

THE EFFECT OF PRODUCT QUALITY, WORD OF MOUTH, AND AN EVENT ON CONSUMER DECISIONS TO BUY BATIK GONGGONG IN BATAM CITY

Ebta Taurusia^{1*}, Theresia Pradiani², Fathorrahman³

^{1,2,3}The Faculty of Economy & Business, Institut Teknologi dan Bisnis Asia, Malang, Indonesia

** titaamin79@gmail.com*

ABSTRACT

In the business world, there is a competition to win the hearts of consumers. Creasingly difficult business competition demands businesspeople to maximize their performance, especially in the field of fashion products especially the Batik Gonggong typical of Batam City. One of the challenges is how to create purchasing decisions for Gonggong batik products so that customers want to keep using them instead of switching to other products. The purpose of this study was to analyze the influence of product quality, word of mouth, and events on consumer decisions to buy Batik Gonggong in Batam City. This research uses quantitative methods. The sampling method used was nonprobability sampling with a purposive sampling technique, namely consumers who purchased batik Gonggong. The sample or respondents in this study were 100 people from Batam City, and the data was collected using a questionnaire. The data was analyzed using the classical assumption test, multiple linear regression, and hypothesis testing, specifically the coefficient of determination, the t-test, and the f-test. The results of the research partially concluded that 1) Product quality has a significant effect on consumer buying decisions, 2) Word of mouth has a significant effect on consumer buying decisions, 3) Events have a significant effect on consumer buying decisions, and simultaneously conclude that 4) product quality, word of mouth, and events influence purchasing decisions.

Keywords: *product quality, word of mouth, events and decisions about buying*

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INTRODUCTION

Since October 2, 2009, UNESCO has legally recognized batik as a cultural heritage of humanity (intangible cultural heritage of humanity). The Indonesian Creative Economy Council currently has 15 sub-sectors. Three sub-sectors are culinary, fashion, and crafts. The third sub-sector is the most important contributor to Indonesia's GDP (gross domestic product). Fashion is Indonesia's second-largest contributor to GDP, accounting for IDR 182 trillion, or 28.3% of GDP (Purwohandoko & Iriani, 2021) Fashion products outsold all other products by 37.6% in 2015, according to existing data. Batik Gonggong, originating in Tanjung Pinang, Riau Islands, is the work of domestic children, namely batik, which introduces the typical Gonggong motif of the Riau Islands. Gonggong is a marine animal that exists in the Riau Islands and is usually served as marine food by surrounding communities. Batik Gonggong has been introduced to the public and commercialized since 2008, selling batik products for men and women, adults, and children. The products are sold through the mouths of the closest people, and they participate in every exhibition or bazaar.

The customer's decision to purchase batik Gonggong has greatly influenced the existence of this Gonggong batik. The sustainability and presence of batik Gonggong in the world of fashion are heavily dependent on the customer's decision to purchase batik Gonggong. Not to mention that there are already many competitors offering a variety of motifs, models, and colors that will entice customers. However, batik Gonggong is present in the middle of the market to demonstrate the existence of the work of the region's son as the identity of the City of Batam.

In this case, the researcher, as the owner of the batik Gonggong, must investigate a variety of factors to determine whether or not these factors influence the customer's decision to purchase the batik Gonggong. Because the findings of this study will serve as a reference for anything that should be improved in batik Gonggong products in the future, batik Gonggong products will continue to color the world of fashion, particularly in Batam City, as the region's Batik identity.

For the past 15 years, Batik Gonggong's sales have steadily increased, allowing it to sell its batik products to a wide range of customers. The table below summarizes the following sales from 2017 to 2023:

Table 1. Sales of Batik Gonggong from 2017 to 2023

No.	Year	Products sold (Pcs)
1	2017	325
2	2018	450
3	2019	540
4	2020	700
5	2021	745
6	2022	750
7	2023	780

Source: Financial Statement of PT. Serindipity Maju Bersama

The above table shows that there has been a change in the volume of sales that has not been the same every year for about 7 years. Each year, the volume of sales grows. Every year, batik Gonggong sales occur, and there are numerous demands from a diverse range of customers, including the government, private companies, organizations, and even family uniform needs. One of the many factors that can influence a customer's decision is the product's quality. One of the factors influencing customer decisions is product quality. A company should be concerned with the quality of the product it produces because quality is an important factor that influences a customer's decision to purchase a product or service.

