

PENGARUH *ELECTRONIC WORD OF MOUTH* (E-WOM), KUALITAS PRODUK, DAYA TARIK KONTEN, DAN FASILITAS TERHADAP KEPUTUSAN PEMBELIAN WARUNG BEKICOT MAGETAN

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Electronic Word of Mouth (E-WOM), Kualitas Produk, Daya Tarik Konten, dan Fasilitas terhadap Keputusan Pembelian pada Warung Bekicot Magetan. Fenomena viralnya Warung Bekicot Magetan di media sosial menjadikan warung ini menarik untuk diteliti dari perspektif perilaku konsumen dan pemasaran digital. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survey. Data dikumpulkan melalui kuesioner yang disebarakan kepada 384 responden yang pernah melakukan pembelian di Warung Bekicot Magetan dan memiliki akun media sosial. Teknik analisis data yang digunakan adalah regresi linier berganda dengan bantuan software SPSS versi 25. Hasil penelitian menunjukkan bahwa variabel E-WOM, Kualitas Produk, dan Daya Tarik Konten berpengaruh signifikan terhadap Keputusan Pembelian. Sedangkan variabel Fasilitas tidak berpengaruh signifikan terhadap Keputusan Pembelian. Temuan ini menunjukkan bahwa dalam konteks kuliner tradisional yang viral, aspek digital dan pengalaman unik lebih dominan dibandingkan aspek fasilitas fisik. Penelitian ini diharapkan dapat menjadi bahan pertimbangan strategis bagi pengelola Warung Bekicot Magetan untuk terus meningkatkan kualitas produk dan memperkuat strategi digital marketing berbasis konten dan ulasan konsumen.

Kata Kunci: Electronic Word of Mouth, Kualitas Produk, Daya Tarik Konten, Fasilitas, Keputusan Pembelian.

Abstract

This study aims to examine the influence of Electronic Word of Mouth (E-WOM), Product Quality, Content Attractiveness, and Facilities on Purchase Decisions at Warung Bekicot Magetan. The viral phenomenon of Warung Bekicot Magetan on social media makes this business an interesting case to study from the perspective of consumer behavior and digital marketing. The research employed a quantitative approach with a survey method. Data were collected through questionnaires distributed to 384 respondents who had made purchases at Warung Bekicot Magetan and owned social media accounts. The data were analyzed using multiple linear regression with the assistance of SPSS version 25. The findings indicate that E-WOM, Product Quality, and Content Attractiveness significantly influence Purchase Decisions, while Facilities do not have a significant effect. These results suggest that in the context of viral traditional culinary businesses, digital aspects and unique consumer experiences are more dominant than physical facilities. This study is expected to serve as a strategic reference for the management of Warung Bekicot Magetan to continuously improve product quality and strengthen digital marketing strategies based on content and consumer reviews.

Keywords: *Electronic Word of Mouth, Product Quality, Content Attractiveness, Facilities, Purchase Decision.*

A. INTRODUCTION

The development of social media has brought significant changes to modern marketing. Platforms such as TikTok, Instagram, and YouTube are no longer used merely as sources of entertainment, but have also become strategic media to introduce products and build interactions with consumers. In the culinary industry, purchasing trends are no longer solely determined by taste and business location, but also by how products are digitally presented through creative, attractive, and relevant content to the audience.

This phenomenon can be observed in Warung Bekicot Magetan, a traditional culinary business specializing in snail-based dishes that went viral through TikTok content. This case illustrates that digital communication in the form of reviews or Electronic Word of Mouth (E-WOM), consistent product quality, and unique content attractiveness play crucial roles in influencing consumer purchasing decisions. However, facilities that are often considered essential in supporting consumer comfort do not necessarily become the main determinants in the context of simple traditional culinary businesses that gain popularity through digital

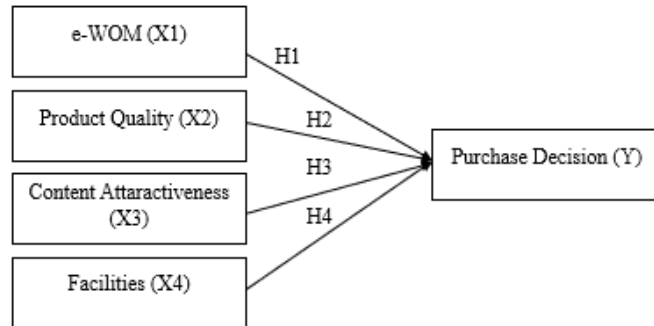
platforms. Therefore, this study aims to analyze the influence of E-WOM, product quality, content attractiveness, and facilities on consumer purchasing decisions at Warung Bekicot Magetan.

