

THE INFLUENCE OF WORD OF MOUTH, PUBLIC RELATIONS, AND PRICE ON CUSTOMER PURCHASE INTENTION ON (UD. VICTORY MOTOR LAMONGAN)

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ABSTRACT

This study aims to analyse the effect of word of mouth, public relations and price on customer buying interest at UD. Victory Motor Lamongan. The background of this research was conducted in a showroom that sells used motorbikes, because it is considered relevant in examining the variables being studied. The research method used is quantitative with multiple linear regression analysis techniques. The sample in this study amounted to 100 of the showroom customers selected by purposive sampling technique. The results of this study indicate that word of mouth has a significant effect partially and simultaneously, public relations has a significant effect simultaneously and has no effect partially, price has a significant effect partially and simultaneously has a significant effect. Price is the most dominant variable. The study provides recommendations for producers to maintain price quality to encourage buying interest decisions for used motorbike products in showrooms.

INTRODUCTION

The current state of the global economy has created increasingly sharp competition in product marketing. Globalisation encourages companies to compete not only in local markets but also in international markets, where they have to face competitors with large capital and high-quality products. In this context, an effective marketing strategy becomes very important. For example, the application of the right marketing mix can increase sales volume and product competitiveness. In the digital era, the utilisation of information technology and social media is also key to expanding market reach and improving product branding according to Sugiarto, (2020). Micro, Small and Medium Enterprises (MSMEs) are expected to utilise digital marketing to increase their competitiveness in an increasingly competitive market. Therefore, adaptation to market changes and the development of innovative marketing strategies are necessary to survive and thrive in this dynamic global economic condition according to Cahyani, (2023).

Kotler and Keller also mentioned that Word of Mouth (WoM) is communication between individuals that does not involve commercialisation about a product, service, or brand. WOM, or word of mouth, occurs when consumers recommend or talk about a product or service to others.

Public relations (PR) in a marketing context is defined as a strategic process that aims to build and maintain mutually beneficial relationships between an organisation and its public. According to Fijianto, PR functions as management responsible for building relationships with all stakeholders that affect marketing (Fijianto, 2024).

Price, in the context of economics and business, can be defined as the amount of money needed to obtain a good or service. This definition covers various aspects, including the value exchanged by consumers to benefit from the products or services offered. In practice, price is not just a number printed on a label, but also reflects the value and quality of the product expected by consumers according to Priwastyani et al. (2022).

The purchase decision is a complex process involving various factors that influence consumers in choosing a product or service. Engel, Blackwell, and Miniard (2011) identify that purchasing decisions are influenced by perceptions of products, attitudes towards brands, as well as external influences such as recommendations from others (WOM) and company images formed through PRM Micro, small and medium enterprises (MSMEs) in Indonesia are one of the priorities in national economic development, apart from being the backbone of a populist economic system which is not only aimed at reducing the problem of inequality between income groups and between business actors, or poverty alleviation. MSME development will expand the economic base and can make a significant contribution in accelerating the structure, namely improving the regional economy and national economic resilience (Nindi Mei Ambarsari, 2021).

RESEARCH METHOD

This research is a research that uses quantitative methods, with simple random sampling techniques. This research took 155 respondents and for data collection using questionnaires and interviews, and the analysis methods used for this research are using validity tests, reliability tests, multiple liier regression analysis tests, coefficient of determination, t test, F test.

RESULTS AND DISCUSSION

Validity Test

Analysis of the validity test of the four variables used in this study, namely word of mouth, public relations, price, and purchase intention with 100 samples of respondents, the following calculations show that all indicators or all question items used to measure each variable in this study have a rcount greater than rtablel (0.1946) which means that all indicators of each variable are valid.

Reliability Test

The results of the word of mouth, public relations, price, and purchase intention reliability test using the SPSS 20 programme with 100 respondents can be shown in the table below:

Table 1
Reliability Test Results

Variable	Hitung Cronbach Alpa	Batas Cronbach Alpa	Description
Word Of Mouth (X1)	0,637	0.60	Reliabel
Public Relation (X2)	0,649	0.60	Reliabel
Price (X3)	0,641	0.60	Reliabel
Purchase Intention (Y)	0,646	0.60	Reliabel

Source: data managed using SPSS version 20 (2025)

Based on table 1, it can be seen that the Cronbach's Alpha value > word of mouth, public relations, price, and purchase intention are declared reliable.

