The Effect of Product Quality, Price, and Word of Mouth on Packing Sticker Purchase Decision at CV. Blitz Media Kreasindo Pekanbaru City

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Abstract
This study aims to analyze the effect of product quality, price, and word of mouth on packing sticker purchasing decisions. This research will object of research is all consumers who visit CV. Blitz Media Kreasindo Pekanbaru. In this study, the object of research is all consumers who visit CV. Blitz Media Kreasindo Pekanbaru. The number of samples in this study was determined from the opinion of "Roscoe" so the sample amounted to 122 people. In this study, the technique used in sampling is Non-Probability Sampling. The data collection technique used a questionnaire and the data analysis technique used was multiple linear regression with SPSS. The results of the study explain that product quality and word of mouth have a positive and significant effect, while the price has a negative and significant effect on purchasing decisions for packaging stickers on the CV. Blitz Media Kreasindo Pekanbaru City.

Keywords: Product Quality, Price, Word of Mouth, Purchase Decision

1.0 INTRODUCTION

The more advanced the economy and technology, the more developed the strategy that must be implemented by the company, especially in the field of marketing. For this reason, companies need to understand or study consumer behavior in relation to purchases made by these consumers. In determining the type of product or service (Hocky et al., 2020), consumers always consider what product or service (Hidayat et al., 2022) is needed, this is known as consumer behavior. The development of science and technology progresses faster, so that at this time the printing industry is more complete and modern. Printing companies in Indonesia are growing rapidly, both on a large, medium and small scale. This development also occurred in Pekanbaru City, where there were quite a number of printing companies. The development of the number of printing companies has resulted in increasing business competition in this field.

CV. Blitz Media Kreasindo is a printing company that has been operating in Pekanbaru since 2014 and has been established for 7 years. CV Blitz Media Kreasindo needs to collect annual sales data obtained from consumers and loyal customers of CV Blitz Media Kreasindo. Indeed, every management of CV Blitz Media Kreasindo continues to develop and improve the quality of their products every year, but the number of sales of products every year also increases or decreases (numbers that are not stable from year to year). The following is a recapitulation of product packaging sticker sales turnover at CV Blitz Media Kreasindo for the period 2016 – 2020 where all types of price (Reinaldo & Chandra, 2020) and quality levels (low – middle – high) for the last 5 years.

Table 1. Summary of Annual Sticker Sales Turnover at CV Blitz Media Kreasindo (2017-2022)

Year	Total Sales (shares)	Total Sales (Rp)
2017	9,140	182,800,000
2018	13,357	267,140,000

Year	Total Sales (shares)	Total Sales (Rp)
2019	10,296	185,328,000
2020	17,856	303,552,000
2021	28,129	421,935,000

Source: CV. Blitz Media Kreasindo Sales Data, 2021

Based on table 1, it can be seen that the recapitulation of annual sales turnover at CV. Blitz Media Kreasindo Pekanbaru for the 2016-2020 period tends to fluctuate. Therefore, to understand the occurrence of the phenomenon of sales instability from year to year at CV Blitz Media Kreasindo Pekanbaru, it is necessary to carry out further studies and from the analysis of the data obtained, explained, it can be concluded that there are indications of problems with product quality (Setiawan et al., 2021), price and word of mouth at CV Blitz Media Kreasindo Pekanbaru.

According to (Kotler and Armstrong 2014) Purchase Decision is the buyer's decision about which brand to buy. Another concept of purchasing decisions is the selection of two or more alternative choices of customers in purchasing and regarding preferences for brands in the choice set.

Product quality (Rahman & Wijaya, 2021) is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes. Price is one of the elements of the marketing (Wijaya et al., 2020) mix that generates income, price is the easiest element in a marketing program to adjust, product features, channels and even communication take more time. While Word of Mouth (WOM) is a personal (Purwati et al., 2020) communication about a product between buyers and the people around them. WOM is a personal influence, which is closely related to expensive and risky products. The expectation of possible risk being accepted is reduced when customers seek advice from relatives.

The purpose of this study was to determine and analyze the influence of product quality, price and word of mouth on purchasing decisions at CV. Blitz Media Kreasindo in Pekanbaru City.

2.0 LITERATURE REVIEW

Buying decision
According to (Kotler and Armstrong 2014) purchasing decision is the buyer's decision about which brand to buy. Another concept of purchasing decisions is the selection of two or more alternative choices of customers in purchasing and regarding preferences for brands in the choice set. According to (Sumarwan 2014) a purchase decision is a decision as choosing an action from two or more alternative choices.

