

# Effect of Location and Word of Mouth (WOM) Against Purchasing Decision in the Culinary Tourism Area (KWK) Mandiri City of Banjarmasin

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**Abstract**—The influence of location and WOM in purchasing decision at the Kawasan Wisata Kuliner (KWK) Mandiri, Banjarmasin. Marketing is one of the external factors that influence consumer purchasing decision on a product. This study aimed to determine the effect of location and WOM in purchasing decision at the Kawasan Wisata Kuliner (KWK) Mandiri, Banjarmasin. The purpose of this study was to examine the effect of partial and location simultaneous (X1) and WOM (X2) on Purchase Decision (Y) in the Kawasan Wisata Kuliner (KWK) Mandiri, Banjarmasin. This was a quantitative study, with explanatory type of causal forms that connect between variables. The study used insidental technique sampling, then 60 respondents were selected as research samples. The data was taken from the questionnaire. Data analysis is used with multiple linear regression analysis. The test results show that Location (X1) and Word Of Mouth (X2) has a significant effect on purchasing decisions either partially or simultaneously.

**Keywords**—location, WOM, and purchase decisions

## I. INTRODUCTION

In this established era was followed by businesses that also experiencing rapid progress, business competition occurs almost everywhere, making market players more motivating and continuing to compete to survive in their business world because business actors are not only from within the country but also overseas. In able to think of the right strategy and be able to seize the right market goals as well, the company must understand the concept of marketing. Kotler and Armstrong [1] explain that marketing is a social and managerial process in which individuals or organizations get what they need and want through the creation and exchange of value with others. One of

the efforts to apply the marketing concept itself is by advancing Micro, Small, and Medium Enterprises (MSMEs).

Micro, Small and Medium Enterprises (UMKM) are productive economic enterprises owned by individual bodies or individual business entities and meet the stipulated criteria in UU No. 20 of 2008 concerning Micro, Small and Medium Enterprises. In 2018, MSMEs had a total of 66.25 million business units or 3.1% of Indonesia's population, an increase of 0.9%, which is 4% from the previous year. With the large of number of MSMEs, it showed that MSMEs determine the economic growth in Indonesia. This was also supported by the development of MSMEs in areas in Indonesia, which is the city of Banjarmasin. The development of MSMEs in Banjarmasin from 2016-2017 experienced a fairly rapid growth with an increase in the number of MSMEs of 3,000 and had a growth rate of 8.16%.

In Banjarmasin itself, Micro, Small and Medium Enterprises or what is often called UMKM are allocated by the government in one location, which is usually called the Culinary Tourism Area (KWK) or Culinary Tourism Center. The culinary centers in Banjarmasin include; Culinary Tourism Area (KWK) Gang Pengkor, Independent Culinary Tourism Area (KWM), and BAIMAN Culinary Tourism. Based on data on Google guide, KWM rating occupies the lowest position, and only has 18 reviews and gets a score of 3.7 (out of 5.0), when compared to the existing reality and field data, KWM is less interested and only a few consumers visit there, this was happening due to KWM only opens from evening to midnight at present, which causes many people to think badly.

Arya Supardi, Vice President of Bank Mandiri Kanwil IX Banjarmasin explained to the Banjarmasin Post, Monday (16/6/2014) that the Mandiri Culinary Tourism Area (KWM) is a realization of the Community Development Partnership program as Bank Mandiri's concern for the surrounding environment, especially to increase and encourage growth. UMKM in Banjarmasin city.

Consumers are the most important aspect in formulating a marketing strategy that will be implemented by a company. The times, making consumers more selective in choosing the goods or services they need, it is necessary for companies to implement effective and efficient marketing strategies. This condition would cause business people to require to have the right strategy in meeting sales volume targets. One of the factors that mark a marketing strategy that can be said effectuated and increased of sales volume was to extent of understanding purchasing decision for what a consumer wants and needs.