The quality of a product is the most important thing for a company to produce at the same quality as or even exceed its competitors. Product quality is a factor present in a product that causes the product to be valued based on the purpose for which it is produced (Soraya & Novi Marlana, 2020). The level of product quality is determined by the level of customer satisfaction after or at the time of consumption of the product (Rahman & Sitio, 2020). The same results were also shown in the study of Ariella (2018) that product quality significantly influences customer purchasing decisions, and improving product quality will be able to improve customer decisions to make product purchases. Ardyan & Gunawan (2021) the quality of goods is determined by five dimensions, as follows: 1) Working (Performance), 2) Featured (Features), 3) Reliability (Reliability), 4) Compatibility with specifications (Conformance to Specifications), 5) The resistance (Durability).

WOM, or word-of-mouth promotion, is one of the marketing strategies. WOM does not have such a high cost, but it can achieve tremendous efficiency. Supported once more by the habit of Indonesians, who are happy to gather and socialize to talk about things they like and

nature. Word of mouth has the potential to spread information through dialogue. The conversation provides and sharpens information, giving rise to certain beliefs. Word of mouth is said to be effective in marketing because it is based on someone's experience consuming a company's product or service. Customer satisfaction and dissatisfaction are very influential in the impact of both positive and negative word of mouth that will arise, thereby affecting the product (Siswanto & Maskan, 2021). Communication from mouth to mouth is a story that is an impression from a customer to a friend in connection with a pleasant service and the promotion of a product or service. This is consistent with previous research (Saputra & Ardani, 2020), which found that word of mouth has a positive and significant influence on purchasing decisions. According to other research, word of mouth has a significant and positive influence on purchase decisions (Husen et al., 2018). However, there was a research gap from the previous study by Rachman and Abadi (2017), as the results of their research did not show the effect of word-of-mouth communication on purchase decisions. Word of mouth has a significant impact on a product. According to (Soraya & Novi Marlina, 2020), the word-of-mouth communication process begins with information delivered through time media and is then informed or captured by opinion leaders who have followers and influence. The information gathered by the opinion leader is communicated to his followers through word-of-mouth communication. Even more broadly, the model includes information keepers (gatekeepers) as communication process participants. According to (Ali, 2020) the following are three indicators of word of mouth: 1) Discuss the item's positive experience, product quality, and durability, 2) Share with friends and family, 3) Use objects to persuade friends and family.

An event will allow the brand or product owner involved to promote their goods. Marketing through this event can also be an opportunity for a brand or product to reach an untapped market. Furthermore, events help to find and create a direct interaction between customers, buyers, and the product itself. According to (Kotler, 1994), an event is the design of a specific event, or more commonly known as a specific event selected in a specific period of time, a specific place, and a specific object that is of a special nature and can affect the public opinion that is expected through such activities can create a brand interaction. According to Wood and Masterman, successful event marketing necessitates the "7I" that improves event experience (Syahputri et al., 2022): Involvement, Interaction, Immersion, Intensity, Individuality, Innovation, Integrity.

The purchase decision is one of the stages of the purchase decision process that precedes post-purchase behavior. Because the customer is already faced with several options when entering the previous purchase decision stage, the customer will take action to decide to buy a product based on the desired choice at this stage. Customer behavior is defined as the study of how individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to meet the needs and desires of brands (Kotler & Pfoertsch, 2007). A purchase decision is the culmination of a series of processes that begin when a customer recognizes a problem, searches for information about a specific product or brand, and evaluates how well each alternative can solve the problem, which leads to a purchase decision (Wankhede et al., 2021). Kotler and Keller (2016) describe a customer purchase decision process consisting of five (5) stages that a customer encounters before and after making a purchase decision. Here

are some dimensions or stages of the purchasing decision: Problem Recognition, Information Research, Evaluation of Alternatives, Purchase Decision, and Postpurchase Decision.

