

# The Effect Of Marketing Mix, Brand Image, Halal Label, And Word Of Mouth On Syrup Purchase Decisions At Cafés In Surabaya

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**Abstract** — This study aims to analyze the effect of the marketing mix, brand image, halal label, and word of mouth on syrup purchasing decisions at cafes in Surabaya. By analyzing these factors, it is hoped that the company can determine the right strategy to increase sales. This study applied the quantitative research method by distributing questionnaires as a data collection method. The sample in this study amounted to 52 respondents using the convenience sampling technique. The results showed that product, price, promotion, distribution, and brand image had a significant effect on syrup purchasing decisions, while halal labels and word of mouth did not significantly affect syrup purchasing decisions at cafes in Surabaya. This relates to the context of the research that respondents answered for products that they do not consume themselves, but products that are used in business processes or business procurement.

**Keywords** — *Product, Price, Promotion, Distribution, Brand Image, Halal Label, Word Of Mouth, Purchase Decision.*

## 1. Introduction

Based on data from the Central Statistics Agency (BPS), in the second quarter of 2020, industry food and drink grow by 0.22 percent by yearly (Akbar, 2020). Amount effort new food and drink make Request will ingredient raw for Fulfill inventory also increased. From result survey short done 23 cafes (60.53 %) voted for syrup brand to be used with base consistency of taste, aroma, and thickness from something syrup brand. The decision of cafes in Surabaya to buy and use brand syrup certain as ingredient their cafe standard could influence Avia Cipta syrup sales Traname. Schiffman and Kanuk (2018) define decision purchase is election from two or more alternative choice decision purchase, meaning that somebody could make decision, must available a number of alternative choice.

## 2. Literature Review

### 2.1. Study Previous

Research written by Hanasyah (2018) analyzes influencing variables decision purchases at Malaysia's East Coast retail stores. Research results show that benefit product compared to expenses incurred take effect significant to decision purchase. Whereas social media marketing and promotion no take effect significant to decision purchase.

Written research Nurohman and Qurniawati (2019) about student Muslim in buy food and drink Pay attention to the halal label. Relevance study this is that the halal label can be be one consideration somebody in determine decision purchase food and drink them.

Research written by Farid et al. (2020) examines connection from brand image, quality product and price to decision purchasing Research Results show that brand image, quality product and price take effect significant to decision purchase. Relevance study this is that brand image, quality product and price deserve considered in determinant decision purchase.

Research written by Murnilawati et al. (2019) examines connection from quality products, prices and promotions to decision purchase. Research results show that there is influence significant Among products, and prices, against decision purchase. Whereas promotion no take effect significant to decision purchase.

## 2.2. Base Theory

### 2.2.1. Purchase Decision

Taking decision purchase is a sub- discussion important in field marketing, where learn how method individuals, groups and organizations choose, buy, wear as well as utilise goods, services, ideas or experience in skeleton satisfying needs and wants (Saekoko et al., 2020).

There is a number of indicator in decision purchase according namely (Ali et al., 2022):

1. Product introduction, introduction product to consumer.
2. Search Information, looking for information related product.
3. Alternative Evaluation, looking for alternative product kind of other.
4. Purchase Decision, do decision purchase.
5. Post - purchase Behavior consumer after to do purchase.

### 2.2.2. Mix Marketing

According to Kotler and Keller (2016) mix marketing is one device consisting of from product, price, promotion, and distribution in it will determine level success marketing. Kotler and Armstrong (2014) explain mix marketing is also called as combination element existing tree in marketing program such as product, price, place/distribution, promotion.

### 2.2.3. Brand Image

According to Kotler and Keller (2016) brand image as perception about a brand as reflected by the brand association held in consumer memory, means image brand is perception about reflected brand from association brand in mind consumer. Brand image understood in the mind consumer through likes, strengths, and uniqueness association brands (Mitra & Jenamani, 2020). According to Lin et al. (2021) there are a number of indicator in measure image brand or brand image, namely :

- a. Functional, that is product have quality tall and have characteristics more good from competitors.
- b. Affective, regarding the brand that has distinguishing personality with competitors, and brands that do not disappointing the consumer.
- c. Reputation, brand have reputation brand best in the sector it and the brand the strong in the market.

