

COLD CALLING IN THE DEVELOPMENT OF THE MARKETPLACE TO PURCHASE DECISIONS FOR FOOD AND BEVERAGE 1,2 PRODUCTS IN YOGYAKARTA

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COLD CALLING IN THE DEVELOPMENT OF THE MARKETPLACE TO PURCHASE DECISIONS FOR FOOD AND BEVERAGE PRODUCTS IN YOGYAKARTA

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ABSTRACT

This research is motivated by the development of marketing technology for today's food and beverage products. This study aims to provide an overview of the most influential forms of marketing to be carried out during the development of Marketplace and E-commerce. This research is quantitative research, by distributing questionnaires to student respondents who are familiar with the current business phenomenon. The results showed that digital marketing and the use of word of mouth (WOM) had a positive and significant effect on purchasing decisions, while face-to-face selling and telemarketing had no significant effect on purchasing decisions. The application of changing promotional strategies from conventional to digital marketing has become a productive way of doing marketing because it has significant positive potential

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1. INTRODUCTION

The development of Food and Beverages (F&B) products has recently become increasingly popular both domestically and abroad. F&B is a food and beverage business, which has existed and developed for a long time among the Indonesian people. Most people choose to develop Food and Beverage products by providing creativity and innovation that will continue to grow. In the development of the Food and Beverage business, it must always pay attention to the quality of its products and strategies, quality plays an important role because it will form trust and will ultimately invite buyer loyalty. Social media.

Advances in technology cause business models to change. The 4.0 revolution regarding the digitalization revolution changes the distance between producers and consumers who were previously far close. The Conventional business turned into a variety of new businesses. In recent years technological advances have also become icons of world change. In almost all sectors of life, changes are significant, including in the marketing sphere. The current market is so easy and close to consumers nowadays it is more often done using internet media. Many internet-based companies such as E-commerce or Marketplace are growing very rapidly in Indonesia. From the 2020 Quarterly data report (price insight), Shopee Marketplace obtained 96,532,300 monthly Website visitors, then 84,997,100 Tokopedia marketplace, 31,409,200 Bukalapak 22,674,700 Lazada, and the fifth place was occupied by BliBli.com as many as 18,695,000 and other orders match other marketplaces. The more features the marketplace offers, the more often users will open the application, which can trigger unintentional or unplanned purchases for other reasons. This is commonly known as impulse buying, for example, the Flash Sale feature at Shopee which holds big discounts. The role of technology has become an addiction to changing consumer attitudes and behavior (Rohimah, n.d.).

However, one main thing about changing the concept of digital marketing does not mean that business actors change physical or move conventional stores to digital. Business product owners must realize that the concept of digital marketing for consumers is to provide convenience, product quality,

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competitive prices, friendly service, and so on. The key word is that business actors can present better value than conventional methods (Sidharta & Sidh, n.d.). Therefore, business actors must be able to think that digital marketing is not just a matter of selling online, but without anyone improving digital values, the business actors will still be left behind by consumers. Many studies stated that convenience is the main key to online sales. So, this needs to be translated comprehensively by business actors. Therefore, business actors must learn how to explore and seek information from consumers, how consumers view the system, shopping process, facilities, and other ways. Then, approaching the company's capabilities on these criteria will find a profitable equation point (Dewi, n.d.)

This kindness will provide great benefits in the future. Another factor that needs to be considered is presenting a competitive value. We learn from many incidents, that price is the main concern after the product (Yuniarti & Mauliana, n.d.) This means that it is clear that the price is taken into consideration by consumers in making a purchase. If the company can reduce various costs and shift them to product prices, it will certainly be an advantage in itself. Consumers will see the company as a list of choices in purchasing decisions.

But another thing needed as a digital marketing wrapper is flexibility. The purpose of this flexibility is how sales provide many alternatives or transaction options. of course, this is a form of company strength in building consumer trust. In other words, consumers are given the choice to trust the company through easy and trustworthy transactions. Of course, by paying attention to service flexibility. That all of the above will work if the company's delivery is good, thus consumers will see it as a price that is worth believing in.