Theoretically, this research is expected to contribute to the development of marketing management studies, particularly those related to consumer behavior and digital promotion strategies. Practically, this study is expected to provide strategic insights for the management of Warung Bekicot Magetan and other micro, small, and medium enterprises (MSMEs) to strengthen their marketing strategies through a combination of product quality and effective digital promotion.

The literature review highlights that E-WOM is a form of consumer communication through digital media in the form of reviews, testimonials, or recommendations that may influence purchasing decisions (Kotler & Keller, 2016). Product quality is defined as the product's ability to meet consumer needs through aspects such as taste, texture, aroma, appearance, and durability (Setyaningrum, 2016). Content attractiveness refers to visualization, creativity, relevance, and emotional appeal that can build positive consumer perceptions of a product (Kartika, 2019). Meanwhile, facilities refer to the infrastructure and amenities that support consumer comfort, although in some studies their role in purchasing decisions has been found insignificant (Lesmana, 2022).

Previous studies have shown that E-WOM, product quality, and content attractiveness have a positive influence on purchasing decisions (Prayoga, 2020; Apriyani, 2021; Purnama, 2023). However, in several cases of traditional culinary businesses, facilities were found to have no significant effect on consumer purchasing decisions (Valentine, 2023). Based on the theories and previous studies, the hypotheses of this research state that E-WOM, product quality, and content attractiveness significantly influence purchasing decisions, while facilities do not significantly influence consumer purchasing decisions at Warung Bekicot Magetan.

Conceptual Framework :



Source: modification from (Iman Prayoga et al.,2020), (Novel Apriyani et al.,2021), (Purnama Sari et al., 2023), (Listantia Valentine et al.,2022).

H1: It is hypothesized that Electronic Word of Mouth (E-WOM) has a significant influence on Consumer Purchase Decisions at *Warung Bekicot Magetan*.

H2: It is hypothesized that Product Quality has a significant influence on Consumer Purchase Decisions at *Warung Bekicot Magetan*.

H3: It is hypothesized that Content Attractiveness has a significant influence on Consumer Purchase Decisions at *Warung Bekicot Magetan*.

H4: It is hypothesized that Facilities have a significant influence on Consumer Purchase Decisions at *Warung Bekicot Magetan*.

B. METHODE

This study employed a quantitative approach with a survey method, conducted on consumers of *Warung Bekicot Magetan* who had made purchases between March and June 2025. Since the exact population was unknown, the sample was determined using the Lemeshow formula, resulting in 384 respondents selected through purposive sampling with criteria of having visited at least once, being 14–60 years old, and active on social media. The research examined Electronic Word of Mouth (X1), Product Quality (X2), Content Attractiveness (X3), and Facilities (X4) as independent variables, with Purchase Decision (Y) as the dependent variable. Data were collected using a four-point Likert scale questionnaire distributed online, and tested for validity and reliability. The analysis, carried out with SPSS

25, included descriptive statistics, instrument testing, classical assumption tests, and multiple linear regression to identify the effects of the independent variables on purchasing decisions.

C. RESULTS AND DISCUSSIONS

Profile of Responden

Based on the results of the study, it was found that consumers of *Warung Bekicot Magetan* were dominated by respondents aged 21–30 years, representing the largest percentage of the total sample. Based on the results of the study, it was found that most consumers of *Warung Bekicot Magetan* had made purchases 1–2 times. Based on the results of the study, it was found that consumers of *Warung Bekicot Magetan* were dominated by respondents with a senior high school educational background. Based on the results of the study, it was found that most consumers of *Warung Bekicot Magetan* were students. Based on the results of the study, it was found that the number of respondents in this research was 384 consumers of *Warung Bekicot Magetan* who met the sampling criteria.

Validity Test

Based on the results of the study, it was found that 4 questionnaire items were valid for variable X1 or Electronic Word of Mouth (E-WOM). Based on the results of the study, it was found that 5 questionnaire items were valid for variable X2 or Product Quality. Based on the results of the study, it was found that 4 questionnaire items were valid for variable X3 or Content Attractiveness. Based on the results of the study, it was found that 5 questionnaire items were not valid for variable X4 or Facilities. Based on the results of the study, it was found that 7 questionnaire items were valid for variable Y or Purchase Decision.

Reliability Test

Based on the results of the study, it was found that the variable Electronic Word of Mouth (X1) was proven to be reliable, as the Cronbach's Alpha value was $0.900 > 0.60$. Based on the results of the study, it was found that the variable Product Quality (X2) was proven to be reliable, as the Cronbach's Alpha value was $0.921 > 0.60$. Based on the results of the study, it was found that the variable Content Attractiveness (X3) was proven to be reliable, as the Cronbach's Alpha value was $0.881 > 0.60$. Based on the results of the study, it

was found that the variable Facilities (X4) was proven to be reliable, as the Cronbach's Alpha value was $0.883 > 0.60$. Based on the results of the study, it was found that the variable Purchase Decision (Y) was proven to be reliable, as the Cronbach's Alpha value was $0.928 > 0.60$.

