

## Analysis of Purchasing Decisions in terms of Testimonials, Promotional Content, Endorsements (Study on Kediri Spicy Dumplings)

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### Abstract

**Research aim :** This study's goal is to investigate the effects of endorsements, advertising, and endorsements on consumer purchasing decisions at Kediri Spicy Dumplings, an UMKM in the culinary sector.

**Design/Methode/Approach :** This study employs a causality design and a quantitative methodology. Data were collected from 40 respondents who are followers of the Instagram account Kediri Spicy Dumplings. The coefficient of determination, hypothesis testing (*t* test and *F* test), and multiple linear regression tests are all part of the analysis process

**Research Finding :** The findings demonstrate that endorsements, advertising materials, and testimonies all significantly and favorably affect consumers decisions to buy. Testimonials can increase consumer trust through customer experience, promotional content attracts attention through creativity and relevance, while endorsements by local influencers strengthen product visibility and credibility.

**Theoretical contribution/Originality :** This research contributes to the consumer behavior literature by exploring the combined effects of testimonials, promotional content, and endorsements in the context of digital marketing for UMKM.

**Practitioner/Policy implication :** The findings provide practical insights for UMKM to implement effective digital marketing strategies by utilizing testimonials, promotional content, and influencer endorsements to improve competitiveness in the digital marketplace.

**Research limitation :** This research only focuses on one UMKM in Kediri, so the findings cannot be generalized. Future research can include several UMKM in various regions.

**Keywords :** Testimonials, Promotional Content, Endorsement, Purchase Decision, UMKM, Digital Marketing

## 1. Introduction

One of the most rapidly growing businesses, both in large cities and small towns, is in the culinary sector. The culinary business represents a promising opportunity that will never fade, as eating is a basic daily necessity for every human being. This consumption activity is highly complex, as it is closely linked to the identity of a particular society. Amidst the increasingly dense business competition in Kediri City, UMKM in the food sector such as Kediri Spicy Dumplings face new challenges. In this modern era, consumer preference in making purchasing decisions is a very important determining factor (Khairunnisa, 2023). A purchase decision is made by considering the possibility of alternative options. If no alternatives exist, then the action cannot be considered a true purchase decision. This decision is influenced by various forms of communication, such as testimonials

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from customers, promotional content, and endorsements from well-known influencers in Kediri. Purchasing decisions mean the consumer process of choosing what to buy, the amount to buy, and how to make the purchase to be made (Bafadhal, 2020). This need arises as a result of stimuli, either originating from within the consumer (internal) or from the external environment (external). Purchasing decisions according to (Nitisusastro & Mulyadi, 2012), is a process that involves affective behavior, cognitive behavior, behavioral attitudes, and environmental factors. In this process, consumers are influenced by three primary factors between purchase intentions and decisions.

Purchase decisions are influenced by a number of factors, including influencer endorsements, promotional content, and customer reviews. Depending on how the consumer views the purchasing choice, these elements may have a favorable or negative effect (Sangadji & Sopiah, 2013).

Customer reviews are one of the elements that can affect a buyer's choice to buy a product. Testimonials are positive or negative responses from consumers who have used the product (Ratnasari & Aeni, 2020). Testimonials submitted by consumers who have bought or consumed the product can be a very effective promotional tool because consumers convey honest information and are based on personal experience. In the Kediri Spicy Dumplings study, testimonials from satisfied customers can encourage other consumers to try the product.

According to (Tresnawati & Prasetyo, 2018) communication messages aimed at consumers to introduce products are called promotional content creation. Increasing the public's interest in a product is greatly influenced by producing eye-catching advertising content, particularly on social media platforms like Instagram. In the study of Kediri Spicy Dumplings, promotional content is in the form of product photos to trigger consumer interest. Promotion is an important activity in marketing strategy.

