CAN WOM (WORD OF MOUTH) BEAT E-WOM (ELECTRONIC-WORD OF MOUTH) ON THE DECISION TO VISIT AMPERA 2 TAK RESTAURANT, BINTARO BRANCH?

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ABSTRACT

This study aims to determine how much influence WOM and E-WOM have on the decision to visit Ampera 2 Tak Restaurant Bintaro Branch. This type of research is descriptive with a quantitative approach and multiple regression analysis methods. Data collection techniques by distributing questionnaires. The population in this study were all consumers who visited the Ampera 2 Tak Veteran Bintaro Restaurant. At the same time, the sample in this study amounted to 100 respondents with uses accidental sampling. The results show that E-WOM is far superior in influencing product sales than WOM because of the greater reach of E-WOM than WOM which connects many people without geographical boundaries so that it has power, also has many opportunities to exchange information via any internet site and social media for free. Suggestions for the Ampera 2 Tak Veteran Bintaro Restaurant to improve product and service quality so that consumers feel satisfied and make positive comments on social media.

Keywords : WOM; E-WOM; Visiting Decision

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh WOM dan E-WOM terhadap keputusan berkunjung ke Rumah Makan Ampera 2 Tak Cabang Bintaro. Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif dengan metode analisis regresi berganda. Teknik pengumpulan data dengan menyebarkan kuesioner. Populasi dalam penelitian ini adalah seluruh konsumen yang berkunjung ke Restoran Ampera 2 Tak Veteran Bintaro. Sedangkan sampel dalam penelitian ini berjumlah 100 responden menggunakan accidental sampling. Hasil penelitian menunjukkan bahwa E-WOM jauh lebih unggul dalam mempengaruhi penjualan produk dibandingkan WOM karena jangkauan E-WOM yang lebih besar dibandingkan WOM yang menghubungkan banyak orang tanpa batas geografis sehingga memiliki kekuatan, juga memiliki banyak peluang untuk bertukar informasi melalui internet manapun. situs dan media sosial secara gratis. Saran untuk Rumah Makan Ampera 2 Tak Veteran Bintaro agar meningkatkan kualitas produk serta kualitas pelayanan agar konsumen merasa puas dan memberikan komentar positif di media sosial.

Kata kunci: WOM; E-WOM; Keputusan Berkunjung

INTRODUCTION

WOM (Word of Mouth) is important because it can market a product or service and the main information site. After all, potential customers can see a product or service

through information or recommendations from consumers who often visit or buy the product (Lomi & Bessie, 2016). However, the rapid development of the internet has made WOM is modernized into E-WOM (Electronic Word of MouthE-WOM is one or several consumers commenting negatively and positively about a product or service that has been purchased and used, where new consumers can view and obtain this information via the internet (Wibowo, 2015).

There are a lot of social media users in Indonesia, reaching 150 million people, around 56% of Indonesia's population are active users of social media. People easily access the internet via smartphones, which can greatly influence the number of social media in Indonesia. In Indonesia, Indonesians often use Youtube, Whatsapp, Facebook, Instagram, Line, and Twitter. This makes social media understandable by companies as a marketing medium (Harahap & Adeni, 2020).

Even though the use of E-WOM has greatly increased, WOM is also still needed by potential consumers because the information that is WOM in nature is a more trusted and more trusted as a more credible source of information, so it can provide information and provide its confidence in an objective and honest manner so that it is considered capable of influencing and make other potential consumers want to decide to make a purchase (Mariasih & Setiyaningrum, 2021).

One of the culinary delights most often found at Veteran Bintaro, South Jakarta, is Sundanese culinary specialties, especially Cianjur cuisine. The restaurant, strategically located near main roads and offices, has made this restaurant known to consumers. The Ampera 2 Tak Restaurant serves a variety of typical Sundanese dishes from Cianjur consisting of fish, meat, chicken eggs, duck, pepes, prawn crackers, tempeh, tofu, lung tripe, liver, and other Sundanese specialties. (Ratnaningtyas et al, 2022).

This restaurant, which was established in 2008, in facing its competition, does not use the restaurant's vigorous promotions. Because the promotion was carried out by consumers who often visit the Ampera 2 Tak Veteran Bintaro Restaurant, promotions carried out by consumers can be through WOM and E-WOM. With WOM, consumers always disseminate information conventionally from friends or family about the quality of products and services provided to consumers. By sharing their own experiences and spreading positive information about the Ampera 2 Tak Veteran Bintaro Restaurant to

other potential customers, consumers who come to enjoy the Sundanese food menu hear information from those closest to them about the quality of products and services (Ratnaningtyas et al., 2022).

