

The Effect of Social Media, Worth Of Mouth, Brand Image on Increasing Home Sales of the Tempe Industry

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Abstract

This study aims to determine the Effect of Social Media, Worth Of Mouth, and Brand Image on Increasing Home Sales of the Tempe Industry. The method in this study is a quantitative method. Based on the results of t-test, it is known that the worth of mouth and brand image variables have a partial and significant effect on increasing sales of home industry tempe based on Sig < 0.05 and t count > t table (1.984), while the Social Media variable has no partial and significant effect on the increase in sales of Home Industry Tempe based on Sig Value > 0.05 and t count < t table (1.984). It is concluded that Social Media, Wort of Mouth , Brand Image simultaneously affect the increase in Home Sales of the Tempe Industry in terms of Sig. < 0.05 and based on the calculated f value 542.310 > from f table 2.70. Based on *the R-Square* of 0.944, the value of the contribution of the impact of Social Media, Wort of Mouth, Brand Image simultaneously affects the increase in Home Sales of the Tempe Industry by 94.4% and the remaining 5.6% is influenced by other factors outside of this study.

Keywords: social media, worth of mouth, brand image, home industry tempe.

1. Introduction

Home Industry (home industry) is a small business unit / company engaged in certain industries. Typically, these businesses only use one or two homes at a time as a manufacturing, management, and marketing center. Home industries are included in the category of small and medium enterprises (SMEs). In Indonesia, there are various definitions of SMEs based on the interests of the institutions that define SMEs. MSMEs are companies run by individuals, households, or small businesses. MSMEs usually have limits on annual sales, assets, or number of employees.

According to the Central Statistics Agency (BPS), MSMEs are defined using parameters based on the number of employees. Some basic references, such as the Ministry of Finance, Law No. 9 of 1995, INPRES No. 10 (1999), Presidential Decree No. 127 of 2001, Presidential Decree No. 56 of 2002. The definition according to Law No. 20 of 2008 is productive business for individuals and/or individual companies that meet the criteria for assets of a maximum of IDR 50,000,000 or total annual income of a maximum of IDR 300,000,000. Micro is a business with a net worth of more than IDR 50,000,000 – IDR 500,000,000 with annual sales of more than 300 million to 2.5 billion rupiah. Small businesses have a category where wealth is more than 500 million to 10 billion rupiah with an annual income of 2.5 to 50 billion rupiah.

The development of the business world at this time experienced many changes and obstacles caused by the COVID-19 pandemic. Business actors are required to make innovations that can be applied during this pandemic period, for this reason, management that is competent and able to anticipate any changes in business patterns that can be applied during the COVID-19 pandemic is needed. Therefore, someone is expected to be able to properly use the existing resources in the company to be able to generate maximum profit from the use of these resources.

Companies need a good strategy in seeing business opportunities in the form of services or products to influence the market. This gives companies the opportunity to provide services or products that are better than before and can be better than competitors to be able to make consumers interested and can meet consumer expectations and satisfaction to use services and products. At this time, business actors are required to innovate by utilizing technology. Advances in

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technology are increasing, so that business people no longer have difficulty in obtaining any information to support their business activities, one of which is the tempe home industry.

Tempe is a native Indonesian food, it has long been a popular consumption food. Besides being cheap, tastes delicious, tempeh is also considered to have high nutritional value, because of the fermentation process in its manufacture. Because it is widely liked, tempeh has a promising economic value for the maker. No wonder then not a few people who pursue the home industry of making tempe, as a guide for their lives. In the development of the business world and competition among the tempe home industry, entrepreneurs are required to be able to take advantage of technology in marketing their business to increase sales

Marketing can be done using digital marketing with social media as an intermediary. In addition to social media, marketing can also be done by word of mouth or with the term worth of mouth and of course in doing marketing it must be supported by a good image (brand image) of a product or company such as selling tempeh home industry.