2. LITERAUTER REVIEW

A. Cold Calling

A technique used by business people to contact target consumers by telephone to make offers on the products and services being sold. In today's digital era, the cold calling method is still used by most high-end B2B companies. Even though it looks old-fashioned, in fact, cold calling is still considered effective in attracting customers. This method is not easy because persistence and a precise strategy are needed. Usually, many people immediately reject product offers via telephone, immediately disconnect, or even don't pick up if they recognize the phone number used. Usually, this happens in insurance policies or starred restaurants. To be a successful salesperson, you must develop a solid prospect base. This base will only remain solid if you continue to prospect successfully and cold calling plays a large part in successful prospecting. Cold calling is the best and most economical way to develop leads on an ongoing basis. This book is dedicated to helping you to get ahead of your prospects in the most efficient and profitable way and to outperform your number one competitor (Schiffman, 2007).

B. Digital Marketing

The digital marketing trend is an opportunity for SMEs to welcome the industrial era 4.0. Digital marketing according to the American Marketing Association (AMA) is an activity, or institution, whose process is facilitated by digital technology in creating, communicating, and delivering value to consumers and other interested parties (Kannan & Hongshuang, n.d.). Prasetyo, n.d.) defines digital marketing as the use of the internet and information technology to expand and improve traditional marketing functions. Digital marketing has many advantages when compared to conventional marketing strategies (offline market¹⁷), including measurement or benchmarks for the success of a system (Nursatyo & Dini, n.d.). Digital marketing also makes it easier for business actors to monitor and provide all their needs, and desires of potential consumers. On the other h¹⁷, potential consumers can search for and obtain product information with only one hand to explore the virtual world to facilitate the search process (Dedi, n.d.).

C. Face to face Selling/Personal Selling

According to (Kotler & Armstrong (2008), n.d.) personal selling is a direct personal explanation by business actors to achieve marketing success and maintain relationships with consumers and customers. (Mursid (2010), n.d.) says that personal selling is where business actors personally make an invitation to one or more prospective buyers and customers to generate demand. It is different from

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what is done in other marketing promotions, which are not personal or mass. The indicators to measure the success of personal selling in increasing consumer buying interest, namely: Communication skills, product knowledge, creativity, and empathy (Kotler & Keller, n.d.)

The promotion task is not limited to selling as many products as possible but how the company sells products accompanied by good service. The promotional activity is personal selling, namely direct interaction with consumers, which can be in the form of product presentations, answering questions, and getting sales (Kotler and Keller, n.d.) According to (Musdedi (2015), n.d.) there are three indicators of personal selling, namely: (1). Good appearance of the seller, (2). The seller controls the company information, and (3). Ability to explain the product satisfactorily.

D. Telemarketing

Telemarketing is one of the marketing media using telephone media and telephone service centers (call centers). In telemarketing, this telephone communication tool serves to directly contact potential buyers and complete a transaction, or it can be said that this telephone is the spearhead of a marketing survey for further follow-up by marketing personnel in the field. For business actors, telemarketing promises efficiency in introducing their products or services to the wider community so that they can reduce marketing costs.

According to (Scott Stratten, Alison Kramer, Un-Marketing Stop Marketing. Start Engaging-Wiley (2012), n.d.), Cold Calling or telemarketing is the method that costs the most compared to other sales methods, but this method brings faster sales and is also a something that consumers do not like because it is considered spam. Telemarketing has a meaning that is divided into the word tele means distance and marketing means marketing which is defined as an interaction that seeks to create an exchange of relationships that are intended to meet needs with human desires, in other words, marketing occurs when every relationship between humans or organizations is seen by their presence an exchange process. So, telemarketing is a relationship between humans or organizations to create exchange relationships that are carried out remotely. Telemarketing is a concept that developed along with the development of telecommunications technology. Telemarketing is inseparable from the development of telecommunications technology, both utilization through sending data using the internet as well as interaction with voice, sending messages and data using the telephone.

Telemarketing is widely applied by companies in marketing their products. Marketing orientation is focused on consumers, and every policy is aimed at satisfying consumer needs and desires so that consumers are expected to buy goods and services produced by the company, and ultimately sales can increase and generate profits. By utilizing telecommunications technology as one of the backbones of the marketing of goods and services by providing convenience for each consumer to access the information they need, it is expected to provide more value in terms of increasing the company's profits.