Through promotion, brand awareness can be built and the existence of a product can be maintained (Oktaviani & Rustandi, 2018). The emergence of an awareness of the importance of the right promotional strategy will encourage consumers to be smarter in choosing products. This phenomenon is known as green consumerism, where consumers consider the impact of the products they consume, both in terms of quality and influence on the environment (Haryadi, 2009).

In online marketing, endorsement is a recommendation given to a product, where this recommendation is made by someone who has influence or is known as a public figure

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(Puspanidra & Valdiani, 2018). According to (Schiffman et al., 2010), celebrity appeal is often effectively utilized by advertisers to communicate with their followers.

Among the many marketing strategies, of course, every business both big cities and small cities such as in Kediri needs to have an appropriate strategy. Kediri City is a center of economic activity that creates great opportunities for UMKM in the culinary sector. One of the UMKM that is quite attractive to the public is Kediri Spicy Dumplings.

Kediri Spicy Dumplings is one of the micro businesses that has succeeded in attracting consumer interest with its popular spicy snack products in Kediri. Nonetheless, Kediri's culinary market is becoming more competitive, particularly with the rise of internet marketing in the contemporary day. The location of Kediri City is very relevant because the condition of UMKM such as Kediri Spicy Dumplings competes effectively in digital marketing today. Kediri Spicy Dumplings has also carried out several marketing strategies including collaborating with "Halo Cah".

"Halo Cah" is one of Kediri's local influencers who is active in culinary content, with followers who are mostly young people. Endorsements made by Kediri Spicy Dumplings through Halo Cah have a positive impact because their followers trust the product recommendations presented in the content, especially on Instagram and TikTok platforms. Therefore, researchers are interested in researching Kediri Spicy Dumplings.

Although there have been many studies that discuss the influence of Testimonials, Promotional Content, and Endorsements, there have not been many similar studies on UMKM. Therefore, this study aims to analyze purchasing decisions in terms of testimonials, promotional content, and endorsements at Kediri Spicy Dumplings. With this, the research I conducted is expected to contribute to the development of effective marketing strategies for the UMKM that I researched and that produce Kediri Spicy Dumplings, as well as provide insight for consumers in making better purchasing decisions.

Testimonials, promotional content, and endorsements are interrelated in influencing purchase decisions, especially in the context of digital marketing. Testimonials build trust through real consumer experiences, promotional content reinforces the message with engaging visuals, and endorsements enhance credibility by involving public figures. Together, these elements create a positive image of the product that encourages consumers to make a purchase. Therefore, the hypothesis of this study states that these three variables have a positive influence on purchase decisions.

## 1.1 Statement of Problem

How to analyze purchasing decisions in terms of testimonials at Pangsit Pedas Kediri?

1. How is the purchasing decision analyzed in terms of promotional content at PangsitPedas Kediri?
2. How is the purchasing decision analysis in terms of endorsement at Spicy DumplingsKediri?
3. Is there a joint influence of the testimonial variable, promotional content, and endorsement on purchasing decisions?

## 1.2 Research Objectives

This study aims to analyze purchasing decisions in terms of testimonials, promotional content, and endorsements at Kediri Spicy Dumplings. With this, the research I conducted is anticipated to aid in developing effective marketing plans for the UMKM that i researched and that produce Kediri Spicy Dumplings, as well as provide insight for consumers in making better purchasing decisions.

## 2. Method

The quantitative technique of causation approach, which stresses elements of objective measurement of social processes, is used in this work (Sugiyono, 2017). Quantitative research is a subfield of empirical studies that includes data collection in the form of numbers. This study uses 4 variables, namely, one dependent variable Purchase Decision (dependent variable) using three independent variables Testimonials, Promotional Content and Endorsment (independent variables). Purchasing decision is an action to make a selection from two or more with the choice of another way. Consumers who will make a selection must choose an alternative choice (Khusna & Oktafani, 2017).

The selection of respondents in this study employed a *purposive sampling* technique, which involves selecting respondents based on specific criteria—namely, followers of the Instagram account "Pangsit Pedas Kediri" who are considered to understand testimonials, promotional content, and endorsements. The population in this study consists of the Instagram followers of Pangsit Pedas Kediri, totaling 150 individuals.

