MIXUE ICE CREAM & TEA PRODUCT PURCHASE DECISION IN GENERATION Z: TAQWA'S INVOLVEMENT AS A MODERATOR

Laili Amaliyah[1], Abdul Aziz[2], Nugraha Pratama[3]
Universitas Islam Negeri Salatiga
lailiamaliyah229@gmail.com

Abstract

This study aims to answer the influence of word of mouth, viral marketing and online customer reviews on purchasing decisions for Mixue Ice Cream products in generation z with taqwa as a moderating variable. This research was conducted in the city of Salatiga. Data collection was carried out by distributing questionnaires using a Likert scale (1-5) to 100 mixue consumers who were respondents in this study. The data analysis technique used in this study is the MRA (Moderated Regression Analysis) method. The results of testing the hypothesis show that word of mouth has a positive effect on purchasing decisions. Viral marketing has no effect on purchasing decisions. Online customer reviews have a positive influence on purchasing decisions. Taqwa is able to moderate the influence of word of mouth on purchasing decisions. Taqwa is able to moderate the effect of viral marketing on purchasing decisions. Taqwa is able to moderate the influence of online customer reviews on purchasing decisions.

Keywords: word of mouth, viral marketing, online customer review, purchasing decisions, taqwa

Abstrak

Penelitian ini bertujuan untuk menjawab pengaruh word of Mouth, viral marketing dan online customer review terhadap keputusan pembelian produk Mixue Ice Cream generasi z dengan taqwa sebagai variabel moderasi. Penelitian ini dilakukan di kota Salatiga. Pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan skala likert (1-5) kepada 100 konsumen mixue yang menjadi responden dalam penelitian ini. Teknik analisis data yang digunakan dalam penelitian ini adalah metode MRA (Moderated Regression Analysis). Hasil pengujian hipotesis menunjukkan bahwa word of Mouth berpengaruh positif terhadap keputusan pembelian. Viral marketing tidak berpengaruh terhadap keputusan pembelian. Ulasan pelanggan online mempunyai pengaruh positif terhadap keputusan pembelian. Taqwa mampu memoderasi pengaruh word ofmouth terhadap keputusan pembelian. Taqwa mampu memoderasi pengaruh viral marketing terhadap keputusan pembelian. Taqwa mampu memoderasi pengaruh ulasan pelanggan online terhadap keputusan pembelian.

Kata Kunci: dari mulut ke mulut, pemasaran viral, ulasan pelanggan online, keputusan pembelian, takwa

Introduction

In Indonesia today, the food and beverage industry is growing. Quoted in an article released by SINDOnews.com published on Sunday, December 13, 2020 by Nuriwan

Trihendrawan with the title "Culinary Industry Grows Rapidly in Indonesia", Bekraf RI noted that the culinary subsector contributed 41.4% of the total contribution of the creative economy of Rp 922 T in 2016. Compared to 16 other subsectors in the Indonesian Creative Economy Agency, the total number of culinary subsectors is the highest number. Even when there is a contradiction in economic growth, the culinary industry can still grow by 0.22% from the previous year. This proves that the sub-sector is also influential for the Indonesia economy. So now so many food and beverage companies continue to develop their businesses both individually and implementing a partnership system. One of the companies that implements a partnership system is the contemporary beverage trade.

The Mixue Ice Cream & Tea brand has recently gone viral. In accordance with an article uploaded in Cbnindonesia.com on July 14, 2022 entitled *"Who is the Owner of Mixue? Viral Ice Cream and Tea from China",* many Mixue outlets are always crowded with consumer queues. Ice cream brands from China are targeted because of their affordability. Mixue Ice Cream & Tea has been in operation since 1997. This business is widespread and has approximately 10,000 franchisees in various countries. Since entering Bandung in 2020, Mixue has distributed 300 franchises throughout the Indonesia (blog.joinan.co.id, 2022).

Although Mixue has hundreds of franchises spread across Indonesia, now business competition is getting tighter, considering that the competitiveness of contemporary beverages is very high, of course, the company must have a marketing strategy that can encourage the business to continue to grow. Marketing strategies must be in sync with current consumer needs and strategic needs to face competitors.

The development of technology has changed the way of marketing to screen *to face (internet marketing). Screen to face* has resulted in an increase in *internet users* and *social media users* in Indonesia. The marketing side took this opportunity to implement a marketing strategy. Companies must use creative strategies to capture consumers' attention. Companies also need to understand what consumers like at this point, in order to create preferences on brands. According to Hedaa and Ritter (2005), management-oriented marketing is understanding what consumers want and what they need so that consumers can voluntarily buy or consume the goods produced by the company. Here are some creative ways to get attention from consumers to complete the consumer decision process, including word *of mouth, viral marketing,* and *online customer reviews.*

Word of mouth (WOM) is one of the most powerful sources of information for consumers. (Brown & Reingen, 1987; Katz & Lazarsfeld, 1955). In general, *word of mouth* refers to communication between individuals or groups to provide recommendations for previously used products. After using a product, most people will recommend it to others. These recommendations are based on a person's positive and negative experiences with the product.