E. Word of Mouth ¹⁸

Electronic Word of Mouth (E-WOM) (Noviandi, 2021) is defined as a communication medium to share information about a product or service that has been consumed between consumers who do not know each other and have met before (Gruen, n.d.) According to (Liu (2006), n.d.) Electronic Word of Mouth (E-WOM) is a positive or negative value statement made by customers, both current and former customers about a product, service, or company via the internet. People can share information through reviews that are made, the ability to exchange information online is what is called Electronic Word of Mouth or "Online Buz". (Goyette, n.d.) There are 3 dimensions to measure the effect of Electronic Word of Mouth (EWOM). The three dimensions are as follows:

- 1) Intensity is the feasibility of consumers in providing information, interactions, and opinions between consumers on social networking sites. According to (Adeliasari, n.d.-a) the intensity of e-WOM can be measured through three indicators: (a) Frequency of accessing the information on social media, (b) Frequency of interaction between social media users, and (c) The number of reviews written by social media users ²
- 2) Valance Of Opinion, Valance Of Opinion is a consumer's interest in a product by buying a product based on the opinions and recommendations of other consumers. Indicator of the valence of opinion

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- according to (Adeliasari, n.d.-b), (a) Positive comments from users of social networking sites and (b) Recommendations from users of social networking sites
- 3) Content, Content is information on the quality, price, comfort, cleanliness, and service of a product that will be purchased by consumers. Here's the content indicator.

F. Purchase Decision

According to (Kotler (2005), n.d.-a) consumer behavior refers to the conduct of buying products, individuals, and households who buy goods or services for personal consumption. All the final consumers combined make up the consumer market. Businesses should look further into the various factors that influence consumers and understand how consumers make purchasing decisions. We can distinguish five roles that potential customers play in purchasing decisions:

- Originator: The person who first proposes the idea to buy a product or service.
- Influencer: A person whose views or suggestions influence decisions.
- Decision maker: The person who makes decisions regarding each component of the buying decision, whether to buy, not to buy, how to buy, and where to buy.
- Buyer: The person who makes the purchase and buys the product
- User: A person who consumes or uses the product or service.

There are several types of decision behavior in buying. The more complex the decision will usually involve the more parties involved and the more considerations. Four types of buying behavior according to (Kotler (2005), n.d.-b) include:

- Complicated buying behavior Consumers engage in complex buying behavior when they are highly involved in the purchase and are aware of the large differences between brands.
- Discomfort-reducing buying behavior Sometimes consumers are highly involved in the purchase but see little difference between brands. High involvement is recognized by the fact that these purchases are expensive, infrequent, and risky.
- Purchasing behavior occurs as a result of habit so many products are purchased under conditions of low consumer involvement and the absence of significant differences between brands.
- Purchasing behavior that seeks variation in some buying situations is characterized by low consumer involvement but significant differences between brands.

In this situation, consumers often make brand switching. Brand switching occurs because of seeking variety rather than dissatisfaction. This concludes that there are several types of behavior in purchasing decisions, each of which consumer behavior is influenced by habits, brands, situations, and also the number of choices available. Purchase behavior for food products tends to fall into the third type of behavior, namely buying out of habit, but it can also enter the type of buying behavior that seeks diversity.

G. Previous Research and Hypothesis

A study conducted by (Lestari & Saifuddin, n.d.) concluded that the change in promotional strategies from conventional to digital marketing promotions carried out by companies during the COVID-19 pandemic was a positive thing. In this case, in addition to providing benefits to consumers, it also provides benefits to the company. These benefits include practicality in doing marketing, reducing the company's operational burden, especially in the budgeted burden for the promotion process that should be, and faster responding to consumers both everything related to consumers.