Multiple Linear Regression Test

Tabel 1. Hasil Uji Regresi Linear Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.957	.671		4.406	.000
E-WOM	.469	.090	.348	5.234	.000
Kualitas Produk	.385	.074	.313	5.206	.000
Daya Tarik Konten	.486	.076	.268	6.437	.000
Fasilitas	.013	.086	.008	.152	0.879

a. Dependent Variable : Keputusan Pembelian

Sumber : Data diolah dengan SPSS 25.0 (2025)

Based on the results of multiple linear regression analysis, it can be seen that there is a significant influence of the variables Electronic Word of Mouth (E-WOM), Product Quality, and Content Attractiveness on Purchase Decisions. This is indicated by the significance values of each variable, all of which are below the threshold of 0.05. The E-WOM variable shows a significance value of 0.000 with a regression coefficient of 0.489, indicating that E-WOM has a positive and significant effect on purchase decisions. This means that the better consumers' perceptions of digital reviews or E-WOM, the higher their tendency to make a purchase. Furthermore, the Product Quality variable also has a positive and significant effect, with a significance value of 0.000 and a regression coefficient of 0.385. This suggests that the

higher the perceived product quality, the greater the likelihood of consumers making a purchase.

Content Attractiveness is identified as the variable with the greatest influence on purchase decisions, with a regression coefficient of 0.486 and a significance value of 0.000. This indicates that attractive content, both visually and narratively, plays a crucial role in encouraging consumers to make purchases. Meanwhile, the Facilities variable shows a significance value of 0.878, which is far above 0.05, and a very small regression coefficient of 0.013. This demonstrates that facilities do not have a significant effect on purchase decisions in the context of this study.

Thus, it can be concluded that E-WOM, Product Quality, and Content Attractiveness are the factors that significantly influence purchase decisions, while Facilities do not make a meaningful contribution within this model.

Partial Test (t Test)

Table 2. Partial Test Results (t)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
¹ (Constant)	2.957	.671			4.406	.000
E-WOM	.469	.090	.348		5.234	.000
Kualitas Produk	.385	.074	.313		5.206	.000
Daya Tarik Konten	.486	.076	.268		6.437	.000
Fasilitas	.013	.086	.008		.152	0.879

a. Dependent Variable : Keputusan Pembelian

Sumber : Data diolah dengan SPSS 25.0 (2025)

Based on the results of the t-test, the findings can be explained as follows:

1. Electronic Word of Mouth (X_1) has a t-value of 5.234 with a significance value of 0.000. Since the significance value is < 0.05 , it can be concluded that Electronic Word of Mouth has a positive and significant effect on Purchase Decisions. This means that the higher the Electronic Word of Mouth, the higher the Purchase Decisions at *Warung Bekicot Magetan*.
2. Product Quality (X_2) has a t-value of 5.206 and a significance value of 0.000. As the significance value is < 0.05 , it indicates that Product Quality has a positive and significant effect on Purchase Decisions. In other words, the better the product quality, the greater the likelihood that consumers will make a purchase.
3. Content Attractiveness (X_3) has a t-value of 6.437 with a significance value of 0.000. This result shows that Content Attractiveness has a positive and significant effect on Purchase Decisions. This means that the more attractive the content presented, the higher the consumers' purchase decisions will be.
4. Facilities (X_4) has a t-value of 0.152 with a significance value of 0.879. Since the significance value is > 0.05 , it can be concluded that Facilities do not have a significant effect on Purchase Decisions. This indicates that the available facilities are not yet considered the main factor by consumers in deciding to make a purchase at *Warung Bekicot Magetan*.

Coefficient of Determination Test (R²)

Table 3. Results of the Determination Coefficient (R²) Test

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate	Durbin-Watson
1	0.882	0.778	0.775	1.77	1.902

Source: Data processed with SPSS 25.0 (2025)

Based on the results of the coefficient of determination test in Table 4.29, the R Square value of 0.778 indicates that the variables Electronic Word of Mouth, Product Quality, Content Attractiveness, and Facilities are able to explain 77.8% of Purchase

Decisions, while the remaining 22.2% is influenced by other factors outside the model. The Adjusted R Square value of 0.775 confirms that the regression model is sufficiently robust and not distorted by the number of independent variables used. In addition, the Durbin-Watson value of 1.902 falls within the normal range, indicating no autocorrelation, thus the regression model can be considered appropriate for explaining the relationship among the research variables.