Another promotion carried out by consumers who often visit the Ampera 2 Tak Veteran Bintaro Restaurant is with E-WOM, which provides information about product quality and service quality on social media such as Instagram, Twitter, Facebook, and Youtube. Social media currently serves as a provider of information that the public can only read. However, the community can share information quickly and widely through social media. So social media is a medium used by its users to communicate with each other or exchange information. With the existence of E-WOM and WOM, consumers have made the Ampera 2 Tak Veteran Bintaro Restaurant a hot topic for consumer discussion. Satisfied consumers will tell and recommend the Bintaro Ampera 2 Tak Veteran Restaurant to others. In the end, information about the Bintaro Ampera 2 Tak Veteran Restaurant will spread to all people and all groups. In this study, the researcher wanted to know which variable had a greater influence, whether WOM or E-WOM, on the decision to visit the Ampera 2 Tak Veteran Bintaro Restaurant.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

WOM

Word of mouth communication is a person's experience after buying a product and then being notified or informed or communicated to groups, individuals or other people (Fakhruddin et al., 2021). One of the marketing strategies, one of which is promotion, is WOM which is effective in saving distribution channels and costs and distribution channels. WOM can impact other people's thoughts, images, and attitudes (Toruan, 2018). WOM also plays a role in the behavior of potential consumers in purchasing a product or service because consumers can directly recommend WOM by voluntarily and enthusiastically recommending services or products to prospective buyers (Sinaga & Sulistiono, 2020). WOM activities may include conversations, opinions, suggestions, disseminating information, sharing information, starting conversations, and tracking online conversations (Richardinata & Astitiani, 2021).

E-WOM

The internet or online media is a place for disseminating information, such as through social networking sites, blogs, virtual consumer communities, forums,

consumer review sites, e-mail, and microblogs, which can lead to online interactions between customers and other potential customers, which can automatically help consumers. Share information about services or products they obtain in purchasing (Nurhaliza & Fauziah, 2020). The intensity in E-WOM is comments or opinions written by consumers on social media consisting of the frequency of interactions with social media users, get lots of information from social media, and the number of reviews written by social media users; (2) Content is information from networking sites about services and products, including information about prices offered, product quality information, product choice information, and information about transaction security and internet networking sites provided; (3) Negative opinions are negative comments from consumers about products, services, and brands; (4) Positive opinion occurs when good news, testimony, and support desired by the company.

Visit Decision

The decision to visit is that consumers can make choices, exchange money or buy and promise to make payments with rights as owners or users of a service or product (Kristiutami, 2017). The decision to visit is the decision of the consumer to visit to determine the choice of place for the product or service to be selected and sold to achieve satisfaction according to the needs and desires of consumers, which includes known problems, information sought, selected purchasing ratings, deciding to buy, then behavior after purchase (Nurbaeti et al., 2021).

Hypothesis

Research conducted by Yuniarti (2017) explains that many consumers go to culinary businesses in Jambi City because of recommendations about positive information about affordable prices, good product quality, fast service quality, and adequate facilities available at culinary businesses. to customers, prospective consumers make positive comments so that potential consumers are interested in deciding to visit the culinary business. Mahendrayasa et al. (2014) show that word-of-mouth communication refers to exchanging comments, thoughts, or ideas between two or more consumers, which is not a marketing source. So it can be said that WOM can work widely and freely by anyone and to anyone. Based on the description above, the hypotheses in this study are:

H$_1$: WOM has a significant effect on visiting decisions

Research conducted by Ratnaningtyas et al. (2022) shows that E-WOM has a significant influence because many visitors who come to destinations build and use networks to create good E-WOM, including Youtube, Twitter, Facebook and Instagram which are considered by visitors to make it easier to share information and communicate in the media. the social. Meanwhile, research conducted by Puspaningtyas & Saino explains that consumer comments about the quality of products and services on positive social networks will help potential consumers to come to their destination. Based on the description above, the hypotheses in this study are:

H$_2$: E-WOM has a significant effect on visiting decisions

RESEARCH METHOD

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018:113). This type of research is descriptive research with a quantitative approach with multiple regression analysis methods with the help of SPSS software. The data collection technique was by distributing questionnaires directly to respondents who came to the Ampera 2 Tak Veteran Bintaro Restaurant. The population in this study were all consumers who visited the Ampera 2 Tak Veteran Bintaro Restaurant. While the sample in this study amounted to 100 respondents, it was seen from Sugiyono's theory (2017) that a feasible sample in this study was 30 to 500 respondents with accidental sampling. Namely, the respondents were selected because they met directly with the researcher.

RESULT AND DISCUSSION

From the results of the characteristics of the respondents, it was shown that the consumers who visited the Ampera 2 Tak Veteran Bintaro Restaurant the most were male consumers as many as 54 people with a percentage of 54%, while based on age the most visited Ampera 2 Tak Veteran Bintaro Restaurant were consumers 60 people aged over 20-40 years with a percentage of 60%. Then based on the work that visited the Ampera 2 Tak Veteran Bintaro Restaurant the most were consumers who worked in companies or also known as employees as many as 53 people with a percentage of 53%.

Validity Test

The results of the validity test in the table above show that all question items are valid because all r-count values   are above r-table (0.1966).