Research conducted by (Saputra & Ardani, 2020) concluded that there is a positive and significant influence between Digital Marketing on purchasing decisions at PT. Pegadaian (Persero) Regional Office VII Denpasar. This means that the use of Digital Marketing can improve purchasing decisions. There is a positive and significant influence of Word of Mouth on purchasing decisions at PT. Pegadaian (Persero) Regional Office VII Denpasar. This means that the use of Word of Mouth can improve purchasing decisions. There is a positive and significant influence between service quality on purchasing decisions at PT. Pegadaian (Persero) Regional Office VII Denpasar. This means that the use of better service quality can improve purchasing decisions

Research conducted by (Bisnis & Tree House, 2019) concluded that from the results of this study several findings are expected to be taken into consideration in making policies related to the problems

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studied relating to digital marketing strategies and hedonism in improving purchasing decisions, namely: policies to design digital marketing and hedonism marketing strategies that can touch all purchasing decision factors to maximize Bali Tree House marketing. Make policies to evaluate market trend movements more precisely to gain an advantage over competitors in preparing appropriate and fast strategies to cope with current trend fluctuations.

Research conducted by (Fadhilla & Commerce Administration - Jakarta State Polytechnic, 2020) concluded that telemarketing activities at the Principals Forum at the 2019 GESS Indonesia event succeeded in attracting 178 participants. The target that has been set is 300 participants, and by using the telemarketing system, 305 participants are obtained, which means exceeding the target. The role of telemarketing activities to complete the quota that has been filled by partners has been quite successful. Referring to the effective theory of Prasetyo Budi Saksono and judging by the results described above, it can be concluded that telemarketing activities in the context of promoting Principals Forum activities at the 2019 GESS Indonesia event are effective.

Research conducted by (Rahmawati, 2020) concluded that the role of telemarketing in financial service providers has begun to be abused. Ideally, telemarketing is only limited to marketing, not as a contract maker. The paradigm shift in the role of telemarketing is due to the demands of the company itself which are caused by coercive ways to consumers even though abused circumstances to start an agreement. The role of telemarketing requires close supervision, not just regulation. This should be given the view by the regulator that the recorded evidence from telemarketing is not the strongest as the authentic deed in the agreement document.

Research conducted by (Noviandi, 2021) concluded that Based on the results of the study, it can be concluded that the intensity variable (X1) has a positive value and has a significant effect on purchasing decisions, the valance of the opinion variable (X2) has a positive and significant influence on purchasing decisions, content (X3) has a positive and significant influence on purchasing decisions, and simultaneously the variables in Electronic Word of Mouth (E-WOM) namely intensity, valance of opinion, and content affect online purchasing decisions for food and beverage products through the Tokopedia application. From this research, it is known that the Electronic Word of Mouth dimensioned by (Intensity, Valance of Opinion, and Content) influences purchasing decisions. The researcher suggests further research to be able to develop further related to the dimensions of Electronic Word of Mouth outside of this research.

A study conducted by (Sari et al., 2017) concluded that Electronic Word of Mouth is closely related to consumer purchasing decisions. The concept of viral marketing suggests that marketers can harness the power of interpersonal networks to promote products or services. This concept assumes that Word of Mouth electronic communication is an effective means to change the communication network (Electronic) to influence the network, capture the recipient's attention, trigger interest, and finally drive sales, and this automatically influences consumer behavior. Research conducted by (Business Management et al., 2019) concluded that Based on the results of the study, it was concluded that it had a significant positive effect

The research conducted (Impacting Customer Loyalty in the Ocean of Heaven in Jakarta et al., 2022) concluded that a Personal selling has a significant effect on purchasing decisions. b. Price has a significant effect on purchasing decisions c. Personal selling and price simultaneously have a significant effect on purchasing decisions d. Purchase decisions have a significant effect on customer loyalty. A study conducted by (Kevin 2017.) concluded that: Personal Selling has a significant and positive effect on consumer purchasing decisions, Sales Promotion has a significant and positive effect on consumer purchasing decisions, and Public Relations has a significant and positive effect on consumer purchasing decisions. Research conducted by (Njoto et al., 2018) concluded that Based on the results and discussion described above, the conclusion of this study states that advertising has a significant influence on consumer purchasing decisions Wenak Tok, sales promotion has a significant effect on consumer purchasing decisions. Wenak Tok consumer purchases and personal selling have a very significant effect on Wenak Tok consumer purchasing decisions.

