

The Influence of Word Of Mouth and Product Quality on Purchase Decisions at Ragil Catering in Tangerang

Isnaini Septianingsih^{1*}, Zelin Ferdias Capriati²

^{1,2}Faculty of Economics and Business, Universitas Pamulang, Indonesia

Email: isnaseptia01@gmail.com^{*}, dosen02785@unpam.ac.id²

Abstract

The purpose of this study is to determine the influence of *word of mouth* and product quality on purchase decisions at Ragil Catering in Tangerang. The method used is quantitative. The sampling technique used saturated sampling of 43 respondents. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is Ragil Catering consumers in Tangerang and the number of saturated samples is 43 respondents. The method of data collection is through questionnaires with a *likert scale*, observation, and literature study. The results of this study are that *word of mouth* has a significant effect on purchasing decisions with a determination coefficient of 32.7% and the hypothesis test was obtained by calculating t_{table} or $(4.460 > 1.68288)$. Product quality had a significant effect on the purchase decision with a determination coefficient of 33.7% and the hypothesis test was obtained by calculating t_{table} or $(4.568 > 1.68288)$. *Word of mouth* and product quality simultaneously had a significant effect on purchasing decisions by obtaining a regression equation $Y = 5.459 + 0.420X_1 + 0.431X_2$, *nii* coefficient of determination was 63.3% while the remaining 36.7% was influenced by other factors. The hypothesis test obtained the value of $F_{cal} > F_{table}$ or $(34.504 > 3.23)$.

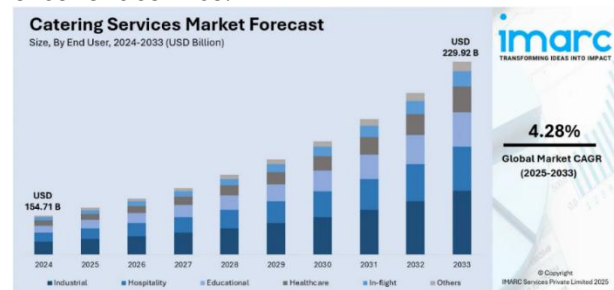
Keywords: *Word Of Mouth*; Product Quality; Purchase Decision.

INTRODUCTION

In addition to being an important source of energy, food is fundamental to our existence in everything including social, cultural, and economic life. Along with the development of the lifestyle of modern society, especially in urban areas such as Tangerang, food is no longer just a basic need, but also a complementary means in various activities, including large-scale events. This development has also encouraged the growth of food services, or better known as food and beverage provider services tailored to the needs of certain events. *Catering* is one of the most popular and widely used forms of catering services.

Catering is a solution for people who want to organize large events but do not have enough time, energy, or expertise to prepare consumption on a large scale and within a limited time limit. *Catering* for large events, such as weddings, family events, corporate gatherings, or religious anniversaries, is in great demand because it is able to offer practicality, time efficiency, and professional service quality. In many cases, event organizers need services to provide hundreds to thousands of servings of food, and this is a

great opportunity for the *catering* industry to be able to handle a large scale with excellent service.



Sources: IMARC Group (2024)

Figure 1: Graph of Commercial Services Market Projection

This phenomenon reflects a great opportunity. The latest data shows that by 2024, the global catering market value is estimated to reach USD 154.71 billion, and is expected to continue to grow to reach USD 229.92 billion by 2033, with a CAGR (Compound Annual Growth Rate) of 4.28% from 2025 to 2033. This figure is an important indicator that the *catering* industry has significant growth potential, both in terms of market demand and business strategy development opportunities.



Sources: Mordor Intelligence
(2025)

Figure 2: Food Service Market Projection Chart

In Indonesia itself, the food service industry which includes *the catering* business shows very promising growth. Based on a report from Mordor Intelligence, the size of Indonesia's *foodservice* market is estimated at USD 62.40 billion by 2025, and is projected to grow at a CAGR of around 13.00% to reach USD 115 billion by 2030. These figures reflect the high demand for ready-to-eat and organized food services, especially for large events such as weddings and corporate events, due to the desire for time, effort, and service efficiency.