The population in this study was the followers of Kediri Spicy Dumplings Instagram, totaling 150 followers. This population is considered appropriate for this study because by following the Kediri Spicy Dumplings Instagram account, one will

automatically understand the testimonials, content, and endorsements. From this population, the researcher used a sampling technique from (Sugiyono, 2017), which was calculated using  $10 \times$  the number of variables, to acquire 40 responder followers as a sample.

The data collection method uses google from <https://forms.gle/a1FphZUdc8Z9nN7A7> and is distributed to respondent directly with the variables of Purchasing Decisions, Testimonials, Promotional Content and Endorsements. The answer selection uses a 1-5 Likert scale which means ranging from strongly disagree to strongly agree (Sugiyono, 2017)

To divide the questionnaire and analyze whether the sample can be one. The questionnaire instrument grid is as follows:

No.	Variable	Indicator	Reference
1.	Purchasing decision	a. Stability of the product b. Habitual purchase of the product c. Giving recommendations to	(Fadhilah & Saputra, 2021)
2.	Testimonial	a. Statement of trust from people towards the brand b. Consumer perception	
3.	Promotion Content	a. Content relevance b. Creativity c. Distribution channel	
4.	Endorsement	a. Celebrity credibility b. Attractiveness of the celebrity c. Celebrity fit	

This study employs the tests for linearity, heteroscedasticity, multicollinearity, normalcy, and hypothesis testing. If the regression model has a significant result in the normality test, it is said to be normally distributed. Sig (two-tailed) is greater than 0.05. If the tolerance value is greater than 0.1 and the VIF is less than 10, the multicollinearity test indicates that there is no link between the variables in the regression model. The heteroscedasticity test is used to determine whether the residuals of various data in the regression model have unequal variance.

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If the significant value of all independent variables or the dependent variable is more than 0.05, the regression model is considered not to experience heteroscedasticity (Marpaung

& Lubis, 2022). The purpose of the linearity test is to determine whether there is a substantial linear relationship between the two or more variables under investigation.

In the linearity test, the correlation among variables (X) using (Y) is considered linear if the probability value is greater than 0.05 (Setiawan & Yosepha, 2020). The association among variables (X) utilizing (Y) is not linear if the probability value is less than 0.05. Researchers utilize multiple linear regression analysis to anticipate how the status of the dependent variable will change when two or more independent variables are changed to predictor factors (Sugiyono, 2017).

### 3. Results and Discussion

#### 3.1 Research Results

This study involved 40 respondents who are active followers of the Instagram account "Pangsit Pedas Kediri." Based on demographic data, 63.4% of the respondents are female, while 36.6% are male. The majority of respondents fall within the 19 to 22 age group, with an average age of approximately 20 years, indicating that most participants are young individuals who are active on social media.

In terms of educational background, 75% of respondents are high school or vocational school graduates, while the rest hold Diploma or Bachelor's degrees. These characteristics indicate that, in general, the respondents are young active social media users who tend to be responsive to digital content such as testimonials, promotional content, and endorsements.

##### 1. Normality Test

The regression model is tested using the normality test, which determines if the residuals or interfering variables are normally distributed. (Ghozali, 2016). The significance level value is considered typical if it is  $> 0.05$ , and vice versa, a sign level  $< 0.05$  is not normal.

**Table 1. Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.78017792
	Absolute	.092
Most Extreme Differences	Positive	.092
	Negative	-.065
Kolmogorov-Smirnov Z		.583
Asymp. Sig. (2-tailed)		.885

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary results processed, 2024.

Based on the Kolmogorov-Smirnov test above is the sig value. 0.885, when compared to the sig level > 0.05 it can be concluded that the data is normally distributed.

## 2. Multicollinearity Test

The multicollinearity test is used to ascertain whether or not the independent variables are correlated (Ghozali, 2016). Multicollinearity arises when the variance inflation factor (VIF) is less than or equal to 10 and the tolerance value is more than or equal to 0.1.

