



# The Influence of Employee Friendliness, Word Of Mouth, and Quality of Product on Purchasing Decisions (Case Study on Consumers Using Oriflame Products)

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**ABSTRACT:** The purpose of this study was to demonstrate the effect of employee friendliness, word of mouth and product quality on purchasing decisions (a case study on consumers who use Oriflame products). This study uses a type of quantitative research. The population in this study were consumers of Oriflame products in Makassar City and the inspection strategy used was a non-probability sampling technique with a fixed number of 40 respondents. This data collection system is to use an overview with the rating scale used is the Likert scale, while data analysis is carried out using the multiple regression analysis method and hypothesis testing using the IBM SPSS 26 program. The results of this study indicate that: 1). Friendliness of employees partially has a positive effect on purchasing decisions for Oriflame products, 2). Word of mouth partially has a positive effect on purchasing decisions for Oriflame products, 3). Product quality partially has a positive effect on purchasing decisions for Oriflame products, 4). Employee friendliness, Word of mouth and product quality simultaneously influence the purchase of Oriflame products.

**KEYWORDS:** Employee friendliness, Word of mouth, Product quality

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## I. INTRODUCTION

Buyer behavior will generally change. Obviously, this also escapes money-related developments in Asian countries, which affect the increase in individual compensation, so that today's buyers are more worried about the value of an item than its value (Astuti and Ernawati, 2020). Buyer buying behavior relies on consideration of the need for help (feeling support) which is an indication of the fulfillment of needs and needs. Purchase choice is the client's choice about what to buy, where to buy, when to buy, and how the purchase will be made (Engel, 2008). Purchase choice is a stage that is carried out by the client in choosing goods and associations to be purchased (Wijaya and Zulfa, 2017).

The information of the goods was obtained by the buyer when he met the strange big helper in the store. The oversized master clearly obtained it so that it was easy for the buyer to understand. As shown by KBBI or the Big Indonesian Dictionary, virtue is a trait that is deceptive, agile, and close (joins). This part is important because it can influence buyer satisfaction and the typical mindset between ace advocate and client. This suitability is to increase closeness with the buyer so that there is trust from the buyer to check the merchandise needed and can adjust the product proposed to make a supply volume (Sahariyah, 2021). According to Fandy Tjiptono (2016), definitive quality is the normal degree of importance and the strength of the degree of importance to fulfill the client's wishes (Aras, 2021).

Word Of Mouth is promoting efforts that trigger buyers to continue to talk about, advance, propose and offer products or brands to various clients (Papatungan et al., 2018). Basically, Allsop et al (2007) also focuses on this field and argues that the progress of casual trading is seen as better and more reliable than publications in developed countries. Likewise, information from eWOM is better, warmer, and more important to clients than information generated by its creators (Pham, 2016).

Product quality as per Kotler and Armstrong (2012), is the limit of objects to fulfill their tasks, this includes strength, unshakable quality, precision, ease of movement, and the increase in value of objects and other objects, the consequences of their resulting appraisal. As pointed out by Kotler and Armstrong (2012),

quality of an item is a characteristic of something that is associated with its ability to take care of the client's problem to which its significance is induced or communicated. The fact confirms that the nature of the product influences purchasing decisions (Chaerudin and Syafaruddin, 2021).

As Windy (2004) points out, one of the ways Oriflame affiliates demonstrate their goods is by utilizing an aide to direct verbal exchange correspondence who will offer products by providing data about the products they offer. Information includes everything related to objects, such as their type, material, nature of objects, and including their value (Ikanita Novarina Sulistyari, 2012).

(Sari and Wijaya, 2019) Given the large profits and growing market for individual reflection in Indonesia, exploratory investigations to understand the behavior of buyers of this market are urgently needed. The overview of this paper shows that previous research has generally centered on one beauty brand and individual thoughts in Indonesia, for example: Wardah, Oriflame, and The Body Shop (Fauziyah and Karnalli, 2016; Semuel and Chandra, 2016; Sidabutar, 2015; Susanti and Wardana, 2015).

