

# The Influence of Word of Mouth on Purchase Decision Through Purchase Interest (in Rumah Kaca Coffee & Eatery Kota Jambi)

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## Abstract

*This study aims to determine the effect of word of mouth (WOM) or known as word of mouth marketing on purchasing decisions with buying interest as an intervening variable. The target of this research is the consumers of Rumah Kaca Coffee & Eatery, Jambi City. The population and sample in this study were consumers of Rumah Kaca Coffee & Eatery, Jambi City. An exploratory research was conducted from July to December 2022 with a total sample of 100 respondents. Quantitative research has been performed and data was obtained through the method of distributing questionnaires. The research data analysis method was descriptive statistical analysis using the Structural Equation Modeling (SEM) technique, with Partial Least Square (PLS) as a processing tool using the SmartPLS4 program (V.4.0.8.8.). The results of this study proved that word of mouth has a positive and significant effect on purchase intentions.*

**Keywords:** *Word of Mouth (WOM), Purchase Intention, Purchase Decision*

## ARTICLE INFORMATION

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## 1.0. INTRODUCTION

Along with the development of culture, a new phenomenon emerged, namely the phenomenon of a group gathering in a place to gather and fill spare time. This cultural orientation makes young people fonder of gathering, telling stories, and joking with each other with their peers which is aimed at relieving fatigue, as well as being a place to interact with each other and socialize with the surrounding environment. It's not only the younger generation who do this cultural orientation, not a few parents also follow this trend.

Amid competition between Coffee Shop, Coffee & Eatery, and Restaurant entrepreneurs. The influence of word of mouth or word-of-mouth marketing has an important role in maintaining the life of a company. According to (Kotler et al., 2022, p.322) Studies have shown that consumers tend to generate positive word of mouth themselves and to share information about their own positive consumption experiences. They tend to transmit negativity by word of mouth simply by relaying the information they hear about the consumption of other people's negative experiences. When a consumer prefers a product, unconsciously the consumer will continue to talk and praise the product he likes, even the consumer

will recommend the product to friends, relatives, and people around him.

When getting good information about a product and service offered by a company through WOM communication that occurs between 2 consumers, it will generate curiosity in consumers who have never experienced the products and services offered by the company, this curiosity can provoke buying interest in consumers. According to (Schiffman & Kanuk, 2007) buying interest is a model of a person's attitude toward goods and objects which is very suitable for measuring attitudes towards certain product groups, services, or brands. It is this buying interest that will bring potential customers to the final stage, namely the purchasing decision where the consumer will decide whether the consumer will buy the product or service offered by the company or not buy the product or service offered.

The Coffee Shop, Coffee & Eatery, and Restaurant business is in its heyday as can be seen from the amount of coffee consumption in Indonesia which has reached 5 million bags measuring 60 kilograms in the 2020/2021 period. This number increased by 4.04% compared to the previous period which amounted to 4.81 million 60 kg bags (Mahmudan, 2022).