Digital marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal, and relevant manner. This type of digital marketing includes many of the techniques and practices that fall under the marketing category. In digital marketing, there are several factors that influence sales such as digital advertising, social media, and online promotional videos. Social media marketing or social media marketing (SMM) is a form of digital marketing that uses social platforms and networking websites to promote an organization's products or services through paid and unpaid means. Before doing marketing through social media, you should pay attention to the number of followers. Digital marketing can be done by posting photos or videos. In addition to social media, marketing can also be done using the worth of mouth method or word of mouth marketing so that it can increase sales, besides that marketing is also strongly influenced by the strength of the image of a product or commonly referred to as brand image.

Therefore, this study intends to analyze the Effect of Social Media, Worth Of Mouth, Brand Image on Increasing Home Sales of the Tempe Industry. The purpose and target of this research is to look at the variables that are the main influence on the increase in home sales of the Tempe Industry.

The benefits that can be obtained from the results of this research are that it can enrich knowledge and add new insights in entrepreneurial activities and is expected to contribute ideas in broadening horizons in the economic field, especially in the business world and provide useful information to the public about the Tempe Home Industry.

2. Literature Review

2.1. Social Media Marketing

Social media marketing is one of the many types of marketing that are widely used today. Simply put, this type of marketing leverages the role of social media in the marketing process. Many companies today use social media marketing.

2.2. Wort of Mouth

Kotler, (2016) found that personal communication channels in the form of word-of-mouth (word-of-mouth) are usually conveyed by and to consumers so that satisfied consumers or customers can become advertising media. be an effective advertising method. This can affect your buying decision for the company as well. According to (Jalilvand & Samiei, 2012), word-of-mouth is the act of consumers providing information about a brand, product, or service from one person to another in a non-commercial (interpersonal) way to other consumers. Word of mouth is used as free advertising and is most powerful when communicating a product or service to two or more consumers. (Kotler, 2016) also suggested that word-of-mouth (WOM) is a communication process in which individual or group recommendations are made for products or services aimed at providing personal information.

2.3. Brand Image

Brand image is a general perception of the company or its products. A good image of a product benefits the company, because consumers unconsciously recommend the product to others. Conversely, if the product has a bad image, consumers will convey bad information to others.

3. Methods

The type of research method used in this research is survey research. The survey research method is used to obtain data from certain places that are natural (not artificial), but researchers carry out treatments in data collection, for example distributing questionnaires, tests, interviews and so on (Legionosuko et al., 2019). The data used in this study are primary data derived from questionnaires that have been distributed. Secondary data is usually collected and presented by other parties, both for commercial and non-commercial purposes, in the form of statistical data from research results from survey report books, magazines/newspapers, documentation and official archives. Sampling was carried out using a non-probability technique with an incidental sampling approach. Respondents were taken as many as 100 respondents. This number is considered sufficient to represent the population will be studied because it has met the minimum sample limit (Hilmina et al., 2020). The scale used is an interval scale with a Likert scale approach (Widjajanta et al., 2018). Hypothesis testing is done by t test, F test and also beta test with analysis based on SPSS.

4. Result and Discussions

4.1. Validity Test

This test is useful to find out whether the processed data is *valid*. The table 1 are the results of the validity test conducted by the author.

Table 1. Validity Test of Social Media Variable (X1)