PT. Orindo Alam Ayu (Oriflame) Good and qualified delegation, PT. Orindo Alam Ayu focuses on the Oriflame brand as its main business. PT. Orindo Alam Ayu generally rebuilds old stuff, reliably focuses on progress and disclosure, focuses on product ideas, has a negligible fee to join the Oriflame community, completes quality control and follows product drawings before battle and can remain a fulfillment alarm and fulfillment. client responsibility. Among the many trial affiliates that offer their products by mail (Oriflame.co.id).

Moreover, there are several product choices owned by Oriflame, especially make up, skincare, bodycare, hair, and embellishments. By specifying the goods, the buyer can choose the goods according to the wishes and needs of the buyer, Oriflame has a positive picture, besides the possibility of these goods. good quality, and affordable prices for children, considering that Oriflame products also build a clear connection to the wearer. As a young client, using Oriflame stock forms current associations and gives them appreciation. So the Oriflame brand has a proper brand image in the personality of its buyers. (Anggreani, 2019).

**Table 1. Sales Volume of Oriflame Products and Developments for the Period June – October 2020**

Month	of Sales (bp)	Development (%)
June	150	-
July	200	33.33
August	250	25.00
September	224	-10.40
October	200	-10, 71

*Source: Oriflame.com*

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What's more, there are several choices of merchandise offered by Oriflame, especially make up, skincare, bodycare, hair, and embellishments. By specifying the goods, the buyer can choose the goods according to the wishes and needs of the buyer, Oriflame has a positive picture, besides the possibility of these goods. Good quality, and affordable prices for children, considering that Oriflame products also build a clear connection to the wearer. As a young client, using Oriflame goods creates current associations and rewards them. So the Oriflame brand has a fair share of brand image in the personality of the buyer. (Anggreani, 2019)

Based on what is explained above, the author is interested in studying and discussing "The Influence of Employee Friendliness, Word Of Mouth and Product Quality on Purchase Decisions (Case studies on consumers using Oriflame products)".

## **II. RESEARCH METHODS**

The type of research used in this study is a quantitative assessment. A quantitative review procedure is a type of investigation where assurance is completed in a deliberate, routine and clearly coordinated manner from inception through to the creation of a review plan. Assessment strategies based on positivism beliefs are used to look at specific populations or tests, collect data using research instruments, and analyze data. quantitative/native, fully expecting to test the hypotheses that have been collected.

The population in this study are buyers of Oriflame merchandise in Makassar City. The number of Oriflame merchandise buyers in Makassar City is 40 people. With research on the effect of the attitude of the

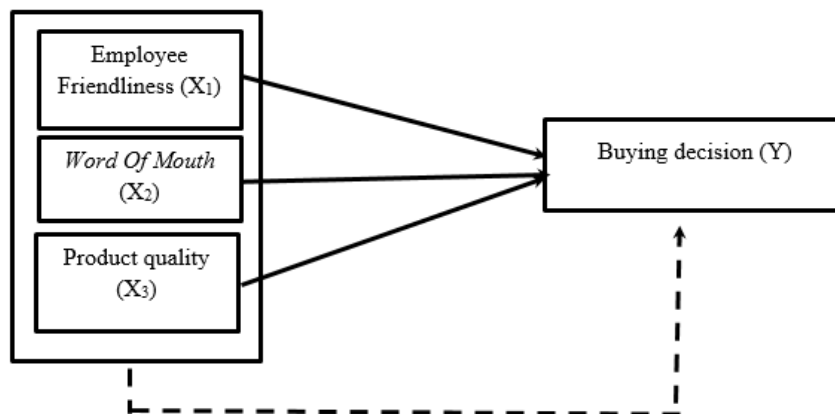
type of agent, word of mouth and the nature of the merchandise on purchasing decisions (logical checks on buyers who use Oriflame products). The tests in this survey used a careful scoring strategy, in particular the samples were aimed at the entire local area. It is generally done when the population is considered almost non-existent or below 100 population. So the number of tests used in this audit is 40 people.

