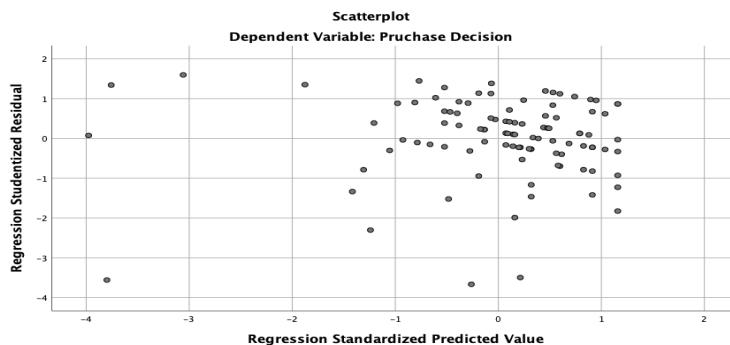


Figure 3. Scatterplot Graffict
Source: SPSS 24 Processed Data

Based on Figure 3, it is clearly shown that the scatterplot points do not form a specific or regular pattern, indicating that there is no heteroscedasticity in the data used in this study. This means that the regression function in this study is free from the issue of unequal variance disturbances. Therefore, the regression model is appropriate for predicting the purchase intention variable.

Multiple Linear Regression Analysis**Table 5. Multiple Linear Regression Analysis**

Model	Coefficients ^a			t	Sig.
	B	Unstandardized Coefficients	Standardized Coefficients		
		Beta			
1	(Constant)	15.108	2.523	5.988	.000
	Word of Mouth	.298	.247	1.207	.230
	Location	.200	.160	1.250	.214
	Price	.176	.107	1.649	.102

a. Dependent Variable: Purchase Decision

Source: SPSS 24 Processed Data

Based on the table 5, the Multiple Linear Regression equation are as follow:

$$Y = 15.108 + 0.298X1 + 0.200X2 + 0.176X3$$

1. The constant value of 15.108 means that when independent variables are zero, the predicted purchasing decision score would be 15.108.
2. The coefficient for Word of Mouth is 0.298, indicating that for every 1-point increase in Word of Mouth, the purchasing decision increases by 0.298, assuming other variables remain constant.
3. The coefficient of Location is 0.200, meaning an increase in Location the promotion score is associated with a 0.179-point increase in the purchasing de-cision score, assuming lifestyle remains constant.

Correlation Coefficient (R) and Coefficient of Determination (R^2)**Table 6. Correlation Coefficient (R) and Coefficient of Determination (R^2)**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.394 ^a	.155	.129	3.384

Source: SPSS 24 Processed Data

Based on Table 6, the correlation coefficient (R) is 0.394. This indicates that word of mouth (X1), location (X2), and price (X3) have a moderate overall relationship with the dependent variable. The coefficient of determination (R^2) is 0.155, which means that the independent variables — word of mouth, location, and price — collectively contribute 15.5% to explaining the variation in the dependent variable, purchase decision (Y). The remaining 84.5% is influenced by other variables not examined in this study.

Hypothesis Testing**F-Test****Table 7. F-Test**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.528	3	67.176	5.867
	Residual	1099.222	96	11.450	
	Total	1300.750	99		

Source: SPSS 24 Processed Data

Based on Table 7, the results of the F-test show that the calculated F-value > F-table and the significance level < 0.05, this indicates that word of mouth, location, and price have a significant effect on purchase decision. This means that the first hypothesis (H1) is accepted, word of mouth, location, and price simultaneously influence purchase decisions at Tondano Store in Tobelo Market.

T-Test

Based on Table 4:

1. The calculated t-value is 1.207, which is less than the t-table value of 1.661, and the significance level is 0.230, which is greater than 0.05. This means that word of mouth (X1) does not have a significant effect on purchase decision (Y). Therefore, the second hypothesis (H2) is rejected and the null hypothesis (H02) is accepted, word of mouth does not significantly influence purchase decisions at Tondano Store in Tobelo Market.

2. The calculated t-value is $1.250 < t\text{-table } 1.661$, and the significance level is $0.214 > 0.05$. This indicates that location (X2) does not significantly affect purchase decision (Y). Hence, the third hypothesis (H3) is rejected and the null hypothesis (H03) is accepted, location does not have a significant influence on purchase decisions at Tondano Store in Tobelo Market.
3. The calculated t-value is $1.649 < t\text{-table } 1.661$, with a significance level of $0.102 > 0.05$. This means that price (X3) does not significantly affect purchase decision (Y). Therefore, the fourth hypothesis (H4) is rejected and the null hypothesis (H04) is accepted, price does not significantly influence purchase decisions at Tondano Store in Tobelo Market.