Based on the explanation above, the writer formulates the hypothesis:

- a) There is a significant influence of Digital Marketing on F&B Product purchasing decisions in Yogyakarta,

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- b) There is a significant effect of Word of Mouth on purchasing decisions for F&B products in Yogyakarta,
- c) There is a significant influence of telemarketing on purchasing decisions for F&B products in Yogyakarta
- d) There is a significant influence of personal selling on purchasing decisions for F&B products in Yogyakarta.

3. METHOD

This research is quantitative research that aims to test theory and build facts, which shows a combination of variables, provides statistical descriptions, estimates, and predicts the results. The author uses quantitative research to determine the effect of the variables in this study, namely cold calling in the development of the marketplace on purchasing decisions for food and beverages products in Yogyakarta.

Respondents in this study were students in Yogyakarta who were familiar with and accustomed to using information technology platforms in interacting, including shopping, by designing a questionnaire through the google form application and then distributing the questionnaire through WhatsApp and telegram applications groups. The researcher used a measurement scale, namely the Likert scale. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions. From the results of the distribution of the questionnaires obtained as many as 109 respondents filled out, from the data only 100 questionnaires were filled out completely and could be processed further.

The strategy used in this research is the associative strategy. An associative strategy is a research strategy used to determine the relationship between two or more variables. This study aims to explain the effect of each variable. This study looks at the extent to which the influence of digital marketing (X1), telemarketing (X2), face-to-face selling (X3), and Word of Mouth (X4) which are independent variables on purchasing decisions (Y) is the dependent variable. The data processing in this study uses the SmartPLS SEM software. PLS can describe the relationship between variables and can perform data analysis in one test. The purpose of PLS is to help researchers to confirm the theory and explain whether or not there is a relationship between latent variables. According to (Imam Ghozali (2016: 417), n.d.) the PLS method can describe latent variables (not directly measurable) and is measured using indicators. The author uses Partial Least Square because this research is a latent variable that can be measured based on the indicators so that the author can analyze it with clear and detailed calculations. The presentation of data in this study is presented in the form of tables and figures for a more systematic understanding.

3.1 Statistical Data Analysis

In the statistical analysis of the data using the PLS-SEM method (Muhson, 2022). The following is the analysis technique of the PLS method:

1. Outer Model Analysis

According to Husein (2015: 18) analysis of the outer model is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). There are several calculations in this analysis:

- a. Convergent validity is the value of the loading factor on the latent variable with its indicators. Expected value > 0.7 .
- b. Discriminant validity is the value of the cross-loading factor that is useful whether the construct has an adequate discriminant. The trick is to compare the value of the intended construct to be greater than the value of the other constructs.
- c. Composite reliability is a measurement of the reliability value > 0.7 then the value of the construct has a high-reliability value.
- d. Average Variance Extracted (AVE) is the average variance of at least 0.5.

2. Inner Model Analysis

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The analysis of this model is to examine the relationship between latent constructs. There are several calculations in this analysis:

1. R Square is the coefficient of determination on the endogenous construct. According to Chin (1998) in Sarwono (2015: 30) explains "the criteria for limiting the value of this R square are in three classifications, namely 0.67 as substantial; 0.33 as moderate and 0.19 as weak".
2. Effect size (F square) to determine the model's goodness. According to Chin (1998) in Ghozali (2015: 80), the interpretation of the f square value of 0.02 has a negligible effect; 0.15 is having a moderate impact and 0.35 has a large influence on the structural level.
3. Prediction relevance (Q square) otherwise known as Stone-Geisser's. This test is conducted to determine the predictive capability of how well the resulting value is. If the value obtained is 0.02 (small), 0.15 (medium), and 0.35 (large). It can only be done for endogenous constructs with reflective indicators. (A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition, n.d.)

2.2 Hypothesis testing

Husein (2015: 21), (Rifai, 2015) hypothesis testing can be seen from the t-statistical value and probability value. To test the hypothesis by using statistical values, for alpha 5% the t-statistic value used is 1.96. So that the criteria for accepting or rejecting the hypothesis are that H_a is accepted and H_0 is rejected when the t-statistic > 1.96 . To reject or accept the hypothesis using probability then H_a is accepted if the p-value < 0.05 .