The population in this review is Oriflame merchandise buyers in Makassar City and the rating system used is non-probability by using a testing strategy with an accurate number of 40 respondents. The structure of this data sorting uses a general description with the rating scale used is the Likert scale. The data checking technique used in this study is quantitative, which tries to test speculations that are not fully resolved forever with a quantitative model. To facilitate data processing and sorting, this study uses the IBM SPSS 26 program. It examines the side effects of surgical polls, namely *the Validity Test, Reliability Test, Normality Test, Multiple Linear Regression Analysis, and Model Consistency Test, which consists of the F test and the F test. Q.*

The independent variables in this study, namely employee friendliness, are also called variables ( $X_1$ ), *Mouth* ( $X_2$ ), and product quality ( $X_3$ ), while the dependent variable in this study, namely purchasing decisions, is also called variable ( $Y$ ). The delegation friendliness variable consists of marker factors, namely: 1. Employees give good news before serving customers, 2. Employees are honest in offering all forms of assistance, 3. Employees serve carefully and try to stay away, 4. Workers really understand what the client needs, 5. Delegates have good data about the things contained in oriflame items. Likewise, the mouth variable consists of several instructions, namely: 1). Frequently check the advantages of Oriflame useful things with friends, 2). My colleagues mostly talk about halal beauty care products from MUI, especially Oriflame products, 3). Of the many superior care products, friends and family recommend beneficial Oriflame products that are suitable for Indonesian women's skin, 4). I was invited by my colleagues to take advantage of safe things, especially Oriflame things 5). My family invites me to use superior Halal care products, especially Oriflame products.

Then the variable quality of goods consists of markers, namely: 1. Oriflame products do not use mercury, 2. Oriflame products have guaranteed quality, 3. Oriflame products are suitable for long-term use, 4. Oriflame products are suitable for facial and body care, 5. Similarities the nature of the merchandise with the value offered and the purchasing decision variable consists of several markers, namely: 1). I got information about Oriflame halal restoratives from a friend, 2). Of the various restorative brands, only Oriflame has a complete variety of goods, 3). I decided to use Oriflame products because they are halal from MUI, 4). I decided to use Oriflame items because they are made using common ingredients so they are safe to use, 5). I decided to use Oriflame items because they came naturally.

The research design used in this study is described as follows:



Picture 1.

### III. RESULTS AND DISCUSSION

#### A. Overview of the Research Object

PT Orindo Alam Ayu (Oriflame) has been proving to be productive in Indonesia for some time. Oriflame has 13 branches and experts spread throughout Indonesia. Until additional notice, Oriflame Indonesia will be Indonesia's No.1 partner for exceptional items of consideration with a standalone framework. Despite the quick turn of events, Oriflame has never neglected its main business thought - Natural Swedish Cosmetics is sold from one partner to another. PT Orindo Alam Ayu (Oriflame) is one of the fastest growing product consideration organizations in the world and also the largest direct selling excellence organization in Europe. Until now, Oriflame shares are listed in New York stock trading. Oriflame Started its business in Indonesia in 1986, and Indonesia has achieved the feat of being number 1 in Asia. Despite growing rapidly, Oriflame has never

neglected the business musings it keeps in store, especially Swedish Natural Cosmetics which are sold from one specialist to the next (Yulandasari, 2015)

Oriflame is an affiliate defined by the spirit of "I-can", an association that spreads, with an energetic and aggressive atmosphere. Oriflame cosmetics is currently the fastest growing beauty care relationship in the world. Oriflame has sales offices in 63 countries and is a market leader in more than 30 countries. A contributing association of 2.3 million 57 free experts who market a mix of leading skin health care, fragrance and beauty care products. The wide-ranging show of imaginative and special Swedish pioneers is advanced through the business strength of some 3,300,000 Free Consultants, who together create an annual act costing around €1.3 billion.

### B. Characteristics of Respondents

Characteristics of respondents in this study is the quality of customers who use Oriflame goods. Next is the description of the respondents' attributes in this review, including the personality of the respondents consisting of adults and gender.

From the data obtained on the results of the respondents' attributes according to age, it shows that there were 19 respondents aged 18-20 years or 47%, respondents aged 21-23 years as many as 16 people or 40%. , and 38-42 years as many as 5 individuals or 13%. Meanwhile based on gender, the highest number of respondents were women with a level of 82% or 33 people compared to men with a percentage of 18% or more than 7 people.