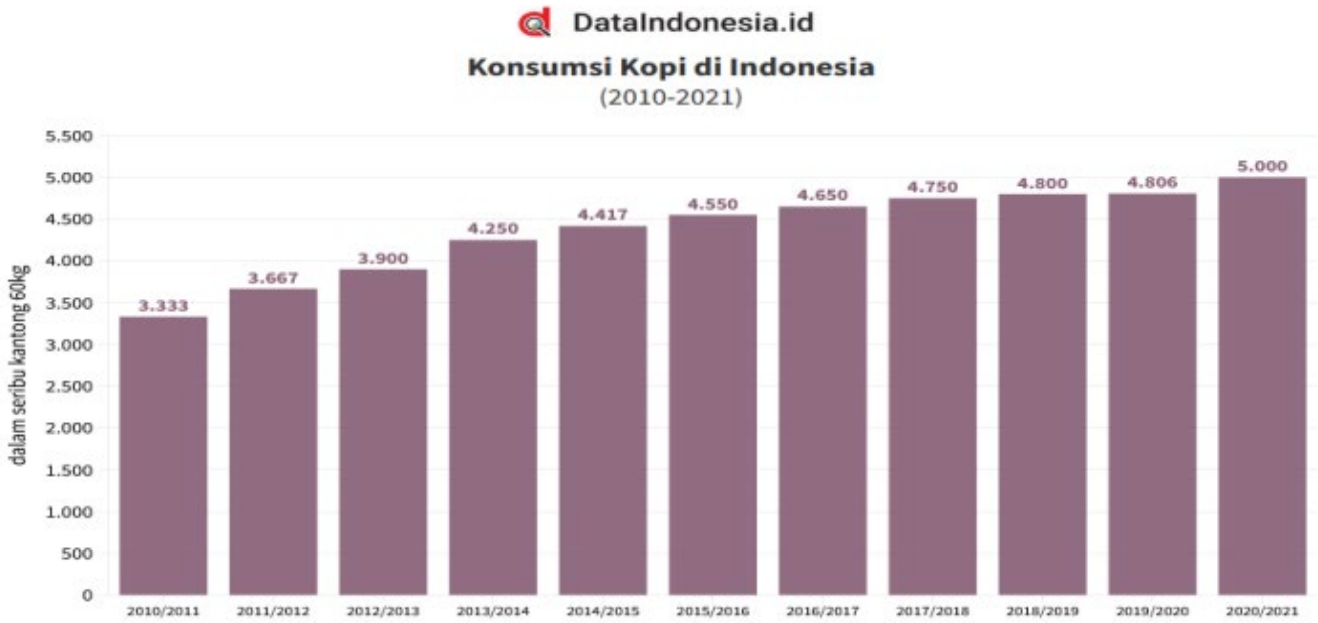


Figure 1.1: Indonesian Coffee Consumption Data

This is also evidenced by the sales volume of ready-to-drink coffee in Indonesia which reached 225 million liters this year. This number increased by 3.2% compared to the previous year which was 218 million liters (Ayu, 2022).

The number of coffee shops in Indonesia has also increased significantly based on Toffin's research results with Mix Magazine showing the number of coffee shops in Indonesia in August 2019 reached more than 2,950

outlets, an increase of almost three times compared to 2016 which was only around 1,000 (Toffin, 2020).

For the city of Jambi itself, in recent years in the city of Jambi, there have been many coffee shops, cafes and the like that have been established and are scattered throughout the city of Jambi. According to data from the News article (JambiUpdate.co, 2019), the number of coffee shops in Jambi province as of January 11 2019 was 85 outlets of which 49 outlets were located in the city of Jambi, the head of the Jambi Province industry and trade



Figure 1.2: Sales volume of ready-to-drink coffee 2015-2022

service, Ariansyah stated that in Jambi, coffee occupies the third position after rubber and oil palm plantations. "This is because we continue to carry out massive movements. Wherever there are activities, that's where we appear coffee. And now there are 49 cafes serving coffee," he explained.

Rumah Kaca Coffee & Eatery is a cafe and restaurant that has been established since 2021. Rumah Kaca Coffee & Eatery comes in a strategic location in the center of Jambi City, which has adequate facilities ranging from free Wi-Fi, Instagram-able places, and air-conditioned rooms. AC, outdoor room, live music, friendly service, affordable prices, and many others. With various kinds of facilities and a variety of menus in Rumah Kaca Coffee & Eatery, the writer is interested in making greenhouses the object of research this time because Rumah Kaca Coffee & Eatery is a cafe and restaurant that is quite famous in Jambi City.

## 1.1. Research purposes

*To analyze the influence of Word Of Mouth (WOM) on Purchase Intention*

*To analyze the effect of Word Of Mouth (WOM) on Purchasing Decisions*

*To analyze the influence of Purchase Interest on Purchase Decisions*

*To find out the mediating role of Buying Interest between Word Of Mouth (WOM) on Purchasing Decisions*

## 2.0. LITERATURE REVIEW

### 2.1. Word Of Mouth (WOM)

According to (Kotler et al., 2022, p. 297) "Word of mouth involves the passing of information from person to person by oral communication", (Word of mouth involves conveying information from person to person through oral communication). Word of mouth This can be an effective and efficient strategy because it is a marketing strategy that is created by itself which is created because of a consumer's satisfaction with a product and service purchased from a company and usually the experience of someone who has used the product or service will be more trusted rather than advertisements in print or digital media because these individuals have experience in using these

products or services. The experience of a consumer who has used a product and service from a company and unconsciously the consumer discusses the advantages and benefits of the product with the people around him. It is increasingly critical to decide to buy a consumer product, which is to seek information first, of course, and knowledge or information obtained through internet media will influence a person's decision-making (Musnaini & Wijoyo, 2021). Positive WOM will have a good impact on the company's survival and negative WOM will make the company lose money because WOM is an effective means for companies to retain customers and gain potential customers (Bhayangkari & Widiastuti, 2020).