		Correlations							Social Media (X1)
		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	
x1.1	Pearson Correlation	1	-.091	.210 *	.114	.096	-.091	.096	.313 **
	Sig. (2-tailed)		.367	.036	.258	.342	.367	.342	.001
	N	100	100	100	100	100	100	100	100
x1.2	Pearson Correlation	-.091	1	-.004	.281 **	.267 **	1.000 **	.267 **	.694 **
	Sig. (2-tailed)	.367		.968	.005	.007	.000	.007	.000
	N	100	100	100	100	100	100	100	100
x1.3	Pearson Correlation	.210 *	-.004	1	-.073	.192	-.004	.192	.408 **
	Sig. (2-tailed)	.036	.968		.469	.055	.968	.055	.000
	N	100	100	100	100	100	100	100	100
x1.4	Pearson Correlation	.114	.281 **	-.073	1	.193	.281 **	.193	.491 **
	Sig. (2-tailed)	.258	.005	.469		.054	.005	.054	.000
	N	100	100	100	100	100	100	100	100
x1.5	Pearson Correlation	.096	.267 **	.192	.193	1	.267 **	1.000 **	.715 **
	Sig. (2-tailed)	.342	.007	.055	.054		.007	.000	.000
	N	100	100	100	100	100	100	100	100
x1.6	Pearson Correlation	-.091	1.000 **	-.004	.281 **	.267 **	1	.267 **	.694 **
	Sig. (2-tailed)	.367	.000	.968	.005	.007		.007	.000
	N	100	100	100	100	100	100	100	100
x1.7	Pearson Correlation	.096	.267 **	.192	.193	1.000 **	.267 **	1	.715 **
	Sig. (2-tailed)	.342	.007	.055	.054	.000	.007		.000
	N	100	100	100	100	100	100	100	100
Social Media (X1)	Pearson Correlation	.313 **	.694 **	.408 **	.491 **	.715 **	.694 **	.715 **	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the value of Sig(2-tailed) <0.05, it can be concluded that the overall data for the Social Media variable (X1) is valid (Yusup, 2018)

Table 2. Validity Test of Worth of Mouth Variable (X2)

		Correlations								Worth of Mouth (X2)
		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	
x2.1	Pearson Correlation	1	.114	.143	.113	.160	.069	.188	.100	.478**
	Sig. (2-tailed)		.257	.155	.265	.112	.495	.062	.323	.000
	N	100	100	100	100	100	100	100	100	100
x2.2	Pearson Correlation	.114	1	.091	.085	.050	-.008	.015	.165	.352**
	Sig. (2-tailed)	.257		.370	.400	.622	.935	.880	.102	.000
	N	100	100	100	100	100	100	100	100	100
x2.3	Pearson Correlation	.143	.091	1	.397**	-.027	.227*	.000	.092	.543**
	Sig. (2-tailed)	.155	.370		.000	.791	.023	1.000	.364	.000
	N	100	100	100	100	100	100	100	100	100
x2.4	Pearson Correlation	.113	.085	.397**	1	.011	.041	.109	-.096	.439**
	Sig. (2-tailed)	.265	.400	.000		.916	.687	.281	.342	.000
	N	100	100	100	100	100	100	100	100	100
x2.5	Pearson Correlation	.160	.050	-.027	.011	1	.360**	-.087	-.051	.451**
	Sig. (2-tailed)	.112	.622	.791	.916		.000	.391	.612	.000
	N	100	100	100	100	100	100	100	100	100
x2.6	Pearson Correlation	.069	-.008	.227*	.041	.360**	1	.256*	.197*	.610**
	Sig. (2-tailed)	.495	.935	.023	.687	.000		.010	.049	.000
	N	100	100	100	100	100	100	100	100	100
x2.7	Pearson Correlation	.188	.015	.000	.109	-.087	.256*	1	.201*	.434**
	Sig. (2-tailed)	.062	.880	1.000	.281	.391	.010		.045	.000
	N	100	100	100	100	100	100	100	100	100
x2.8	Pearson Correlation	.100	.165	.092	-.096	-.051	.197*	.201*	1	.388**
	Sig. (2-tailed)	.323	.102	.364	.342	.612	.049	.045		.000
	N	100	100	100	100	100	100	100	100	100
Worth of Mouth (X2)	Pearson Correlation	.478**	.352**	.543**	.439**	.451**	.610**	.434**	.388**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Based on the table 2, the value of Sig(2-tailed) < 0.05, it can be concluded that the overall data for the Worth of Mouth (X2) variable is valid (Yusup, 2018).