In the Tangerang area, one of the catering service providers that is quite well known is Ragil *catering*, which has served various types of small to large-scale events. Experienced in handling various types of events, Ragil *catering* offers services that not only prioritize taste, but also the appearance and accuracy of presentation. Starting from *an elegant wedding buffet* with decorations that are in harmony with the wedding theme. Ragil *catering* is present as a partner who understands the needs of its consumers, besides that they also provide practical rice boxes for office purposes or daily events, typical *tumpeng* for special celebrations, and *aqiqah packages* that are complete and in accordance with sharia.

Ragil *Catering* also has official business legality in the form of a Business Identification Number (NIB) 0612240043223 and a Business Certificate (SKU) Number: 503/19-ekbanbg/1006/2023, which is a form of the company's commitment to professionalism and customer trust. In addition to excelling in the quality of service and variety of services, the main attraction of Ragil *catering* lies in its personal approach in every interaction with clients. For Ragil *catering*,

service is not just about serving food, but presenting an experience that is specifically designed according to the wishes and needs of customers. The goal is to create unforgettable moments for every client. This personalized approach ensures that every detail of the event gets maximum attention. That way, customers feel valued and the event experience becomes more meaningful.

However, positive industrial growth does not necessarily reflect the performance of all business actors. This condition is also experienced by Ragil *Catering*, one of the catering service providers that serves various types of events, both small and large-scale. To illustrate the dynamics of the company's performance, the table below presents data on the number of users of Ragil *Catering* services over the past three years which shows a fluctuation in the number of customers, even though *the catering* market in general is experiencing growth.

Table 1: Catering Service Users in the Last 3 Years

Year	Number of Service Users
2022	48
2023	57
2024	43
Total	148

Source: Internal documents of the company (2025)

Fluctuations in the number of service users indicate instability in consumer purchase decisions. This condition shows that there are specific elements that affect consumers' decisions in choosing or not choosing Ragil *Catering*. Word-of-mouth marketing and product quality are examples of external influences that can have a significant impact on customer purchasing choices in service marketing.

The steps that customers take to make a purchase are described in consumer behavior theory by Tjiptono (2017) in Cahaya et al. (2023:57). First, they identify a need or problem that needs to be solved. Then, they research and assess the various brands and goods offered by these companies. This process includes both pre-purchase and post-purchase phases, and is influenced by internal and external variables, including consumer motivation, past experience, and suggestions from others.

If consumers receive positive information from their environment and feel consistent product quality, then purchasing decisions will be strengthened. On the other hand, if the consumer experience is not satisfactory, it can reduce the interest in repurchase and recommendations to others. *Word of mouth*, which refers to the real experience of customers, acts as an indirect form of promotion that has a high level of trust, while product quality determines the level of customer satisfaction and potential loyalty. Therefore, understanding the role of the two is the key to winning the hearts of consumers in the midst of the rise of catering service providers in the area.

Kotler & Keller (2016:52) in Kurniawan & Mashariono (2021:4) explains that *Word of mouth* It is a form of marketing communication between individuals, either through direct interaction or through internet-based digital platforms, arising from the consumer's personal experience with the product or service. According to the author, *Word of mouth* is a non-formal means of marketing communication that occurs through the exchange of information between consumers about a product based on personal experience experienced directly. This information is considered more credible than commercial advertising because it is voluntary, honest, and arises from consumer satisfaction or disappointment.

In addition to *word of mouth* that occurs directly through personal recommendations, Ragil Catering also obtains positive *word of mouth* through consumer interaction on social media, especially in the comment column of content uploads shared. This can be seen in Figure 1.3 which displays positive news from word of mouth to Ragil Catering.

