

The Effect of Communication Mix on Customer Purchase Decision (Survey on Ajimaru Ramen Bandung)

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ABSTRACT

Bandung is a city for culinary tourism. One of the culinary tours that is booming among young people lately is ramen noodles. Ajimaru Ramen is a cafe that sells various flavors of ramen noodles. In one day, Ajimaru can sell up to 126 bowls which can run out in just 6 hours, Ajimaru Ramen is open from 12 to 9 at night but never until 9, the ramen is gone. This Ajimaru Ramen is thought to be inseparable from marketing called Communication Mix, which is very effective Communication Mix marketing in the form of product purchase recommendations from consumers who are satisfied to try Ajimaru Ramen products to a wide audience. Based on the above background, the writer is interested in conducting research on the Effect of Communication Mix on Purchasing Decisions of Ajimaru Ramen Bandung Consumers. This study will discuss two variables, namely Communication mix as an independent variable with X notation and consumer purchasing decisions as the dependent variable with Y notation. Using simple random sampling techniques or simple random sampling, the sample is taken. a number of 80 people where the sample was taken randomly. From the results of the research and analysis conducted, communication mix has a positive effect on purchasing decisions for Ajimaru Ramen Bandung consumers.

Keywords

Communication mix; purchase decision

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Introduction

The influence of global culture on local culture also means an attack on the identity of a nation. The essence of national life is culture. One example is the people's instant lifestyle, which is manifested in the culinary world of *junk food*. One of the *fast food* lifestyle is one of the many *pop cultures* today, where our people are treated to a lot of fast food and a lot of processed meat in it. According to a sociological observer, Abdul Kholek, there is a phenomenon that develops in third world societies including Indonesia, namely the tendency to change in lifestyle as an outcome of the expansion of the food industry which is manifested in the form of restaurants, cafes and fast food stalls.

Bandung is known as a city that has a high level of creativity and young people who have talent in doing business. It can be seen from the number of businesses created by young people such as distributions, *clothing*, and the adult culinary is growing, even in this time of Bandung city gradually become a city of culinary tourism. One of the culinary tours that is *booming* among young people lately is ramen noodles. noodles come from

China is indeed the food was quite a *boom* in the first Indonesia at least in the last 1-2 years, can be seen the emergence of cafes, restaurants and a new shop that sells ramen, not infrequently, where to eat long-standing suddenly add noodles ramen in a menu that presents one such restaurant located in the Gourmet 99 J l. Riau Bandung.

In Indonesia, ramen is available in various places to eat from street vendors, shops, cafes to expensive restaurants too. either by hiring a *chef* reliable, franchise, even those Japanese restaurants itself to Indonesia. Ajimaru Ramen is a cafe that sells various flavors of ramen noodles. Effort initiated by one of the students is relatively new, although so consumers of Ajimaru Ramen. This in itself is already a lot. Owner Ajimaru Ramen said "In one day, Ajimaru can sell up to 126 bowls which can run out in just 6 hours, Ajimaru Ramen is open from 12 to 9 in the evening but never until 9, the ramen is finished". Even so, Ajimaru Ramen is not complacent, and wants to continue to improve its sales performance. That's why Ajimaru Ramen is doing promotion through its website (<http://Ajimarusamenbandung.wordpress.com>) and Twitter (@Ajimaru_ramen). But besides that, Ajimaru Ramen is thought to be inseparable

from marketing called *Communication Mix*, which is very effective *Communication Mix* marketing in the form of product purchase recommendations from consumers who are satisfied trying the Ajimaru Ramen product to a wide audience.