#### 2.1.1. Word of Mouth indicator

According to Sernovitz (2009:31) (Joesyiana, 2018), there are five indicators needed for Word of Mouth to spread, namely:

- 1) Talkers
- 2) Topics
- 3) Tools
- 4) Taking
- 5) tracking

### 2.2. Purchase Interest

Purchase intention is a feeling that is created from curiosity about a product or service that has never been tried or a feeling that arises due to satisfaction after using a product or service. This feeling is the main factor that supports the creation of a product or service purchase by the consumer. According to (Schiffman & Kanuk, 2007) buying interest is a model of a person's attitude toward goods and objects which is very suitable for measuring attitudes towards certain product groups, services, or brands. According to (Sihombing et al., 2021) purchase intention is a process carried out by consumers before deciding to buy a product with a preparatory and determinant process before carrying out the next activity or stage. Purchase intention is a consumer's mental statement that reflects plans to purchase several products with certain brands (Zhafira et al., 2020).

According to (Ferdinand, 2002), buying interest can be grouped into several types and levels, namely:

- *Transactional interest*, namely a person's tendency to buy a product.

- *Referential interest*, namely the tendency of a person to refer the product to others.
- *Preferential interest*, namely interest that describes the behavior of someone who has a primary preference for the product.
- *Explorative interest* describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product.

- 5) Purchase amount
- 6) Payment method

**2.3 Buying decision**

The purchase decision is the final stage of a marketing strategy designed by a marketer or it can be said to be the goal of marketing because all strategies carefully designed by marketers are all aimed at achieving purchases by consumers. According to (Dahmiri et al., 2020) The purchase decision is the stage in the buyer's decision-making process where the consumer buys. Meanwhile, According to Kotler & Armstrong (2016: 188) in (Nindi Sapitri, 2021) suggest purchasing decisions have the following indicators or dimensions:

- 1) Product selection
- 2) Brand choice
- 3) Dealer choice
- 4) Purchase time

**2.4 Framework**

It can be seen that word of mouth according to (Kotler et al., 2022, p. 297) Word of mouth involves conveying information from person to person through oral communication. Word Of Mouth (WOM) is a form of communication that occurs between consumers and potential customers related to a product or service that has been used by an individual which can be positive or negative. There are five indicators needed for Word of Mouth to spread, namely Talkers, Topics, Tools, Taking, and Tracking.

This communication activity will trigger the emergence of attractiveness and interest in buying a product or service. According to (Schiffman & Kanuk, 2007) buying interest is a model of a person's attitude towards goods and objects that are very suitable in measuring attitudes towards product, service, or class. certain brands. At this stage, the consumer does not immediately buy a product or service but starts researching the product or service. As consumers delve deeper to help them decide whether to buy or not buy the product or service, they gather as much information as they need at this stage. Buying interest itself is grouped into 4 indicators, namely: transactional interest, referential interest, preferential interest, and explorative interest.

Table 2.1: Previous Research

Research Title	Research methods	Research result
The Influence of Word Of Mouth On Buying Interests Of Scarlett Whitening Products. (Lady Diana Warpindyastuti, Yessica Mega Aprita, Ayu Azizah) (2022).	This study uses a simple regression analysis method to measure the closeness of the relationship and the influence of the two variables used in this study, namely WOM and consumer buying interest.	Based on research results using various primary and secondary data, it was found that WOM had a positive and significant effect on consumer buying interest
The relationship between buying interest and purchasing decisions on consumers. (Saidah Putri Sari) (2020).	This study uses a quantitative approach. Simple random sampling technique. The data collection method used is a psychological scale which has special characteristics that distinguish it from other forms of data collection instruments such as questionnaires, inventories, etc.	The results of this study indicate that there is a positive and significant relationship between buying interest and buying decisions for Amplang Crackers consumers at Karya Bahari Samarinda Stores. Conversely, the lower the purchase intention, the lower the purchase decision with consumers
The Influence of Word of Mouth on Samsung Smartphone Purchasing Decisions. ( Raffles J. Moy, Antonio E. L. Nyoko and, Ronald P.C. Fangidae) (2021).	The sampling technique used proportional random sampling of 96 respondents. The data analysis technique used to answer the hypothesis in this study is simple linear regression.	The research results show that word of mouth has a significant effect on consumer purchasing decisions.