Customer decision-making is the process of selecting from several alternatives and resolving problems that customers have, after which customers can evaluate the various options and decide which attitude to adopt next. Customers make purchasing decisions based on product quality, word-of-mouth, and events. The following is the research's goal:

1. Determine whether the product's quality influences the customer's decision to buy Batik Gonggong in Batam City.
2. To determine whether word-of-mouth influences customer purchasing decisions for Batik Gonggong in Batam City.
3. Determine whether or not the Event influenced the customer's decision to purchase Batik Gonggong in Batam City.
4. Determine whether the product's quality, word of mouth, and event influence a customer's decision to purchase Batik Gonggong in Batam City.

Based on the above description, the researchers found that there was a need to study the impact of product quality, word of mouth, and events on customer purchasing decisions. As a result, the authors are interested in conducting research titled "The Effect of Product Quality, Word of Mouth, and Event on Customer Decisions to Buy Batik Gonggong in Batam City".

METHOD

The type of research conducted is quantitative research. The research is dedicated to a location in Batam City, Riau Archipelago Province. Non-probability sampling was the sampling method used in this study. The study subjects/participants were customers of Batik Gonggong products in Batam City. The number of samples in this study was 100 respondents. The data collection method used is a questionnaire. This questionnaire consists of several questions related to research variables, namely product quality, word of mouth, event, and purchasing decisions. Validity and reliability tests are used to evaluate the research instrument used. The data analysis method used in this study is multiple linear regression analysis. The multiple linear regression analysis model is used to calculate the regression coefficient, which determines whether the hypothesis is accepted or rejected. The results of the analysis focus on the effects of product quality variables, word-of-mouth variables, and event variables on purchasing decisions for Batik Gonggong in Batam City.

RESULTS AND DISCUSSION

Validity Test

Table 2, shows that the total correlation coefficient of the variable indicators of product quality, word of mouth, event, and purchase results tested is greater than 0.30 ($r > 0.3$). The results showed that all the indicators in this study were valid.

Table 2. Validity Test Results

No.	Variable	Questions item	Correlation of Items Totally	Identifying
1	Product Quality	X1.1	0,590	Valid
		X1.2	0,482	Valid
		X1.3	0,633	Valid
		X1.4	0,713	Valid
		X1.5	0,448	Valid
2	Word of Mouth	X2.1	0,572	Valid
		X2.2	0,612	Valid
		X2.3	0,651	Valid
		X3.1	0,691	Valid
		X3.2	0,764	Valid
3	Event	X3.3	0,736	Valid
		X3.4	0,699	Valid
		X3.5	0,456	Valid
		X3.6	0,475	Valid
		X3.7	0,427	Valid
		X3.8	0,705	Valid
4	Purchase Decision	Y1.1	0,501	Valid
		Y1.2	0,760	Valid
		Y1.3	0,572	Valid
		Y1.4	0,622	Valid
		Y1.5	0,696	Valid
		Y1.6	0,534	Valid

Reliability Test

Table 3 shows that each Cronbach's Alpha value on each of these instruments is greater than 0.6 (Cronbach's Alpha > 0.6). Cronbach's Alpha variable product quality was 0.695, Cronbach's alpha variable word of mouth was 0.830, Cronbach's alpha variable event was 0.798, and Cronbach's Alpha variable purchase decision was 0.706. Each variable has an alpha coefficient above 0.6. Then it can be concluded that the elements of the research instruments are reliable and can be used to conduct research.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Identifying
Product Quality	0,695	Reliable
Word of Mouth	0,830	Reliable
Event	0,798	Reliable
Purchase Decision	0,706	Reliable

Normality Test

According to the normality test using the One-Sample Kolmogorov-Smirnov Test, the magnitude of the Kolmogorov - Smirnov value is 0.728 with a probability of 0.665. The Kolmogorov-Smirnov value is greater than the 0.05 significance level, indicating that the data is normally distributed. This means that the H0 hypothesis is rejected while the Ha hypothesis is accepted.