**Table 2. Multicollinearity Test**

Model	Collinearity Statistic	
	Tolerance	VIF
(Constant)		
TESTIMONI	.655	1.527
KONTEN PROMOSI	.283	3.530
ENDORSMEN	.300	3.336

Source: Primary results processed, 2024.

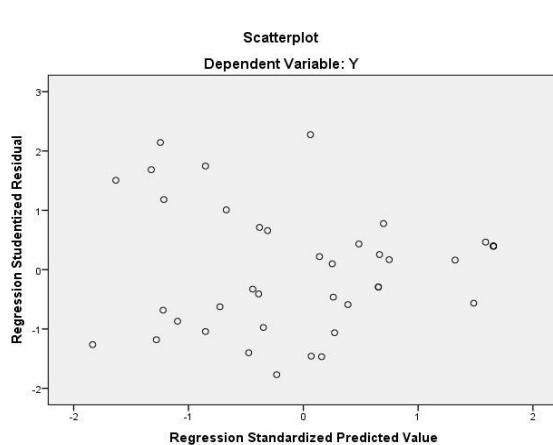
Based on the multicollinearity test, namely the VIF value of the Testimony variable (X1), the promotional content variable (X2), and the Endorsement variable (X3) if the given that the tolerance value is larger than > 0.100 and the VIF value is less than < 10.00, it can be concluded that there is no association between variables so that the regression model does not occur multikolinieritas and is normal.

## 3. Heteroscedasticity Test

To ascertain whether there is a departure from the traditional heteroscedasticity assumption, one can employ the heteroscedasticity test, which includes the existence of inequality in the variance of the residual origin for all observations in the regression example. The regression model is deemed heteroscedastic if the dependent variable and all independent variables have significant values higher than 0.05 (Marpaung & Lubis, 2022).

It is evident from the scatterplot image that Heteroskedasitas does not exhibit a pattern of point distribution, where points are dispersed above, below, or around the number zero (0). On the independent variables of this regression model, so this model is suitable for use in research.

**Table 3. Heteroscedasticity Test**



Source: Primary results processed, 2024.

#### 4. Multiple Linear Regression Test

A linearity test establishes if two or more variables have a significant linear relationship. This test is typically used as a precondition for linear regression or connection analysis. In the linearity test, if the probability value is higher than 0.05, the relationship between variables (X) and (Y) is regarded as linear. The relationship between variables X and Y is not linear if the probability value is less than 0.05 (Setiawan & Yosepha, 2020).

**Table 4. Multiple Linear Regression Test**

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11.593	1.166	9.939	.000	.655	1.527
	TESTIMONI	.183	.049	.295	3.754		
	KONTEN	.287	.072	.477	3.993		
	PROMOSI	.121	.052	.272	2.338		
	ENDORSMNET					.283	3.530
						.300	3.336

a. Dependent Variable: Y1

Source: Primary results processed, 2024

$$Y = A + B1.X1 + B2.X2 + B3.X3$$

$$Y = 11.593 + 0.183 + 0.287 + 0.121$$

Therefore, since the Testimonial variable (X1), the Promotional Content variable (X2), and the Endorsement variable (X3) have no effect on the Purchasing Decision variable, the value A = 11.593 is constant. The purchase choice variable remains unchanged in the absence of the independent variable.

- The testimonial variable influences purchasing decisions in a favorable way, as indicated by the B1 (regression coefficient value X1) of 0.183. This means that for every unit rise in the testimonial variable, purchasing decisions will be impacted by 0.183.
- The testimonial variable positively influences purchasing decisions, as indicated by the B2 (X2 regression coefficient value) of 0.287. This means that for every unit increase in the Testimonial variable, the Purchasing Decision will be impacted by 0.287.
- The testimonial variable exerts a beneficial effect on purchasing decisions, as indicated by the regression coefficient value (B3) of 0.121. This means that every unit increase in the testimonial variable will have a 0.121 impact on purchasing decisions.