Data Testing Stages

The stages of interpreting the results of the SmartPLS analysis include 3 stages, namely:

1. The outer model testing phase is the measurement model testing phase which aims to prove the validity & estimate the reliability of indicators and constructs. Some of the requirements that must be met are:
 - a. Load factor indicator must be more than 0.7
 - b. Reflective construct AVE more than 0.5
 - c. the square root of AVE must be greater than the correlation between constructs
 - d. Cronbach Alpha more than 0.7 and composite reliability more than 0.7
1. Goodness of fit model testing phase (Bentler, P. M., & Bonett, n.d.) which aims to test the predictive power of the model and the feasibility of the model. The criteria that must be met include:
 - a. Q2 predictive relevance to see the predictive power of the model => blindfolding smartPls output
 - b. Model Fit to see whether the model is feasible and the data to test the effect of variables. The condition is that SRMR must be less than 0.10
2. Inner model testing stage => to test the significance of the effect of exogenous variables on endogenous variables
 - a. significance test => significant effect if p-value < 0.05 or T value > 1.96 => bootstrapping smartPls output
 - b. large partial effect => f^2 => output smartPls algorithm
 - b. large simultaneous effect => R^2 => output smartPls algorithm

3. RESULT AND DISCUSSION

Pls Algorithm

The test results of the fit model show that the SRMR value found is 0.067. Because the value is greater than 0.100, the model is considered fit. the test results on Construct Reliability and Validity show that:

1. The results of the digital marketing reliability test have met the reliability measure, which is 0.948 from the minimum limit of 0.7, while the validity is also good because the AVE value of 0.702 is already above 0.5.

2. The results of the face-to-face selling reliability test have also met the reliability measure, which is 0.951 from the minimum limit of 0.7, while the validity is also good because the AVE value of 0.797 is already above 0.5.
3. The results of the reliability test of the Purchase Decision have also met the reliability measure, which is 0.913 from the minimum limit of 0.7, while the validity is also good because the AVE value of 0.679 is already above 0.5.
4. Telemarketing reliability test results have also met the reliability measure, which is 0.928 from the minimum limit of 0.7, while the validity is also good because the AVE value of 0.764 is already above 0.5.
5. Telemarketing reliability test results have also met the reliability measure, which is 0.911 from the minimum limit of 0.7, while the validity is also good because the AVE value of 0.672 is already above 0.5.

Discriminant Validity

	Digital Marketing	Face-to-Face Selling	Purchase Decision	Telemarketing	WOM
Digital Marketing	0.867				
Face-to-Face Selling	0.770	0.893			
Purchase Decision	0.712	0.695	0.824		
Telemarketing	0.684	0.815	0.646	0.874	
WOM	0.645	0.675	0.803	0.629	0.820

The Digital Marketing column can be ignored. The Face-to-Face Selling, Purchase Decision, Telemarketing, and WOM columns are noteworthy. The number on the diagonal is the root of AVE and the other number is the correlation coefficient between constructs. The condition for the construct to have good discriminant validity is that the AVE root value must be greater than the correlation coefficient. Because the square root value of AVE for each latent variable is greater than the correlation value between the latent variable and other latent variables, the instrument/questionnaire that has been designed has good discriminant validity based on the Fornell-Larcker approach. The outer loading test output column in the pls algorithm process shows the loading factor value for each item. In the column there is no red question, this shows the loading factor value has been above 0.7 which means the item is valid. It can be said that the quality of the instrument developed in this study has met the validity requirements.

