

## **Determinant of Buying Interest and the Implication Toward Purchase Decisions at Aisha House of Muslimah Salon in Cikarang**

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### **ABSTRACT**

Providing quality beauty products and having a good image to customers is an important thing for customers before making a purchase. That way customers will always exchange information about the product in question and indirectly there will be promotional activities in the form of word-of-mouth communication or with the term word of mouth. This study aims to determine the determinant of buying interest and the implication toward purchase decisions at aisha house of muslimah salon in cikarang. This study used a quantitative method with a sample of 96 consumers of Muslimah salon and spa houses in Cikarang. This research was processed using SmartPLS data processing software and data collection was carried out by distributing questionnaires. This research resulted that there is a positive and significant influence between word of mouth on purchasing decisions, there is a positive and significant influence between brand image on purchasing decisions, there is a positive and significant influence between word of mouth on purchase intention in the, there is a positive and significant influence between brand image and purchase intention at the Cikarang Muslimah salon, there is a positive and significant influence between buying interest on decisions, buying interest can mediate word of mouth and brand image in a positive and significant way towards purchasing decisions in Muslimah salon Cikarang.

**Keywords:** Word of mouth, brand image, purchase intention, purchase decision

### **INTRODUCTION**

Beauty care has become a necessity that is considered important for some people, especially for women. Currently, the need for this treatment is growing as a daily necessity and the desire of women to look beautiful. It can be seen by the many beauty salons and clinics in Indonesia. Entrepreneurs seem to realize that the beauty and salon business is indeed a promising business. Especially salons that offer more comfort and privacy compared to other public salons, making women more comfortable doing maintenance in Muslimah salons than normal salons. The establishment of the Aisha House of Muslimah salon is based on fulfilling the needs of women who are starting to want privacy in caring for themselves. The Aisha House of Muslimah Salon provides care services from head to toe such as facial care, hair care, body care, hand and foot care.

Even Aisha's salon also offers a lot of beauty products. By providing quality beauty products and having a good image to customers, it is likely that customers will feel interested in buying or using the brand, therefore companies or salons must be able to build a positive image or a good image in order to attract customers. A good brand image is something that is important for customers before making a purchase decision and will lead to satisfaction so that customers will provide good information on what they feel or vice versa if the image they feel is bad then they will provide bad information. Very satisfied occurs because consumers are satisfied with what they expect, where people who feel very satisfied will

provide an effect such as repeated purchases and the spread of positive word of mouth to other consumers according to (Silverman, 2001). So Word of Mouth has a very important role for customers to find out information about the quality of products, services, good or positive brand image but word of mouth is also not only about the positive things conveyed but also negative things.

That way the company must provide good or positive things because this can affect brand image and also affect customer purchasing decisions. Whether or not a customer is satisfied is part of the customer experience of a product or service offered, which means that if a salon provides products or services that are of good quality, it is hoped that it will be able to meet customer needs and in the end can generate customer buying interest in beauty products that are on the market. salon.

The purpose of this study was to find out how the influence of word of mouth on purchasing decisions, the influence of brand image on purchasing decisions, the influence of word of mouth on buying interest, the influence of brand image on buying intention the influence of buying interest on purchasing decisions, the influence of word of mouth on buying decisions purchase through purchase intention and brand image on purchase decisions through purchase intention at Salon Aisha House Of Muslimah Cikarang.

Word of mouth communication (WOM) is interpersonal communication that occurs between one individual and another based on the experience each individual has with a company or product, either in the form of goods or services. (Oktavianto, 2014) Word Of Mouth can be in the form of talking about products, brands, service quality, prices and others.

Kotler (2000), states that buyers may have different responses to the image of a company or brand. Brand image is the public's perception of the company or its products. Image is influenced by many factors beyond the company's control. (Tampubolo & Purba, 2017) There are several factors that affect brand image including quality, reliability or reliability, usability or benefits, service, risk, price and image owned by the company. brand itself. (Tambunan, 2015) The purchase decision is a decision as the selection of an action from two or more alternative choices. Similar to what was explained by Setiadi (2008: 415) Purchasing decisions are something related to consumer plans to buy certain products, as well as how many units of the product are needed in a certain period. (Son, 2015).