When consumers feel that the information, they need is sufficient, they decide whether to buy or not the product or service. According to (Kotler & Keller, 2016) consumer purchasing decisions from preferences among brands in the choice set and perhaps also the intention to buy the most preferred brand. The purchase decision itself has 7 decision structures, namely the decision about the type of product, the decision about the form of the product, the decision about the brand, the decision about the seller, the decision about the number of products, the decision about the time of purchase, the decision about how to pay.

From the explanation above, it can be concluded that word of mouth is marketing communication carried out by several people, which is usually about a product or service and can generate a person's interest in getting more information about the product or service, which will encourage these consumers to make decisions. whether or not to buy the product or service. This is reinforced by research conducted by (Putri & Kumadji, 2016) "The effect of word of mouth on buying interest and its impact on purchasing decisions Surveys on Legipait Coffeeshop Malang consumers", word of mouth has a significant effect on the variable of buying interest; the word of mouth variable has a significant effect on the purchasing decision variable; buying interest variable influences the purchasing decision variable. Schematically the framework model in this study can be described simply as follows: variable influences the purchasing decision variable. Schematically the framework model in this study can be described simply as follows:

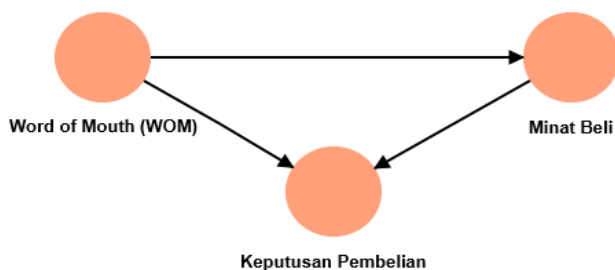


Figure 2.1 Thinking Framework Model

*H1: According to research conducted by (Maula, 2021) formulated the hypothesis that Word of Mouth (WOM) has a positive and significant effect on Purchase Intention*

*H2: According to research conducted by (Moy et al., 2021) formulated the hypothesis that Word of*

*Mouth (WOM) has a positive and significant effect on Purchase Decision*

*H3: According to research conducted by (Sari, 2020) formulated the hypothesis that Purchase Interest has a positive and significant effect on Purchase Decisions*

*H4: According to research conducted by (Ardiani & Sugiyanto, 2020) formulated the hypothesis that Word of Mouth (WOM) has a positive and significant effect on Purchase Decisions through Purchase Intention.*

### 3.0. METHODS AND DATA COLLECTION

#### 3.1. Types of Research

This study uses a descriptive method with a quantitative approach and a survey method as a data collection tool. This research is classified as explanatory research. With this research design, it was found that the influence of Word of Mouth (WOM) on purchasing decisions through purchase intention at Rumah Kaca Coffee & Eatery..

#### 3.2. Data Sources

Primary data is data obtained or collected by researchers directly from data sources (Siyoto & Sodik, 2015, p. 67), primary data will be collected using direct questionnaire distribution media.

Secondary data, namely data obtained or collected by researchers from various existing sources (researchers as second hand) (Siyoto & Sodik, 2015, p. 68). This secondary data is obtained from various sources such as journals, books, previous research, articles, news, websites, and various other valid sources with clear sources to add information from research.

#### 3.3. Population and Sample

The population selected in this study were all consumers of the Jambi City Coffee & Restaurant Greenhouse during July – December 2022, namely 10,433 people. Meanwhile, the number of sample members will be calculated using the Slovin formula with a maximum error value of 10%. obtained the number of calculations of 100 samples.

### 3.4. Data analysis techniques

Descriptive analysis is a statistical analysis that serves to describe or give an overview of the object under study through sample or population data as it is without conducting analysis and making generally accepted conclusions in research (Furadantin, 2018). The function of descriptive statistics includes classifying a data variable based on its respective group, from the beginning, it is not organized and easily interpreted by people who need information about the state of the variable (Siyoto & Sodik, 2015, p. 112).

The data analysis technique uses the Structural Equation Model (SEM) technique, using Partial Least Square (PLS) as a tool to process it, using the SmartPLS4 program (V.4.0.8.8.). According to (Ghozali & Latan, 2015) PLS is a powerful analytical method because it does not assume the data must be in a certain measurement scale and can also be done with a small to large number of samples. Using the According Model evaluation method (Duryadi, M.Sc., 2021, p. 61) Model evaluation in SmartPLS is divided into two, namely:

- Outer Model Evaluation (Measurement Evaluation) - According to (Duryadi, M.Sc., 2021, p. 61) Outer model evaluation is an evaluation of the tools used to collect research data.
- Inner Model Evaluation (Structural Model Evaluation) - The inner model is a structural model that connects latent variables