Bootstrapping

Table 1 Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Digital Marketing -> Purchase Decision	0.258	0.236	0.124	2.071	0.039
Face-to-Face Selling -> Purchase Decision	0.077	0.023	0.186	0.417	0.677
Telemarketing -> Purchase Decision	0.065	0.119	0.196	0.331	0.741
WOM -> Purchase Decision	0.543	0.572	0.102	5.301	0.000

The results above reflect the Path Coefficients which are the results of testing the direct effect so that it can be concluded as follows:

- Digital Marketing has a positive and significant effect on Purchase Decisions with a t statistic of 2.071 ($p = 0.039$)
- Face-to-Face Selling has no significant effect on Purchase Decisions with t statistic 0.417 ($p < 0.677$)
- Telemarketing has no significant effect on purchasing decisions with a t statistic of 0.331 ($p < 0.741$)
- WOM has a positive and significant effect on purchasing decisions with a t statistic of 5.301 ($p < 0.000$)

From the test results obtained R Square Adjusted value of 0.703 means that together Digital Marketing, Face-to-Face Selling, Telemarketing, and WOM have an influence of 70.3 percent on Purchase Decisions, and the remaining 29.7 is influenced by other factors outside the mode.

Outer Loadings

Table 2 Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FCFS1 <- Face-to-Face Selling	0.864	0.862	0.040	21.637	0.000
FCFS2 <- Face-to-Face Selling	0.900	0.897	0.031	29.373	0.000
FCFS3 <- Face-to-Face Selling	0.930	0.929	0.019	47.918	0.000
FCFS4 <- Face-to-Face Selling	0.855	0.851	0.044	19.321	0.000
FCFS5 <- Face-to-Face Selling	0.912	0.909	0.023	39.015	0.000
KPPBL1 <- Purchase Decision	0.760	0.757	0.062	12.179	0.000
KPPBL2 <- Purchase Decision	0.884	0.883	0.028	31.333	0.000
KPPBL3 <- Purchase Decision	0.790	0.788	0.063	12.549	0.000
KPPBL4 <- Purchase Decision	0.844	0.843	0.043	19.704	0.000
KPPBL5 <- Purchase Decision	0.838	0.836	0.039	21.283	0.000
MDIG1 <- Digital Marketing	0.849	0.840	0.060	14.206	0.000
MDIG2 <- Digital Marketing	0.795	0.786	0.070	11.342	0.000
MDIG3 <- Digital Marketing	0.867	0.865	0.043	20.252	0.000
MDIG4 <- Digital Marketing	0.908	0.906	0.029	31.729	0.000
MDIG5 <- Digital Marketing	0.880	0.877	0.035	25.180	0.000
MDIG6 <- Digital Marketing	0.900	0.897	0.031	28.968	0.000
TLM1 <- Telemarketing	0.782	0.772	0.078	9.980	0.000
TLM2 <- Telemarketing	0.932	0.933	0.017	56.074	0.000
TLM3 <- Telemarketing	0.895	0.895	0.042	21.270	0.000
TLM4 <- Telemarketing	0.879	0.878	0.028	31.489	0.000
WOM1 <- WOM	0.715	0.705	0.085	8.433	0.000
WOM2 <- WOM	0.832	0.830	0.039	21.450	0.000
WOM3 <- WOM	0.800	0.797	0.050	16.111	0.000
WOM4 <- WOM	0.884	0.883	0.028	31.104	0.000
WOM5 <- WOM	0.857	0.856	0.045	18.899	0.000

All loading factors show numbers above 0.7 and all have p-values below 0.05, so it can be said that all observed variables can measure the latent variables well.



Figure 1. Outer Loadings

Discussion

a. The Influence of Digital Marketing on Purchase Decisions

Digital Marketing has a positive and significant effect on Purchase Decisions with a t statistic of 2.071 ($p = 0.039$). The results of this study are the same as the research conducted by (Saputra & Ardani, 2020) in their research which has the result that the theoretical implications of the results of this study provide evidence on the development of consumer behavior science and market especially regarding Digital Marketing, Word of Mouth, Service Quality and Purchase Decisions. Thus, the results of this study provide empirical support and can be stated to strengthen the results of previous studies. In addition, the results of this study can practically be a reference for other researchers to want to research Digital Marketing, Word of Mouth, Service Quality, and Purchase Decisions. Theoretically, this research also provides an understanding that Digital Marketing, Word of Mouth, and Service Quality can significantly improve Purchase Decisions by increasing Digital Marketing, Word of Mouth, and Service Quality, so that Purchase Decisions will increase.