Kotler and Keller (201:151), explain that consumer buying behavior is influenced by several factors, namely: 1) Cultural factors, is the condition of the system of cultural values, customs, and the way of life of the people who surround one's life. Indicators of cultural factors, namely: trust in the product, good and bad views of the product and suggestions for choosing the product. 2) Social factors, is the influence of other people both formally and informally. Indicators of social factors, namely: the presence of friends or groups to choose products, the presence of relatives to choose products. 3) Personal factors, as factors that come from oneself. Personality factor indicators are seen from: age, occupation and income. 4) Psychological factors, namely factors related to a person's psychology. Psychological factor indicators seen from: motivation, experience and attitude.

Interest is a psychological aspect that has a considerable influence on attitudes and behavior. Consumers' evaluation of products depends on their knowledge of information about the actual function of these products, thus consumers who are interested in purchasing a product are influenced by information (Ahmad et al., 2020). With the emergence of interest

in consumers to buy a product, it will be a driving force for making purchasing decisions for the product. (Handayani & Hidayat, 2022)

## **METHODS**

The type of research used was quantitative research. The population in this study were consumers of Aisyah Muslimah Salon and Spa in Cikarang, with samples obtained from purposive sampling formula totaling 96 respondents. The technique used for data collection used in this study was observation which was carried out by making direct observations at the research object, namely at the Aisha House Of Muslimah Salon in Cikarang and a questionnaire which was carried out by distributing a list of statements to research respondents regarding the research variable, namely the word of mouth, brand image, purchase decision and purchase intention. In determining data analysis, accurate and reliable data is needed, which can later be used in research conducted by the author. Data analysis is a process of simplifying data into a form that is easier to read, understand and interpret. Data analysis carried out with the help of the PLS (Partial Least Square) program aims to assist researchers in obtaining latent variables for prediction purposes (Hidayat, 2021) and as a tool for regressing models that have been formulated with a calculation process using Smart PLS software application program, so as to produce a feasible model. This research was carried out in three stages. The first was an analysis of the outer model consisting of analysis of validity (convergent validity and discriminant validity) and reliability (composite reliability and cronbachs alpha). draft. Third, hypothesis testing is done after evaluating both the outer model and the inner model.

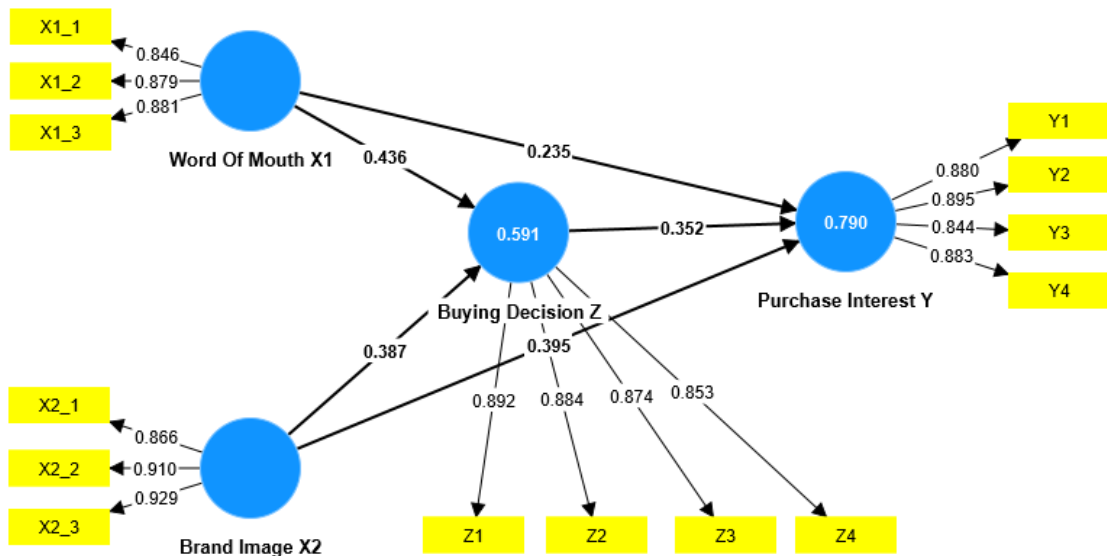
## **RESULTS AND DISCUSSION**

### **Outer Model Analysis**

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model. Outer models with indicators are evaluated through convergent and discriminant validity of indicators forming latent constructs and composite reliability as well as Cronbach alpha for the indicator blocks.