Communication Mix-marketing or *word of mouth communication* is simple marketing, not costly but its effectiveness is very large. In this modern era, WOM is not only done through *face to face*, but has utilized existing technology, for example telling something to friends via email and also on websites or social networks such as Facebook, Twitter, Tumblr. Although relatively new player in the world of culinary, Ajimaru Ramen already have a place in the hearts of consumers' n yes, it is proved by the activities *waiting list* that is characteristic in the café Ajimaru Ramen. Therefore, the authors suspect *Communication Mix* is going on between consumers, in the sense that there are *opinion leaders* who recommend Ajimaru Ramen to reference group such as family, friends, or neighbours who finally a decision is made to purchase the product Ajimaru Ramen. Based on the background, the authors are interested in conducting research on the Effect of *Communication Mix* on Purchasing Decisions of Ajimaru Ramen Bandung Consumers.

Literature Review

Definition of Marketing

Marketing is a business process that seeks to align the organization's human, financial and physical resources with the needs and desires of customers in the context of a competitive strategy (Sudaryono, 2016). Marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals (Stanton, 2013). "*Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return*", which means stating that marketing is a process whereby companies create value for customers and build strong customer relationships to capture value. from customers in return (Kotler & Armstrong, 2012). Marketing means individual activities aimed at fulfilling wants and needs through bartering (Tjiptono & Chandra, 2012). Hence,

marketing is a social and managerial process in which individuals and groups obtain their needs and desires by creating, offering, and exchanging something of value to one another (Daryanto, 2011).

Understanding Marketing Management

Marketing management is the process of analyzing, planning, organizing, and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with target markets to achieve company goals (Suparyanto & Rosad, 2015). Marketing Management is an art and science in target markets to attract, maintain, and increase consumers by creating, communicating and delivering superior consumer quality (Kotler & Keller, 2012).

Marketing Communication

Marketing communication is a field of science that combines communication science with marketing science, thus giving rise to a new study, namely *marketing communication* (Priansa, 2017), "*Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell*". The basic concept used in marketing communications as a basis to deliver the message to stakeholders in general and consumers (Herman, 2012).

Communication Process

The communication process is divided into 2 processes (Effendy, 2013):

1) Primary Communication Process

The primary communication process is the process of conveying one's thoughts or feelings to others by using symbols as a medium. Symbols as the primary media in the communication process are language, symbols, signs, images, colours which is directly able to translate thoughts and or feelings of the communicator to the communicant.

2) Secondary Communication Process

Secondary communication process is the process of delivering messages by one person to another using a tool or medium as the second medium after using the symbol as the first medium.

Group Communication

Communication in groups is part of daily activities, group communication as face-to-face interaction between three or more people, with known goals, such as sharing information, taking care of themselves, solving problems, where members can remember the personal characteristics of the members' others precisely (Wiryanto, 2005). Reference groups influence members in at least three ways, namely introducing new behaviors and styles of life to someone, influencing attitudes and self-concepts, and creating comfort pressures that can affect their product choice (Kotler & Keller, 2009). Reference group is an individual or group of people who significantly influence a person's behavior (Sumarwan, 2011).

Communication Channels

There are two main types of marketing communication channels according to Kotler and Keller (2009), namely:

[1] Private Communication Channels

In private communication channels, two or more people communicate directly with each other. They can communicate face-to-face, by telephone, letter, or even chat via the internet. Personal communication channels are effective because they include personal meetings and feedback.

[2] Non-Personal Communication Channels

Non personal communication channels are media that carry messages without making personal contact or feedback. Included in this group are the main media, atmosphere, and events. The main media include print media (newspapers, magazines, letters); broadcast media (television, radio); and display media (billboards, billboards, posters). The atmosphere is an environment that is specifically designed to create or increase the tendency of buyers to buy products. Events are occurrences of intentional events that aim to get the message to the target audience. Non-personal communication usually affects buyers directly. In addition, the use of mass media often affects buyers indirectly because it leads to a more personal communication.