Table 4. Normality Test Results (One-Sample Kolmogorov-Smirnov)

	Unstandardized Residual
N	100
Kolmogorov-Smirnov Z	0,728
Asymp. Sig. (2-tailed)	0,665

Multicollinearity Test

According to Table 5, the Tolerance value for product quality was 0.808, word of mouth 0.648, and event 0.52. According to the results, no independent variable has a tolerance value of 0.10, indicating that there is no correlation between independent variables. The variance inflation factor (VIF) for product quality is 1,237, word of mouth is 1,544, and event is 1,920. As a result, the regression model does not have a multicollinearity problem.

Table 5. Multicollinearity Test Results (Tolerance and Variance Inflation Factor)

Variable	Collinearity Statistics	
	<i>Tolerance</i>	<i>VIF</i>
Product Quality	0.808	1.237
Word of Mouth	0.648	1.544
Event	0.521	1.920

Heteroscedasticity Test

Table 6, shows that each model has a significance value greater than 5%. This indicates that the free variable used in this study had no significant effect on its bound variable, i.e. absolute error, and thus the study was free of heteroskedasticity symptoms.

Table 6. Heteroscedasticity Test (Glesjer Test)

Variable	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	8.609	1.368		6.294	0.000
Product Quality	-0.188	0.034	-0.583	-5.469	0.000
Word of Mouth	-0.026	0.034	-0.090	-0.758	0.451
Event	0.060	0.039	0.206	-1.552	0.125

Analysis of Multiple Linear Regression

The study's findings revealed that the regression coefficient for product quality variables (X1) was 0,592, word of mouth (X2) 0,130, and event (X3) 0,305, as well as a constant of 5,571, produced the following double regression equation:

$$Y = 5,571 + 0,592 (X1) + 0,130 (X2) + 0,305(X3)$$

Where :

Y = Purchase Decision

X1 = Product Quality

X2 = Word of Mouth

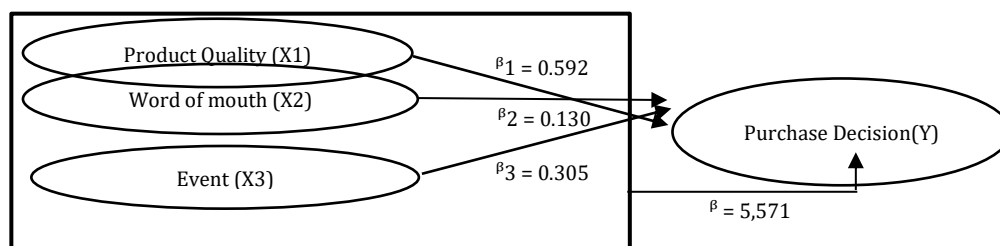
X3 = Events

And the equation can be explained that:

1. With a constant value of 5.571, the product quality, word of mouth, and event variables have a positive coefficient direction toward a purchase decision, meaning that the product quality, word of mouth, and event variables positively influence the purchase decision.
2. The product quality coefficient gives 0.592 meaning if the product quality variable is increased by 1 unit then the purchasing decision variable increases by 0.592, which indicates if the purchase choice is better then the quality of the product will be enhanced.
3. The word of mouth coefficient gives 0.130 suggesting that if the word of Mouth variable is increased by 1 unit then the purchase decision variable increases by 0.130.
4. The event coefficient gives 0.305 if the event variable is increased by 1 unit then the buy decision variable increases by 0.035.

Table 6. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5.571	2.554		2.181	0.033
Product Quality	0.592	0.064	0.641	9.241	0.000
Word of Mouth	0.130	0.064	0.157	2.021	0.047
Event	0.305	0.072	0.365	4.218	0.000



Picture 1. Multiple Linear Regression Model

Hypothesis Test

The following formula is used to calculate the value of r square ($r = 0,853$):

$$D = r \times 100\% \dots\dots\dots(1)$$

$$D = 0,712 \times 100\%$$

$$D = 71,2\%$$

Table 7. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	0.853 ^a	0.728	0.712	2.31328

Based on the findings, the value of $R^2 = 71.2$ percent, implying that the Product Quality variables (X1), Word of Mouth (X2), and Event (X3) influenced 71.2% of the Purchase Decisions in Batam City, while the remaining 28.8 percent were influenced by other variables not studied in this study.