Apart from *word of mouth*, there is marketing that is carried out using *viral marketing* techniques on social media such as Instagram, Twitter and Tiktok. Tim Draver and Steve Juvetson coined the term *viral marketing* to describe the electronic version of word *of mouth*. *Viral marketing* is an internet-based strategy that takes advantage of the nature of the route of information dissemination on the internet. Viral *marketing techniques* are marketing strategies that spark public conversations related to corporate social media activities.

Online customer reviews are another factor that can influence the purchase decision. A review is a description of a customer's experience with a business's product or service. Consumers can access these reviews on the internet. Reviews are part of the word-of-mouth marketing strategy used on social media. Consumers who have used and felt the benefits of the products they consume can provide information to potential buyers about it.

Talking about the internet and technological developments, it is inseparable from Generation Z. Generation Z is said to be a generation that always uses the internet and gadgets in any activity. Quoted from an article published by the Minneapolis/st Paul Business Journal titled *"Piper Jaffray report: Gen Z shoppers increase spending on Amazon, Apple, Vans"* published on April 8, 2019, Piper Jaffray's report said that Generation Z, which consists of people born between 1997 and 2012, spends more than $830 billion per year. The company surveyed about 8,000 teenagers, with an average age of 16, and found that they spent an average of $2,600 per year on food and retail, about 1 percent more than they spent a year ago (www.bizjournals.com)

The purchase decision process is certainly closely related to a person's personality, because each individual must have a different personality, be it nature, attitude, or dedication or devotion. In this study, the author makes taqwa as a moderating variable. Taqwa is a very interesting thing, taqwa is the basic value of Islamic teachings. Taqwa is the most important capital for every Muslim, the most provision to ensure the safety and

goodness of human beings, both in the affairs of this world and the hereafter. Taqwa encompasses all aspects of human movement. Muslims must be able to apply taqwa in all aspects and aspects of life, including when making purchase decisions.

In a study conducted by Nurdianto & Pratama (2021), the results showed that the Taqwa (Z) variable moderated the influence of *work pressure* (X1), *job insecurity* (X2) and *workplace favouritism* (X3) on *turnover intention* (Y). Based on the research, it can be concluded that taqwa can be used as a moderating variable.

Some of the gaps that existed in previous research are also the basis for conducting this study. Previous research that examined the influence *of word of mouth* on purchase decisions was a study by Husen et al. (2021), their research showed that the variable of *word of mouth* had a positive and significant impact on the purchase decision variable. Meanwhile, based on research conducted by Tj et al. (2022), *word of mouth* has no influence on purchase decisions.

In the previous study that examined the influence of *viral marketing* on purchase decisions, the research of Tanuwijaya and Mulyandi (2021) showed that *viral marketing* had a positive and significant effect on purchase decisions. However, a study by Paramiza (2019) shows that veriable *viral marketing* has no effect on purchase decisions.

In a previous study, Ardianti and Widiartanto (2019) examined the influence of *online customer reviews* on purchase decisions. Their findings resulted in the *online customer review* variable having a positive and significant impact on the purchase decision variable. While the research of Ghoni and Soliha (2022) yielded different conclusions, it showed that the variable of online customer reviews had a negative and insignificant impact on the purchase decision variable.

In this study, taqwa is measured as a series of values such as honesty, responsibility and concern for others. Devoted consumers tend to trust information that comes from sources that are considered reliable, such as recommendations from friends (word of mouth) or online customer reviews from people who have the same values. This study seeks to answer the question of how much word of mouth, viral marketing and online customer reviews influence on purchasing decisions and how taqwa moderates the influence of word of mouth, viral marketing and online customer reviews on purchasing decisions of Mixue Ice Cream & Tea products in Salatiga City.

Literature Review

Defined by WOMMA (*Word of mouth Marketing Association*) in (Rahayu and Edward, 2014: 5) word of mouth is a marketing strategy that asks individuals to discuss, advertise, suggest, or market a particular brand or product to others.

Viral marketing is an internet-based marketing strategy and utilizes the route of information dissemination on the internet (Scott, 2008). *Viral marketing* according to Armstrong and Kotler (2004) cited in a journal (Wiludjeng & Nurlela, 2013) is: *Viral marketing*, is the internet version of WOM which refers to the creation of e-mail messages or other marketing strategies that spread so that consumers voluntarily forward them to their friends.

Online customer review is a type of electronic *version of word of mouth* which is *user-generated content* that usually contains information about the product and is also a recommendation from the consumer's point of view (Natania, 2018). According to Mudambi and Schuff (2010) in journal publications (Atsila et al., 2020), *online customer reviews* are product reviews or evaluations submitted by consumers regarding their experience in consuming goods so that they can influence other people's decisions.

The definition of a purchase decision is the process when consumers have knowledge and conclude two or more promotions to decide on the purchase of a product to be consumed (Kotler and Keller, 2016). Kotler and Amstrong (2012) define a purchase decision as a choice that the consumer makes whether he or she will buy the product or not.