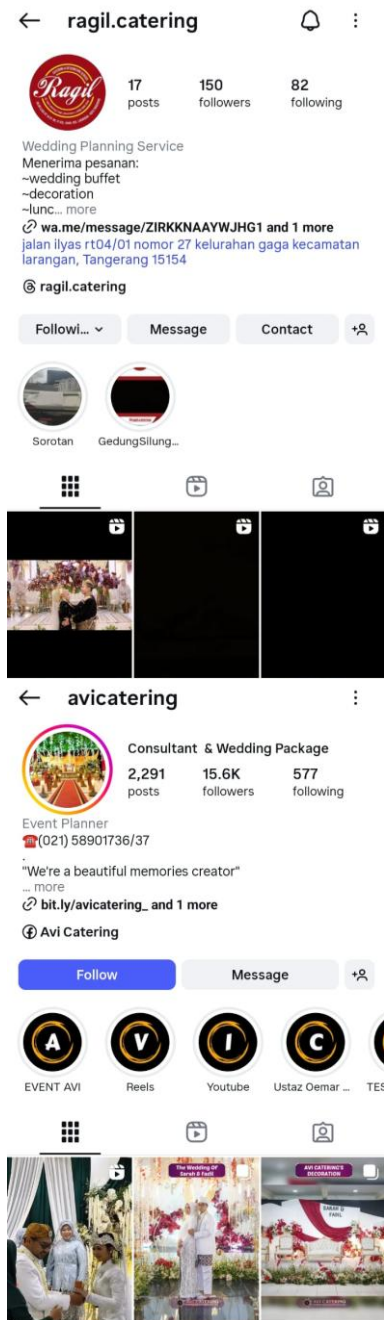


Source:
Researcher
documentation
(2025)

Figure 3: Word of Mouth Positive Ragil Catering

Based on Figure 1.3, the positive *word of mouth* that appears in the comment column of Ragil Catering content shows appreciation for the taste of food, friendliness of service, and satisfaction with the experience of using Ragil Catering services. This expression of satisfaction reflects a positive consumer experience that has the potential to influence the perception of other potential customers. *Word of mouth* in the form of this comment is one of the early indicators that Ragil Catering has a customer satisfaction base that can be used as a marketing communication strength, even though its management has not been carried out optimally.

In the Tangerang area itself, competition between catering service providers is increasingly competitive. For example, Avi Catering as one of the main competitors also offers similar services that have been established since 2003 and are widely known for their integrated services that include *catering*, decorations, and *wedding* packages. When it comes to *catering* services, word-of-mouth marketing is the most powerful marketing technique to change customer opinions and gain their trust.



Source: Researcher documentation (2025)

Figure 4: Visual Comparison of Ragil Catering and Avi Catering

Based on the results of observations on the Instagram accounts of the two catering service providers, it can be seen that there is a quite striking difference in social media management. *Ragil Catering* has around 150 followers with low upload activity and has not shown consistency in building interaction with the audience. The *highlight feature* on the *Ragil* account has also not been managed optimally so that important information such as testimonials, prices, and event documentation is

not presented properly. Meanwhile, *Avi Catering* has around 15.6 thousand followers and is actively uploading various interesting and interactive content. *Avi Catering's highlight feature* features various categories such as *events*, *Avi YouTube*, testimonials, *pricelists*, public figures, and wedding customs they offer.