### **Convergent Validity**

The value of convergent validity can be seen from the correlation between the score items or indicators and the constructs. If it has a correlation value above 0.7, the indicator is considered reliable, however, in the research at the scale development stage, a loading factor value of 0.5 - 0.6 is still acceptable. If the value of outer loading < 0.5. After the PLS calculation results show the following results:



**Figure 1: Source : Outer loading stage 1**  
 Source: SmartPLS 4.0 output, primary data processed (2023)

**Table 1.**  
**Outer loading stage 2**

	WOM (X1)	Brand Image (X2)	Purchase Interest (Y)	Buying Decision (Z)
X1_1	0.846			
X1_2	0.879			
X1_3	0.881			
X2_1		0.866		
X2_2		0.91		
X2_3		0.929		
Y1			0.88	
Y2			0.895	
Y3			0.844	
Y4			0.883	
Z1				0.892
Z2				0.884
Z3				0.874
Z4				0.853

Source: SmartPLS 4.0 output, primary data processed (2023)

Based on the table data above, it can be seen that all indicators already have outer loading values > 0.5 so that they can be declared valid for use in further research and analysis.

**Discriminant Validity**

Comparing the square of Average Variance Extracted (AVE) value of each construct with correlation between other constructs in the model. The expected AVE value > 0.05 is Discriminant Validity.

**Tabel 2.**  
**Average Variance Extracted (AVE)**

Variable	Average variance extracted (AVE)
Wouth Of Mouth	0.755
Brand Image	0.814
Buying Decision	0.767
Purchase Interest	0.767

Source: SmartPLS 4.0 output, primary data processed (2023)

Based on the table above, it shows that the Avarage Variance Extracted (AVE) for each variable has a construct > 0.05, thus it can be stated that each variable has discriminatory validity.

**Tabel 3.**  
**Composite reliability dan Cronbach’s alpha.**

Variable	Cronbach's alpha	Composite reliability
Brand Image (X2)	0.886	0.929
Purchase Interest (Y)	0.899	0.929
Buying Decision (Z)	0.899	0.93
Wouth Of Mouth (X1)	0.837	0.902

Source: SmartPLS 4.0 output, primary data processed (2023)

Based on the table above, it can be seen that the composite reliability value of all constructs is > 0.6, which means that all constructs meet the composite reliability criteria and each construct in this study has a high reliability value.

Furthermore, the table above shows that the Cronbach's alpha value for all constructs is > 0.7, which means that all constructs meet the Cronbach's alpha criteria and each construct in this study has a high reliability value.

**Inner Model Analysis**

Inner model analysis aims to predict the relationship between latel variables which is also known as structural model analysis. Evaluation of the inner model can be done through several indicators which include:

**Tabel 4.**  
**Coefficient of Determination (R<sup>2</sup>)**

Variabel	R-square	R-square adjusted
Builing decision (Y)	0.79	0.784
Buying interest (Z)	0.591	0.583

Source: SmartPLS 4.0 output, primary data processed (2023)

Based on table 4.6, it can be concluded that the R-square of the first path model is 0.79, meaning that the ability of the variables X1 and X2 to Y is 79%, so the R-square value is (High). While the R-square of the second line is 0.591, it means that the ability of the variables X1 and X2 to Z is 59%, so the R-Square value is (Moderate).

**Assessment of Goodness of Fit (GoF)**

Goodness of Fit (GoF) to evaluate measurement models and structural models, besides that GoF provides a simple measure for the overall prediction of the model developed by Tenenhaus et al. If the value obtained is 0.1 it is considered small, 0.25 is considered simple and 0.36 is considered large (the closer to 1 the better). Goodness of Fit (GoF) index reasons are calculated from the square root of AVE and the square root of R-square (Ghozali, 2015:83).

**Tabel 5.**  
**GoF**

Variable	(AVE)	Variable	R-square
Wouth Of Mouth	0.755	Purchase Interest (Y)	0.790
Brand Image	0.814	Buying Decision (Z)	0.591
Purchase Interest	0.767		
Buying Decision	0.767		
Mean	0.775		0.690

Source: SmartPLS 4.0 output, primary data processed (2023)

To calculate GoF, they are as follows:

$$\text{GoF} = \sqrt{0.775} * \sqrt{0.690}$$

$$\text{GoF} = \sqrt{0.53475}$$

$$\text{GoF} = 0.731$$

The Goodness of Fit (GoF) value is 0.731 which is considered large because it already exceeds the value of 0.36.