Product quality
The activities of a company must have certain products that can be offered to consumers. The following is a more complete description of the product. (Tjiptono 2016), argues that a product is anything that can be offered to a market to be noticed, owned, used, and consumed so as to satisfy wants and needs. Based on the definition above, it can be seen that the product is an important element owned by the company to be sold directly to consumers so that it can meet the needs and desires of consumers.

Price
Price (Wijaya & Purba, 2021) is the only element of the marketing mix that is flexible in nature where it can change at any time. Price is also one of the competitive factors in marketing products. According to (Kotler and Keller 2016) price is one of the elements of the marketing mix that generates income, price is the easiest element in marketing programs to adjust, product features, channels, and even communication takes more time..

Word of Mouth (WOM)
The simple definition of Word of Mouth or WOM is the act of providing any product-related information by a customer to another customer. WOM according to WOMMA (Word of Mouth Marketing Association) is an activity in which customers provide information about a brand or product to other customers. According to (Sumardy 2011) Word of Mouth Marketing is a marketing activity that triggers customers to talk about, promote, recommend and sell a product brand to other potential customers.

Relations between Variables and Hypotheses
Relationship between Product Quality and Purchase Decision
According to (Puspita, Yulianto, and Sunarti 2016) stated that based on the results of the t test it was found that product quality had a significant positive effect on purchasing decisions. This research is supported by (Hidayah and Suryawardana 2018) where purchasing decisions are made as a result of evaluations based on experience and information about products owned by potential customers. Because the quality of the product purchased is the goal of the consumer, this means that the decision made by the consumer will depend on the quality of the product provided by the company.

The results of this study are in accordance with the results of research conducted by (Masturi and Hardini 2017) which states that the higher the quality of a product, the higher the level of purchasing decisions for the product. High-quality products will create consumer satisfaction (Jacksen et al., 2021) thereby increasing consumer purchasing decisions for these products.

Based on this framework, the first hypothesis (H1) is as follows

H1: Product Quality has an effect on Purchasing Decisions at CV. Blitz Media Kreasindo Pekanbaru.

Relationship between Price and Purchasing Decisions

According to (Mulyaningsih and Ramadhani 2019) states that price has a significant positive effect on purchasing decisions. This research is supported by (Moniharapon, Lapian, and Lotulung 2015) where price has a big benefit on the level of consumer satisfaction because at an affordable price consumers will feel satisfied while setting inappropriate prices will affect consumer satisfaction (Arif et al., 2021).

The results of this study are in accordance with the results of research conducted by (Gunarsih, Kalangi, and Tamengkel 2021) which states that for every change in price indicators (affordable prices, prices in accordance with the benefits felt by consumers, prices compete with other similar products) will affect buyer's decision. Based on this framework, the hypothesis (H2) is formulated as follows:

H2: Price has an effect on Purchase Decision on CV. Blitz Media Kreasindo Pekanbaru.

Word of Mouth Relationship to Purchase Decision:

According to (Rumondor, Tumbel, and Ogi 2017) states that Word of Mouth influences purchasing decisions. This research is supported by (Robustin and Fauziah 2018) stating that WOM is a marketing activity in which consumers provide information about a brand or product to other consumers. WOM is an action that is indeed carried out to increase the attractive effect, publication in a newspaper or event that people will talk about continuously so WOM is a marketing activity that triggers consumers to talk about a product. So it can be stated that WOM has an effect on purchasing decisions.

Based on this framework, the hypothesis (H3) is formulated as follows:

H3: Word of Mouth has an effect on Purchasing Decisions on CV. Blitz Media Kreasindo Pekanbaru.

3.0 METHODOLOGY

Population and Sample

The population of this study are consumers who have shopped at CV. Blitz Media Kreasindo Pekanbaru with an unknown number, it is necessary to take samples for this study. The number of samples in this study was determined from the opinion of "Roscoe" so that the sample totaled 122 people. In this study, the technique used in sampling is Non-Probability Sampling. The technique in determining the sample to be studied is the accidental sampling method using a questionnaire aimed at consumers who shop at CV. Blitz Media Kreasindo Pekanbaru