### 2.2.4. Halal Label

According to Aditi (2019), the halal label is a appreciation given to products that have been fulfill halal criteria. According to Islam, a company that has include a halal label on the packaging the product means has carry out and pass the halal labeling process carried out by the Research Institute Food, Medicine, and Cosmetics Indonesian Ulema Council (LPPOM-MUI).

### 2.2.5. Word Of Mouth

Word of mouth defined as an act of giving information by one consumer to consumer more to do from mouth to mouth or direct stare face that discusses something product or service (Gunawan et al., 2020). According to Aprianto (2016) explained that communication by oral or word of mouth is exchange of ideas, thoughts and comments among two or more consumer where each other exchange information, in particular about positive things, and not none from they is marketer.

### 3. Research Methods

#### 3.1. Analysis Model

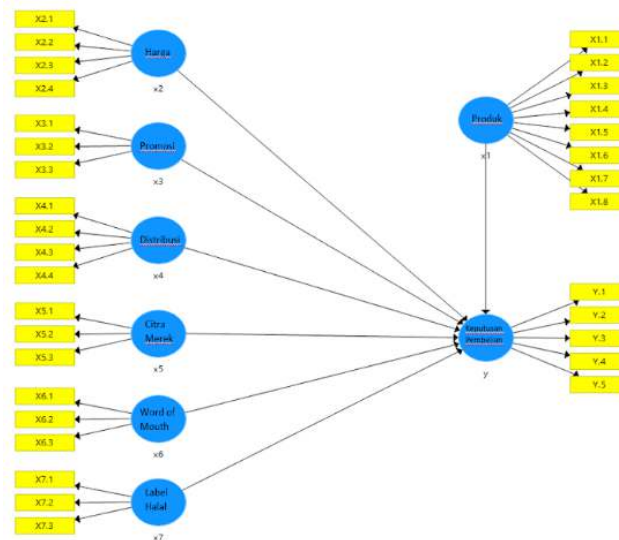


Figure 3.1. Analysis Model

Based on the analysis model described above, then the hypothesis proposed in the research this is as following :

1. H1 Aspect product influence decision purchase.
2. H2 Aspect price influence decision purchase.
3. H3 Aspect promotion influence decision purchase.
4. H4 Aspect distribution influence decision purchase.
5. H5 Aspect image brand influence decision purchase.
6. H6 Aspects of halal label affect decision purchase.
7. H7 Aspects of word of mouth affect decision purchase.

#### 3.2. Research Approaches

Type study this is type study quantitative descriptive. In study this amount the sample to be researched is 52 samples with method choose the cafes that are loaded in machine google search especially the cafes that are on the street protocol main in the city of Surabaya. Many cafes in Surabaya with same brand and syrup recipe, have more from one branch even there is a cafe brand that has 20 branches at a time only in Surabaya only. Techniques used in research data collection this is with use questionnaire. With scale measure used in study this is scale likert.

Data analysis in study this using Partial Least Square (PLS). PLS is a Structural Equation Modeling (SEM) based equation model component or variant. PLS is approach shifting alternative from -based SEM approach covariance Becomes based on variant. Destination PLS usage is help researcher for destination prediction. Weight estimate for create component score latent variable obtained based on how the inner model (structural model that links between latent variable) and outer model (measurement model that is connection Among indicator with the construct) is specified. Result is the residual variance of variable dependent.

### 4. Results and Discussion

#### 4.1. Description of Respondents Characteristics

A total of 11 respondents with a percentage of 21% served as managers in cafe, and as many as 41 respondents with a percentage of 79% served as owner of the cafe. Respondents who participated to fill out the questionnaire are respondents who know about all aspects used as a consideration for purchasing syrup decisions in cafes such as product, price, promotion, description, brand image, word of mouth, and halal label.