### C. Prerequisite Test

#### 1. Validity Test

**Table 2. Validity Test Results**

Indicator	r-count	r-table	Description
X1.1	0.682	0.316	VALID
X1.2	0.835	0.316	VALID
X1.3	0.689	0.316	VALID
X1.4	0.617	0.316	VALID
X1.5	0.841	0.316	VALID
X2.1	0.781	0.316	VALID
X2.2	0.894	0.316	VALID
X2.3	0.847	0.316	VALID
X2.4	0.796	0.316	VALID
X2.5	0.925	0.316	VALID
X3.1	0.845	0.316	VALID
X3.2	0.874	0.316	VALID
X3.3	0.914	0.316	VALID
X3.4	0.834	0.316	VALID
X3.5	0.844	0.316	VALID
Y.1	0.876	0.316	VALID
Y.2	0.878	0.316	VALID
Y.3	0.812	0.316	VALID
Y.4	0.894	0.316	VALID
Y.5	0.789	0.316	VALID

Source: SPSS Data Processing (2022)

Table 4.3 Based on the results of validity testing with all indicators contained in the questionnaire as a tool for measuring the Effect of Employee Friendliness, word of mouth And product quality on decisions based on consumer cases using Oriflame products), the results obtained for the total value of  $r_{count} >$  from the value of  $r_{table}$  0.316. Based on these results, it can be said that all the things contained in the questionnaire are said to be substantial.

#### 2. Reliability Test

**Table 3. Reliability Test Results**

No	Variable	Cronbach's Alpha	Description
1	Employee friendliness (X1)	0.787	Reliable
2	Mouth (X2)	0.907	Reliable
3	Product Quality (X3)	0.913	Reliable

<b>4</b>	Purchase Decision (Y)	<b>0.903</b>	<b>Reliable</b>
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*Source: SPSS Data Processing Results*

Based on the table above, the dependency test on each variable shows that all variables in the instrument have stable results, which implies that the side effects of this test show that all affirmations for each variable used in this review are in the reliable category.

3. Normality Test

**Table 4. Kolmogorov-Smirnov Normality Test  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.28968037
Most Extreme Differences	Absolute	.084
	Positive	.061
	Negative	-.084
Test Statistics		.084
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

*Source: SPSS Data Processing Results*

Based on the results of the normality test using the Kolmogorov-Smirnov Test it is known that the importance value is 0.200 which is more prominent than 0.05. So according to the dynamic premise in the regularity test, it tends to be assumed that the information is normally adjusted. In this way, the suspicion or need for reasonableness in the relapse model has been met.

4. Multiple Regression Analysis Multiple

a. Regression Equations Multiple

Regression analysis was carried out to find out how much influence the independent variable (X) has on the dependent variable (Y). Here is presented multiple regression analysis.

**Table 5. Multiple Regression Analysis  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized
		B	Std. Error	Coefficients Beta
1	(Constant)	-1.352	2.594	
	Employee Friendliness	.165	.139	.127
	Mouth	.475	.099 .525	Product
	Quality	.389	.130	.344

a. Dependent Variable: Purchase Decision

*Source: SPSS Data Processing Results It*

Can be seen in the unstandardized Coefficient column in part B that the multiple linear regression equation model is obtained as follows:

$$Y = (-1.352) + 0.165 X_1 + 0.475 X_2 + 0.389 X_3$$

Seeing the situation in above, it is very clear that the consistent value (value ®) is (-1.352) and for good representative (X1) (value ®) is 0.165, mouth (X2) (value ®) is 0.475 and the quality of goods (X3) (self-esteem) of 0.389. This shows that each variable X1 will reduce the price of Y by 0.165, while for variable X2 each unit will add a value of 0.475, and variable X3 will each increase the value of Y by 0.389.

b. Significant Test (T test)

**Table 6. COEFFICIENTS (t test)**

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance
1	(Constant)	2.594	.521		.605	Employee	
	Friendliness	.165	.139	.127	1.188	.243	.712 1.404
	Mouth	.525	.099	4.787	1.479	.000	.676
	Quality	.130	Product	-1.352344	2,998	005	617
							1,620

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results

Based on the analysis using SPSS above, the following is presented in detail in the table.