The word taqwa comes from the Arabic language, namely *waqa-yaqi-waqiyah* which means to guard. (Shihab, 1992) has examined several opinions that say that taqwa is basically derived from fear, but can increase to its peak. The modern scholars define taqwa as "Divine Consciousness", which is the awareness of servants towards the existence of the Almighty Rabb in every human journey (Kartini, 2012). The definition of taqwa leads to one understanding, namely carrying out everything that He commands and staying away from all His prohibitions. The criteria for a servant who is devoted to his Lord are those who obey all His commandments and who forsake His prohibitions.

Table 1

Research Gap Table

No	Researchers	Variable	Research Results
The Influence of Word of mouth on Purchase Decisions			
1.	Husen dkk (2021)	Lokasi (X1) Citra Merek (X2) *Word of mouth* (X3) Keputusan Pembelian (Y)	X3 has a significant positive effect on Y
2.	Saputra dan Ardani (2020)	*Digital Marketing* (X1) *Word of mouth* (X2) Kualitas Pelayanan (X3) Keputusan Pembelian (Y)	X2 has a positive and significant effect on Y.
3.	Prayitno (2019)	Kualitas Produk (X1) Harga (X2) Citra Merek (X3) *Word of mouth* (X4) Keputusan Pembelian (Y)	X4 has a non-significant positive effect on Y.
4.	Tj dkk (2022)	*Word of mouth* (X1) Kualitas Produk (X2) Keputusan Pembelian (Y) *Brand Image* (Z)	X1 has no effect on Y.
The Effect of Viral marketing on Purchase Decisions			
1.	Tanuwijaya dan Mulyandi (2021)	*Viral marketing* (X1) *Turbo Marketing* (X2) Keputusan Pembelian (Y)	X1 has a positive and significant effect on Y.
2.	Lohonusa dan Mandagie (2021)	*Brand Image* (X1) *Brand Trust* (X2) *Viral marketing* (X3) Keputusan Pembelian (Y)	X3 has a positive and significant effect on Y.
3.	Rahayu dkk (2022)	*Viral marketing* (X1) Keputusan pembelian (Y)	X1 has a non-significant positive effect on Y.

4.	Paramiza (2019)	*Celebrity Endorser* (X1) Kualitas Informasi (X2) *Viral marketing* (X3) Kepercayaan Konsumen (X4) Keputusan Pembelian (Y)	X3 has no effect on Y.
The Influence of Online customer reviews on Purchase Decisions			
1.	Ardianti dan Widiartanto (2019)	*Online costumer review* (X1) *Online Costumer Rating* (X2) Keputusan Pembelian (Y)	X1 has a positive and significant effect on Y.
2.	Hariyanto dan Trisunarno (2021)	*Online costumer review* (X1) *Online Costumer Rating* (X2) *Star Seller* (X3) Keputusan Pembelian (Y)	X1 has a positive and significant effect on Y.
3.	Amin dan Rachmawati (2020)	Label halal (X1) Citra Merek (X2) *Online costumer review* (X3) Keputusan Pembelian (Y)	X3 has no significant effect on Y.
4.	Ghoni dan Soliha (2022)	*Brand Image* (X1) *Online customer review* (X2) *Promotion* (X3) Keputusan pembelian (Y)	X2 has a negative and insignificant effect on Y.
Taqwa as a Moderating Variable			
1.	Nurdianto dan Pratama (2021)	*Work Pressure* (X1) *Job Insecurity* (X2) *Workplace Favouritsm* (X3)	Z moderates the influence of X1, the influence of X2 and X3 on Y.

| | | *Turnover Intention* (Y) | |
| | | Taqwa (Z) | |

Table 1 shows the differences in the results of the study. Several studies show positive results regarding the influence of word of mouth on the purchase decision of Husen et al (2021) and Saputra and Ardani (2020). Meanwhile, other studies show different results, namely stating that word of mouth does not affect the purchase decision of Tj et al. (2022). Likewise, the influence of viral marketing on purchase decisions, several studies show that viral marketing has an effect on the purchase decisions of Tanuwijaya and Mulyandi (2021) and Lohonusa and Mandagie (2021), in other studies show that viral marketing has no influence on the purchase decision of Paramiza (2019). Then regarding the influence of online customer reviews on purchase decisions, several studies showed positive results Ardianti and Widiartanto (2019) and Hariyanto and Trisunarno (2021), while other studies showed that online customer reviews had no effect on Ghoni and Soliha (2022) purchase decisions.