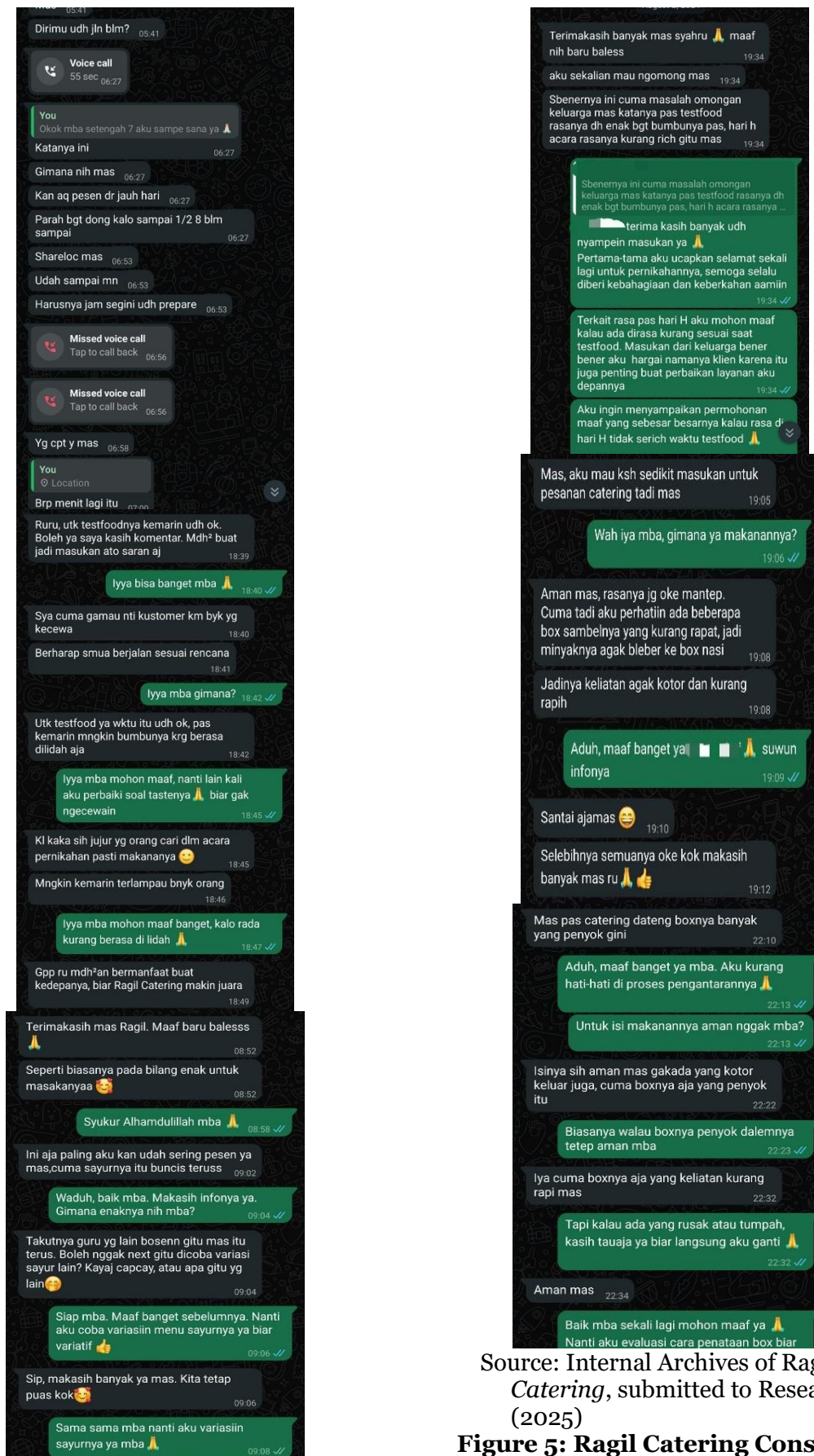
Table 2: Comparison of Word of Mouth Ragil Catering and Avi Catering

Assessment Aspects	Holiday rentals in Ragil Catering	Avi Catering
Source: Word of Mouth	Recommendations from family, friends and loyal customers	Testimonials are actively managed on Instagram and other digital media
Dissemination Media	The majority are still traditional, have managed social media but are not optimal	Active on social media, websites, and testimonial video content
Consumer Reach	Focus on Tangerang and parts of Jakarta	Broader, covering Greater Jakarta thanks to digital existence

Source: Processed by researcher (2025)

Based on the table above, it can be seen that *Ragil Catering* relies more on the power of *word of mouth* traditionally spread through personal relationships such as family and friends. Meanwhile, *Avi Catering* manages word of mouth in a more modern and strategic way, with the use of digital media to reach a wider audience. This makes *Avi Catering* superior in terms of information dissemination and audience reach. This difference in approach shows that communication strategies greatly affect the visibility and attractiveness of catering services in the midst of competition. In addition to the aspect of communication and the dissemination of word of mouth, product quality is certainly also a crucial factor in retaining customers and building reputation.