Table 8. F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1000.079	4	250.020	46.772	0.000 ^b
Residual	374.587	70	5.351		
Total	1374.667	74			

Because F counts $46,772 > F$ table 2.25, the conclusion influences each variable simultaneously. The test of free variables and bound variables is performed using the test F results of the statistical calculation showing sig value 0,000 using the limit of significance 0,05, and the significance value that is studied is less than 0.05 is obtained. This means that the hypothesis states that variable product quality, word of mouth, and events all have a significant influence on the purchase decision at the same time.

Table 8. T Test

Variable	Unstandardized Coefficients Beta	Sig.
Product Quality	0,592	0,000
Word of Mouth	0,130	0,047
Event	0,305	0,000

Because sig t = 0,05, it is possible to conclude that H0 accepts Hi. According to the t-test table, the sig value for the product quality variable is 0,000 from the level of significance value means sig 0,05, indicating that the product Quality variable has a significant influence on the purchase decision. Because sig t = 0,05, it is possible to conclude that H0 accepts Hi. The sig value for the word-of-mouth variable is 0.047 from the level of significance value means sig 0.05, indicating that the word-of-mouth variable has a significant influence on the purchase decision, according to the t-test table. Because sig t = 0,05, it is possible to conclude that H0 accepts Hi. The sig value for the Event variable is 0,000 from the level of significance value,

which means sig 0,05, indicating that the event variable has a significant influence on the purchase decision, according to the t-test table.

Product Quality's Impact on Purchasing Decisions

Based on the evaluation results studied by the researchers, the partial test results (t-test) obtained the product quality variable (X1) having a significance value of $0,000 < 0,05$ or sig $< 0,05$. From these values, the conclusion is that H_a is accepted and H_o rejected, that is, partially the quality of the product (X1) has a positive and significant impact on the purchase decision (Y). It can then be concluded that Product Quality has a positive and significant influence on Purchase Decisions in Batik Gonggong in Batam City. Supported also by the average response value of the respondent to the variable Product Quality (X1) is 4,54, which means entering the score of 4.21 - 5.0 is the average answer of respondents Very agree that batik Gonggong in terms of product quality includes performance, features or additional characteristics, reliability, compliance with specifications and durability is highly sought by customers and market needs regarding product quality is excellent. However, there is an indicator that can be improved, namely the reliability item of batik Gonggong with a mean of 4.36, this indicator is the lowest mean indicator. Based on the test results, the hypothesis is also supported by respondent responses proving that the quality of the product has a direct, positive, and significant influence on the purchase decision. The higher the quality of the product, the higher the customer's decision to buy the product.

According to (Rahman & Sitio, 2020) product quality is the expertise, completeness of features, and characteristics of products and services related to the ability to meet the needs of customers or potential buyers associated with the company. As what is meant by a product is not just a commodity, but an attribute that can satisfy in order to meet the needs of the customer, this is clearly a customer-focused definition. Batik Gonggong must always innovate and improve the quality of its products, so that the market becomes more trustworthy and stronger. Product quality is the ability of a company to determine the characteristics or identity of each product so that the product can be recognized by the customer. (Nadiya & Wahyuningsih, 2020).

The results of this study are in line with the studies of (Fahmi, 2021) which showed that product quality has a significant positive impact on customer purchasing decisions. However, the results of this study are backward with the research results of (Cahyani et al., 2023; Nadiya & Wahyuningsih, 2020; Nasution et al., 2020) that stated that there is no significant influence between product quality on purchase decisions. This is due to the poor quality of the product, such as some used items have been damaged several times.