Promotion Mix

The marketing mix or what is commonly referred to as the *marketing mix* is defined by Kotler and

Keller (2012) as a set of marketing tools that companies use continuously to achieve their marketing goals in their target market, where the elements in the marketing mix consist of product, price, distribution and promotions. The marketing mix in its concept has been expanded at this time, where the marketing mix, also known as 4P, can only accommodate physical products, but not products in the form of services or services, so that a new marketing mix concept called 7P appears, which is the new concept. also includes elements of *people, process, and physical evidence* (Zeithaml et al., 2012).

Understanding Communication Mix

Consumers before making a purchase or transaction tend to go through the process of disbursing information, where the process of searching for information is often obtained from close people such as family, relatives and friends, so it is hoped that the search for information can produce a form of communication. This communication realization is known as the *Word of Mouth*, where *Communication Mix* is a form of marketing communication carried from the mouth to mouth (Sernovitz, 2006). *Communication Mix* is often said to be more effective than *advertising* because *Communication Mix* is a promotional activity carried out by consumers who voluntarily offer products to other consumers.

Benefits of Communication Mix Opinion Leadership

Opinion leaders are people in informal communication related to products and offer advice or information about certain products or categories (Kotler & Keller, 2009). So, it can be said that *opinion leadership* is an individual tendency to disseminate information and can influence consumer behavior (Shimp, 2003). Leaders also have important functions, namely: they inform others about new products, they provide advice and reduce the perception of risk accepted by his followers in the purchase of new products, and they offer positive feedback to support or clarify decision has been picked up by followers (Shimp, 2003).

Message

Communication is considered as a one-way process in which one individual influences others through messages. Message is the result of coding, which is verbal, nonverbal, or written language. Messages are sent via media or channels, which are the carriers of communication. Media can be face to face conversations, phone calls, emails or written reports. The recipient translates the message received into meaningful information (Lunenburg, 2010). The elements in the communication process determine the quality of communication. Problems in one of these elements can reduce communication effectiveness (Keyton, 2011). For example, information should be coded into a message that can be understood as the sender's destination. The selection of specific media for sending messages can be important, because there are many choices (Lunenburg, 2010).

New private, social, mass, and public media connect traditionally disparate technologies to permitted communication sources and recipients to duplicate, amplify, and move messages from place to place at speeds that were once difficult, time-consuming, or even impossible. These same technologies have influenced the way and methods used by leaders engage with others, with the topic of digital or virtual leadership becoming an increasingly popular concept (Zigurs, 2003).

Messages sent are often not the same as the received message by creating a model that does not begin with the delivery of the message, but the message by audience members or followers of perspective and not with the source of the message or leader hopeful (Ruben & Gigliotti, 2019).

Most WOM messages are either very positive or very negative. Negative WOM is thought to have a bigger impact on the receiver. However, recent research refutes this claim, the same impact occurs in negative and positive WOM. Additionally, negative WOM results from motivations such as reduced anxiety or revenge, which suggests negative WOM may have different message and delivery characteristics from positive WOM. For example, someone with revenge as a motive might engage in negative WOM, but the same person might do positive WOM out of a desire to help the organization or to share a good experience with others. Thus, message content can vary according to valence (Sweeney et al., 2014).

Consumer Behavior

Consumer behavior is the study of how a person makes decisions about what they buy, want, need, or relate to a product, service or company. It is very important to understand consumer behavior in order to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently being met (Singh, 2016). The behavior displayed by consumers in searching for, buying, using, evaluating, and disposing of products and services that they hope will satisfy their needs (Schiffman, 2007). Consumer behavior is related to many other problems.

For example:

- How do we get information about products?
- How do we rate alternative products?
- Why do different people choose or use different products?
- How do we decide the value for money?
- How much risk do we take with what products?
- Who influences the buying and using decisions of our products? How is brand loyalty shaped, and changed?

To summarize, the general definition of consumer behavior is the mental, emotional, and physical activities that people do when choosing, buying, using and disposing of products and services to satisfy their needs and wants (Priest et al., 2013).