## 4.0. RESULT AND DISCUSSION

### 4.1. Characteristics of Respondents

- Out of 100 respondents, there were 53 (53%) male respondents and 47 (47%) female respondents.
- Out of 100 respondents, there were 29 people (29%) aged 16 – 21 years, 38 people (38%) aged 22 – 27, 14 people (14%) aged 28 – 33, 8 people (8%) aged 34 – 39.5 people (5%) aged 40 – 45, 1 person (1%), 46 – 51, 1 person (1%), age 52 – 57, 3 people (3%) age, 2 people (2%) who are aged 58 – 63.
- Out of 100 respondents, 10 people (10%) graduated from junior high school or equivalent, 55 people (55%) graduated from high school or equivalent, 5 people (5%) graduated from Academy / Diploma, 30 people (30%) graduated from S1 and above.
- Out of 100 respondents, 25 people (25%) work as private employees, 17 people (17%) work as entrepreneurs, 6 people (6%) work as Civil Servants, 35 people (35%) work as Students / Students, 17 people (17%) have other jobs.
- Of the 100 respondents, there were 17 people (17%) who had income/pocket money below IDR 500,000, 15 people (15%) who had income IDR 500,000 to IDR 1,500,000, 27 people (27%) who had income Rp. 1,500,000 to 2,500,000), 18 people (18%) who have an income of Rp.2,500,000 – 3,500,000 who have an income of Rp.2,500,000 to 3,500,000, 23 people (23%) who have income above IDR 3,500,000.
- Out of 100 respondents, 52 people (52%) visited 1 time in the last month, 26 people (26%) visited 2 times in the last month, 12 people (12%) visited 3 times in the last month, 7 people (7%) visited 4 times in the last month, 1 person (1%) visited 5 times in the last month, and 2 people (2%) visited 12 times in one last month.
- Of the 100 respondents to this questionnaire, there were 58 people (58%) had known Rumah Kaca Coffee & Eatery for 1 year, and 42 people (42%) had known Rumah Kaca Coffee & Eatery for 2 years.
- Out of 100 respondents, 60 people (60%) got information about Rumah Kaca Coffee & Eatery from friends, 12 people (12%) got information about Rumah Kaca Coffee & Eatery from family, 9 people (9%) got information about Rumah Kaca Coffee & Eatery from the Internet, 19 people (19%) got information about Rumah Kaca Coffee & Eatery from other factors.

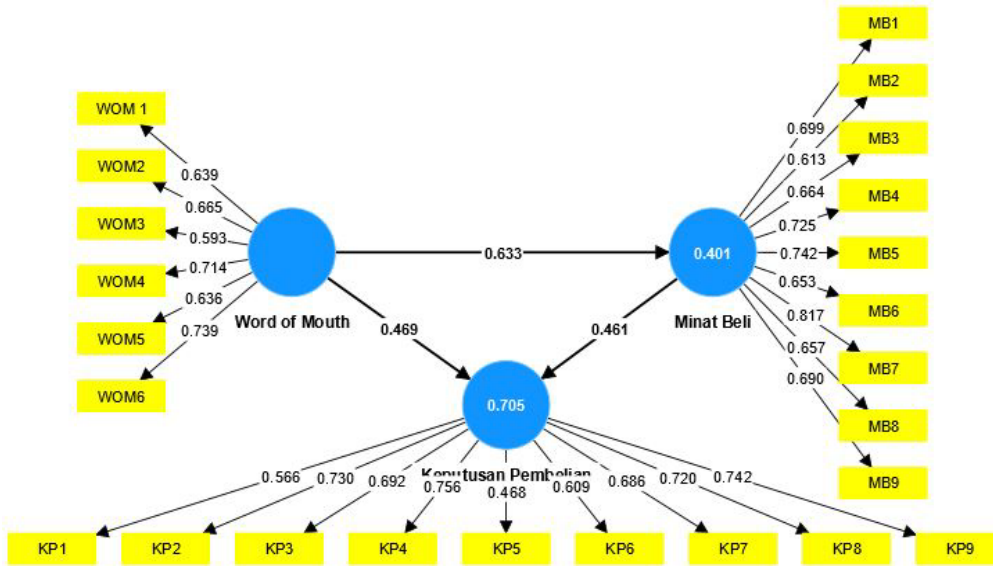


Figure 4.1: Model the relationship between variables before being

- Of the 100 respondents that there are 41 people (41%) customers want to recommend Rumah Kaca Coffee & Eatery to friends, 36 people (36%) customers want to recommend Rumah Kaca Coffee & Eatery to their families, 23 people (23%) customers want to recommend to colleagues Work. Rumah Kaca Coffee & Eatery.