The location also influences the decision made by consumers to buy a product. A location that is easily accessible to buyers and close to the center of the crowd is the right location for a business. Before a person / group of people decides to buy food at a shop, they will also consider the location of the place to visit. Location is a physical position that has a strategic function because it can participate determine the achievement of business goals, by Sriyadi in Walukow et al. [2]. KWM serves a different place for culinary centers in Banjarmasin. A KWM consumer said when researchers conducted interviews, explaining that it is true that they often call independent culinary tourism areas as "KWM", the reason why they often visit, KWM has a comfortable place and has cool air and has a good view that fits right next to a large river. that's why the location of KWM is very strategic. For access to KWM, it is very easy to reach using two-wheeled or three-wheeled transformations, even water transportation because KWM is located between two traffic, namely water traffic and land traffic, KWM also has adequate parking space and has three parking lots which are also the entrance to KWM. The fame of KWM is not due to the location factor alone, the entire city of Banjarmasin is also a well-known factor of KWM, namely through word of mouth or what is known as a marketing strategy. Word of mouth (WOM).

One marketing strategy that is always an interesting phenomenon to talk about is Word of mouth (WOM) or word of mouth marketing. Indirectly, the marketing that was first carried out by KWM was word of mouth (WOM) which is growing so fast among the people of Banjarmasin, most of the consumers that the researchers interviewed, almost all of them said that where they knew KWM from friends, relatives, and closest people. What people say by word of mouth about KWM is mostly about a very suitable location to relax after work or even gather with friends and colleagues, while facilities like most other culinary centers, KWM also has toilets, places of worship, and so on, however Most people say the facility is not being maintained, meanwhile for the parking facility at KWM, people say that as in general, they are charged

Rp. 2,000. It can be said that WOM indeed has a positive impact on KWM itself. However, not only positive, they can also convey negative perceptions after visiting KWM, as stated by Aldy Candra in the account. google guide KWM which contains a review, "Lots of transvestites and buskers, long waits, and unqualified service".

To understand consumer purchasing decision making, Sutisna must first understand the characteristics of consumer involvement with a product or service in Harahap [3]. The level of consumer involvement in a purchase can also be influenced by the stimulus (stimulation) included in the marketing mix (marketing mix). According to Kotler and Armstrong [4], purchasing decisions (purchase decision) consumers are buying the most preferred brand, but two factors can be between purchase intention and purchase decision.

In previous research conducted by Steffina et al, said that location has a positive influence on purchasing decisions, namely if the location is more strategic, the higher the level of purchasing decisions. Research conducted by Mangra Abdul Khair Harahap shows that Word of Mouth (WOM) has a positive effect on purchasing decisions [3], Fadhila [5] also said in his research that location and Word of Mouth (WOM) positive and significant effect on purchasing decisions. In line with research results from Zamil [6], Ahmad, et al. [7], Dzian [8], Basri [9], Al Sanad [10], Maria et al. [11], and Rizal, et al. [12] which explains that the purchase decision (consumer buying decision) influenced by several things including location and Word of Mouth (WOM).

From the description above, it is important to conduct research, in order to obtain certainty about the location and role views Word of Mouth (WOM) influence the purchasing decision process. Therefore, the authors are interested in conducting research with the title "Effect of Location and Word Of Mouth (WOM) Against Purchasing Decisions in the Culinary Tourism Area (KWK) Mandiri Kota Banjarmasin".

## II. LITERATURE REVIEW

### A. Theory Basis

Kotler and Armstrong [1] defines broadly, Marketing is a social and managerial process in which individuals or organizations get what they need and want through the creation and exchange of value with others. Meanwhile, according to Kotler and Keller [13] marketing management is the art and science of selecting target markets and obtaining, maintaining and growing customers by creating, delivering and communicating superior customer value. The core marketing concepts include: need, want, demand, production, utility, value and satisfaction; exchange, transactions and market relations, marketing and markets. We can distinguish between needs, wants and demands. The need is felt the absence of a state certain basic satisfaction Desire is a strong will as satisfying and specific to deeper needs. Meanwhile, demand is the desire for a specific product that is supported by the ability and willingness to buy it [13].