Based on the results of different studies as described above that still show gaps regarding the variables built in this study, the research framework will be described as follows:
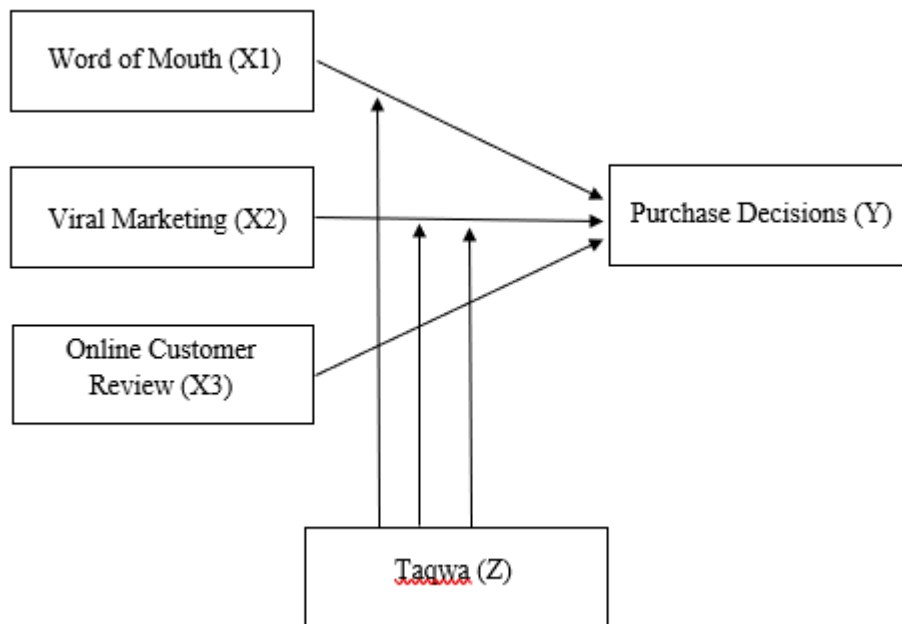

Figure 1

Research Outline

The hypothesis in this study is as follows:

H1: *word of mouth* (X1) has a positive effect on purchase decisions (Y).

H2: *viral marketing* (X2) has a positive effect on purchase decisions (Y).

H3: *Online customer reviews* (X3) have a positive effect on purchase decisions (Y).

H4: Taqwa (Z) can moderate the influence *of word of mouth* on purchase decisions (Y).

H5: Taqwa (Z) can moderate the influence of *viral marketing* on purchase decisions (Y).

H6: Taqwa (Z) can moderate the influence of *online customer reviews* on purchase decisions (Y).

Research Methods

This study uses a quantitative research approach, namely collecting data in the form of numbers and analyzing it using *statistics* (Sugiyono, 2008). This research was conducted in Salatiga City, with the target object of Gen Z consumers who buy Mixue Ice Cream & Tea products.

To determine the number of samples, the researcher used the Lemeshow formula so that the sample in the study amounted to 96 respondents, then the researcher increased the number of samples to 100 respondents to facilitate the data processing process. The sampling technique in this study is *purposive sampling*. *Purposive sampling* was used in this study because not all samples met the criteria for the phenomenon studied. Therefore, the researcher limits the minimum requirements to be a sample in this study, including the following:

1. Domiciled in the city of Salatiga
2. Have purchased Mixue Ice Cream & Tea products at least once
3. Is Generation Z

The data source of this study is primary data. The data collection technique in this study is by distributing questionnaires, which are collecting data through giving a series of questions or statements that have been systematically prepared, then given to respondents (Sugiyono, 2015). Then the scale used in this study is the Likert scale, which is a scale used to measure the attitudes, opinions and perceptions of a person or group about social phenomena (Sugiyono, 2010).

Data Analysis Techniques

The MRA (*Moderated Regression Analysis*) method was used in this study as an analysis technique. MRA is used to compare independent variables with dependent variables that are strengthened or weakened by moderation variables. MRA is a special application of multiple linear regression whose regression equation includes interaction elements, namely between the multiplication of two or more independent variables (Liana, 2009). The formula equation is as follows:

$$PD = a + b1WOM + b2VM + b3OCR + b4T + b5WOM.T + b6VM.T + b7OCR.T + e$$

Information:

PD	: Purchase Decision
WOM	: Word of Mouth
VM	: Viral Marketing
OCR	: Online Costumer Review
T	: Taqwa
WOM.T	: Interaction between Word of Mouth and Taqwa
VM.T	: The Interaction between Viral Marketing and Taqwa
OCR.T	: Interaction between Online Customer Review and Taqwa
e	: standard error

Results and Discussion

Respondents in terms of gender in this study were 13 male respondents and 87 female respondents. Meanwhile, in terms of age, respondents aged 21-26 years were dominated by 65 people.

Table 2

Validity Tesy Result

Variable	Statement Items	r calculate	r table	Information
Word of mouth (X1)	Statement 1	0,588**	0,312	*Valid*
	Statement 2	0,796**		*Valid*
	Statement 3	0,413**		*Valid*

	Statement 4	0,778**		*Valid*
	Statement 5	0,700**		*Valid*
Viral marketing (X2)	Statement 1	0,728**	0,312	*Valid*
	Statement 2	0,768**		*Valid*
	Statement 3	0,725**		*Valid*
	Statement 4	0,814**		*Valid*
	Statement 5	0,834**		*Valid*
Online costumer review (X3)	Statement 1	0,735**	0,312	*Valid*
	Statement 2	0,908**		*Valid*
	Statement 3	0,857**		*Valid*
	Statement 4	0,771**		*Valid*
	Statement 5	0,822**		*Valid*
Purchase Decision (Y)	Statement 1	0,791**	0,312	*Valid*
	Statement 2	0,608**		*Valid*
	Statement 3	0,833**		*Valid*
	Statement 4	0,787**		*Valid*
	Statement 5	0,550**		*Valid*
Taqwa (Z)	Statement 1	0,573**	0,312	*Valid*
	Statement 2	0,845**		*Valid*
	Statement 3	0,805**		*Valid*
	Statement 4	0,694**		*Valid*