## 5. Determination Coefficient Test

**Table 5. Determination Coefficient Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 <sup>a</sup>	.854	.842	.75968

a. Predictors: (Constant), ENDORSMENT, TESTIMONI, KONTEN PROMOSI

Source: Primary results processed, 2024.

R square = 0.84%

The coefficient R square ( $R^2$ ) value, as seen in the above table, is 0.842, or 84%.

Therefore, it can be said that the testimonial variable has an 84% (0.842) influence on purchasing decisions.

## 6. Hypothesis Test

**Table 6. T-Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1	(Constant)	11.593	1.166	9.939	.000
	TESTIMONI	.183	.049	.295	.001
	KONTEN PROMOSI	.287	.072	.477	.000
	ENDORSMENT	.121	.052	.272	.025

a. Dependent Variable: Y1

Source: Primary results processed, 2024.

### a T-Test

#### 1. Variable X1 to Y

Significant value  $0.001 < 0.05$

T count  $>$  t table

$3.754 > 2.028$

So, the findings of the t-test indicate that the t value is  $3.754 > t$  table value 2.028 and the significance value of Purchasing Decisions (Y) on Testimonials (X1) is  $0.001 < 0.05$ . This demonstrates that the study's first hypothesis is true, indicating that promotions significantly influence consumers' decisions to buy.

#### 2. Variable X2 to Y

Significant value  $0.001 < 0.05$

T count  $>$  t table

$3.393 > 2.027$

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So, the findings of the t-test indicate that the t value is  $3.393 > t$  table value 2.027 and the significance value of Purchasing Decisions (Y) on Promotional Content (X2) is  $0.001 < 0.05$ . This demonstrates that the study's second hypothesis that promotion has a major favorable impact on purchasing decisions is accepted.

### 3. Variable X3 to Y

Significant value  $0.001 < 0.05$

T count  $>$  t table

$2.338 > 2.027$

So, the findings of the t-test indicate that the t value is  $2.338 >$  t table value  $2.027$  and the significance value of purchasing decisions (Y) on endorsement (X3) is  $0.001 < 0.05$ . This demonstrates that the study's third hypothesis that promotion has a major favorable impact on purchasing decisions is accepted.

#### b F-Test

**Table 7. F-Test**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	121.783	3	40.594	70.341	.000 <sup>b</sup>
1	Residual	36	.577		
	Total	39			

a. Dependent Variable: Y1

b. Predictors: (Constant), ENDORSMMNET, TESTIMONI, KONTEN PROMOSI

Source: Primary results processed, 2024.

#### 1. X1, X2, X3 to Y (Significance value $< 0.05$ ).

F table value  $>$  count value Value of the F table:  $3.25$   $0.000 < 0.05$  is the significance value.  $70.341 >$  f table value  $3.25$  is the computed F value. Purchasing Decisions (Y) on Testimonials (X1), Promotional Content (X2), and Endorsement (X3) has a significant value of  $0.000 < 0.05$ , and the f count  $70.341 >$  f table value  $3.25$ , as can be observed. This demonstrates that whereas  $H_a 3$  is accepted,  $H_0 3$  is refused. This means that the Purchase Decision (Y) on Testimonials (X1), Promotional Content (X2), and endorsement (X3) is significant.

#### 3.2 Discussions

This study was conducted to determine the Analysis of Purchasing Decisions in terms of Testimonials, Promotional Content, and Endorsement (Study on Kediri Spicy Dumplings). This study obtained the results of the completion of the data analysis test which was sourced from a survey of 40 respondents from all respondents divided into 63.4% women and 36.6% using an average dominated by the age of 20 years. The

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basis of what will happen in this study is obtained as a result of tests carried out using the Normality Test method, multiple linear regression, coefficient of determination, hypothesis test t-test, and f-test so that the discussion can be described as follows:

### **The Influence of Purchasing Decisions to Testimonials**

Since Kediri Spicy Dumplings has a large number of good client testimonials, it is said that the testimonial variable has a favorable impact on the purchasing decision variable. This can be seen on social media and e-commerce Kediri Spicy Dumplings which has received a high rating and there are positive reviews from customers who are satisfied after enjoying Kediri Spicy Dumplings products, and it is not uncommon for customers who are not satisfied with Kediri Spicy Dumplings products to also share their experiences enjoying Kediri Spicy Dumplings on their social media. The results showed a regression value of 0.183. Because the statistical findings of the t-test on the Testimonial variable showed a t-count value of 3.754 and a t-table of 2.028, indicating that the t-count is more than the t-table, the hypothesis in this study can be accepted. Furthermore, the calculated significance value is less than the 0.05 standard significance threshold that the researcher had previously established ( $0.001 < 0.05$ ), indicating an 84% confidence level (1-0.000). Thus it can be seen that the decision to purchase Kediri Spicy Dumplings products by followers of Kediri Spicy Dumplings is influenced by testimonials. This research is supported by research (Hanapi & Sriyanto, 2018), which concludes that purchasing decisions have a positive and significant effect on Testimonials.

### **The Effect of Purchasing Decisions to Promotional Content**

The findings of the previously conducted hypothesis test show that  $H_2$  is accepted and  $H_0$  is rejected because the calculated T value of 3.393 is greater than the T table value of 2.027 and the significance value of the students' purchasing decision (Y) and promotional content variable (X2) in the t-test is 0.000, which is less than 0.05 ( $< 0.05$ ). In other words, the promotional material variable (X2) has a favorable and significant impact on the community's purchasing decision (Y) on Instagram, WhatsApp, and TikTok. The results that have been obtained are supported by research (Xiao et al., 2019) where short video content on TikTok and Instagram can influence purchase decision interest because short video content on Instagram, WhatsApp, and TikTok

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can be used by consumers to view, share information, and discuss the products they are interested in so that purchase decisions can increase.

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### The Effect of Purchasing Decisions to Endorsement

According to the research conducted, there was a notable influence on the decision to buy (Y) Endorsement (X3) "Kediri Spicy Dumplings" in Kediri City. The results obtained share that Kediri Spicy Dumplings consistently determines celebrities who have trustworthiness, power, attractiveness, and visibility to promote the brand and products of Kediri Spicy Dumplings. The findings of the t-test study indicate that, at a significance level  $\alpha$  of 0.025  $< 0.05$ , the t-count value is reached at 2.338  $>$  t-table 2.027. The decision to buy "Kediri Spicy Dumplings" in Kediri City is significantly and favorably influenced by the purchasing decision variable (Y) on endorsement (X3). According to the study "The Influence of Endorsement Celebgrams and Brand Image on Scarlett Purchasing Decisions in Lirik District in Inhu Regency Riau" ((Elsa, 2021), the endorsement celebgram variable has a positive influence. This research is pertinent to that study.

#### 4. Conclusion

It may be inferred from the problem formulation, hypothesis, and research findings that there is a favorable and noteworthy influence on the study entitled "Analysis of purchasing decisions reviewed from testimonials, promotional content, endorsement" (Study on Kediri Spicy Dumplings) based on the information gathered and the tests conducted utilizing the multiple linear regression, hypothesis t-test, f-test, coefficient of determination, and classical assumption approach.

According to the findings of the research hypothesis testing, there is a noteworthy and favorable correlation between testimonials and purchasing decisions. This implies that customers are more likely to make a purchase if the testimonials are positive. Purchasing decisions and promotional content have a favorable and significant influence, according to the findings of the research hypothesis testing. This means that the better the Promotional Content made by Kediri Spicy Dumplings, the more consumers decide to purchase. The results of the research hypothesis testing show a positive and significant influence partially between. This means that the better the endorsement chosen by Kediri Spicy Dumplings, the more consumers decide to purchase the purchase decision for the Kediri Spicy Dumplings product.

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