Consumer Behavior Model

Stimulus-response models can be used to study consumer behavior. The model shows how consumers react to each stimulus and how individual characteristics and decision-making processes have a profound influence on the decision to buy. There are external factors and the marketing mix that influence consumer decisions (Kotler et al., 2005).

Marketing and environmental stimuli enter consumer consciousness, and a series of psychological processes are combined with certain consumer characteristics to produce a decision-making process and purchasing decisions. The marketer's job is to understand what happens in consumer awareness between the arrival of outside marketing stimuli that ultimately influence the

purchase decision. The four main psychological processes - motivation, perception, learning, and memory - fundamentally influence consumer responses (Kotler & Keller, 2012).

Factors Affecting Consumer Behavior

A large number of factors influence our behavior. Factors that influence consumer behavior can be classified as follows (Kotler & Keller, 2012):

- Psychological
The psychological factors influencing consumer behavior are divided into 4 categories: motivation, perception, learning and beliefs and attitudes. It can be defined that one of the psychological definitions is the process by which a person selects, organizes and interprets the information he receives to do something that makes sense.
- Personal (age and life cycle stages, occupation, economic circumstances, lifestyle, personality and self-concept)

Individual characteristics impact buyer's choices counting age and stages within the life cycle, occupation and financial circumstances, identity and self-concept, and way of life and values. Since numerous of these have a coordinate affect on buyer behavior, it is vital for marketers to take after them closely

- Social (reference group, family, role and status)
Social factors are factors originating from the reference group, family, social roles, and status that influence consumer behavior in making purchases. Researchers found that social factors are facts and experiences that affect the personality, attitudes and lifestyle of individuals originating from the people around them
- Culture (culture, subculture, social class system)

Culture is a fundamental determinant of a person's desires and behavior. Through families and other key institutions, influenced by beliefs, knowledge, working language, and art. Culture can be considered as a lifestyle and passed from one generation to the next under different generations. Marketers must pay close attention to cultural values in each country to understand how best to market existing products and find opportunities for new products.

Consumer Purchasing Decision Process

The study of how and why someone buys goods and services is a term from consumer buying decision behavior. This term includes the decision-making process from the process that precedes the purchase of goods or services to the final experience of using the product or service (Kotler, 2002).

When someone buys something, they go through several stages of weighing options and looking at alternatives before they make a decision to make a purchase. The purchasing decision process is the process that the customer goes through when buying a product. If the marketer succeeds in understanding consumer behavior in accordance with the consumer purchasing decision process for these goods or services, then the marketer can successfully sell the goods or services.

The buyer can use all five stages during the decision-making process for a product, but the buyer may also pass one or more stages. Every consumer has different thoughts from other consumers. For example, in the case of someone who is accustomed to visiting certain restaurants to buy food every week, then the possibility of missing information and evaluations is more than product involvement.

1) Stimulus is stimulation both internally and externally which affects the emergence of recognition of needs. Stimulus is divided into 3 types, namely commercial stimulation that comes from the company's efforts to carry out promotions such as advertisements on TV. Then social stimuli obtained from the surrounding environment such as family and peer groups. Finally, psychological stimuli that come from the person, such as thirst or hunger (Kotler & Armstrong, 2008).

2) Recognition of needs (*problem recognition*) occurs when consumers realize that they need to do something to return to a normal state of comfort as a result of the stimuli that affect it. In this stage, consumers research what they need or want (Kotler & Armstrong, 2008).

3) Search information (*information search*), after the consumer aware of its needs, the next step is the consumer will seek information about their needs (Munthiu, 2009). Information can be obtained from various sources such as personal sources (family, friends, associates), commercial sources (advertisements, salespeople, packaging), public

sources (mass media, consumer rating organizations), or experience sources (handling, inspection, product use).

4) *Evaluation of Alternatives*, after information is collected, consumers will be able to evaluate different alternatives. This stage looks at the evaluation of available alternatives where consumers decide on a set of criteria used to assess each alternative (Munthiu, 2009).