Consumer behavior is defined by Schiffman and Kanuk in Sangadji and Sopiah [14] as behavior shown by consumers to find, buy, use, evaluate, and spend products and services that they hope will satisfy their needs. Meanwhile, the attitude according to Sangadji and Sopiah [14] is the essence of feeling like someone likes or dislikes a certain object. Consumer attitudes are responses to consumer feelings which can be in the form of feelings of like or dislike towards certain objects, for example how consumers' attitudes towards product performance, how consumers' attitudes towards company brands, how are consumer attitudes towards product prices, how are consumer attitudes towards company product advertisements that are displayed on TV, and so on. A person's attitude is formed from the social interactions experienced by that person. With this social interaction there is a reciprocal relationship and mutual influence between a person and their environment. According to Mowen and Minor in Sangadji and Sopiah [14], the view is that consumerism is a movement that has increased the sensitivity of the government and companies to the needs of market consumers.

According to Kotler and Armstrong [1], purchasing decisions (*purchase decision*) consumers are buying the most preferred brand, but two factors can be between purchase intention and purchase decision. The purchase decision according to Schiffman and Kanuk in Rahmawati [15] is a decision by a person where he has one of several alternative options. With the various choices offered, consumers can make the best decisions on offer. In this study, using five indicators according to Kotler and Armstrong [4] are:

- Introduction to Problems. Problem recognition is a situation where there is a difference between the desired situation and the actual situation.
- Information Search. The search for information begins when a consumer thinks that a decision can be fulfilled by buying and consuming a product.
- Alternative Evaluation is the process of evaluating the selected alternative product or brand and selecting it according to customer desires.
- Purchase Decision. Strong self-confidence in consumers or customers which is a belief in which the purchasing decisions taken are correct.
- Post-Purchase Consumer Behavior will evaluate the product that has been purchased, whether it is satisfactory or not, if it is satisfactory and in accordance with consumer expectations, there is a possibility that they will return to buy the product.

## B. Research Model and Hypotheses

1) *Effect of location on purchasing decisions*: Location is a matter of a marketing mix whose existence also plays an important role in the continuity of the business world both in selling products and services. Tjiptono said, the location of the facility often determines the success of a service, because the

location is closely related to a company's potential market [16]. Another understanding was also expressed by Lupiyoadi and Hamdani [17] that location is a decision made by a company regarding where its operations and staff will be located. Determination of location is a factor in purchasing decisions because locations that are often passed by many people will be a concern and become the target needs of consumers who need them. According to Tjiptono [16] using location indicators as follows:

- Access, a location that is traversed or easily accessible by public transportation.
- Visibility, which is a location or place that can be seen clearly from a normal viewing distance and a location that is frequently passed by consumers.
- Traffic (*Traffic*) in this case related to the number of people passing by, could provide a great opportunity for occurrence *impulse buying*, namely, purchasing decisions that often occur spontaneously, without planning, and or without going through special efforts.
- Parking facilities, comfortable and safe parking spaces for vehicles two wheels and four wheels.

Peter J. Paul in Yunda [18] argues that a good location guarantees the availability of fast access, can attract a large number of consumers and is strong enough to change consumer buying patterns. The right and strategic location facilitates access for potential customers to meet their needs and will provide a distinct advantage for a business to indirectly influence consumer purchasing decisions. If the company is successful in acquiring and maintaining a strategic location, it can become an effective barrier for competitors to gain access to the market. The location factor will affect the success of a business. This is in line with the results of research conducted by Brata *et al.* [19], Rizal *et al.* [12], Suhairi [20], Rachmawati, *et al.* [21] which states that location has a positive and significant effect on purchasing decisions. Based on this description, a hypothesis can be formulated,  $H_1$ : *There is a partially significant effect of Location on Purchasing Decisions in the Independent Culinary Tourism Area (KWK) of Banjarmasin City.*

2) *Effect of Word of Mouth (WOM) on purchasing decisions*: Word of mouth is a promotional activity carried out by consumers who offer products voluntarily, in which they tell our products and advise others to consume or use these products [22]. *WOM is the act of consumers providing information to their consumers or c-2-c (consumer to consumer). The act of information by consumers to other consumers* [23]. According to Sumardi [23], there are three levels / stages of the indicators WOM perfect that is Customers do talking, promoting and selling:

- Customers do talking, talking here the meaning is the company is successful get people to talk about the product or service being offered.