Word of Mouth's Impact on Purchase Decisions

Based on the results of the evaluation that the researchers have studied, the partial test results (t-test) obtained the word of mouth (X2) variable has a significance value of $0,047 < 0,05$ or sig $< 0,05$. From this value, the conclusion is that H_a is accepted and H_o rejected, that is, partially word of mouth (X2) has a positive and significant impact on the purchase decision (Y). It can then be concluded that word of mouth has a positive and significant influence on the Purchase Decision of the Batik Gonggong in Batam City. But on the other hand, the T-test beta value on the lowest word-of-mouth variable among other variables is 0.130, this is due to

the actuality there is a decline in sales during the covid 19 pandemic. Word of mouth is one of the variables that play an important role in customer decisions in the purchase of batik Gonggong but due to the presence of covid 19 pandemic, customer purchasing power against batik Gonggong has decreased due to limited community activity. In addition, the average answer score of the respondents of all items on the word of mouth variable is 4.4, which falls into the rating category 4.21 - 5.0, which concludes that the majority of respondents agree on the story, effects, and experiences of customers who have purchased batik Gonggong, which in the variable Word of Mouth there is an indicator that includes talking, recommending as well as encouraging/persuading that plays an important role in the customer to decide to buy batik Gonggong in Batam City and give a good effect on the purchasing power of customers in buying batik Gonggong products. Based on the test results of the hypothesis and supported by the average response of respondents proved that word of mouth had a direct, positive, and significant influence on the purchase decision. As word of mouth increases, the purchase decision will also increase.

The results of the research showed that the batik Gonggong characteristic of Batam City has provided a good effect for customers in the influence of word of mouth. Word of mouth played an important role in the survival of batik Gonggong sales in Batam City. Because the good image of batik Gonggong must always be reflected in every element of the market and must also be directly compared with the quality of batik Gonggong products that are improving and continuously innovating in creating new products. In the end, customers will always spread stories and good impressions to the people around them.

Word of mouth between customers arises naturally and honestly which makes the marketing message generated much better and more effective than other media (Aldini et al., 2022). Word of mouth is a communication that produces a good conversation. One will ask others about the quality of a good or service before they decide to buy or consume it. Therefore, word of mouth can influence a person's purchase decision (Maiza et al., 2022).

The results of this study are in line with studies conducted by (Husen et al., 2018; Saputra & Ardani, 2020) which showed that word of mouth has a significant positive influence on customer decisions in buying products. However, the results of this study contradict the findings of Kasakeyan et al. (2021) who stated that word of mouth had no significant positive influence on purchase decisions, The results of this study showed that mouth-to-mouth marketing was rarely carried out and (Cahyani et al., 2023) who claimed that there was no significant influence between Word of Mouth on purchasing decisions.

Event's Impact on Purchase Decisions

Based on the evaluation results studied by the researchers, the partial test results (t-test) obtained the Event variable (X3) has a significance value of $0,000 < 0,05$ or $\text{sig} < 0,05$. From this value, the conclusion is that H_a is accepted and H_o rejected, i.e. partially Event (X3) has a positive and significant impact on the purchase decision (Y). It can then be concluded that the Event had a positive and significant influence on the Purchase Decision of the batik Gonggong in Batam City. Supported also the average answer score of respondents to the event variable (X3) is 4.4, and entered in the score category 4.21 - 5.0, meaning respondents very agree to batik Gonggong products in which in the events variable there are indicators covering enterprise, entertainment, and excitement. They very much agree on this batik Gonggong when

following an event, one of which is like a bazaar event. Based on the test results of the hypothesis and responses respondents proved that the Event had a direct, positive, and significant influence on the purchase decision. When the activity on an event increases, the purchase decision will also increase.

In this case, the results show that the more attractive the marketing event is organized, the higher the customer's decision to make a purchase. Maharani & Mustikasari (2020) Event marketing is a promotional activity in which a company or brand is associated with a thematic event or event designed to create experiences for customers and promote products and services sold. (Rust & Oliver, 1994) in the book "The Principles of Advertising and IMC" concluded "event marketing is a promotional occasion designed to attract and involve a brand target audience", which means an event is a form of marketing promotion formed to draw the attention of target audiences or groups of a brand and one of the most effective and easy promotion or marketing strategies in improving purchase decisions in event marketing.

