

Effect of life style, taste, word of mouth, and brand trust to the purchasing decisions

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ABSTRACT

The issues that are the focus of research are life style, taste, word of mouth and brand trust of Smart Education students. The population of this study were Smart Education students with a saturated sample technique of 107 respondents. The technique used to analyse the data is multiple linear regression test, classical assumption test, and hypothesis testing through F-test and t-test. Both simultaneously and partially, each variable of life style, taste, word of mouth and brand trust has a significant effect on the purchasing decisions of Smart Education students. It is hoped that producers can improve purchasing decisions by continuing to make variations and innovations in Samyang Hot Chicken products, so that they can be consumed more instantly and have more flavour variants.

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1. INTRODUCTION

The fast food industry continues to experience significant growth, and one of the most popular products is instant noodles. One type of instant noodles that is booming is Korean instant noodles. Korean instant noodles have a distinctive flavour and have gained high popularity among the public, including among Smart Education students. Smart Education students are an interesting target group to research because they tend to be active in following the latest trends and have great influence in purchasing decisions. Therefore, it is important to understand the factors that influence their purchasing decisions related to Korean instant noodle products. Life style, taste, word of mouth, and brand trust are factors that have the potential to influence purchasing decisions for Korean instant noodle products among Smart Education students.

According to (Mongisidi et al., 2019) life style is a way of life identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and their surroundings (opinions). (Sutisna, 2010) states lifestyle as a way of life that how a person spends their time from work, hobbies, shopping, sports, and social activities and interests consist of food, family, recreation, and opinions about themselves, social issues, business, and products. So, life style reflects students' lifestyle, including their food preferences. The results of previous research state that lifestyle has a significant effect on purchasing decisions (Yunus, 2021). However, in other studies, it is stated that lifestyle does not have a significant effect on purchasing decisions (R. P. Sari, 2018).

Taste is an attribute consisting of appearance, flavour, odour, texture and temperature that can form a collaboration of the five human senses (Maimunah, 2020). According to (Dwi, 2010, p. 42), states that the taste of a product is very decisive towards the acceptance of the product by consumers. Hygienic products that are claimed to provide health benefits and practicality will be difficult for customers to accept if in

general the product is less liked or even disliked. This means that flavour plays an important role in determining consumer satisfaction with Korean instant noodle products. The results of previous research state that there is a significant effect of flavour on purchasing decisions (D. Ernawati, 2018). However, in another study, it was stated that taste did not have a significant effect on purchasing decisions (Wuntu, 2019).

According to Ali Hasan (2010, p. 32), stating WOM is the action of consumers who provide information to other consumers from one person to another (interpersonal) non-commercial brands, products, and services. Personal communication channels in the form of speech or word of mouth can be an effective promotional method because they are generally delivered from consumers by consumers and for consumers, so that consumers or customers become advertising media for companies. (Triyono, A. & Susanti, 2021) states that Word Of Mouth is information about products that is channelled by individuals to other individuals. Good and optimal communication depends on the role of the communicator. So, Word of mouth or recommendations from others can also affect students' perceptions of these products. The results of previous research state that WOM has a significant effect together on purchasing decisions (Nisa, 2022). However, in other studies it states that WOM has no effect on purchasing decisions (Amin, 2021).

Suryani (2019) expressed that brand trust is defined as the customer's desire to rely on a brand with the risks faced because of the expectation that the brand will cause positive things. Brand trust is also defined as a sense of security possessed by product users, based on the perception that the brand can be trusted (R. E. Santoso, 2020). From this explanation, it can be concluded that brand trust is a key factor in influencing student purchasing decisions for Korean instant noodle brands. The results of previous research state that Brand Trust has a significant effect on purchasing decisions (Purnamasari, 2019).

According to Kotler & Amstrong (2010, p. 177) states that purchasing decisions are part of consumer behaviour, namely the study of how individuals, groups, and organisations choose, buy, use, and how goods, services, ideas, and experiences satisfy their needs and wants. Meanwhile, (Suriyok, 2022) defines purchasing decisions as actions taken by consumers to buy a product or not based on various factors that influence consumers when buying a product or service.