- Customers do promoting, companies can empower the profitable talker in order to be able to discuss the product or service offered in a positive way.
- Customers do selling, is a customer or talker should also endeavor that there was a change in behavior in the people they volunteered to talk to.

Wangenheim [24] states that *word of mouth* can influence behavior, preferences and the desire and decision to buy. This is in line with the results of research conducted by Dzian, *et.al* [8], Basri, *et al.* [9], Ibrahim and Yuliati [25], Nugraha, *et al.* [26], Andari and Napu [27], Ahmad *et al.* [7], Zamil [6], and Rembon, *et al.* [28] which state that location has a positive and significant effect on purchasing decisions. Based on this description, a hypothesis can be formulated,  $H_2$ : *There is a partially significant influence of Word Of Mouth (WOM) on Purchasing Decisions in the Independent Culinary Tourism Area (KWK) of Banjarmasin City.*

3) *Effect of Location and Word of Mouth (WOM) on the purchasing decisions:* According to Ujang Suwarman (2014) in Aghniya [29], he explains that location is considered very important for a business, because a strategic location makes it easier for a consumer to reach a business place so that it can provide opportunities for consumer decisions to buy. In addition, according to Tjiptono [30] location refers to various marketing activities that try to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. Meanwhile, according to Kotler and Armstrong in Aghniya [29], Word Of Mouth is personal communication about the product between the target buyer and his closest people. Word Of Mouth refers to the exchange of comments, thoughts, or ideas between two or more consumers, who are not the official marketers of the company. The information obtained from Word Of Mouth is clearer and easier for consumers to understand. This is in line with the results of research conducted by Aghniya [29] which states that location has a positive and significant effect on purchasing decisions. Based on this description, a hypothesis can be formulated,  $H_3$ : *There is a simultaneous significant influence of Location and Word Of Mouth (WOM) on Purchasing Decisions in the Independent Culinary Tourism Area (KWK) of Banjarmasin City.*

Based on the explanation above, the model in this study can be described as follows figure 1:

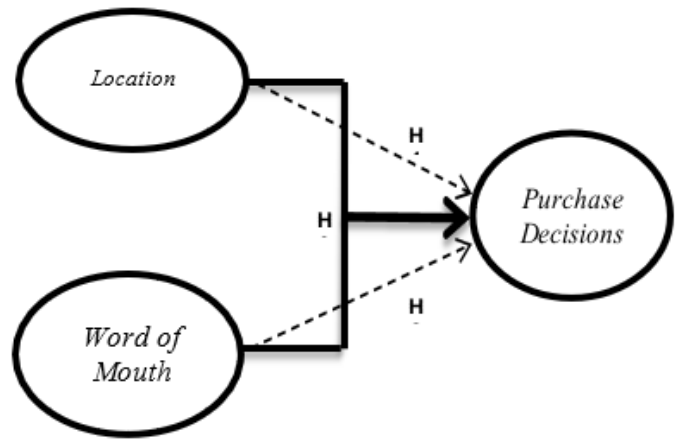


Fig. 1. Research model.

### III. RESEARCH METHOD

#### A. Research Approach

In this research, the research approach used is a quantitative approach. In a quantitative approach, the researcher conducts a series of research starting from a number of theories, and then deduces into a hypothesis and assumptions of a framework outlined in an analytical model consisting of variables that will lead to the operationalization of the concept [31].

#### B. Research Type

The type of research used is *explanatory* namely a study that highlights between variables and tests hypotheses that have been formulated in a causal form that tests the effect (determinant) of one or more independent variables on one or more dependent variables. According to Masri Singarimbun and Sofian Effendi in Ihwani [32]. This study highlights the relationship between the research variables and tests the previously formulated hypotheses.

#### C. Research Location

The research location is the Culinary Tourism Area (KWK) Mandiri Jl. Hasanudin HM No.15, Kertak Baru Ulu, Central Banjarmasin, Banjarmasin City, South Kalimantan 70234.