5) *Purchase decision* (*purchase decision*), all the stages previously mentioned are the basic elements. At the evaluation stage, consumers rank the brands and forms of purchase intention. Generally, the consumer's purchase decision will buy the most preferred brand. This stage appears 2 possibilities, first, consumers are ready to make a purchase after evaluating several alternatives or the second only appears the intention to purchase (Munthiu, 2009).

6) *Post-purchase evaluation*, the decision-making process continues after the purchase decision has been made. The last stage of the purchasing process is post-purchase, where consumers will evaluate the level of satisfaction (Kotler & Armstrong, 2008).

Factors Affecting Purchasing Decisions

The consumer's decision to make a purchase can be influenced by several factors. This factor is seen from the characteristics of the buyer:

1) Cultural factors are the most basic factors that cause consumer desires and behavior. Culture can include nationalities, religions, racial groups and geographic areas (Kotler & Armstrong, 2008).

2) Social factors significantly influence consumer behavior. Every individual has someone around who influences their buying decision. Among them are family, small groups (groups that have direct and indirect influence on a person's behavior), the role and social status of consumers (Lautiainen, 2015).

3) Furthermore, purchasing decisions are influenced by personal characteristics such as age, occupation, economic situation, lifestyle, and personality (Lautiainen, 2015).

4) Purchasing decisions are also influenced by psychological factors which include motivation, perception, learning, beliefs and attitudes.

- Motivation is the motivation, cause or reason for someone doing something. In this case motivation is a condition that encourages or

causes someone to make a purchase (Hertanto, 2016).

- Perception occurs when consumers choose, organize and interpret the information they receive into a meaning to create an overall picture (Kotler, 2005).
- Learning affects changes in consumer behavior as a result of the experiences they have experienced (Jayakusumah, 2011) Beliefs and attitudes, beliefs are thoughts that consumers embrace about something. Meanwhile, attitude is a comprehensive evaluation and causes consumers to act in a way that is beneficial or not to the things being assessed (Wahyuni, 2008).

The Influence of Communication mix on Purchasing Decisions

Communication mix which as promotional activities of a company, to be part of consumer consideration in an attempt to select a product. In evaluating alternatives consumer decision, consumers will pick the *communication mix* most interesting. *Communication mix* contained in a product intended to inform the message, an idea from one person to another so that there is no interaction between them.

Communication mix generally be recognized play an important role in influencing and shaping *consumer buying behavior* in an attempt to select a product. *communication mix* rated more influential than communication through other sources such as editorial recommendations or advertisements (Bickart & Schindler, 2001) because they provide reliable comparative information (Gruen et al., 2006). This communication is considered to have great persuasive through credibility and higher trust and is now believed to be the source of information most commonly used and preferred by consumers (Zhu & Zhang, 2010).

Communication Mix is carried out by each person differently, as well as at the Ajimaru Ramen Bandung cafe, the communication channels can be personal or non-personal. Companies use *Communication Mix* to increase the promotion of these products. *Communication Mix* is expected to persuade consumers, so that consumers can make purchasing decisions on products or services sold by marketers. Influencing customers today is a

demand that companies must make. As stated earlier, positive *Communication Mix* can attract consumers to make purchase decisions.

Methodology

This study will discuss two variables, namely *Communication Mix* as the independent variable (independent variable) with X notation and consumer purchasing decisions as the dependent variable (dependent variable) with Y notation. In conducting this research, the authors used descriptive methods. Descriptive research consists of surveys and fact-finding investigations of various types. The main purpose of descriptive research is to explain a collection of existing conditions (Mishra & Alok, 2017). In this study, the authors also used a survey research method, namely by taking a sample from a population using a questionnaire as a data collection tool.