Therefore, the objectives of this study are 1) To determine the simultaneous influence of lifestyle, taste, word of mouth and brand trust on Smart Education student purchasing decisions. 2) To determine the partial effect of lifestyle on Smart Education student purchasing decisions. 3) To determine the partial effect of taste on purchasing decisions of Smart Education students. 4) To determine the partial effect of word of mouth on purchasing decisions of Smart Education students. 5) To determine the partial effect of brand trust on purchasing decisions of Smart Education students.

This research is expected to provide a deeper understanding of the influence of life style, taste, word of mouth, and brand trust on purchasing decisions for Korean instant noodle products among Smart Education students. With a better understanding of the factors that influence Smart Education students' purchasing decisions related to Korean instant noodle products, manufacturers and marketers can develop more effective marketing strategies to attract and retain this market.

2. Research Method

This study uses quantitative research methods because they relate to nominal data processing on research results. (Ferdinand, 2014). Quantitative methods have the ability to generalise research results, how far the research results can be generalised to the population (Mulyadi, 2011). In sampling, researchers used a saturated sample technique (Sugiyono, 2018) namely all Smart Education student populations of 107 students. This research analysis technique is a classic assumption test (Ghozali, 2016), multiple linear regression tests, simultaneous and partial hypothesis testing (S. Santoso, 2019).

3. Results And Discussions

Data Analysis Results

Table 1. Multicollinearity test

Model	Collinearity Statistics
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	Tolerance	VIF
(Constant)		
1 X1	.314	3.184
X2	.506	1.977
X3	.538	1.857
X4	.351	2.849

Source: Data Processed with SPSS 16.00, 2023

From the results shown in Table 1, it is found that the overall Tolerance value is greater than 0.1 and the overall VIF value is smaller than 10.00 so it can be concluded that there is no multicollinearity between the independent variables.

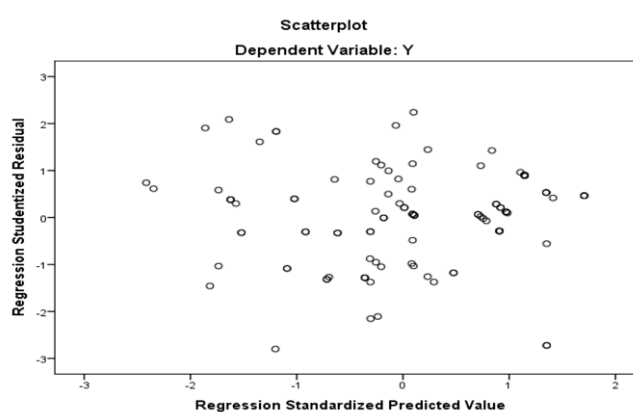


Figure 2. Heteroscedasticity test

Source: Data Processed with SPSS 16.00, 2023

From the **Error! Reference source not found.**, it can be seen that the scatterplot of the distribution of data points spreads above and below or around 0 and the points do not form a pattern. So it can be concluded that the multiple linear regression model is free from heteroscedasticity and is suitable for use in research

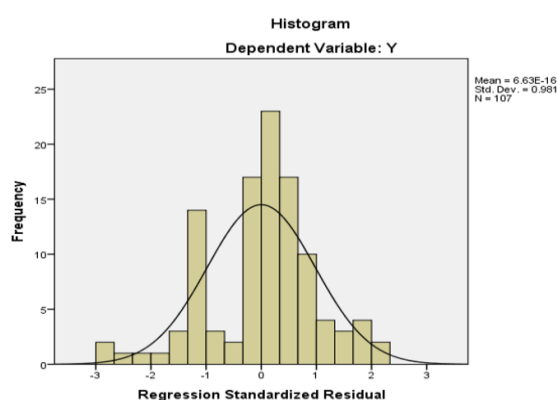


Figure 3. Normality test

Source: Data Processed with SPSS 16.00, 2023

In the **Error! Reference source not found.**, it is known that the bell forms perfectly, neither leaning to the right nor to the left. So it can be concluded that the independent variable and the dependent variable are normally distributed.