**Table 7. Partial Test Results (t test)**

No	Variable	t-count	t-table	Significance
1	Employee Friendliness	1.188	2.028	0.243
2	Mouth	4.787	2.028	0.000
3	Product Quality	0.389	2.028	0.005

Source: Data Processed Results (2022)

**Effect of Employee Friendliness (X1) on Purchase Decision (Y) (Case Study on Consumers Using Oriflame Products)**

This study shows that adding a side-by-side designation will develop real client satisfaction. Because a person's feelings of pleasure or disappointment stem from the relationship between his impression of the side effects of an item and his opinion, this can affect affiliation so that it can reduce the number of clients and result in disinterested clients. take advantage of the benefits of affiliation. In this way the association will reduce the various benefits that are leveled, basically the explanation of a relationship for business is to make the client satisfied. So that clients can get quality associations, so they will get appreciation from the associations they have purchased.

As shown by Heri Kuswara (2009) Friendly is a deceptive disposition towards everyone so that others feel great and happy when they are with us. Kinship and generosity alone are not enough for agents to complete their obligations. Viewpoints and behavior in the business world are also considered to unify and uphold business.

Considering past evaluations, climate generally has an impact on purchasing choices. As well as testing facilitated by Rayi Endah (2008) Through the t-test, association ideas and product ideas affect client dependability to some degree, but the costs are something very similar. Through the F test it is known that the components of administrative quality, the nature of the goods and costs largely affect the dedication of the buyer. In this review, cost is an immaterial variable. Research facilitated by Martia Nawati (2009) Through the t-test, the three autonomous components to some extent affect the dependent variable. Through the F test, in general it would seem extraordinary that all three autonomous components affect the dependent variable in the long run. The idea of the assist variable best influences buyer dependability. Research driven by Sigit and Oktafani (2014) "The Influence of Service Quality on Customer Satisfaction of Users of Futsal Field Services". The results of the general description state that in the affirmation coefficient test, as a whole it will be seen that the idea of assistance affects buyer loyalty, with an impact level of 5.9%, while an excess of 94.1% is influenced by various variables outside the association uncontrolled quality. In this concentrate, for example, brand image, cost, district and other sections.

In addition, it can be said that the right behavior greatly influences the purchase choice (a coherent assessment of clients who use oriflame products). This shows that the persistence and responsiveness given by the workers, as well as the work environment that makes the buyer feel uncomfortable, has become part of the client's considerations for acquiring Oriflame shares.

**The Effect of Word of Mouth (X2) on Purchasing Decisions (Y) (Case Study on Consumers Using Oriflame Products)**

This study shows that verbal or casual correspondence will occur usually when people become partners of a brand or product because they are satisfied with the merchandise they use or consumption and have desires or desires that arise from themselves and want to invite others to choose the brand or vice versa things that have been used or can be referred to as Oral Organics (Nugraha et al., 2015).

As indicated by previous examinations, the assessment facilitated by Ahmad M. Zamil (2011) was named "The Impact of Word of Mouth on Jordanian Consumer Purchase Decisions". This examination is an evaluation with a quantitative framework. The number of tests used is 1200 respondents. The results showed that casual exchange variables had the best influence on buyers' purchase choices. Research driven by Ahmad M. Zamil (2011) entitled "The Impact of Word of Mouth on Jordanian Consumer Purchase Decisions". This examination is an assessment with a quantitative methodology. The number of tests used is 1200 respondents. The results of the study show that the variable of verbal exchange has the most influence on the buyer's purchase choice. The investigation, led by Dwi Oktaviana Sari, Widiartanto, and Sari Listyorini, was intended to find out the impact of goods credit, VIP endorsers, and casual exchanges on Wardah's drug purchasing choices. Methods for deciding on information use overviews and social gatherings. The results of the study show that there is a positive and enormous influence between product credit, virtuoso endorsers and easy going exchanges on Wardah's choice to buy supporting merchandise, either maybe or all at once.

In addition, it is generally expected that informal exchanges have a strong impact on purchasing decisions (context-oriented investigation of buyers using Oriflame merchandise). This shows that buyers actually do verbal trading and their meeting propositions in buying Oriflame products and positive ideas from friends, friends and family will affect the satisfaction they achieve, considering the hopes and desires that have been fulfilled from the information obtained is positive and recognized. There have been several thoughts for clients to buy Oriflame products.