#### D. Population and Sample

The population in this study are people who have made purchases in the Independent Culinary Tourism Area (KWM) Banjarmasin. In the meantime, the number of the study population is unknown. The sampling method using *nonprobability sampling*, because every member of the population does not have the same opportunity or opportunity [33]. More precisely the sampling method in this study uses *Incidental Sampling*, is a technique of determining the sample by chance, or anyone by chance (*incidental*) meet with

researchers who are considered suitable with the characteristics of the specified sample to be sampled [33].

The determination of the minimum sample size is calculated based on the Ferdinand formula in Ghanimata [34] as follows:

$$n = \{5 \text{ to } 10 \times \text{the number of indicators used}\} \\ = 5 \times 12 \text{ indicators} = 60 \text{ samples}$$

**E. Data Collection Techniques**

In collecting the data used by the researcher in the preparation of this study, data comes from:

- Questionnaire (questionnaire / scale) is a list of questions / statements made based on indicators of research variables given to respondents [31].
- Observation, this technique is used to obtain visible empirical facts and to obtain new dimensions for understanding the context and phenomenon under study [31]. This is done to support the results of the questionnaire.

**IV. RESULTS AND DISCUSSION**

**A. Characteristics of Respondents**

Respondents in this study are the people of the city of Banjarmasin, because the object of this research is the Independent Culinary Tourism Area (KWK) in the city of Banjarmasin, besides that respondents are people who come directly to buy and eat in the Independent Culinary Tourism Area (KWK), which is 60 person. Based on the questionnaire that has been distributed, it shows that the sex of men is 23 people or 38.3% and women are 37 people or 61.7%. Meanwhile, based on the age criteria, it can be seen that there are 21 people or 35% under 20 years old, 32 people 21-25 years old or 53.3%, 5 people aged 26-30 years or 8.3%, and over 30 years as many as 2 people or 3.3%.

**B. Results of SPSS Analysis**

**1) Validity and reliability**

TABLE I. RESULT OF VALIDITY TEST

No.	Variable	Item	r Count	r Table	Information	No.	Variable	Item	r Count	r Table	Information
1	X1	X1.1	0.580	0.3301	Valid	15	X2	X2.5	0.597	0.3301	Valid
2		X1.2	0.734	0.3301	Valid	16		X2.6	0.745	0.3301	Valid
3		X1.3	0.671	0.3301	Valid	17		X2.7	0.618	0.3301	Valid
4		X1.4	0.641	0.3301	Valid	18	Y	Y1	0.644	0.3301	Valid
5		X1.5	0.430	0.3301	Valid	19		Y2	0.665	0.3301	Valid
6		X1.6	0.716	0.3301	Valid	20		Y3	0.649	0.3301	Valid
7		X1.7	0.632	0.3301	Valid	21		Y4	0.706	0.3301	Valid
8		X1.8	0.633	0.3301	Valid	22		Y5	0.599	0.3301	Valid
9		X1.9	0.511	0.3301	Valid	23		Y6	0.676	0.3301	Valid
10		X1.10	0.469	0.3301	Valid	24		Y7	0.587	0.3301	Valid
11	X2	X2.1	0.418	0.3301	Valid	25		Y8	0.545	0.3301	Valid
12		X2.2	0.579	0.3301	Valid	26		Y9	0.515	0.3301	Valid
13		X2.3	0.720	0.3301	Valid	27		Y10	0.709	0.3301	Valid
14		X2.4	0.648	0.3301	Valid						

In the table 1 above, it is known that all items meet the validity criteria. It can be seen that all the items in the study have a calculated r value  $\geq$  r table of 0.3301, so it can be concluded that all question items in this study are valid.

TABLE II. RESULT OF RELIABILITY TEST

No.	Variable	<i>a</i>	Information
1.	Location	0.801	Reliable
2.	WOM	0.734	Reliable
3.	Decision	0.850	Reliable

In the table 2 above, can be concluded that the instrument in this study can be said to be reliable, because the instrument has value *Alpha Cronbach (a)*  $>$  0.70, namely the location characteristics of 0.801, WOM as many as 0.734 and 0.850 User Purchase Decisions. The highest data reliability test results with value *Crobach Alpha* namely 0.850 and the lowest value is 0.734.