Operational Definition of Research Variables

Table 2. Variable Operationalization

No	Research Variable	Indicator	Sources	Scale
1	Purchase Decision (Y)	1. Requirement Recognition 2. Public 3. Benefits 4. The attitude of others	(Kotler and Keller 2016)	Interval
2	Product Quality (X1)	1. Forms 2. Features 3. Performance Quality 4. Conformance Quality 5. Durability 6. Reliability 7. Ease of Repair (repair ability) 8. Style 9. Customization 10 Design (Design)	(Kotler and Keller 2016)	Interval
3	Price (X2)	1. Conformity of price with product quality 2. Price compatibility with benefits 3. Appropriateness of prices with consumer capabilities 4. Affordability of prices	(Tjiptono 2016)	Interval

No	Research Variable	Indicator	Sources	Scale
4	Word of Mouth (X3)	1. Talking about positive things about the product/service 2. Product/service recommendations from other people 3. Motivate friends/relatives to make purchases	(Sumardy 2011)	Interval

Data Types and Sources
Qualitative data is data that is not in the form of numbers or numbers but in the form of information or information, activities and so on. In this case qualitative data includes data regarding the company's history of development and data on respondents.

Primary data is data obtained from the first source either from individuals or individuals from the results of interviews or the results of filling out questionnaires that are usually carried out by researchers. Data directly obtained from the object of research includes sales data of CV. Blitz Media Kreasindo Pekanbaru. Secondary data is data that is already available and is easier and faster for researchers to obtain. Secondary data in this study consisted of research journals and marketing theory.

Data collection technique
Data collection techniques used in this study were (1) Interview, (2) Questionnaire and (3) Literature Study

Data analysis technique
Analysis of Respondent Characteristics
To find out the analysis of the influence of Product Quality, Price and Word of Mouth on Purchasing Decisions, respondents were asked to provide an assessment of the dimensions of Product Quality, Price and Word of Mouth. Where the respondents will be divided based on characteristics, namely age, gender, occupation and income.

Descriptive Analysis
Descriptive analysis in this study is a description or explanation of the results of primary data in the form of questionnaires that have been filled out by research respondents. Descriptive analysis is used to identify and describe independent variables and related variables.

In measuring employee performance on the variables of job placement, leadership style, knowledge sharing and work culture, a descriptive analysis is used based on the average value calculated at 5 (five) levels of mapping where the range of mapping levels is (5-1)/5 = 0.8. The level of mapping is as follows:

Table 3. Analysis of Respondents' Responses

Interval Class	Variable	
	Independent	Dependent
1,00 - 1,79	Very Less Good	Very Less Low
1,80 - 2,59	Not good	Less Low
2,60 - 3,39	Pretty good	Low Enough
3,40 - 4,19	Well	Low
4,20 - 5,00	Very good	Very low

Source: Processed data, 2021

Preliminary Test
Validity test was carried out using Corrected Item Total Correlation in the SPSS program. If the correlation between the item scores and the total score is <0.30, the statement items in the instrument are declared invalid. The instrument is considered valid if the Corrected Item Total Correlation value is > 0.30.

A questionnaire is declared reliable or reliable if the respondents' answers to the questions are consistent or stable from time to time. For the technique of calculating the reliability of the questionnaire used in this study is to look at the results of calculating the value of Cronbach's alpha (α). The reliability assessment criteria can be said to be reliable or valid if the Cronbach's alpha value is > 0.60.

Classic assumption test
Normality test
The Normality test is used to test whether in a regression model the dependent variable, the independent variables or both have a normal distribution or not. A good regression model is if the data distribution is normal or close to normal. Normality testing can be done by looking at the normal P-P plot graph. Another statistical test that can be used to test the normality of the residuals is the Kolmogorov-Smirnov (K-S) non-parametric statistical test. If the significance value of the Kolmogrov-Smirnov(K-S) test results exceeds 0.05, the assumption of normality is fulfilled. The basis for decision making is as follows: if $p < 0.05$ means the data distribution is not normal, $p \geq 0.05$ means the data distribution is normal

Heteroscedasticity Test

Heteroscedasticity occurs if the scatterplot has regular patterns, either narrowing, widening or wavy. According to (Ghozali 2016), another way to detect whether there is heteroscedasticity is to do the Glejser test, namely by regressing the absolute value of the residual to the dependent variable. If the significance value of the independent variable from the Glejser test results is more than the significance of α = 0.05, it can be concluded that the regression model is free from heteroscedasticity.

Multicollinearity test

The multicollinearity test aims to find out whether the regression model found a correlation between the independent (independent) variables. Multicollinearity occurs if the tolerance value is less than 0.1 which means there is no correlation between the independent variables whose value is more than 95%. If the VIF value is less than 10 it can be said that the independent variables used in the model are reliable and objective.