## 4.2. Validity Test

### 4.2.1. Convergent Validity

**Table 4. 1** *Validity Test Results Convergent (Outer Loading)*

	X1	X2	X3	X4	X5	X6	X7	Y
X1.1	0.833							
X1.2	0.776							
X1.3	0.683							
X1.4	0.714							
X1.5	0.800							
X1.6	0.829							
X1.7	0.809							
X1.8	0.841							
X2.1		0.809						
X2.2		0.787						
X2.3		0.672						
X2.4		0.743						
X3.1			0.845					
X3.2			0.721					
X3.3			0.872					
X4.1				0.817				
X4.2				0.795				
X4.3				0.802				
X4.4				0.713				
X5.1					0.739			
X5.2					0.861			
X5.3					0.816			
X6.1						0.870		
X6.2						0.779		
X6.3						0.752		
X7.1							0.841	
X7.2							0.877	
X7.3							0.789	
Y.1								0.849
Y.2								0.841
Y.3								0.844
Y.4								0.784
Y.5								0.793

Source : Processed data (2021)

Based on results that, can is known that all items used in variables in research have score more of 0.5 (Hair et al., 2014). So that could concluded that all indicators used in research declared valid.

### 4.2.2. Discriminant Validity

**Table 4. 2** *Test Results Average Variance Extrancted (AVE)*

Variable	Average Variance Extracted (AVE)	Information
X1	0.620	Valid
X2	0.569	Valid
X3	0.665	Valid
X4	0.613	Valid
X5	0.651	Valid
X6	0.643	Valid
X7	0.699	Valid
Y	0.677	Valid

Source : Processed data (2021)

Average Variance Extracted (AVE) results from variable research used that is has Fulfill provision condition score that is more of 0.5. So that whole indicator could declared valid.

**Table 4. 3** *Value of Latent Variable Correlation*

	X1	X2	X3	X4	X5	X6	X7	Y
X1	<b>0.788</b>							
X2	0.472	<b>0.754</b>						
X3	0.528	0.458	<b>0.815</b>					
X4	0.527	0.52	0.504	<b>0.783</b>				
X5	0.636	0.622	0.551	0.371	<b>0.807</b>			
X6	0.472	0.5	0.533	0.541	0.296	<b>0.802</b>		
X7	0.487	0.452	0.723	0.475	0.546	0.453	<b>0.836</b>	
Y	0.76	0.712	0.694	0.663	0.763	0.484	0.567	<b>0.823</b>

Source : Processed data (2021)

Is known that score whole AVE root indicator more tall than variable other. So that could concluded that whole indicator of each variable already appropriate for measure construct variables in the study.

### 4. 3. Reliability Test

**Table 4. 4** *Reliability Test*

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Information
X1	0.913	0.929	Reliable
X2	0.745	0.840	Reliable
X3	0.748	0.855	Reliable
X4	0.790	0.863	Reliable
X5	0.731	0.848	Reliable
X6	0.724	0.843	Reliable
X7	0.789	0.874	Reliable
Y	0.880	0.913	Reliable

Source : Processed data (2021)

Value result reliability in research this more than 0.80 then all variable used in study this could said good and reliable.

### 4. 4. Inner Model Evaluation

#### 4. 4.1. Hypothesis Testing (Path Coefficient)

The level of significance that can be seen from p-value < 0.05 and value significant t-statistic 1.96. If the value that shows the p-value <0.05 and the t-statistic value shows number not enough of 1.96 then hypothesis rejected.

**Table 4. 5** *Hypothesis Testing (Path Coefficient)*

Connection Variable	<i>t- stats Count</i>	<i>P Values</i>	Information
x1 -> y	2,702	0.007	H <sub>1</sub> Received
x2 -> y	2,722	0.007	H <sub>2</sub> Received
x3 -> y	3,027	0.003	H <sub>3</sub> Received
x4 -> y	3,023	0.003	H <sub>4</sub> Received

x5 -> y	2.145	0.032	H 5 Received
x6 -> y	0.939	0.348	H 6 Rejected
x7 -> y	1,246	0.213	H 7 Rejected

Source : Processed data (2021)

Based on table 4.5 hypothesis test results could explained as following :