In Table 2, the relationship between the first to the fifth statement points to the number of statement points from *word of mouth* (X1) as a whole shows significance (two-star) at the level of 1%. (0.01). The relationship between six to ten statement points to the number of overall *viral marketing* statement points (X2) shows relevance (two-star) at the level of 1%. (0.01). When compared to the total customer *review online* statement points (X3), the relationship between eleven to fifteen statement points showed significance (two-star) at the level of 1%. (0.01). Points sixteen to twenty have a significant relationship (two stars) with the total points of the purchase option statement (Y) at the level of 1% (0.01). Twenty-one to twenty-four statement points have a significant relationship (two-star) with the overall number of taqwa statement points (Z) at the level of 1% (0.01). All statements are considered true and worthy of further study.

Table 3

Reliability Test Result

Variabel	**Cronbach's Alpha**	**Keterangan**
Word of mouth (X1)	0,672	*Reliable*
Viral marketing (X2)	0,829	*Reliable*
Online costumer review (X3)	0,875	*Reliable*
Purchase Decision (Y)	0,761	*Reliable*
Taqwa (Z)	0,709	*Reliable*

The variables *Word of mouth*, *Viral marketing*, *Online customer review*, *Purchase Decision*, and Taqwa can all be considered reliable and worthy of use as measurement tools based on the results of reliability testing in table 2, which shows that each variable has a *Cronbach Alpha* (α) value > 0.06.

Classical Assumption Test

Table 3

Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandarized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.46470824
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.058
Test Statistic		.075
Asymp. Sig. (2-tailed)		.186[c]

Based on the normality test with the data transformation that has been carried out, it can be known that the significance value of Asymp. Sig. (2-tailed) is 0.186 > 0.05. The results show that the data is normally distributed.

Table 4

Multicollinearity Test Results

Coefficientsª							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.830	.321		2.586	.011		
TRANS_WOM	.216	.089	.221	2.418	.018	.656	1.525
TRANS_VM	.163	.100	.194	1.629	.107	.386	2.592
TRANS_OCR	.259	.084	.349	3.074	.003	.423	2.362
TRANS_TQW	.104	.131	.066	.796	.428	.798	1.254

The results of *the multicholinearity test* revealed that the tolerance values of the word *of mouth*, *viral marketing*, and *online customer review* variables were 0.656, 0.386, 0.423, and 0.798, respectively. Each variable produced a tolerance value of > 0.1, and the *appropriate variance inflation factor* value for *the variables of word of mouth*, *viral marketing*, and *online customer review* were 1,525, 2,592, 2,362, and 1,254, respectively. when the VIF value of the variable was less than 10. These figures lead to the conclusion that there are no symptoms of multicollinearity.

Table 5

Heteroskidastivity Test Result

Coefficientsª					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.

(Constant)	.305	.073		4.198	.000
TRANS_WOM	-.027	.021	-.151	-1.289	.200
TRANS_VM	-.006	.022	-.044	-.280	.780
TRANS_OCR	-.024	.019	-.182	-1.244	.217
TRANS_TQW	-.013	.029	-.047	-.436	.664

The data in table 5 has a *word-of-mouth* (X1) significance of 0.200, indicating that the data is *homochedastic* because it > 0.05. The significance value of *viral marketing* (X2) is 0.780, which indicates that homokedasticity is present in the data because the significance value > 0.05. Because it is greater than 0.05, the online significance *of customer reviews* (X3) of 0.217 indicates that homokedasticity is present in the data. Therefore, it can be said that the basic assumption of the regression equation is good and that the regression model does not occur heteroscedastits.

Table 6

Linearity Test Result

Variabel	*Sig. Defiation from Linierity*	Keterangan
Word of mouth (X1)	0,230	*Linier*
Viral marketing (X2)	0,897	*Linier*
Online costumer review (X3)	0,155	*Linier*

MRA is used to compare independent variables with dependent variables that are strengthened or weakened by moderation variables. MRA is a special application of multiple linear regression whose regression equation includes interaction elements, namely between the multiplication of two or more independent variables. Here are the results of the MRA test:

Table 7

Results of Regression Model I, Word of Mouth on Purchase Decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 534ᵃ	.285	.277	.54781

Table 8

Results of Regression Model II, Word of Mouth on Purchase Decisions with Taqwa as a Moderating Variable

Model R		R Square	Adjusted R Square	Std. Error of the Estimate
1	. 562[a]	.316	.295	.54110

In accordance with tables 7 and 8, the taqwa variable as moderation increased the Adjusted R Square number from the results of the first regression model to the results of the second regression model by 0.018, or 18%. As a result, the relationship between *the word of mouth* variable (X1) and the purchase decision is strengthened by the taqwa moderating variable (Z).

Table 9

Results of Regression Model I, Viral Marketing on Purchase Decisions

Model R		R Square	Adjusted R Square	Std. Error of the Estimate
1	. 606[a]	.367	.360	.51537

Table 10

Results of Regression Model II, Viral Marketing on Purchase Decisions with Taqwa as a Moderating Variable

Model R		R Square	Adjusted R Square	Std. Error of the Estimate
1	. 620[a]	.385	.365	.51342

Based on tables 9 and 10, it shows that the addition of the taqwa variable as moderation increases the Adjusted R Square number from the results of the regression model I to the results of the regression model II by 0.005 or 0.5%. As a result, the relationship between *the viral marketing variable* (X2) and the purchase decision is strengthened by the taqwa moderation variable (Z).