Multiple Linear Regression Analysis

In an effort to answer the problems in this study, multiple linear regression analysis (Multiple Regression) was used. Multiple linear regression analysis is a linear relationship between two or more independent variables ($X1$, $X2$, $X3$,...Xn) with the dependent variable (Y). The equation model used is $Y = a + β1X1 + β2X2 + β3X3 + β4X4 + e$

Test Models
Simultaneous Test (Test F)

The F test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. In this research, simultaneous hypothesis testing is intended. If the value of Fcount < Ftable or P value > α, then Hi is rejected and H0 is accepted.

Determination Coefficient Test (R2)

The greater the coefficient of determination in a regression equation, the smaller the influence of all independent variables: Product Quality, Price and Word of Mouth on the dependent variable (purchasing decision). Conversely, if the number is closer to one, the greater the effect of all the variables of Product Quality, Price and Word of Mouth on the dependent variable (purchasing decision

Hypothesis testing

The t test is used to test the significance of the relationship between variables (X) and variables (Y), whether variables $X1$, $X2$, $X3$ really have a partial or individual effect on variable Y. Basis for decision making Ghozali, (2011): (1) If t table> t count, then Ho is accepted and Ha is rejected at α = 0.05 and (2) If t table < t count, then Ho is rejected and Ha is accepted at α = 0.05.

4.0 RESULTS AND DISCUSSION

Characteristics of Research Respondents

Based on responses where consumers who purchased packaging stickers at CV Blitz Media Kreasindo Pekanbaru were female with a total of 79 people or 64.8% with an age range between 21-25 years with a total of 41 people or 33.6%, while the background work as entrepreneurs with a total of 57 people or 46.7%.

Consumers who purchase packaging stickers at CV Blitz Media Kreasindo Pekanbaru with an income of IDR 2,500,000 – IDR 5,000,000 with a total of 59 people or 48.4%, who have used services > 10 times with a total of 46 people or 37.7% with products that are often ordered are marketing stickers with a total of 54 people or 44.3%.

Research Variable Descriptive Analysis

Of the 10 indicators, the sticker product design style indicator offered at CV Blitz Media Kreasindo varies greatly and many choices have the highest average of 4.34 indicating that the designs offered are varied so that consumers are free to choose what they want. While the sticker quality indicator on CV Blitz Media Kreasindo can provide maximum practicality of use, it has the lowest average, namely 4.07. This shows that CV Blitz Media Kreasindo must pay more attention to the quality of using stickers so that later consumers can use them more easily and efficiently. The total average for the product quality variable is 4.20. It can be interpreted that the product quality variable is considered very good by the respondents. These results explain that product quality has a very important role in influencing someone before making a purchase. The better the quality of the product offered, the higher the consumer's interest in making a purchase

Of the 4 indicators, the indicator with price compatibility with product quality has the highest average of 4.27. This shows that the price for the sticker packaging offered at CV Blitz Media Kreasindo Pekanbaru is in

accordance with the quality offered. Meanwhile, the price suitability indicator with the ability of consumers has the lowest average, which is equal to 4.11. It can be seen that from the assessment of these indicators by the respondents, in the future it can be seen that the company in setting prices pays more attention to the ability of consumers. It is found that the average number for the price variable is 4.18. It can be seen that the price variable is considered good by the respondents. These results explain that price has a high role in influencing purchasing decisions, setting prices that are too high will have an impact on decreasing consumer interest in making purchases.

Of the 3 indicators, the indicator by talking about positive things about products/services gets the highest average of 4.29. This shows that consumers who have shopped at CV Blitz Media Kreasindo provide positive product explanations to other consumers so that other consumers decide to shop at CV Blitz Media Kreasindo. Meanwhile, the indicator of being motivated by friends/relatives to make purchases has the lowest average of 4.00 but is still in the good category. It was found that the average number for the word of mouth variable was 4.11. It can be seen that the word of mouth variable is considered good by the respondents. These results explain that the better the word of mouth that is formed, this is expected to influence an increase in purchasing decisions. Because in fact word of mouth is a form of word of mouth promotional marketing media in increasing purchasing decisions.