The results showed that an event had a significant impact on batik Gonggong sales. Because in an event customers are not only buying the product but are asked about the original origin or the history of batik Gonggong that is packed in an attractive event or activity. This has a great impact on the purchase decision when customers visit a bazaar event one of them, batik Gonggong introduces directly and more intensely close to customers' product knowledge of batik Gonggong itself.

According to Shone and Parry (2018), an event is a phenomenon that emerges from the non-routine opportunity that has leisure, cultural, personal, or objective of an organization separated from normal activities for everyday life, where the purpose is to provide illumination, celebrate, entertain or challenge the experience of a group of communities. According to Any Noor (2013), an event is defined as an event organized to commemorate important things throughout human life, either individually or in groups connected by customs, cultures, traditions, and religions organized for a specific purpose and involving the community environment organized at a certain time.

The results of the study are consistent with the studies conducted by (Maharani & Mustikasari, 2020) which showed that the age of events has a significant positive impact on customer purchasing decisions. But backward with research Ningrum & Nilowardono (2016), that events do not influence the sale of a company's product because the marketing strategy itself is seen from the price of the product and where the product is sold.

The Impact of Product Quality, Word of Mouth, and Event on Purchase Decisions

Based on the evaluation results studied by the researchers, the F test result was obtained F counting $46,772 > F$ table 2,25 and a significant value obtaining $0,000 < 0,05$. This means the hypothesis states that simultaneously variable product quality (X1), word of mouth (X2) and event (X3) together have a significant influence on purchasing decisions. Supported also with an average response score of 4.41, and falls into the category of 4.21-5.0, meaning the average response of respondents very agree with this purchase decision variable which contains indicators including Problem Recognition, Information Research, Evaluation of Alternatives, Purchase Decision and Post-Purchase Behavior (Postpurchase Decision). Very much agree with their decision when buying batik Gonggong with a variety of customer needs in clothing. It can then be concluded that the quality of products, word of mouth, and events together or

simultaneously have a positive and significant influence on the Purchase Decision of Batik Gonggong in Batam City.

According to Tjiptono (2016), purchase decisions are an inheritance of customer behavior. Customer behavior is an action that is directly involved in the attempt to obtain, and choose the type of product and service, including in the process of making decisions that occurred before and along with that process. The results shown in this study are that the quality of products, word of mouth, and events together or simultaneously have a positive and significant impact on the Purchase Decision of Batik Gonggong in Batam City. The better the level of product quality, the better the image of its products and the more massive its marketing at each event will affect the purchasing power of customers or the decision of customers in buying this batik Gonggong. Complex decision-making often involves several decisions. A decision involves choosing between two or more alternative actions or behaviors. Decisions always require choices between several different behaviors. According to (Maulana et al., 2023), customer decision-making is a process of integration that combines knowledge to evaluate two or more alternative behaviors and choose one of them. According to Kotler and Armstrong (2010) customer purchasing decisions, regardless of how the customer goes through several stages, namely knowing the problems faced up to the occurrence of the customer purchase transaction.

These findings are consistent with previous research such as Kasakeyan et al. (2021) that electronic word of mouth, product quality, and experiential marketing together or simultaneously have a significant influence on purchase decisions. Previous research results that are also in line with current research such as Sri Intan & Heryenzus (2021) that product quality, promotions, and marketing events simultaneously have a positive and significant impact on purchasing decisions.

CONCLUSION

The following conclusions can be derived from the analysis and discussion findings: There is a positive and significant influence between product quality and purchasing decisions on Batik Gonggong. This means that the use of better-quality products can increase purchasing decisions. Word of mouth has a positive and significant influence on purchasing decisions for Batik Gonggong in Batam City. This means that word of mouth can improve purchasing decisions. There is a positive and significant influence between events on purchasing decisions for Batik Gonggong in Batam City. This means that when activity at an event increases, Purchase Decisions will increase as well. Product quality variables, word-of-mouth variables, and event variables all have a positive and significant cumulative or simultaneous influence on purchasing decision variables (dependent variables).

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