Based on the table 3, the value of Sig(2-tailed) < 0.05, it can be concluded that the overall data for the Brand Image (X3) variable is valid (Yusup, 2018).

Based on the table 3, the value of Sig(2-tailed) < 0.05, it can be concluded that the overall data for the Sales Increase (Y) variable is valid (Yusup, 2018).

Table 3. Validity Test of Brand Image Variable (X3)

		Correlations					Brand Image (X3)
		x3.1	x3.2	x3.3	x3.4	x3.5	
x3.1	Pearson Correlation	1	.138	.107	.304**	.067	.496**
	Sig. (2-tailed)		.172	.287	.002	.510	.000
	N	100	100	100	100	100	100
x3.2	Pearson Correlation	.138	1	.376**	.441**	.203*	.630**
	Sig. (2-tailed)	.172		.000	.000	.043	.000
	N	100	100	100	100	100	100
x3.3	Pearson Correlation	.107	.376**	1	.450**	.232*	.669**
	Sig. (2-tailed)	.287	.000		.000	.020	.000
	N	100	100	100	100	100	100
x3.4	Pearson Correlation	.304**	.441**	.450**	1	.502**	.833**
	Sig. (2-tailed)	.002	.000	.000		.000	.000
	N	100	100	100	100	100	100
x3.5	Pearson Correlation	.067	.203*	.232*	.502**	1	.631**
	Sig. (2-tailed)	.510	.043	.020	.000		.000
	N	100	100	100	100	100	100
Brand Image (X3)	Pearson Correlation	.496**	.630**	.669**	.833**	.631**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4. Validity Test of Sales Increase Variable (Y)

		Correlations									Sales Increase (Y)
		y1	y2	y3	y4	y5	y6	y7	y8	y9	
y1	Pearson Correlation	1	.114	.143	.113	.160	.069	.188	.100	.081	.452**
	Sig. (2-tailed)		.257	.155	.265	.112	.495	.062	.323	.420	.000
	N	100	100	100	100	100	100	100	100	100	100
y2	Pearson Correlation	.114	1	.091	.085	.050	-.008	.015	.165	.142	.358**
	Sig. (2-tailed)	.257		.370	.400	.622	.935	.880	.102	.159	.000
	N	100	100	100	100	100	100	100	100	100	100
y3	Pearson Correlation	.143	.091	1	.397**	-.027	.227*	.000	.092	.198*	.545**
	Sig. (2-tailed)	.155	.370		.000	.791	.023	1.000	.364	.048	.000
	N	100	100	100	100	100	100	100	100	100	100
y4	Pearson Correlation	.113	.085	.397**	1	.011	.041	.109	-.096	-.119	.355**
	Sig. (2-tailed)	.265	.400	.000		.916	.687	.281	.342	.238	.000
	N	100	100	100	100	100	100	100	100	100	100
y5	Pearson Correlation	.160	.050	-.027	.011	1	.360**	-.087	-.051	.108	.436**
	Sig. (2-tailed)	.112	.622	.791	.916		.000	.391	.612	.284	.000
	N	100	100	100	100	100	100	100	100	100	100
y6	Pearson Correlation	.069	-.008	.227*	.041	.360**	1	.256*	.197*	.154	.592**
	Sig. (2-tailed)	.495	.935	.023	.687	.000		.010	.049	.125	.000
	N	100	100	100	100	100	100	100	100	100	100

y7	Pearson Correlation	.188	.015	.000	.109	-.087	.256*	1	.201*	-.010	.384**
	Sig. (2-tailed)	.062	.880	1.000	.281	.391	.010		.045	.924	.000
	N	100	100	100	100	100	100	100	100	100	100
y8	Pearson Correlation	.100	.165	.092	-.096	-.051	.197*	.201*	1	.176	.400**
	Sig. (2-tailed)	.323	.102	.364	.342	.612	.049	.045		.080	.000
	N	100	100	100	100	100	100	100	100	100	100
y9	Pearson Correlation	.081	.142	.198*	-.119	.108	.154	-.010	.176	1	.487**
	Sig. (2-tailed)	.420	.159	.048	.238	.284	.125	.924	.080		.000
	N	100	100	100	100	100	100	100	100	100	100
Sales Increase (Y)	Pearson Correlation	.452**	.358**	.545**	.355**	.436**	.592**	.384**	.400**	.487**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.2. Reliability Test