The available data are grouped into two groups, namely primary data which is data obtained or collected directly in the field by the person conducting the research or those concerned who need it. Secondary data is data obtained or collected by the person who conducted the research from sources that already exist (Hassan, 2002). The data used to support the primary information that has been obtained is from library materials, literature, previous research, books, and from various other sources related to the problem under study, namely: books and other sources regarding *Communication Mix* and purchasing decisions. at Cafe Ajimaru Ramen Bandung. The population in this study were all consumers of Café Ajimaru Ramen. In determining the sample, the writer used *simple* random sampling or simple random sampling.

Sampling Technique

Sampling is part of a wider population that will be involved in surveys and sampling is the process of identifying who the goals of that population are. In determining the sample, the authors use the technique *simple random sampling* or random sampling, each individual selected entirely by chance and every member of the population has an equal opportunity to be included in the sample (MacDonald & Headlam, 2009).

Meanwhile, in determining the number of samples, the writer adheres to the theory of opinion which argues as follows (Singarimbun & Effendi, 1984):

"If the analysis used is a correlation technique, then the sample that must be taken is at least 30 cases or objects."

The formula for determining the number of samples to be studied is seen from the number of consumers who come to Cafe Ajimaru Ramen Bandung for one day which is approximately 400 people, as follows (Umar, 2002):

A population of 400 was taken from Ajimaru Ramen consumers. From this calculation, it is obtained $n = 80$ so that the sample taken is 80 people where the sample is taken randomly.

Results and Discussion

In this study, the authors distributed 80 questionnaires to consumers of Cafe Ajimaru Ramen Bandung. This questionnaire consists of two parts, the first is about *Communication Mix*, and the second is about consumer purchasing decisions.

The Influence of Communication Mix on Purchasing Decisions of Ajimaru Ramen Bandung Consumers

Statement	R count	R table	Information
VAR00001	0.764	0.1852	Valid
VAR00002	0.718	0.1852	Valid
VAR00003	0.424	0.1852	Valid
VAR00004	0.842	0.1852	Valid
VAR00005	0.735	0.1852	Valid
VAR00006	0.814	0.1852	Valid
VAR00007	0.680	0.1852	Valid
VAR00008	0.609	0.1852	Valid
VAR00009	0.737	0.1852	Valid
VAR00010	0.564	0.1852	Valid

The validity value of each statement item can be seen in the Corrected Item-Total Correlation value of each statement item. Based on the SPSS 16 calculation data, the correlation coefficient (r) shows that the entire correlation of the *Communication Mix* variable items is greater than

r table or 0.1852, so the instrument is declared valid.

Statement	R count	R table	Information
VAR00001	0.225	0.1852	Valid
VAR00002	0.522	0.1852	Valid
VAR00003	0.306	0.1852	Valid
VAR00004	0.535	0.1852	Valid
VAR00005	0.319	0.1852	Valid
VAR00006	0.544	0.1852	Valid
VAR00007	0.477	0.1852	Valid
VAR00008	0.551	0.1852	Valid
VAR00009	0.474	0.1852	Valid
VAR00010	0.489	0.1852	Valid
VAR00011	0.654	0.1852	Valid
VAR00001	0.225	0.1852	Valid

The results of the validity test of consumer purchasing decisions, it can be seen that the ten questions the writer poses to the respondents deserve to be analyzed.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.916	10

From the results of calculations with the SPSS program, the value is obtained 0.916, which means Cronbach Alpha > 0.60, so it can be said that all statement items for variable X can be said to be reliable.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.839	13

From the results of calculations with the SPSS program, the value is obtained 0.916, which means Cronbach Alpha > 0.60, so it can be said that all statement items for variable X can be said to be reliable.