1. Hypothesis First (H 1). Product have influence significant to decision purchase because have the p-value is 0.007 and the t-statistic value is 2.702 which means Fulfill criteria that p- value < 0.05 and t-statistic > 1.96. So could concluded that H 1 product take effect significant to decision purchase.
2. Hypothesis Second (H 2). Price has influence significant to decision purchase because have the p-value is 0.007 and the t-statistic value is 2.722 which means Fulfill criteria that p- value <0.05 and t-statistic >1.96. So could concluded that H 2 price take effect significant to decision purchase.
3. Hypothesis Third (H 3). Promotion have influence significant to decision purchase because have the p-value is 0.003 and the t-statistic value is 3.027 which means Fulfill criteria that p- value <0.05 and t-statistic >1.96. So could concluded that H 3 promotion take effect significant to decision purchase.
4. Hypothesis Fourth (H 4). Distribution have influence significant to decision purchase because have the p-value is 0.003 and the t-statistic value is 3.023 which means Fulfill criteria that p- value <0.05 and t-statistic >1.96. So could concluded that H 4 distribution take effect significant to decision purchase.
5. Hypothesis Fifth (H 5). Brand Image have influence significant to decision purchase because have the p-value is 0.032 and the t-statistic value is 2.145 which means Fulfill criteria that p- value <0.05 and t-statistic >1.96. So could concluded that H 5 image brand take effect significant to decision purchase.
6. Hypothesis Sixth (H 6). Halal label has influence significant to decision purchase because have p-value of 0.348 and t-statistic value of 0.939 which means Fulfill criteria that p- value >0.05 and t-statistic <1.96. So could concluded that H6 halal label is not take effect significant to kepu tusan purchase.
7. Hypothesis Seventh (H 7). Word of mouth has influence significant to decision purchase because have the p-value is 0.213 and the t-statistic value is 1.246 which means Fulfill criteria that p- value >0.05 and t-statistic <1.96. So could concluded that H 7 word of mouth is not take effect significant to decision purchase.

## 5. Conclusions and Practical Implication

### 5.1. Conclusions

Based on results obtained from analysis and hypothesis testing with using Partial Least Square (PLS), then obtained a number of conclusion from study this:

1. Product influential by significant to decision purchase of syrup at a cafe in Surabaya.
2. Price effect by significant to decision purchase of syrup at a cafe in Surabaya.
3. Promotion influential by significant to decision purchase of syrup at a cafe in Surabaya.
4. Distribution influential by significant to decision purchase of syrup at a cafe in Surabaya.
5. Brand Image influential by significant to decision purchase of syrup at a cafe in Surabaya.
6. Halal label no influential by significant to decision purchase of syrup at a cafe in Surabaya.
7. Word of Mouth is not influential by significant to decision purchase of syrup at a cafe in Surabaya.

### 5.2. Practical Implication

Based on results research that explains that product influence decision purchase consumer. So, it's important for Avia Cipta Tranama for increase product through performance product, features, reliability, suitability, power durability, serviceability, aesthetics, and perceived quality. In To do sales, price is very important thing for noticed, because price including in consideration consumer in decide for buy. Prices set by Avia Cipta Tranama customized with market price also with the quality that is offered so that consumers pushed for buy Avia Cipta syrup Tranama. Promotions done with good will influence decision purchase consumer, then from that could started to do promotion with method look for know promotion like what consumers want in accordance results from highest mean analysis related with expectation promotion consumer like what. Distribution Avia Cipta products Tranama must noticed start from beginning booking the type and taste of the syrup ordered until accuracy timetable delivery until to hand

consumer. important thing next is reputation or reputation, company need shape reputation a good brand in the products sold with method consistent give products and services best until build reputation with using promotional media both online and offline. This thing could by slowly and gradually increase image brand from company.

Avia Cipta Consumer Tranama also bought syrup products based on interest buy visitors to their cafe. In Thing this factor location taking the questionnaire can also be one the cause of the halal label does not take effect to decision purchase, for future if want to To do development market share to other regions, halal label can so will Becomes factors that will considered in determine decision purchase, then from it's Avia Cipta Tranama future will need halal label certification for more market share wide. taking decision purchase business so the deal that will occur is results negotiation Among second party only, that is buyers and sellers so that word of mouth factor is not take effect in study this.

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