#### 4.2. Outer Model Test

Convergent validity is a measurement model test with reflective indicators assessed based on the correlation of item scores with scores processed by smartPLS 4 software. With a standard of  $> 0.60$ ,  $> 0.50$  for explanatory research. This research is classified as explanatory research, so a loading factor measurement standard of  $> 0.60$  is used. In this study, there was a

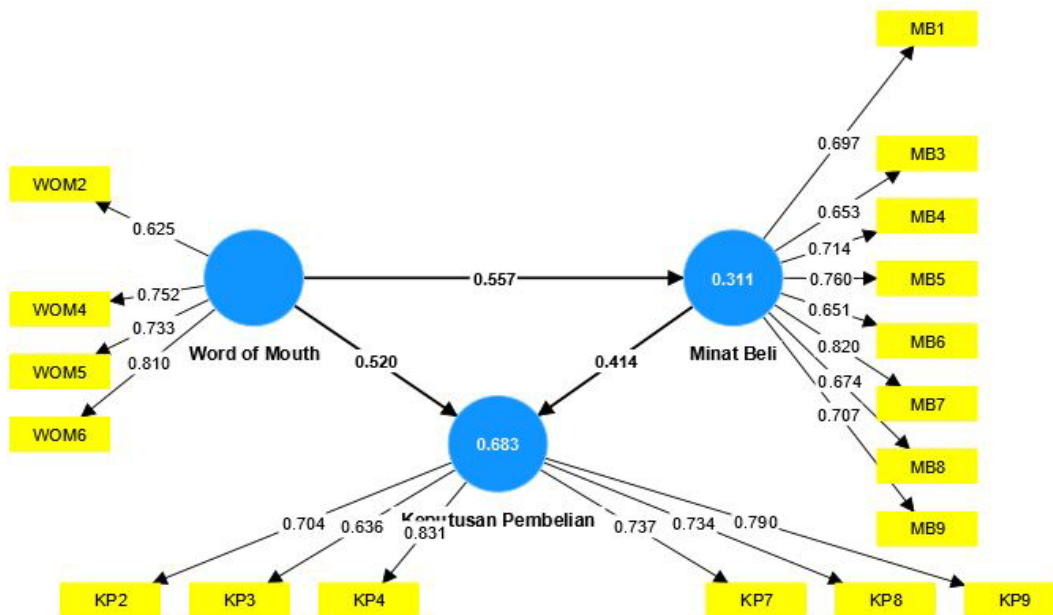


Figure 4.2: The relationship model between variables after being modified

loading factor value that was lower than 0.6, so several indicators were eliminated from the model.

Table 4.1: Reliability test results and Construct Validity

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)
<b>Buying decision</b>	0.834	0.841	0.879
<b>Purchase Interest</b>	0.859	0.861	0.891
<b>Word Of Mouth</b>	0.711	0.716	0.822

After the validity test, the reliability and Construct Validity tests will be carried out. To test the reliability the instruments in this study were tested using composite reliability and Cronbach's alpha coefficient, where the construct is said to be reliable if the value of composite reliability and Cronbach's alpha is more than 0.70. As for the Construct Validity test, the instrument in this study was tested with the AVE value used to assess the validity of a construct. The AVE criterion for a variable to be valid must be above 0.50.

Based on the picture above, it can be seen that the Composite Reliability value generated by the value of each variable is > 0.7. This shows that the proposed variables fulfill the reliability test. The resulting AVE value for each variable is > 0.5. This shows that the proposed variables fulfill the construct validity test.

### 4.3. Inner Model

There are 2 components in the structural model research, namely R-Square testing and hypothesis testing. R-Square testing by looking at the R-Square value, can be seen in the following table:

Table 4.2 R-Square test results

	R-square	R-square adjusted
<b>Buying decision</b>	0.683	0.676
<b>Purchase Interest</b>	0.311	0.304

Based on the table above, it can be seen that the R-Square value of the purchasing decision variable is 0.573. The R-Square value of 0.573 means that the purchasing decision variable indicator that can be explained by the Word of Mouth variable is 57.3% while the remaining 42.7% is explained by other variables outside this study. Furthermore, the R-Square value of the Buying Interest variable is 0.390. 0.361. The R-Square value of 0.361 means that the variable indicator of Purchase Interest

which can be explained by the Word of Mouth variable is 36.1% while the remaining 63.9% is explained by other variables outside this study. The greater the R-Square value indicates the greater the independent variable can be explained by the dependent variable, thus the better the structural equation.