To get an initial idea of how consumers assess the quality of *Ragil Catering* products, the author identifies a number of complaints submitted by consumers. This complaint data was obtained directly from business owners through a personal message source on *Ragil Catering's WhatsApp Business* account. The information describes the customer's real response to the services and products received, especially related to the quality aspect. The results of the recapitulation of complaints are then used as initial supporting data to understand consumer perceptions of the quality dimensions of *Ragil Catering's* products. The following is an example of a screenshot of a *WhatsApp conversation* between a consumer and *Ragil Catering*:



Source: Internal Archives of Ragil Catering, submitted to Researchers (2025)

Figure 5: Ragil Catering Consumer Complaint Chat

The results of the recapitulation of these complaints are then used as initial supporting data to understand consumer perceptions of the quality dimensions of *Ragil Catering's products*. The following table shows the breakdown of customer complaints:

Table 3: Ragil Catering Complaint Data

Complaint Categories	Indicator	Number of Complaints
Punctuality	Reliability	1
Leaky packaging / imneat appearance	Aesthetics	2
Different taste from test food (less consistent)	Specification Conformity	2
The variety of vegetable menus is less diverse	Additional privileges	1
Total Number of Complaints		6

Source: Processed by researcher (2025)

Based on the table above, it can be seen that there are several complaints from consumers related to the quality of *Ragil Catering products*. The complaints include aesthetic aspects and the suitability of specifications, each with two complaints, namely related to leaky packaging or a less neat appearance, as well as the difference in taste between the food received and the results of the previous test food. In addition, there is one complaint in the reliability aspect, which is related to the in punctuality of delivery, and one complaint in the aspect of additional specialty, namely the lack of variety in the vegetable menu. These findings show that there are still several aspects of quality that need to be considered by *Ragil Catering* so that the services and products provided can be more consistent with consumer expectations.

In the midst of the increasing growth of the *catering* industry, the instability of the number of customers shows that there is a gap between market potential and the

realization of company performance. In fact, *Ragil Catering* has a good reputation in the quality of dishes and services. This condition indicates that marketing factors such as *word of mouth* and product quality have not been fully utilized optimally to strengthen consumer purchasing decisions.

Method

This type of research is quantitative, according to Sugiyono (2022:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to test the influence between *word of mouth variables* and product quality on purchase decisions at *Ragil Catering* in Tangerang. The population and sample in this study amounted to 43 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS Version 27 with the following criteria:

- If the calculated value $>$ the table, then the statement item is said to be valid.
- If the rcalculated value $<$ rtable, then the statement item is said to be invalid.

The following is presented the results of the calculation of the validity test of each variable used by the researcher in this study, namely *the variables word of mouth*, product quality and purchase decision with the following details:

Word Of Mouth Variable Validity Testing (X_1)

Based on the results of the validity test, the following results were obtained:

Table 4: Testing the Validity of the Word Of Mouth Statement Instrument (X₁)

Statement No	r count	r Table	Remarks
KX1-1	0,731	0,3008	Valid
KX1-2	0,793	0,3008	Valid
KX1-3	0,766	0,3008	Valid
KX1-4	0,811	0,3008	Valid
KX1-5	0,716	0,3008	Valid
KX1-6	0,688	0,3008	Valid
KX1-7	0,795	0,3008	Valid
KX1-8	0,619	0,3008	Valid
KX1-9	0,739	0,3008	Valid
KX1-10	0,664	0,3008	Valid

Source: Data Processing, 2026.

Based on the table above, if $r_{\text{counts}} > r_{\text{table}}$, it is declared valid and vice versa, if $r_{\text{counts}} < r_{\text{table}}$, it is declared invalid. In this study, the number of samples (n) to be tested was 43 respondents with a two-way significance level of 0.050 with the provision $df = n - 2$, then $df = 43 - 2 = 41$, then the r table was obtained of 0.3008. From the table above, it shows that statements on the *word of mouth variable* can be said to be valid because all statements have a calculated r value of > 0.3008 .