Discussion

The Influence of Word of Mouth, Location, and Price on Purchase Decision

Based on the results of the F-test, it has been proven that word of mouth, location, and price simultaneously have a significant effect on purchase decisions at Tondano Store in Tobelo Market. Consumers tend to trust recommendations from people they know and trust, such as friends and family. Word of mouth (WOM) provides a real and relatable picture of a product or service—especially in traditional markets, where information is rapidly shared from one customer to another through verbal communication. A strategic and accessible location increases customer convenience and makes consumers more inclined to make purchases. The location of Tondano Store, which is near the entrance of Tobelo Market, enhances both the store's visibility and accessibility. Price also plays a key role, as consumers tend to compare it with the perceived value of the product. Competitive pricing makes the products at Tondano Store more appealing. However, in traditional markets, there is often a benchmark or standard price used as a reference when selling products with similar models and value. The results of this study align with the findings of Husen, Sumowo, and Rozi (2018), which showed that location, brand image, and word of mouth influence consumer purchasing decisions at Mie Ayam Solo Bangsal Jember. The findings are also in line with research conducted by Maharani and Yahya (2021), which concluded that price, product quality, and word of mouth affect purchase decisions among consumers of UFO Electronic in Surabaya.

The Influence of Word of Mouth on Purchase Decision

Based on the results of the t-test, the word of mouth variable does not have a significant effect on purchase decisions. While WOM is generally considered to have a strong influence on purchasing behavior, there are certain situations where it may not significantly impact buying decisions. In traditional markets, for example, consumers are often already familiar with their purchasing routines and can be considered experienced buyers. These experienced consumers may rely more on their own knowledge and past experiences with a product category rather than external recommendations from others. This level of familiarity can reduce the influence of WOM in their decision-making process. This finding is consistent with the study conducted by Pandelaki, Mandey, and Raintung (2023), which found that electronic word of mouth (e-WOM) did not have a partial effect on consumer purchasing decisions at R-Zone Café Langowan.

The Influence of Location on Purchase Decision

Based on the results of the F-test, the location variable does not significantly influence purchase decisions. There are several possible reasons why location may not be a primary factor, especially in the context of traditional markets. In such markets, consumers are often already familiar with the environment. They know the layout of the market, the vendors, and the specific products they are seeking. As a result, the location of a particular store within the market is not a major concern. If a product being offered is attractive or meets their needs, consumers will prioritize the product itself over the store's location. Additionally, if prices in Tobelo Market are highly competitive, consumers may focus more on price rather than store location. Positive shopping experiences also play a role—when customers have had satisfying experiences shopping in the traditional market, they are more likely to return regardless of the exact store location. This finding is consistent with the study by Ena, Nyoko, and Ndoen (2019), which concluded that location does not influence purchase decisions of consumers at Chezz Cafenet.

The Influence of Price on Purchase Decision

Based on the results of the F-test, the price variable does not significantly influence purchase decisions. In traditional markets like Tobelo, prices tend to be relatively stable and do not vary significantly between sellers. As a result, consumers are generally less concerned about price differences when making purchasing decisions. Furthermore, the practice of bargaining is common in traditional markets, allowing consumers to negotiate for better deals. This flexibility reduces the impact of fixed prices on purchasing behavior. Additionally, pricing in traditional markets

often follows standard benchmarks set by local authorities or the government, which sellers—including Tondano Store—must adhere to. Consequently, many stores in the market offer similar products at nearly identical prices. Because of these factors, price is not seen as a major differentiator by consumers when deciding where to buy. This finding is consistent with the study by Hulu, Amril, and Siregar (2019), which found that location (note: likely intended to be "price" in this context) does not have a partial effect on purchase decisions of consumers at Swalayan Maju Bersama MMTC Medan.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis presented earlier, the following conclusions can be drawn:

1. Word of mouth, location, and price simultaneously influence purchase decisions at Tondano Store in Tobelo Market.
2. Word of mouth does not have a significant influence on purchase decisions at Tondano Store in Tobelo Market.
3. Location does not have a significant influence on purchase decisions at Tondano Store in Tobelo Market.
4. Price does not have a significant influence on purchase decisions at Tondano Store in Tobelo Market.

Recommendation

Based on the results of this research, the following suggestions are offered:

1. Tondano Store should enhance product quality to meet customer needs and build strong relationships with consumers through effective communication..
2. Tondano Store utilize social media and other online platforms to promote the store and its products, enabling consumers to make purchases even without visiting the store in person.
3. Tondano Store offers added value to customers, such as guaranteed quality or unique products, to increase consumer interest and loyalty.

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