Table 11

Results of Regression Model I, Online Customer Review on Purchase Decisions

Model R		R Square	Adjusted R Square	Std. Error of the Estimate
1	. 634ª	.402	.395	.50108

Table 12

Results of Regression Model II, Online Passenger Review on Purchase Decisions with

Taqwa as a Moderating Variable

Model R		R Square	Adjusted R Square	Std. Error of the Estimate
1	. 657ª	.431	.413	.49358

Based on tables 11 and 12, it shows that the taqwa variable as moderation increases the Adjusted R Square number from the results of the regression model I to the results of the regression model II by 0.018, or 18%. As a result, the relationship between *the viral marketing variable* (X2) and the purchase decision is strengthened by the taqwa moderation variable (Z).

Table 13

Determination Coefficient Test Results

Model R		R Square	Adjusted R Square	Std. Error of the Estimate
1	. 690ª	.477	.460	.47349

Table 13 shows a determination coefficient *(Ajusted R Square)* of 0.460, which can be interpreted that the contribution of independent variables (*word of mouth*, *viral marketing* and *online customer review*) contributes 46% to the influence of dependent variables (purchase decisions), with the remaining 54% influenced by independent variables from outside the research model.

Table 14

Test Result F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.595	3	6.532	29.135	.000ᵇ

Residual	21.522	96	.224		
Total	41.117	99			

Table 14 produces an F calculation of 29,135 > F table 2,467, and a value of sig calculation. shows that the result is less than 0.05. So in conclusion, simultaneously the free variable has a significant positive effect on the bound variable.

Table 15

T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1.041	.181		5.766	.000
	TRANS_WOM	.226	.089	.230	2.550	.012
	TRANS_VM	.181	.098	.215	1.854	.067
	TRANS_OCR	.181	.084	.352	3.108	.002

According to table 15, it is known that the regression equation is as follows:

$$Z = 1{,}041 + 226X1 + 181X2 + 261X3 + e \ ...... \ (1)$$

Based on the regression equation model, it can be concluded that:

1. A constant of 1.041 states that the independent variable is considered constant. Therefore, the average purchase decision is 1,041.
2. The word *of mouth* constant of 0.226 states that each addition *of word of mouth* behavior will increase the purchase decision (Y)
3. The *viral marketing* constant of 0.181 states that every addition of *viral marketing* behavior will increase purchase decisions (Y)
4. The *online customer review* constant of 0.261 states that each addition to the *online customer review* behavior will increase the purchase decision (Y)

If the sig value > 0.05 or 5%, then the variable is declared to have a positive effect on the dependent variable. Based on the table, the results of the t-test calculate each variable as follows:

1. The significance value of the *word of mouth* variable (X1) is 0.012 < 0.05, meaning that there is a significant influence between *word of mouth* on purchase decisions. So it can be concluded that the research hypothesis "H1: *word of mouth* has a positive effect on purchase decisions" is accepted.

2. The significant value of *the viral marketing* variable (X2) is 0.067 > 0.05, meaning that there is no influence between *viral marketing* and purchase decisions. Therefore, it can be concluded that the research hypothesis "H2: *viral marketing* has a positive effect on purchase decisions" was rejected.

3. The significance value of *the variable online customer review* (X3) is 0.002 < 0.05, meaning that there is a significant influence between *online customer reviews* on purchase decisions (Y). So it can be concluded that the research hypothesis "H3: *online customer reviews* have a positive effect on purchase decisions" is accepted.

Discussion

The Effect of Word of Mouth (X1) on Purchase Decisions (Y)

Based on the t-test in table 15, the results of the significance value of X1 are 0.012 < 0.05 which means that there is a significant influence between *word of mouth* on the purchase decision of Mixue Ice Cream & Tea products. This shows that the presence *of word of mouth* can influence purchase decisions. Therefore, it can be concluded that the research hypothesis "H1: *word of mouth* has a positive effect on purchase decisions" is accepted.

The results of this study are in accordance with previous research conducted by Husen et al. (2021) showing that *word of mouth* has a positive and significant effect on purchase decisions. The results of the study are also in accordance with other research conducted by Saputra and Ardani (2020) showing that *word of mouth* has a positive and significant effect on purchase decisions.

The Effect of Viral Marketing (X2) on Purchase Decisions (Y)

Based on the t-test in table 15, it shows that the significance value of X2 is 0.067 > 0.05, which means that there is no influence between *viral marketing* and purchase decisions. This shows that viral *marketing* does not have an influence on purchase

decisions. So it can be concluded that the research hypothesis "H2: *viral marketing* has a positive effect on purchase decisions" is rejected.

The results of this study are in accordance with previous research conducted by Paramiza (2019) which shows that viral marketing has no effect on purchase decisions.