Product Quality Variable Validity Testing (X₂)

Based on the results of the validity test, the following results were obtained:

Table 5: Validity Testing of Product Quality Statement Instrument (X₂)

Statement No	r count	r Table	Remarks
KX2-1	0,795	0,3008	Valid
KX2-2	0,769	0,3008	Valid
KX2-3	0,661	0,3008	Valid
KX2-4	0,733	0,3008	Valid
KX2-5	0,792	0,3008	Valid
KX2-6	0,699	0,3008	Valid
KX2-7	0,796	0,3008	Valid
KX2-8	0,719	0,3008	Valid
KX2-9	0,764	0,3008	Valid
KX2-10	0,785	0,3008	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements on the product quality variable are declared valid, as evidenced by the value of $r_{\text{calculated}} > r_{\text{of the table}}$, $(n - 2) = 43 - 2 = 41$ which is 0.3008. Thus, the data is suitable to be forwarded as research data.

Validity Testing of Purchase Decision Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 6: Testing the Validity of the Purchase Decision Statement Instrument (Y)

Statement No	r count	r Table	Remarks
KY-1	0,764	0,3008	Valid
KY-2	0,706	0,3008	Valid
KY-3	0,718	0,3008	Valid
KY-4	0,823	0,3008	Valid
KY-5	0,777	0,3008	Valid
KY-6	0,651	0,3008	Valid
KY-7	0,787	0,3008	Valid
KY-8	0,838	0,3008	Valid
KY-9	0,723	0,3008	Valid
KY-10	0,691	0,3008	Valid

Source: Data Processing, 2026.

Based on the table above, it is known that all statements on the purchase decision variable are declared valid, this is evidenced by the value of $r_{\text{calculated}} > r_{\text{of the table}}$, $(n - 2) = 43 - 2 = 41$ which is 0.3008. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. In this test, it was carried out by comparing the *Cronbach alpha value* obtained with the critical standard of 0.600 with the provision that it is said to be reliable if $>$ from 0.600, and said to be unreliable if it is $<$ from 0.600. The following is a table of instrument reliability results:

Word Of Mouth Variable Reliability Test (X₁)

Based on the results of the reliability test, the following results were obtained:

Table 7: Word Of Mouth Variable Reliability Test (X₁)

Reliability Statistics

Cronbach's Alpha	N of Items
,903	10

Source: SPSS 26 data processing

From the table above, it can be seen that the *word of mouth variable* is said to be reliable, because the test obtained a *Cronbach alpha* value greater than 0.600, which is $0.903 > 0.600$.

Product Quality Variable Reliability Test (X₂)

Table 8: Product Quality Variable Reliability Test (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
,913	10

Source: SPSS 26 data processing

From the table above, it can be seen that the product quality variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.913 > 0.600$.

Reliability Test of Purchase Decision Variables (Y)

Table 9: Reliability Test of Purchase Decision Variables (Y)
Reliability Statistics

Cronbach's Alpha	N of Items
,911	10

Source: SPSS 26 data processing

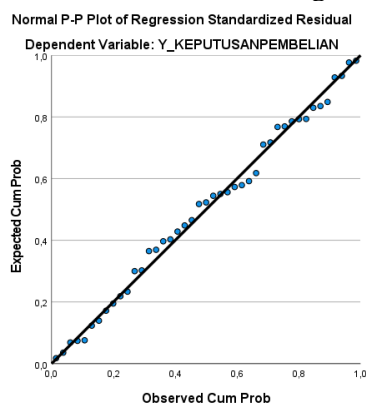
From the table above, it can be seen that the purchase decision variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.911 > 0.600$.

Classic Assumption Test

This classical assumption test consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 , the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on



Source: Data Processing, 2026.

Figure 6: Normality Test P-Plot

the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 10: Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			43
Normal Parameters, b	Red		
	Std. Deviation		
Most Extreme Differences	Absolute	2,5998935	
	Positive	,06	
	Negative	,057	
Test Statistic			-,06
Asymp. Sig. (2-tailed) ^a			,006
Monte Carlo Sig. (2-tailed) ^b	Sig.		
	99% Confidence Interval	Lower Bound	,96
		Upper Bound	,96
			,97

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processing, 2026.