For testing the hypothesis of this study, it can be declared accepted if the results are following the rule of thumb if the P-value < 0.05 then the T-statistic > 1.96 by looking at the Result for the Inner Weights value in the following table:

Table 4.3 Bootstrapping Test Results

	Original sample	Sample mean	Std dev	T stat	P val
<b>Word Of Mouth &gt; Purchase Decision</b>	0.520	0.521	0.070	7.438	0.000
<b>Word Of Mouth &gt; Buying Interest</b>	0.557	0.568	0.077	7.195	0.000
<b>Buying Interest &gt; Purchase Decision</b>	0.414	0.415	0.069	6.010	0.000

There is a direct influence between the variables if there is a direct effect if the p-value is < 0.05 and it is said that there is no direct effect if the p-value is > 0.05. Then the results from the table above can be directly used to answer the hypothesis in this study, namely;

#### 1) The Effect of Word Of Mouth (WOM) on Purchasing Decisions

Based on the results of testing the hypothesis above, it is known that the path coefficient has a value of 0.520 which indicates a positive influence. The p-value of Word of Mouth (WOM) influencing Purchase Decisions is 0.0001, and the T-statistic value is 7.438. Therefore, this is in line with the rule of thumb which has a p-value < 0.05 and a T-statistic > 1.96. So it can be stated that the Word of Mouth variable has a positive and significant effect on the Purchase Decision variable.

#### 2) The Influence of Word Of Mouth (WOM) on Purchase Intention

From the results of the hypothesis test above, it is known that the path coefficient has a value of 0.557,



which means it has a positive influence. The p-values that form the influence of Word of Mouth (WOM) on Purchase Intention is 0.000 plus a T-statistic value of 7,195, thus this is under the rule of thumb which has a limit of p-values <0.05 and T values -statistics >1.96. So it can be stated that the Word of Mouth variable has a positive and significant effect on the Purchase Interest variable.

**3) The Influence of Purchase Interest on Purchasing Decisions**

From the results of the hypothesis test above, it is known that the path coefficient has a value of 0.414, which means it has a positive influence. The p-values that make up the influence of Purchase Interest on Purchase Decisions are 0.000 plus a T-statistic value of 6,010, thus this is following the rule of thumb which has a limit of p-values <0.05 and T-statistic values > 1,96. So it can be stated that the variable Purchase Interest has a positive and significant effect on the Purchase Decision variable.

Table 4.4 Test the Specific Indirect Effects Hypothesis

	Original sample	Sample mean	Std dev	T stats	P val
Word Of Mouth > Buying Interest > Purchase Decision	0.520	0.521	0.070	7.438	0.000

**4) The Influence of Word Of Mouth (WOM) on Purchase Decisions through Purchase Intention**

Based on the results of testing the hypothesis above, it is known that there is a positive specific indirect effect with a value of 0.231. The p-value for the influence of Word of Mouth (WOM) on Purchase Decisions through Purchase Interest is 0.000, and the corresponding T-statistic value is 4.062. Therefore, this is in line with the rule of thumb which has a p-value <0.05 and a T-statistic >1.96. So, it can be stated that the Word of Mouth variable has a positive and significant effect on the Purchase Decision variable through the Purchase Intention variable.

**5.0. DISCUSSION**

The results of this study indicate that Word of Mouth has a positive and significant effect on Purchase Intention. These results indicate that the influence of Word of Mouth influences the Buying Interest of

consumers at Rumah Kaca Coffee & Eatery, Jambi City. Word of Mouth is a form of communication that occurs between consumers and potential customers related to a product or service that has been used by consumers. the product to people who are around him and indirectly this will help awaken the curiosity of potential consumers about the products or services offered so that this will lead to purchase intentions in consumers. This explanation is also supported by the opinion of (Malik et al., 2013) word-of-mouth communication will greatly affect consumers who are interested in suggestions from people who have experience with the product.