Discussion

1. The Influence of Electronic Word of Mouth on Purchase Decisions at Warung Bekicot Magetan

The first hypothesis in this study is the influence of Electronic Word of Mouth (E-WOM) on Purchase Decisions at *Warung Bekicot Magetan*. Based on the results of multiple linear regression analysis, the E-WOM variable obtained a significance value of 0.000, which is smaller than the standard significance level ($\alpha = 0.05$). This indicates that E-WOM has a significant influence on consumer purchase decisions at *Warung Bekicot Magetan*. In other words, consumer reviews, testimonials, and recommendations through digital media are able to increase consumers' tendency to make purchases. The higher the level of consumer trust in information obtained from social media, the stronger their intention to purchase. This finding is consistent with the studies conducted by Prayoga & Rachman (2020), Elsa Rizki & Khusnul Fikriyah (2022), and Fadhilah & Saputra (2021).

2. The Influence of Product Quality on Purchase Decisions at Warung Bekicot Magetan

The second hypothesis in this study is the influence of Product Quality on Purchase Decisions at *Warung Bekicot Magetan*. Based on the results of multiple linear regression analysis, the Product Quality variable obtained a significance value of 0.000, which is smaller than the standard significance level ($\alpha = 0.05$). This indicates that Product Quality has a significant influence on consumer purchase decisions. In other words, aspects such as taste, texture, aroma, and product appearance play an important role in encouraging consumers to make purchases. The better the perceived product quality, the higher the likelihood of

consumers deciding to buy. This finding is consistent with the studies conducted by Novel Apriyani et al. (2021), Aldini Nofta et al. (2021), and Marissa Grace Haque et al. (2020).

3. The Influence of Content Attractiveness on Purchase Decisions at Warung Bekicot Magetan

Based on the results of multiple linear regression analysis, the Content Attractiveness variable (X_3) shows a significant influence on purchase decisions, with a significance value of 0.000, which is far below the standard significance level of $\alpha = 0.05$. This confirms that the more attractive the content presented, the greater the likelihood that consumers will make a purchase. The regression coefficient value of 0.078 indicates that an increase in the perception of content attractiveness will raise purchase decisions by 0.78 units. Content attractiveness refers to the ability of content—whether visual, textual, or audiovisual—to capture consumer attention, arouse curiosity, build engagement, and ultimately drive actions such as purchase decisions. This explanation is supported by previous studies on content attractiveness conducted by Purnama Sari (2023), Lina Pina & Adi Santoso (2024), and Iffah Shofiyah Ariefah et al. (2022), which found a significant effect on purchase decisions.

4. The Influence of Facilities on Purchase Decisions at Warung Bekicot Magetan

Based on the results of multiple linear regression analysis, the Facilities variable (X_4) obtained a significance value of 0.879, which is greater than the alpha value ($\alpha = 0.05$). Thus, it can be concluded that facilities do not have a significant influence on consumer purchase decisions at *Warung Bekicot Magetan*. This means that the presence or quality of facilities in this establishment is not the main factor in determining consumers' decision to purchase products. The findings indicate that consumers do not consider facilities as a primary factor, in contrast to other factors such as product quality, electronic word of mouth (E-WOM), and content attractiveness, which in this study were found to have a significant influence. These results contradict several previous studies that reported facilities had a significant effect on purchase decisions, such as those conducted by Arbiansyah & Herry Nurdin (2024), Basthan Imanuel et al. (2022), and Indah Sari & Rahmat Hidayat (2020).

D. CONCLUSIONS

This study concludes that Electronic Word of Mouth, Product Quality, and Content Attractiveness play significant roles in influencing consumer purchase decisions at *Warung Bekicot Magetan*. These findings highlight that in the context of small traditional culinary businesses, digital promotion and product excellence are more decisive than physical facilities, which were found to have no significant impact on consumer purchasing behavior. This suggests that consumers prioritize taste, digital reviews, and engaging content rather than physical comfort when making purchasing decisions.

The limitations of this research lie in the focus on a single culinary business, which makes it difficult to generalize the findings to other types of businesses. In addition, data collection relied solely on online questionnaires, which may be subject to bias in respondents' self-assessment. Future research is suggested to expand the scope of study to include various culinary or MSME businesses and to incorporate additional variables such as price, brand image, or consumer trust. Broader sampling methods and the use of mixed approaches combining qualitative and quantitative data may also provide deeper insights into the factors influencing consumer purchase decisions in the digital era.

E. SUGGESTIONS

Based on the findings of this research, it is suggested that future studies expand the scope of investigation beyond *Warung Bekicot Magetan* to include other traditional culinary businesses and MSMEs, so that the results may be more generalizable. Future research is also encouraged to incorporate additional variables such as price, brand image, and consumer trust, which may have potential effects on purchase decisions. Moreover, employing a mixed-method approach by integrating interviews or direct observations can provide a more comprehensive understanding of consumer behavior. Another suggestion is to pay closer attention to external factors such as social media trends and changes in digital behavior, as these aspects are highly dynamic and significantly influence purchasing decision-making in the digital era

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