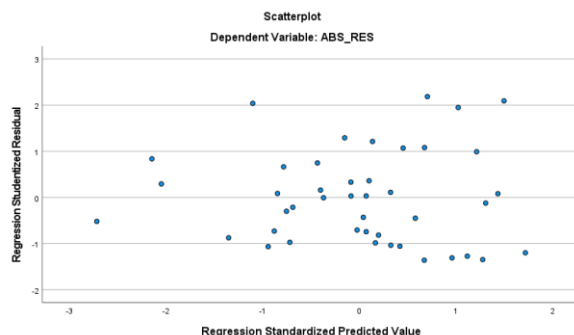
From the table above, a significant value (2-tailed) of 0.200 can be obtained. Because the significance is more than 0.050 or ($0.200 > 0.050$), it is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using a *Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:

From the graph above, it can be seen that the dots are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data of the variables word of mouth (X_1), product quality (X_2) and purchase decision (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2026.

Figure 7: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To find out the influence between *word of mouth* (X₁) and product quality (X₂) on purchasing decisions (Y) can be done with a t test (partial test). The provisions are as follows:

- 1) If the $t_{count} > t_{table}$ means that H_0 is rejected and H_a is accepted (there is an influence).
- 2) If the $t_{count} > t_{table}$ means that H_0 is accepted and H_a is rejected (no effect)

Partial Hypothesis Test for Word Of Mouth Variable (X₁)

The hypotheses that will be tested in this section are:

H_{01} : There was no significant effect between *Word of mouth* on the purchase decision at Ragil Catering in Tangerang.

Table 12: Partial Hypothesis Test Results Between Product Quality (X₂) and Purchase Decision (Y)

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or ($4.568 > 1.68288$), this is also strengthened by a significance value of < 0.05 or ($0.000 < 0.05$). Thus, H_{02} was rejected and H_{a2} was accepted, this shows that there is a significant influence between product quality on the

H_{a1} : There is a significant influence between *Word of mouth* on the purchase decision at Ragil Catering in Tangerang.

The results of data processing using the SPSS Version 27 program, with the following results:

Table 11: Partial Hypothesis Test Results Between Word Of Mouth (X₁) And Purchase Decision (Y)

Coefficient						
Models		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,952	3,809		5,501	,00
	X1 WOM	,441	,099	,572	4,460	,00

a. Dependent Variable: Y Purchase Decision

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{calculated} > t_{of\ the\ table}$ or ($4.460 > 1.68288$), this is also strengthened by a significance value of < 0.05 or ($0.000 < 0.05$). Thus, H_{01} was rejected and H_{a1} was accepted, this shows that there is a significant influence between *word of mouth* on the purchase decision at Ragil Catering in Tangerang.

Partial Hypothesis Test for Product Quality Variables (X₂)

The hypotheses that will be tested in this section are:

H_{02} : There is no significant influence between product quality and purchase decisions at Ragil Catering in Tangerang.

H_{a2} : There is a significant influence between product quality on purchase decisions at Ragil Catering in Tangerang.

The results of data processing using the SPSS Version 27 program, with the following results:

Coefficient					
Models	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	20,695	3,776	5,481	,000
	X2 Product Quality	,451	,099	,581	4,568

a. Dependent Variable: Y Purchase Decision

a. Dependent Variable: Y Purchase Decision

Source: Data Processing, 2026.
purchase decision at Ragil Catering in Tangerang.

Simultaneous Test (F Test)

Statistical F testing is a joint test of all its independent variables (*word of mouth* and product quality) against its dependent

variables (purchase decision). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The hypothesis formulation made is as follows:

Ho₃: There was no significant effect between *Word of mouth* and product quality simultaneously to the purchase decision at Ragil Catering in Tangerang.

Ha₃: There is a significant influence between *Word of mouth* and product quality simultaneously to the purchase decision at Ragil Catering in Tangerang.

Table 13: Results of simultaneous tests (F test) between *Word of Mouth* (X₁) and Product Quality (X₂) on Purchase Decisions (Y)

Based on the test results in the ANOVA table above, the value of F_{was} obtained $> F_{of\ the\ table}$ or $(34.504 > 3.23)$ and strengthened with a significance of < 0.05 or $(0.000 < 0.05)$. So it

Discussion

After the findings in this case are known, then analyze how well the data presents the results of the research raised, especially the ability to explain how good *word of mouth* and product quality are to the purchase decision. Furthermore, the results of this study will be discussed as follows:

The Influence of *Word Of Mouth* (X₁) On Purchase Decisions (Y)

Based on the results of the analysis, the *word of mouth* research variable had a significant effect on the purchase decision as evidenced by the results of the t_{count} test = 4.460 while $t_{table} = 1.68288$ ($t_{cal} > t_{table}$) with a significant level of $0.000 < 0.05$, then Ho₁ was rejected and Ha₁ was accepted. This research is in line with research that has been conducted by Ahmad Khoerul Muttaqin & Veta Lidya Delimah Pasaribu (2024) where in his research it was concluded that *word of mouth* has a significant effect on purchase decisions.