Table 2. Multiple linear regression test results

Coefficients ^a			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	.593	.217	
X1	.301	.070	.371
X2	.126	.063	.138
X3	.166	.064	.172
X4	.266	.070	.310

Source: Data Processed with SPSS 16.00, 2023

From Table 2 of multiple linear regression analysis, the following equation is obtained:
 $Y = 0,593 + 0,301X1 + 0,126X2 + 0,166X3 + 0,266X4 + e$

Table 3. Determination coefficient test results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.758	.749	.23521

Source: Data Processed with SPSS 16.00, 2023

Table 3 show the regression calculation result of 0.749 means that 74.9% of the purchasing decision variable is influenced by the independent variables, namely life style, taste, word of mouth, and brand trust.

Table 4. Simultaneous test results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	17.702	4	4.425	79.995	.000 ^b
Residual	5.643	102	.055		
Total	23.345	106			

Source: Data Processed with SPSS 16.00, 2023

Table 4 show the significant value of Fcount 79.995 is higher than Ftable 2.46. Based on the data found, it can be concluded that Ha is accepted and Ho is rejected. This means that Purchasing Decisions (Y) have a significant effect on Life Style (X1), Taste (X2), Word Of Mouth (X3) and Brand Trust (X4) together.

Table 5. Partial test results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.593	.217		2.726	.008
X1	.301	.070	.371	4.274	.000
X2	.126	.063	.138	2.015	.047
X3	.166	.064	.172	2.589	.011
X4	.266	.070	.310	3.778	.000

Source: Data Processed with SPSS 16.00, 2023

The partial test results in the Table 5 show that: 1) t-count is 4.274 > t-table 1.983 which means there is a correlation between lifestyle (X1) and Smart Education student purchasing decisions (Y). 2) The t-count value is 2.015 > ttable 1.983, which means that there is a partial correlation between taste (X2) and Smart Education student purchasing decisions (Y). 3) The value of t-count 2.589 > t-table 1.983 means that there is a partial correlation between word of mouth (X3) and Smart Education student purchasing decisions (Y). 4) t-count 3.778 > t-table 1.983 which means that there is a correlation between brand trust (X4) and Smart Education student purchasing decisions (Y)

Simultaneous effect of Lifestyle, Taste, Word Of Mouth and Brand Trust on the purchasing decisions of Smart Education students

Based on the analysed data, it shows that the significance value of F_{count} 79.995 is higher than F_{table} 2.46. Based on these calculations, it is explained that Life Style (X1), Taste (X2), Word Of Mouth (X3) and Brand Trust (X4) simultaneously influence the purchasing decisions of Smart Education students (Y). The results of this study indicate that when companies are able to keep up with changes in people's lifestyles and can gain consumer trust, the increase in sales through purchasing decisions will increase (Gultom, 2022). (Susanti, 2022) stated that taste and word of mouth have an effect on purchasing decisions. This means that when consumers buy a product and the taste is acceptable, they will recommend it to people around them. Thus, companies are able to increase marketing through word of mouth.

Partial Effect of Lifestyle on Smart Education Students' Purchase Decisions

The partial calculation results obtained the t -count value of $4.274 > t$ -table 1.983 which means that there is a partial correlation between lifestyle (X1) and Smart Education student purchasing decisions (Y). The multiple linear regression results also explain that if the lifestyle increases, it will increase purchasing decisions with a value of 0.301 units. (Arif, 2021) explains that lifestyle is how a person spends his money and how to allocate his time. Changes in lifestyle allow marketers to not only analyse consumer needs, but consumer desires are important things that marketers must pay attention to (S. Ernawati, 2022). Other research results that are also in line are (Huda, 2021) which shows that lifestyle is directly very capable of increasing purchasing decisions as well as research conducted by (Sakti, 2022) which states the results of this study indicate that lifestyle partially has a positive and significant effect on purchasing decisions at Polygon in Kebumen.