The application of digital marketing has now become a habit by F&B business actors because it is considered easier and more efficient to use by prospective consumers (the community). Many social media have started implementing E-Commerce bases to facilitate marketing such as WhatsApp Business, Instagram Business, TikTok Shop, Shopee, and Facebook. Then in digital marketing, besides many conveniences, there are also many special offers such as discounts that attract people's attention, especially Generation Z who use social media every day.

b. The Influence of Face-to-Face Selling (Personal Branding) on Purchase Decisions

Face to Face Selling has no significant effect on Purchase Decisions with a t statistic of 0.417 ($p < 0.677$). Research Results According to (Philip Kotler, 2008) personal selling is a direct personal explanation by salespeople to achieve marketing success and maintain relationships with consumers and customers. Mursid (2010) says that personal selling is where salespeople personally make an invitation to one or more prospective buyers and customers to generate demand. It is different from what is done in other marketing promotions, which are not personal or mass. The indicators to measure the success of personal selling in increasing consumer buying interest, namely: Communication skills (communicability), product knowledge (product knowledge), creativity (creativity), and empathy (empathy) (Kotler & Keller, 2009). Based on the results of this study, personal selling or direct selling

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is currently considered to be less potentially significant by Generation Z because apart from the rare availability of attractive offers by business owners, it is also inefficient because we have to meet business actors somewhere to meet.

c. The Effect of Telemarketing on Purchase Decisions

Telemarketing has no significant effect on purchasing decisions with a t statistic of 0.331 ($p < 0.741$). The results of the study (Rahmawati, 2020) show that telemarketing does not affect purchasing decisions because the role of telemarketing in financial service providers has begun to be abused (Hazhin et al., 2019). Ideally, telemarketing is only limited to marketing, not as a contract maker. The paradigm shift in the role of telemarketing is due to the demands of the company itself due to coercive ways to consumers even through abusive circumstances to start an agreement. The role of telemarketing requires close supervision, not just regulation. This should be given the view by the regulator that the recorded evidence from telemarketing is not the strongest as the authentic deed in the agreement document. Now, as with the use of Personal Selling, Telemarketing is also considered to be very less efficient at this time with the development of social media which is considered capable of providing valid information compared to the application of telemarketing, currently, along with the development of technology, the application of telemarketing is considered quite disturbing to potential consumers because telemarketers cannot distinguish the time.

d. Effect of Word of Mouth on Purchase Decision

Word of Mouth has a positive and significant effect on purchasing decisions with a t statistic of 5,301 ($p < 0.000$). The results of this study are the same as the research conducted by (Yoga Aditya & Made Wardana, 2017) in their research. The results show that the Word-of-Mouth variable has a positive and significant influence on brand equity. The results of this study indicate that if the Word of Mouth is getting better, the brand equity of the product will also be getting better and vice versa if the Word of Mouth getting worse, then the brand equity of the product is also getting worse. Word of Mouth variable has a positive and significant effect on purchase intention.

The results of this study also show that if the Word-of-Mouth phenomenon that occurs is getting better, the consumer's purchase intention will also increase, and vice versa if the Word of Mouth that occurs is getting worse, the consumer's purchase intention will also decrease. The brand equity variable has a positive and significant effect on purchase intention. The results of this study indicate that if the brand equity of a product is getting better, the consumer's purchase intention will also increase, and conversely if the brand equity of a product is getting worse, the consumer's purchase intention will also decrease. Brand Equity plays a role in mediating the influence of Word of Mouth on consumers' purchase intentions. The application of Word of Mouth is considered to have a potential and positive effect because usually, potential consumers are interested in a product due to recommendations or invitations from friends, relatives, or family. So that people's interest is more complacent because of invitations from person to person especially the application of Word of Mouth is carried out through an endorser of someone we admire and crave.

4. CONCLUSION

The application of changing promotional strategies from conventional to digital marketing has become a productive way of doing marketing because it has significant positive potential. In this case, in addition to providing benefits for consumers as well as for business actors. These benefits include efficiency in doing marketing, reducing operational costs, especially in the budgeted expenses for the promotion process that should be, and responding more quickly to consumers in all things related to consumers.

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