The Influence of Product Quality (X₂) on Purchase Decisions (Y)

As a comparison to see the significant effect, a significant level of 5% (0.05) is used and compares the $F_{calculation}$ with the F_{table} with the following criteria:

- 1) If $F_{calcul} < F_{table}$ means Ho is accepted and Ha is rejected
- 2) If $F_{calcul} > F_{table}$ means Ho is rejected and Ha is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 43 - 3 = 40$$

So with a significance of 5% or 0.05, F_{table} of 40 = 3.23 from the statistical table is obtained. Here are the results of the ANOVA test or the F test:

NEW ERA					
Models		Sum of Squares	df	Mean Square	F
1	Regression	489,778	2	244,889	34,504
	Residual	283,897	40	7,097	
	Total	773,674	42		

a. Dependent Variable: Y Purchase Decision

b. Predictors: (Constant), X₂ Product Quality, X₁ WOM

Source: Data Processing, 2026.

can be concluded that *word of mouth* and product quality together have a significant effect on the purchase decision at Ragil Catering in Tangerang.

Based on the results of the analysis, the product quality variable has a significant effect on the purchase decision as evidenced by the results of the t_{cal} test = 4.568 while $t_{table} = 1.68288$ ($t_{cal} > t_{table}$) with a significant level of $0.000 < 0.05$, then Ho₂ is rejected and Ha₂ is accepted. This research is in line with research that has been conducted by Wulandari & Kartini Istikomah (2024) where in their research it was concluded that product quality has a significant effect on purchase decisions.

The Simultaneous Influence of *Word of Mouth* (X₁) and Product Quality (X₂) on Purchase Decisions (Y)

Based on the results of the Anova test, the value of $F_{cal} > F_{tabel}$ or $(34.504 > 3.23)$ was obtained and also strengthened with a significant value of < 0.05 or $(0.000 < 0.05)$, then Ho₃ was rejected and Ha₃ was accepted. So it can be concluded that *word of mouth* and product quality together have a significant effect on the purchase decision at Ragil Catering in Tangerang. This research is in line with the research that has been conducted by Oby Apriyadi and Ahmad Maulana Irfanudin (2025) where in their

research it was concluded that *word of mouth* and product quality together have a significant effect on purchasing decisions.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of *word of mouth* (X_1) and product quality (X_2) on purchasing decisions (Y), the following are as follows:

1. Partially *word of mouth* has a significant effect on the purchase decision, this is evidenced by the results of the hypothesis test obtained by $t_{\text{count}} > t_{\text{table}}$ ($4.460 > 1.68288$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a1} was accepted. Thus, it can be concluded that the *word of mouth* variable has a significant effect on the purchase decision at Ragil Catering in Tangerang.
2. Partially, product quality has a significant effect on purchasing decisions, this is evidenced by the results of the hypothesis test obtained by $t_{\text{count}} > t_{\text{table}}$ ($4.568 > 1.68288$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a2} was accepted. Thus, it can be concluded that product quality variables have a significant effect on purchasing decisions at Ragil Catering in Tangerang.
3. *Word of mouth* and product quality simultaneously have a significant effect on purchase decisions, this is evidenced by the results of the hypothesis test obtained $F_{\text{count}} > F_{\text{table}}$ or ($34.504 > 3.23$) and also strengthened with a significance of $0.000 < 0.05$. Hence H_{a3} is accepted. Thus, it can be concluded that *the variables of word of mouth* and product quality simultaneously have a significant effect on purchasing decisions at Ragil Catering in Tangerang.

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