**Hypothesis test**

Hypothesis testing in this study was carried out by looking at the t-statistics and p-values. The hypothesis is declared accepted if the t-statistic value is > 1.96 and the p-value is <0.05. The following is the path coeffecient result (Indirect Effect)

**Tabel 6.**  
**Path Coefficient**

(Direct Effect)	Parameter Coefficient	T statistics ( O/STDEV )	P values	result
H <sub>1</sub> WOM (X1) -> Buying decision	0.235	2.646	0.008	Accept
H <sub>2</sub> BI (X2) -> Buying decision	0.395	4.091	0	Accept
H <sub>3</sub> WOM (X1) -> interest (Z)	0.436	3.876	0	Accept
H <sub>4</sub> BI (X2) -> interest (Z)	0.387	2.846	0.004	Accept
H <sub>5</sub> interest (Z) -> Buying decision	0.352	3.999	0	Accept

Based on the table above, it shows that the five hypotheses are accepted because the t-statistic value is > 1.96 and the p-value is < 0.05.

**Tabel 7: Path Coefficient**

(Indirect Effect)	Parameter Coefficient	T statistics ( O/STDEV )	P values	Result
H <sub>6</sub> WOM (X1) -> interest (Z) -> Buying decision	0.153	3.008	0.003	Accept
H <sub>7</sub> BI (X2) -> interest (Z) -> Buying decision	0.136	2.003	0.045	Accept

The next hypothesis test in the indirect effect research is to test the indirect effect of an influencing variable (exogenous) on the affected variable (endogenous) which is mediated by the intervening variable. If the p-value < 0.05, then it is significant (indirect effect), meaning that the intervening variable "plays a role" in mediating the relationship between an exogenous variable and an endogenous variable. If the p-value > 0.05, then it is not significant (direct effect), meaning that the intervening variable "has no role" in mediating the relationship between an exogenous variable and an endogenous variable. And based on the indirect effect table, it can be concluded that the influence of Word of Mouth on Purchase Decisions through Purchase Interest is 0.153, so the effect is positive with a p-value = 0.003 < 0.05 (significant). This means that the variable "purchasing interest" plays a role in mediating the influence of word of mouth on purchasing decisions and the influence of brand image on purchasing decisions through buying interest is 0.136, so the effect is positive with a p-value = 0.045 < 0.05 (significant). This means that the variable "purchasing interest" plays a role in mediating the effect of brand image on purchasing decisions.

From the test, the researcher get that Word of Mouth has a positive and significant effect on the purchasing decisions of Muslimah salon and spa consumers in Cikarang. Brand image has a positive and significant effect on the purchasing decisions of Muslimah salon and spa consumers in Cikarang. Word of Mouth has a positive and significant effect on the buying interest of Muslimah salon and spa consumers in Cikarang. That is suitable with the research of (Djimantoro & Gunawan, 2020) that said WOM and brand image influence the buying interest. Brand image has a positive and significant effect on the buying interest of Muslimah salon and spa consumers in Cikarang. This result suitable with the research of (Nur'aeni & Hidayat, 2017) that said same thing. Purchase intention has a positive and significant effect on purchasing decisions of Muslimah salon and spa consumers in

Cikarang. Purchase intention as a mediating variable plays a role in strengthening the influence of word of mouth on purchasing decisions for Muslim women's salons and spas in Cikarang. Purchase intention as a mediating variable plays a role in strengthening the influence of brand image on purchasing decisions for Muslim women's salons and spas in Cikarang

## CONCLUSION

Based on the data analysis that has been interpreted in this study, the conclusions that can be drawn are as follows: Word of Mouth has a positive and significant effect on the purchasing decisions of Muslimah salon and spa consumers in Cikarang.. Brand image has a positive and significant effect on the purchasing decisions of Muslimah salon and spa consumers in Cikarang. Word of Mouth has a positive and significant effect on the buying interest of Muslimah salon and spa consumers in Cikarang. Brand image has a positive and significant effect on the buying interest of Muslimah salon and spa consumers in Cikarang. Purchase intention has a positive and significant effect on purchasing decisions of Muslimah salon and spa consumers in Cikarang. Purchase intention as a mediating variable plays a role in strengthening the influence of word of mouth on purchasing decisions for Muslim women's salons and spas in Cikarang.. Purchase intention as a mediating variable plays a role in strengthening the influence of brand image on purchasing decisions for Muslim women's salons and spas in Cikarang.

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