The Effect of Online Customer Reviews (X3) on Purchase Decisions (Y)

Based on the t-test in table 15, it shows that the significance value of X3 0.02 < 0.05 means that there is a significant influence between *online customer reviews* on the purchase decision (Y) of Mixue Ice Cream & Tea products. These results show that the existence of *online customer reviews* can influence purchase decisions. So it can be concluded that the research hypothesis "H3: *online customer reviews* have a positive effect on purchase decisions" is accepted.

The results of this study are in accordance with the research that has been conducted by Ardianti and Widiartanto (2019) showing that *online customer reviews* have a significant positive influence on purchase decisions. This is also in accordance with what was done by Haryanto and Trisunarno (2021) showing that *online customer reviews* have a significant positive effect on purchase decisions.

The Influence of Taqwa (Z) Moderating Word of Mouth (X1) on Purchase Decisions (Y)

According to tables 7 and 8, it can be seen that the Adjusted R Square number from regression result I to regression result II is 0.018, or 18%, meaning that the relationship between *the word of mouth* variable (X1) and the purchase decision (Y) is strengthened by the taqwa variable (Z). Therefore, it can be concluded that the research hypothesis "H4: taqwa (Z) moderates the influence *of word of mouth* (X1) on purchase decisions (Y)" is accepted. In the context of marketing, taqwa can be interpreted as awareness of moral and ethical obligations in making purchasing decisions where devout consumers tend to consider halal, haram, benefits for themselves and others, as well as good values in each of their actions. Before making a purchase decision, devout consumers will try to verify additional information from trusted sources to ensure the information obtained. Devout

consumers will also consider the values of whether the recommended Mixue Ice Cream & Tea is a halal product and does not harm others.

The results of this study are in accordance with the previous research conducted by Nurdianto & Pratama (2021), in the study the results showed that the taqwa variable (Z) moderated the influence of variables X1, X2 and X3 on *turnover intention* (Y).

The Influence of Taqwa (Z) Moderates Viral Marketing (X2) on Purchase Decisions (Y)

Based on tables 9 and 10, it can be seen that the Adjusted R Square number from regression result I to regression result II is 0.005 or 0.5%, which means that the relationship between *the viral marketing variable*(X1) and the purchase decision is strengthened by taqwa (Z). So it can be concluded that the research hypothesis "H5: taqwa (Z) moderates the influence of *viral marketing* (X2) on purchase decisions (Y)" is accepted. A person who is devout has a more directed behavior, and is aware of moral responsibility in every action they take, including in consumption behavior. Taqwa can moderate viral marketing to purchase decisions where devout consumers will be more selective in choosing products and are not easily influenced by trends. When they see people around them recommending Mixue Ice Cream & Tea, they will tend to trust the recommendation because it comes from a source that is considered reliable.

The results of this study are in accordance with previous research conducted by Nurdianto & Pratama (2021) with the results showing that the taqwa variable (Z) moderates the influence of variables X1, X2 and X3 on *turnover intention* (Y).

The Influence of Taqwa (Z) Moderating Online Customer Reviews (X2) on Purchase Decisions (Y)

Based on tables 11 and 12, it can be seen that the Adjusted R Square number from regression result I to regression result II is 0.018 or 18%, which means that the relationship between *the online customer review variable* (X3) and the purchase decision (Y) is strengthened by the taqwa variable (Z). So it can be concluded that the research hypothesis "H5: taqwa (Z) moderates the influence *of online customer reviews* (X3) on purchase decisions (Y)" is accepted. Taqwa plays an important role in moderating Online Customer Reviews. By adhering to the values of faith, devout consumers will provide more honest,

objective, and responsible reviews. This will ultimately have a positive impact on all parties, both consumers, producers and sellers.

The results of this study are in accordance with the previous research conducted by Nurdianto & Pratama (2021) with the title *"The Effect of Work Pressure, Job Insecurity and Workplace Favouritism on Turnover Intention with Taqwa as a Moderating Variable"*, the results show that the taqwa variable (Z) moderates the influence of variables X1, X2 and X3 on *turnover intention* (Y).

Conclusion

Based on the research that has been conducted on the influence *of word of mouth*, *viral marketing*, and *online customer reviews* on Mixue Ice Cream & Tea product decisions on the purchase of Generation Z with taqwa as a moderating variable, it can be concluded that:

1. The word *of mouth* variable (X1) has a significant positive effect on the purchase decision of consumers (Y) Mixue Ice Cream & Tea in Salatiga City.
2. The *viral marketing* variable (X2) did not have a significant effect on the purchase decision (Y) of Mixue Ice Cream & Tea consumers in Salatiga City.
3. The online customer *review* variable (X3) had a significant positive effect on the purchase decision (Y) of Mixue Ice Cream & Tea consumers in Salatiga City.
4. Taqwa (Z) was able to moderate the influence *of word of mouth* (X1) on the purchase decision (Y) of Mixue Ice Cream & Tea consumers in Salatiga City.
5. Taqwa (Z) was able to moderate the influence of *viral marketing* (X2) on the purchase decision (Y) of Mixue Ice Cream & Tea consumers in Salatiga City.
6. Taqwa (Z) was able to moderate the influence of *online customer reviews* (X3) on the purchase decision (Y) of Mixue Ice Cream & Tea consumers in Salatiga City.