Table 5. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.753	4

Judging from the results of the Alpha value being greater than the r-table (0.195), it can be concluded that the overall data is reliable (Yusup, 2018).

4.3. T Test

Table 6. T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.652	1.079		-.604	.547
	Social Media (X1)	.031	.026	.031	1.200	.233
	Worth of Mouth (X2)	.980	.030	.874	32.228	.000
	Brand Image (X3)	.207	.027	.196	7.609	.000

a. Dependent Variable: Increasing Sales (Y)

Based on the results of the t test (partial) it is known that:

1. Sig value > 0.05 and $t_{count} < t_{table}$ (1.984), then social media has no significant effect on increasing sales of Home Industry Tempe (H1 is rejected).
2. Sig value < 0.05 and $t_{count} > t_{table}$ (1.984), then worth of mouth has a significant effect on increasing sales of Home Industry Tempe (H2 accepted).
3. Sig value < 0.05 and $t_{count} > t_{table}$ (1.984), then brand image has a significant effect on increasing sales of Home Industry Tempe (H3 accepted).

Table 7. F Test**ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	650.374	3	216.791	542.310	.000 ^b
	Residual	38.376	96	.400		
	Total	688.750	99			

a. Dependent Variable: Increasing Sales (Y)

b. Predictors: (Constant), Brand Image (X3), Social Media (X1), Worth of Mouth (X2)

Table 8. Summary Model**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 ^a	.944	.943	.632

a. Predictors: (Constant), Brand Image (X3), Social Media (X1), Worth of Mouth (X2)

b. Dependent Variable: Increasing Sales (Y)

Judging from the results of the simultaneous test in table 7 above, it can be seen that Social Media, Wort of Mouth, Brand Image simultaneously affect the increase in Home Sales of the Tempe Industry in terms of Sig. < 0.05 (Ndangi et al., 2019). Based on the results of the f test, Social Media, Wort of Mouth, and Brand Image simultaneously have an effect on the increase in Home Sales of the Tempe Industry in terms of the calculated f value of 542,310 > from f table 2.70 (Amri et al., 2019). Based on *the R-Square* of 0.944, the value of the contribution of the impact of Social Media, Wort of Mouth, Brand Image simultaneously has an effect on the increase in Home Sales of the Tempe Industry by 94.4% and the remaining 5.6% is influenced by other factors outside of this study (Ningsih & Dukalang, 2019)

5. Conclusions

Based on the results of research that has been carried out on the Effect of Social Media, Worth Of Mouth, Brand Image on Increasing Sales of Home Industry Tempe, the authors conclude that the variable Worth Of Mouth and variable Brand Image have a partial and significant effect on increasing sales of Home Industry Tempe based on Sig Value < 0.05 and $t_{count} > t_{table}$ (1.984), while the Social Media variable does not partially and significantly affect the increase in sales of the Tempe Home Industry based on Sig Value > 0.05 and $t_{count} < t_{table}$ (1.984)

Wort of Mouth , Brand Image simultaneously affect the increase in Home Sales of the Tempe Industry in terms of Sig. < 0.05 and based on the calculated f value 542.310 > from f table 2.70. Based on *the R-Square* of 0.944, the value of the contribution of the impact of Social Media, Wort of Mouth, Brand Image simultaneously affects the increase in Home Sales of the Tempe Industry by 94.4% and the remaining 5.6% is influenced by other factors outside of this study.

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