Spearman Rank Correlation Test Correlations

		VX	VY
Spearman's rho	VX	Correlation Coefficient	1,000
		Sig. (1-tailed)	.416 **
		N	80
	VY	Correlation Coefficient	.416 **
		Sig. (1-tailed)	1,000
		N	80

**. Correlation is significant at the 0.01 level (1-tailed).

From the calculations above, the r_s value is obtained of 0.416 (including the interval 0.40-0.599) so that it shows a moderate relationship between variable X and variable Y. Thus, the relationship between *Communication Mix* and consumer purchasing decisions Ajimaru Ramen Bandung has a meaningful relationship. If *Communication Mix* is good, the consumer purchasing decisions of Cafe Ajimaru Ramen Bandung will be high. To measure the magnitude of the influence of Communication Mix on consumer purchasing decisions at Cafe Ajimaru

Ramen Bandung, the coefficient of determination is used with the following equation:

$$\begin{aligned} kd &= (r_s)^2 \times 100\% \\ &= (0.416)^2 \times 100\% \\ &= 17.3\% \end{aligned}$$

Based on the above calculations, it appears that Communication Mix affects consumer purchasing decisions by 17.3%, while the remaining .82.7% is influenced by other variables that are not measured. In testing this hypothesis using a significance level

(equal to 5% (0.05) with the degree of freedom (df) where the degree of freedom (df) is

$$\begin{aligned} Df &= n-2 \\ &= 80 - 2 \\ &= 78 \end{aligned}$$

Test Criteria

From the t-test statistical calculations above, it turns out that *t count* 4.042 is greater than *t table* = 1.665, so *H₀* is rejected and *H_a* is accepted, this means that there is a positive influence between Communication Mix on purchasing decisions.

Significance Test of the Correlation Coefficient

Because *t count* is in *H₀*'s rejection area, *Communication Mix* has a positive influence on purchasing decisions. Thus the hypothesis proposed by the researchers, namely: "*Communication Mix* has a positive effect on purchasing decisions on consumers of Ajimaru Ramen Bandung", can be accepted.

Conclusion

To find out how respondents respond to the effect of *Communication Mix* on purchasing decisions on Ajimaru Ramen Bandung consumers. From the results of data collection and analysis, the authors conclude that:

a) Consumer responses regarding *Communication Mix* can be said to be good, having a value of 3.62, namely the value obtained from the overall average regarding *Communication Mix* on Ajimaru Ramen Bandung consumers. This shows that *Communication Mix* that occurs among Ajimaru Ramen Bandung consumers can be said to be good. The highest score is in the statement "Information provided by information sources can increase your desire to buy Ajimaru Ramen products." With a value of 3.93. Whereas the lowest score is in the statement "You get information about Ajimaru Ramen from group references (such as family, friends, neighbors)" with a value of 3.40.

b) Consumer purchasing decisions Ajimaru Ramen Bandung can be said to be high, where the average value of the purchase decision is 3.93, which is the value obtained from the overall average regarding consumer purchasing decisions

which means that consumer purchasing decisions are high, because they are at intervals of the criteria good assessment at a value of 3.40-4.19. The highest value is in the statement "Affordable Ajimaru Ramen Prices" with a value of 4.20 while the lowest value is in the statement "You are looking for information about ramen products from a reference group (such as family, friends, neighbors)" with a value of 3.60.

c) The effect of *Communication Mix* on purchasing decisions in Ajimaru Ramen Bandung consumers based on the results of the calculation of SPSS 16, the results show that the correlation coefficient has a moderate value of 0.416 (including the interval 0.40-0.599) so it shows a moderate relationship between variable X and variable Y. Thus, the relationship of *Communication Mix* with consumer purchasing decisions Ajimaru Ramen Bandung has a moderate relationship, meaning that if *Communication Mix* is good, then the relationship with purchasing decisions will be high.

d) The magnitude of the influence of *Communication Mix* on purchasing decisions is obtained by a determination coefficient of 17.3% while the remaining 82.7% is influenced by other variables that are not measured. Based on the results of hypothesis testing, the value of *t count* = 4.042 is greater than *t table* = 1.665, then *H_a* is accepted and *H₀* is rejected. This means that the hypothesis put forward by the author, namely "The effect of *Communication Mix* on purchasing decisions on consumers Ajimaru Ramen Bandung" can be accepted.

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