Suggestion

Based on the results of the research that has been carried out, the suggestions that can be submitted are as follows:

1. Mixue Ice Cream & Tea Kota Salatiga

It is hoped that Mixue Ice Cream & Tea can continue to provide high-quality goods and services to customers.

2. For The Next Researcher

The sample size for this study was only 100 respondents. The number of research samples is expected to be increased by the next researcher. The results of the analysis from the study will be more accurate with a larger sample. It is intended that future researchers will develop this research to make it a more valuable scientific asset.

Bibliography

Atsila, R. E., Saroh, S., Krisdianto, D., & Bisnis, J. A. (2020). Pengaruh Electronic Word of Mouth, Online Consumer Review, Dan Integrated Marketing Communication Di Media Sosial Terhadap Keputusan Pembelian (Studi Pada Konsumen Ghealshy Shoes). *Jiagabi*, *9*(1), 35–42.

Abbema, Alex Van. (2019). "Piper Jaffray report: Gen Z shoppers increase spending on Amazon, Apple, Vans", (Online), *Minneapolis/st paul bussines journal,* (https://www.bizjournals.com/, diakses 30 September 2022)

Buttle, F. A. (1998). Word of mouth: Understanding and managing referral marketing. *Journal of Strategic Marketing*, *6*(3), 241–254. https://doi.org/10.1080/096525498346658

Febiana, Dina. 2014. Pengaruh Word Of Mouth Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian (Survei pada Pengunjung yang Melakukan Pembelian pada Biker's Resto dan Café di Kota Malang). *Skripsi*. Universitas Brawijaya

Gitosudarmo, Indriyo. 2012. *Manajemen Pemasaran*. Edisi Kedua. Cetakan Kedua. Yogyakarta: BPF

Kartini, H. A. (2012). Taqwa Penyelamat Umat. *Al 'Ulum*, *52*(2), 26–35. https://ojs.uniskabjm.ac.id/index.php/ULUM/article/viewFile/246/238

Khammash, M. (2008). Electronic Wordof-Mouth: Antecedents of Reading Customer Reviews in On-line Opinion Platforms: A Quantitative Study From the UK Market. *ADIS International Conference*

Kotler, Philip dan Kevin Lane Keller. 2009a. *Manajemen Pemasaran*. Jilid 1. Ed. 13. Alih Bahasa oleh Bob Sabran. Jakarta: Erlangga.

Kotler, Philip dan Kevin Lane Keller. 2009b. *Manajemen Pemasaran*. Jilid 2. Ed. 13. Alih Bahasa oleh Bob Sabran. Jakarta: Erlangga.

Kotler, Philip dan Armstrong, Gary. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.

Kotler, Philip dan Keller. (2016). *Marketing Management, 15th*. Edition New Jersey: Pearson Pretice Hall, Inc.

Lee, Monle dan Carla Johnson. (2004). *Prinsip-prinsip Periklanan dalam Prespektif Global*. Alih Bahasa oleh Haris Munandar dan Dudi Priatna. Jakarta: Prenad

Liana, L. (2009). Penggunaan MRA dengan Spss untuk Menguji Pengaruh Variabel Moderating terhadap Hubungan antara Variabel Independen dan Variabel Dependen. XIV(2), 90–97.

Natania, S. (2018). Analysis of The Effect Of Online Customer Review On Millennial's Purchase Decision In Bandung (Case Study Of Gadget Products At Tokopedia). 227, 1–17

Nurdianto, M. W., & Pratama, A. A. N. P. (2021). Pengaruh work pressure, job insecurity dan workplace favouritism terhadap turnover intention dengan taqwa sebagai variabel pemoderasi. *Journal of Managementand Digital Business*.

Ridwan dan Engkos Achmad Kuncoro. (2007). *Cara Menggunakan dan Memakai Analisis Jalur (Path Analysis)*. Bandung: AlfaBeta.

Sembiring, B. K. F., & Ananda, S. (2019). The Effect of Viral Marketing and Customer Trust on Online Shop Purchase Decisions based on Application in Faculty of Economic and Business Universtity Sumatra Utara. *1st Multi-Discipinary International Conference University Of Asahan*, 360–373.

Sugiyono. (2008). *Metode Penelitian Bisnis*. Bandung: CV Alfabeta

Sugiyono. (2013). *Metode Penelitian Bisnis Pendekatan Kuantitatif, Kualitatif R&D*. Bandung: CV. Alfabeta.

Sugiyono. (2015). *Metode Penelitian Kuantitatif*, Kualitatif dan R&D. Jakarta: Alfabeta

Setiawan, K. M. W. H. D. (2018). Pengaruh Gaya Hidup, Brand Image, Dan Word of MouthTerhadap Keputusan Pembelian Oppo Smartphone. *Jurnal Ilmu Administrasi Bisnis*, *7 No. 4*, 78–84.

Wiludjeng, S., & Nurlela, T. S. (2013). Pengaruh Viral Marketing Terhadap Keputusan Pembelian Pada Pt "X." *Proceeding Seminar Nasional Dan Call for Papers Sancall 2013*, *1*, 51–59.