Reliability Test

The results of the reliability test in the table above show that all variables are reliable because all conbach values   are above the value (0.60).

Coefficient of Determination Test

The results of the coefficient of determination test indicate that the decision to visit is influenced by WOM and E-WOM by 71.7%, the remaining 28.3% is influenced by other factors that have not been studied.

Hypothesis Test

The results of the hypothesis test show that WOM has a t-count value (of 4.167) more than the t-table (1.985) and a significant value (0.000) more than 0.05. So it can be concluded that WOM significantly affects visiting decisions. The E-WOM variable has a t-count value (of 10.548) more than the t-table (1.985) and a significant value (0.000) more than 0.05. So it can be concluded that E-WOM significantly affects visiting decisions.

The table above shows that the influence of E-WOM is very large on the decision to visit the Ampera 2 Tak Vetean Bintaro Restaurant because the t-count value of E-WOM (10,548) is higher than the t-count value of WOM (4,167). This is because the reach of E-WOM is greater than WOM. After all, many consumers of the Ampera 2 Tak Veteran Bintaro Restaurant have social media such as Instagram, Facebook, and Twitter, so their culinary activities are uploaded on these social media. Then the Ampera 2 Tak Veterans Bintaro Restaurant must be able to improve product quality and service quality, and facilities so as not to damage the image of the restaurant; in the end, a positive assessment of customers who often visit for positive comments will take place continuously which will be able to make other potential customers interested. To visit the Bintaro Veterans 2 Tak Restaurant. This research is in line with Hariono (2018) research that E-WOM has a positive impact, namely the opportunity for consumers to exchange information through internet sites. However, E-WOM also has a negative impact; namely, it can damage the image of an area in an instant with negative customer ratings so that potential customers will not visit their destination.

CONCLUSION

In this study, E-WOM, because of the sophistication of developing and advanced technology, will have an impact that E-WOM is superior in influencing visiting decisions than conventional WOM because of the greater reach of E-WOM that takes place on internet sites that can connect many people without restrictions geographically so that it has the power of mass media. E-WOM also has many free opportunities to exchange information via any internet site and social media. Suggestions for the Ampera 2 Not Veteran Bintaro Restaurant to focus on the restaurant's image and product quality as well as service quality so that consumers feel satisfied and comment positively on social media about the products they buy, which indirectly helps them promote Sundanese cuisine at Ampera Restaurant 2 Not Veteran Bintaro.

Presents research conclusions, implications, limitations, and suggestions for future research. The implication is practical advice from the research results. The study's limitations include all aspects that the researcher can consider to improve future research. At the same time, research suggestions are suggested for further research based on limitations researchers cannot carry out.

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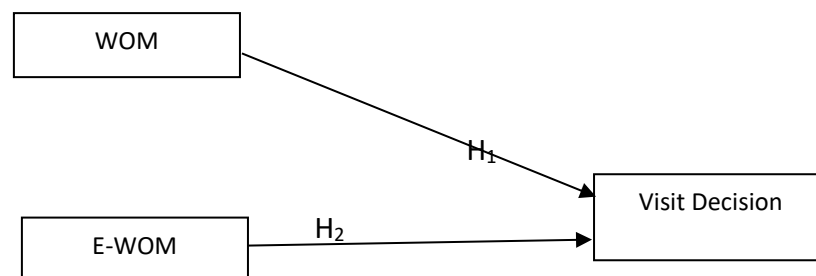
TABEL DAN GAMBAR

Figure 1. Research Framework

Table 1. Characteristics of Respondents

	Frekuensi	Persen
Gender		
Female	46	46%
Male	54	54%
Age		
> 20 years	11	11%
20-40 years	60	60%
> 40 years	29	29%
Profession		
Entrepreneur	41	41%
Employee	53	53%
Student	6	6%

Source: Data processed with SPSS (2021)

Table 2. Validity Test

Variable	r-count	r-table
WOM		
X1.1	0,754	0,1966
X1.2	0,766	0,1966
X1.3	0,555	0,1966
X1.4	0,864	0,1966
X1.5	0,830	0,1966
E-WOM		
X2.1	0,511	0,1966
X2.2	0,709	0,1966
X2.3	0.751	0,1966
X2.4	0,629	0,1966
X2.5	0.413	0,1966
Visiting Decision		
Y1	0,608	0,1966
Y2	0,697	0,1966
Y3	0,868	0,1966
Y4	0,583	0,1966
Y5	0,619	0,1966

Source: Data processed with SPSS (2021)

Table 3. Reliability Test

Variable	Cronbach's Alpha
WOM	0,808
E-WOM	0,715
Visiting Decision	0,634

Source: Data processed with SPSS (2021)

Table 4. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.850[a]	.723	.717	1.77682

Source: Data processed with SPSS (2021)

Table 5. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.778	1.377		.565	.573
WOM	.724	.077	.266	4.167	.000
E-WOM	.320	.069	.674	10.548	.000

Source: Data processed with SPSS (2021)