2) Classic assumption test

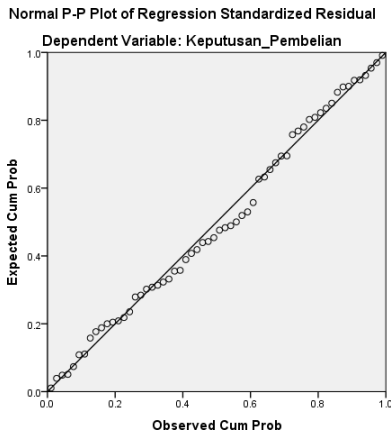


Fig. 2. Normality test results.

From the figure 2 above, it can be seen that the dots spread around the diagonal line and follow the direction of the diagonal line, so that the data is concluded that the regression model has met the normality assumption.

$X_1$  (Location) and  $X_2$  (WOM) each of 1,290. Score tolerance namely  $X_1$  (Location) and  $X_2$  (WOM) each amounting to 0.775. it can be concluded that there is no multicollinearity between the independent variables in the regression model in this study.

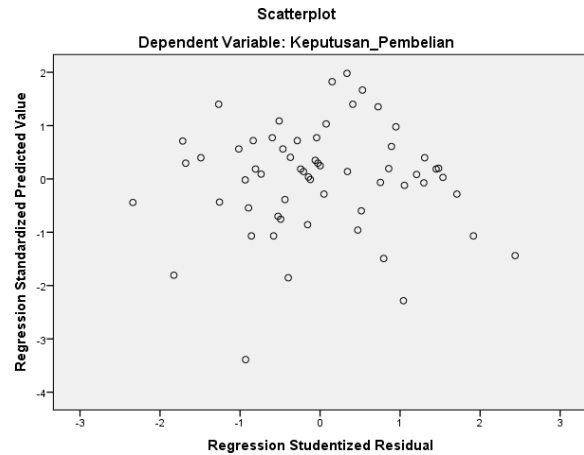


Fig. 3. Heteroscedasticity test results.

The figure 3 above shows that the dots spread randomly and do not form a clear specific pattern, this means that there is no heteroscedasticity problem.

TABLE III. MULTICOLLINEARITY TEST RESULTS

Model	Collinearity Statistics Tolerance VIF	
	Location	0.775
WOM	0.775	1,290

In the table 3 above, to find out the Multicollinearity Test results can be seen in *Variance Inflation Factor* (VIF) namely

TABLE IV. AUTOCORRELATION TEST RESULTS

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.521 <sup>a</sup>	.271	.246	3.676	1.964

<sup>a</sup>. Predictors: (Constant), Word\_Of\_Mouth, Location  
<sup>b</sup>. Dependent Variable: Purchase\_Decision

The results of detection of autocorrelation in the regression model obtained a result of +1.964 by looking at the standard

analysis of the Durbin Watson calculation figures above, which shows that there is no autocorrelation (Table 4).

TABLE V. RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Information
	B	Std. Error	Beta			
(Constant)	20.025	6.405		3,155	,003	
Location	0.346	,111	,298	2,320	,024	Significant
WOM	0.466	,177	,309	2,402	,020	Significant
Model Summary						
R	: 0.521 <sup>a</sup>	SEE : 3,676				
R Square	: 0.271	Fcount: 10.606				
Adj	: 0.246	Sig F : 0,000				

$$Y = 20.025 + 0.346 X_1 + 0.466 X_2 + e$$

The interpretation of the equation is as follows:

- The constant value of 20.025 indicates that if the variable  $X_1$  and  $X_2$  has a value of 1 or does not change, then the Purchase Decision in the Independent Culinary Tourism Area (KWK) of Banjarmasin City is 20.025.
- The X coefficient  $\beta_1$  equal to 0.346 indicates that if the value of  $X_1$  increased from 1 units, then the Purchase Decision in the Culinary Tourism Area (KWK) Mandiri Kota Banjarmasin (Y) increased by 0.346.
- The X coefficient  $\beta_2$  equal to 0.466 indicates that if the value of  $X_2$  increased from 1 unit, then the Purchase Decision in the Culinary Tourism Area (KWK) Mandiri Kota Banjarmasin (Y) increases by 0.466