Partial Effect of Taste on Smart Education Students' Purchase Decisions

The results of partial calculations obtained the value of t count $2.015 > t$ -table 1.983 which means that there is a partial correlation between taste (X2) and the purchasing decisions of Smart Education students (Y). The multiple linear regression results also explain that if the taste increases, it will increase the purchasing decision with a value of 0.126 units. Taste is the result of the work of taste buds located on the tongue, cheeks, esophagus, roof of the mouth, which is part of the taste (Dilasari, 2022). Research conducted by (Ilmi, 2020) proves that the taste of *sedaap* noodles produced by Wings Corporation can be accepted by many people. Sales have increased, it is proven that *sedaap* Korean spicy chicken noodles with their spiciness level are noodles that are sought after by many people. However, the results of this study contradict Sari and Yeni (2019) that product taste does not have a significant effect on consumer purchasing decisions because producers must offer a variety of product flavours so that consumers do not get bored quickly and increase their taste.

Partial Effect of Word Of Mouth on Smart Education Students' Purchase Decisions

The partial calculation results obtained the t value $2.589 > t$ table 1.983 which means that there is a partial correlation between word of mouth (X3) and Smart Education student purchasing decisions (Y). The multiple linear regression results also explain that if word of mouth increases, it will increase purchasing decisions with a value of 0.166 units. This finding explains word of mouth as measured by indicators of talking about positive things, recommending and encouraging (K. Ali, 2020). A consumer will leave a positive review when the consumer has a good buying experience (Wangsa, 2022) therefore, companies can strive to provide the best service and products to increase sales. The results of this research are also supported by Soraya & Marlana's research (2020) which states that the word of mouth variable has a significant influence on the purchasing decision variable for Bakso Boedjangan in Surabaya.

Partial Effect of Brand Trust on Smart Education Students' Purchase Decisions

The partial calculation results obtained the t -count value of $3.778 > t$ -table 1.983 which means that there is a partial correlation between brand trust (X4) and Smart Education student purchasing decisions (Y). The multiple linear regression results also explain that if brand trust increases, it will increase purchasing decisions with a value of 0.266 units. Building a strong brand is the goal of business activities because a strong brand is able to provide many advantages for a business, such as high competitive ability, greater margins, and brand expansion opportunities (Wibowo, 2022). Customers who feel safe and trust because of a product, will not easily leave or replace the product with another brand product. Therefore, a brand must be able to provide confidence to customers that the brand is truly trustworthy (Hastoko, 2022). The results of this study are in line with research (Faizy, 2023) which shows that brand trust has a positive and significant influence on purchasing decisions for Vivo mobile phone consumers in the city of Yogyakarta.

4. Conclusion

Based on the results and discussion of this study, it can be concluded that simultaneously life style, taste, word of mouth and brand trust have a significant effect on purchasing decisions of Smart Education students, this is evidenced by the significance value of Fcount 79.995 is higher than Ftable 2.46. Lifestyle partially has a significant effect on the purchasing decisions of Smart Education students, this is evidenced by the t-count $4.274 > t\text{-table } 1.983$. Taste partially has a significant effect on purchasing decisions of Smart Education students, this is evidenced by t-count $2.015 > t\text{-table } 1.983$. Word of mouth partially has a significant effect on purchasing decisions of Smart Education students, this is evidenced by t-count $2.589 > t\text{-table } 1.983$. Brand trust partially has a significant effect on the purchasing decisions of Smart Education students, this is evidenced by t-count $3.778 > t\text{-table } 1.983$. In improving purchasing decisions, producers should make variations and innovations to their products so that they can be consumed more instantly and have more flavour variants, considering that the life style of smart education students is very high and dense. However, the results of this study only apply to the population and sample studied and depend on individual preferences, which can vary from one person to another, so generalisation of the research results to other populations must be done with caution. It is hoped that further research will add other variables that can influence purchasing decisions, because the increasing consumer purchasing decisions will accelerate the achievement of a company's vision and mission and can make the company's survival better.

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