Verbal trading is a powerful, feasible, and most economical type of advancement. Buyers who feel fast will tell and encourage others by paying attention to other people's discussions about the appropriate contribution to an item (Fakhrudin et al., 2021).

**The Effect of Product Quality (X3) on Purchasing Decisions (Y) (Case Study on Consumers Using Oriflame Products)**

This is what this research shows, as shown by Kotler (2009) is the overall nature of something that affects the capacity to meet the needs that communicated/suggested. Meanwhile, as stated by Tjiptono (2007), quality contains many definitions and suggestions, different people will describe it unexpectedly.

Considering past judgments, product ideas have an impact on brand image. Basically, the examination directed by Yoo et al. (2000), and Walter et al. (2000) who state that brand image is clear and fundamentally influences the notion of unintentional impact. This support is confirmed by Megarita and Tony (2014) that product ideas can simultaneously influence brand image. Past assessments were prepared by Shareef et al. (2008), Shaharudin et al. (2011), Accaradejuangsri (2013), Tamunu and Ferdinand (2014), and Kalicharan (2014) which state that ideas about products have an impact on purchase choices in general and definitely. Research by Lin (2006), Rajagopal (2006), Horvath (2015), Momani (2015), and Kurtkoti (2016) states that brand image in general has a significant impact on client purchasing decisions. As well as the examination of Yoo et al. (2000), and Walter et al. (2000), Megarita and Tony (2014), Hanaysha (2014), and Sihabudin (2015) who state that brand images are clear and generally influence the notion of side effects. Then, at that point, brand image becomes part of the arbiter between the impact of product ideas on purchase choices.

In addition, it can be surmised that the nature of the product greatly influences the purchase decision (context-oriented examination of buyers using Oriflame merchandise). This shows that the appearance, price and brand provided by Oriflame goods have become several considerations for clients to acquire Oriflame goods

5. Simultaneous Significant Test (Test F)

Simultaneous testing is testing jointly between the coefficients of employee friendliness (X1), Mouth (X2) and product quality (X3) on purchasing decisions (case studies on consumers using Oriflame products) (Y).

The following results of the SPSS analysis are presented:

**Table 8. ANOVA (Test f)**  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	493,312	3	164,437	28,953 ,	000 <sup>b</sup>

Residual	204,463	36	5,680	
Total	697,775	39		

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Employee Friendliness, Mouth

**Source: SPSS Data Processing Results**

Based on the analysis using SPSS above, where there is an f-count value of the following significance values presented in detail in the table:

**Table 9. Simultaneous Test Results (Test f)**

No.	f-count	f-table	Significance
1	28.953	2.86	0.000

**Effect of employee friendliness (X1), Word Of Mouth (X2) and Product Quality (X3) on purchasing decisions (case studies on consumers using Oriflame products) (Y)**

Viewed from the consequences of the synchronous test (f test) can be explained that the significance value of 0.000 is not exactly the same as the possibility of 0.05 ( $0.000 < 0.05$ ) and fcount 28.953 is prioritized over ftable which is 2.86 ( $28.953 > 2.86$ ), thus, when Therefore, as a reason in the extraordinary f test, it tends to be said that the perceived hypothesis or ultimately, the neighbors of the agent (X1), Mouth (X2) and the nature of the product (X3) simultaneously (together) influence the decision buy (relevant check on buyers using oriflame merchandise) (Y).

**IV. CONCLUSION**

From the results of this research that has been carried out by researchers, the conclusions are as follows:

1. Friendliness of employees has a positive effect on purchasing decisions (case studies on consumers who use Oriflame products), where statistical test results show a significant value of employee friendliness of  $0.243 > 0.05$  after being carried out t test results.
2. Word of mouth has a positive effect on purchasing decisions (a case study on consumers who use Oriflame products), where the statistical test results for the significant value of word of mouth are  $0.000 < 0.05$  after the results of the t test are carried out.
3. Product quality has a positive effect on purchasing power (a case study on consumers who use Oriflame products), where the statistical test results show a significant value for product quality of  $0.005 > 0.05$  after the results of the t test.

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