V. CONCLUSIONS AND SUGGESTION

A. Conclusion

Based on the results and discussion described in the previous chapter, the following conclusions can be drawn at the conclusion of this research:

- Location partially has a positive and significant effect on Purchasing Decisions in the Independent Culinary Tourism Area (KWK) of Banjarmasin City, with an influence of 0.149 or 14.9%.
- WOM partially positive and significant effect on decisions Purchases at the Culinary Tourism Area (KWK) Mandiri Kota Banjarmasin, with an influence of 0.194 or 19.4%.
- Location and WOM simultaneously have a positive and significant effect on Purchasing Decision in the Culinary Tourism Area (KWK) Mandiri Kota Banjarmasin, with an influence of 0.271 or 27.1%, while 72.9% is the influence of other variables not examined in this study.

C. Research Limitations

This study only examines some of the variables, namely, location and WOM which influences the Purchasing Decision. There are still other factors that can influence Purchasing Decisions, such as price and service.

TABLE VI. PARTIAL TEST RESULT (T TEST)

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	20.208	6.405		3,155	.003		
	Location	.346	.149	.298	2,320	.024	.775	1,290
	Word_Of_Mouth	.466	.194	.309	2,402	.020	.775	1,290

a. Dependent Variable: Purchase\_Decision

- By making decisions based on the output SPSS, then it can be seen in the table above shows  $X_1$  (Location) of 0.024, because sig  $X_1$  (Location) is below 0.05, then  $H_0$  is rejected, meaning that location has a significant effect on Purchase Intact.
- The output of SPSS shows  $X_2$  (WOM) of 0.020 because sig  $X_2$  (WOM) below 0.05, then  $H_0$  is rejected, that is WOM has a significant effect on purchasing decisions.

TABLE VII. SIMULTANEOUS TEST RESULTS (TEST F)

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	286,623	2	143,312	10,606	.000 <sup>b</sup>
	Residual	770,227	57	13,513		
	Total	1056,850	59			

a. Dependent Variable: Purchase\_Decision

b. Predictors: (Constant), Word\_Of\_Mouth, Location

Decision making is based on the results of the SPSS output, it can be seen in the table above, column F shows a significant number of 0.000 which means less than 0.05. Based on these results (Table 7),  $H_0$  is rejected and  $H_a$  is accepted, which

means Location ( $X_1$ ) and WOM ( $X_2$ ) simultaneously (together) have a significant effect on Purchasing Decisions (Y).

**TABLE VIII. DETERMINATION TESTING (R<sub>2</sub>)**

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	.521 <sup>a</sup>	.271	.246	3,676	1,964
a. Predictors: (Constant), Word_Of_Mouth, Location					
b. Dependent Variable: Purchase_Decision					

The value of Adjusted R Square of this regression model is 0.246 which indicates that the Independent variable (X) on the Dependent variable (Y) is low because it is between 0.200 to 0.399.

### B. Advice

Based on the results of the research and the conclusions drawn, it is suggested for the Independent Banjarmasin Culinary Tourism Area (KWK):

- Independent Culinary Tourism Areas (KWK) or KWM must maintain and improve location or place factors, especially in terms of cleanliness and beautifying the location so that consumers feel comfortable and at home when visiting and buying culinary in the Mandiri Banjarmasin Culinary Tourism Area (KWK).
- Independent Culinary Tourism Area (KWK) must maintain and Upgrade *WOM* which is even better, so that it can change people's opinions about bad KWM into better perceptions and can also make KWM a more interesting topic of conversation. This is done because there are still many people in the city of Banjarmasin who still have negative perceptions of KWM

The Independent Culinary Tourism Area (KWK) must be able to provide a memorable and interesting experience and according to the needs of its consumers, so that potential consumers are sure to visit and make purchase decisions at KWM.

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