Multiple Linear Regression

Table 2
Multiple Linear Regression Testing Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.019	2.423		4.547	.000
Total_X1	.144	.084	.170	1.727	.087
Total_X2	-.081	.104	-.076	-.779	.438
Total_X3	.198	.089	.216	2.216	.029

Source: data managed using SPSS version 20 (2025)

Based on table 2, the results of multiple linear regression analysis, the coefficient for the word of mouth is 0.144, the public relations variable is 0.081, the word of mouth variable is 0.198 with a constant of 11.019 so that a multiple linear regression model equation is formed as follows:

$$Y = 11,019 + 0.144X1 + 0.081X2 + 0.198X3 + e$$

Description:

Y = Dependent Variable (Purchase Interest)

X1 = Word Of Mouth

X2 = Public Relations

X3 = Price

e = Residual Value

Multiple Correlation Test

Table 3
Coefficient of Determination Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.297 ^a	.088	.059	.279

a. Predictors: (Constant), Total_X3, Total_X2, Total_X1

Source: data managed using SPSS version 20 (2025)

From table 3 above, it can be seen that the adjusted coefficient of determination (R Square) is 0.059%. This value means that purchasing decisions are influenced by word of mouth, public relations, and price by 0.059% or 0.059% while the remaining 84.1% can be explained by other factors outside these variables.

T test

**Table 4
 Result t Test**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.019	2.423		4.547	.000
	Total_X1	.144	.084	.170	1.727	.087
	Total_X2	-.081	.104	-.076	-.779	.438
	Total_X3	.198	.089	.216	2.216	.029

Source: data managed using SPSS version 20 (2025)

From the t test results obtained titung variable word of mouth (1,727) Public Relations (0, 779) Price (2, 216) of the three variables $t_{count} > t_{table}$ which means that the word of mouth and price variables have a significant effect on buying interest, while variable public relations $count > table$ so are not significant to buying interest.

F Test

**Table 5
 Results F Test**

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.720	3	.240	3.085	.031 ^b
	Residual	7.470	96	.078		
	Total	8.190	99			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X3, Total_X2, Total_X1

Source: data managed using SPSS version 20 (2025)

From table 5 above, it is known that the significance value for the effect of word of mouth, public relations and price simultaneously on buying interest is $0.031 < 0.05$ and $F_{hitung} 3.085 > F_{tabel} 2.070$. So it can be concluded that there is an effect of word of mouth, public relations and price simultaneously on buying interest so that H2 is accepted.

CONCLUSION

Based on the results of data analysis, the effect of word of mouth, public relations and price on the charm of the tent can be concluded as follows:

1. The results of the word of mouth analysis test have a t_{count} value (2.178) with an alpha value = 0.05, the $t_{table} = 1.661$ is obtained so that the $t_{count} > t_{table}$ 1.727 > t_{table} 1.661 and the significance value (0.087) < 0.05, then H_0 is rejected and H_1 is accepted, meaning that there is a significant

influence on the persial between the word of mouth variable (X1) on buying interest (Y) at UD Victory motor lamongan, the public relation variable has a tcount value (0.779) with a value of a = 0.05, then a t table = 1.661 is obtained so that the tcount < t table 1.661 and a significance value of 0.438 > 0.05, then Ho is accepted and H1 is rejected, meaning that there is no significant effect partially between the public relations variable (X2) on buying interest (Y) at UD Victory motor lamongan, while the price variable has a significant positive impact partially, namely the price variable (X3) obtained tcount 2.216 > ttable 1.661 and a significant value of 0.029 < 0.05, then H0 is rejected and H α is accepted, meaning that there is a significant effect partially between the price variable (X3) on buying interest (Y) at UD Victory motor lamongan.

2. The second analysis test results display the simultaneous test results obtained fcount of 3.085 while ftabel 2.070. Because Fhitung > Ftabel with a significance value level of 0.031 < 0.05, Ho is rejected and Ha is accepted. This means that together the variables of word of mouth, public relations and price have a significant effect simultaneously on buying interest.
3. The results of the third analysis test show that price has a dominant and positive influence with a β value of 0.198 on buying interest at UD Victory motor lamongan.

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