The results of this study indicate that word of mouth has a positive and significant effect on purchasing decisions. These results indicate that the influence of Word of Mouth among consumers and potential consumers is very influential in determining whether consumers and potential consumers will make purchases of a product. Many of the consumers who buy food and drinks at Rumah Kaca Coffee & Eatery in Jambi City are due to friends, family, co-workers, and those closest to them. This shows that the influence of Word of Mouth on purchasing products at Rumah Kaca Coffee & Eatery, Jambi City, has a positive and significant effect. According to (Musnaini & Wijoyo, 2021) Word Of Mouth (WOM) is done by providing information and recommendations to others, conducting product reviews, or simply sharing experiences about a product. So that the role of Word Of Mouth (WOM) information is very important in a purchasing decision that will be taken by consumers.

The results of this study indicate that purchase intention has a positive and significant effect on purchasing decisions. These results indicate that there is an influence of buying interest on purchasing decisions for consumers of Rumah Kaca Coffee & Eatery. In (Sihombing et al., 2021) purchase intention is a process carried out by consumers before deciding to buy a product with a preparatory and determinant process before carrying out the next activity or stage. Purchase intention is a feeling that is created from curiosity about a product or service that has never been tried or a feeling that arises due to satisfaction after using a product or service. This feeling is the main factor that supports the creation of a product or service purchase by the consumer.

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The role of buying interest as a mediating variable between Word of Mouth and purchasing decisions is not very significant because the average result of the influence of Word of Mouth on Purchase Decisions is higher than the average result of the influence of Word of Mouth on Purchase decisions through Purchase Interest. So it can be concluded that the role of buying interest is not very important in mediating Word of Mouth and purchasing decisions or it can be said as Part of mediation, meaning that the independent variable can significantly influence the dependent variable through or without going through a mediator variable.

## 6.0. CONCLUSIONS & RECOMMENDATIONS

### 6.1. Conclusion

The purpose of this research was to analyze the effect of Word of Mouth on Purchase Decisions through Purchase Interest in consumers of Rumah Kaca Coffee & Eatery, where Word of Mouth is the independent variable, Purchase Decision is the dependent variable, and Purchase Intention is the intervening variable. This study uses a descriptive method with a quantitative approach and a survey method as a data collection tool. This research belongs to explanatory research which is used to find an explanation of why an event or symptom occurs. This research was conducted at the Coffee & Eatery Greenhouse, Jambi City. This study was analyzed using the Partial Least Square (PLS) method, based on the overall analysis and the discussion that has been carried out in the previous chapters, the following conclusions can be drawn:

1. The word of mouth variable has 9 indicators, namely: family-based references, close friends-based references, coworkers-based references, product knowledge, buys first, has connections, actively seeks information, likes to voice opinions, has high self-confidence, which as a whole has a high average score with the influential category. The Variable Purchase Intention has 9 indicators, namely: Prefer products, food, and beverages at Rumah Kaca Coffee & Eatery than others, Prefer the service of Rumah Kaca Coffee & Eatery because it is fast than others, Prefer to visit Rumah Kaca Coffee & Eatery rather than others, Looking for information about, Rumah Kaca Coffee & Eatery, Looking for information about products sold by Rumah Kaca Coffee & Eatery which as a whole has a high average score in the category of interest. The Purchasing Decision Variable has 6 indicators, namely: Product quality, Decision about the seller, Variety of products offered, Product form, Time of purchase, and Price affordability, which as a whole has a high average score with the category of wanting to make a purchase
2. Word of Mouth has a positive and significant effect on Purchasing Decisions. This means Word of Mouth is one of the important factors that determine whether a purchase occurs or not.
3. Word of Mouth has a positive and significant effect on Purchase Intention. This means Word of Mouth is one of the important factors that influence a consumer's buying interest.
4. Buying interest has a positive and significant effect on purchasing decisions. This means that buying interest is one of the important factors that determine whether a purchase occurs or not
5. Word of Mouth has a positive and significant effect on Purchase Decisions through Purchase Intention. This means good Word of Mouth will affect a consumer's buying interest which will support the purchase of a product or service

### 6.2. Suggestions

Based on the research that has been done. The author gives suggestions as follows:

1. For Rumah Kaca Coffee & Eatery, it is hoped that it can continue to improve service, improve facilities, improve menus, as well as provide consumers with a sense of comfort while enjoying a meal. This is expected to make consumers happy and comfortable so that these consumers will be happy to spread the good name of our business both through Word of Mouth and other media which of course will make potential customers interested and a feeling of buying interest emerge that will make potential customers find out about the products of our business. Of course, there is great hope that potential customers will purchase our business products.
2. For future researchers, it is hoped that they can use this research as a reference and develop this research. as well as examine other variables outside of this study that can influence purchase decisions and purchase intentions using broader variables such as E-WOM (Electronic Word Of Mouth).

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