Of the 3 indicators, the indicator with consumers benefiting from buying sticker products has the highest average of 4.43. This shows that consumers get benefits when buying their products both for their business promotion efforts and so on. Meanwhile, the indicator for buying sticker packaging products due to the influence of its attractive shape has the lowest average of 4.10. It can be seen that from the assessment of these indicators the respondents were not too interested in the attractive shape. Based on Table 4.10 above, it is found that the average number for the purchasing decision variable is 4.30. It can be seen that the purchasing decision variable is considered very high by the respondents. These results explain that in making a purchase, many factors can influence it such as the quality of a product, a product brand that is easy to recognize or easy to remember, the selling price of a product that matches the quality and needs of consumers and whether or not promotions are offered.

Preliminary Test

Table 4. Test the Validity and Reliability of Variables

No	Variable	Statement	CICT	Standard	Information	Cronbach's Alpha	Standard	Information
1	Product Quality (X1)	X.1.1	0.705	0.3	Valid	0.898	0.6	Reliable
		X.1.2	0.607	0.3	Valid			
		X.1.3	0.655	0.3	Valid			
		X.1.4	0.588	0.3	Valid			
		X.1.5	0.668	0.3	Valid			
		X.1.6	0.631	0.3	Valid			
		X.1.7	0.636	0.3	Valid			
		X.1.8	0.613	0.3	Valid			
		X.1.9	0.762	0.3	Valid			
		X.1.10	0.611	0.3	Valid			
2	Price (X2)	X.2.1	0.690	0.3	Valid	0.898	0.6	Reliable
		X.2.2	0.697	0.3	Valid			
		X.2.3	0.680	0.3	Valid			
		X.2.4	0.652	0.3	Valid			
		X.2.5	0.602	0.3	Valid			
		X.2.6	0.724	0.3	Valid			
		X.2.7	0.687	0.3	Valid			
		X.2.8	0.725	0.3	Valid			
3	Word of Mouth (X3)	X.3.1	0.375	0.3	Valid	0.808	0.6	Reliable
		X.3.2	0.547	0.3	Valid			
		X.3.3	0.572	0.3	Valid			
		X.3.4	0.609	0.3	Valid			
		X.3.5	0.607	0.3	Valid			
		X.3.6	0.694	0.3	Valid			

No	Variable	Statement	CICT	Standard	Information	Cronbach's Alpha	Standard	Information
4	Purchase Satisfaction (Y)	Y.1	0.687	0.3	Valid	0.834	0.6	Reliable
		Y.2	0.487	0.3	Valid			
		Y.3	0.619	0.3	Valid			
		Y.4	0.631	0.3	Valid			
		Y.5	0.619	0.3	Valid			
		Y.6	0.621	0.3	Valid			

Source: SPSS Data Processed, 2022

An item is said to be valid if the value of the corrected item-total correlation or r count is greater than r table of 0.30. To achieve this, a reliability test was carried out using the Cronbach's alpha method with a value above 0.60.

Classic assumption test
Normality test
The normality test aims to test whether in the regression model, the dependent variable and independent variable both have a normal distribution or not.

Table 5. Data Normality Test

	Unstandardized Residual	Information
Kolmogorov-Smirnov Z	1.067	Normal Distribution
Asymp. Sig. (2-tailed)	0.205	

Source: Processed SPSS, 2022

The resulting significant value is greater than 0.05, so it can be concluded that the data in this study have a normal distribution.

Heteroscesdastisity Test
The statistical test that can be used is the Glejser test. A data can be said not to contain heteroscedasticity if the level of significance is greater than the confidence level of 5%.

Table 6. Heteroscedasticity Test

Model	t	Sig.	Information
(Constant)	5.631	0.000	There are no signs of heteroscedasticity
Product quality	-0.752	0.453	There are no signs of heteroscedasticity
Price	-1.038	0.301	There are no signs of heteroscedasticity
Word of Mouth	-1.901	0.060	There are no signs of heteroscedasticity

Source: SPSS Processed, 2022

Based on the table above, the significant value generated for each variable is greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity.

Multicollinearity Test
If the VIF (Variance Inflation Factor) value is not more than 10, then the regression model is declared to have no symptoms of multicollinearity.

Table 7. Multicollinearity Test

Model	t	Sig.	Information
Product quality	0.446	2.243	There are no symptoms of multicollinearity
Price	0.777	1.287	There are no symptoms of multicollinearity
Word of Mouth	0.516	1.939	There are no symptoms of multicollinearity

Source: SPSS Processed, 2022

Based on the results of processing the data in this study using SPSS 22, it can be seen that the VIF (Variance Inflation Factor) value produced by each variable is less than 10, so it can be concluded that in the regression model formed in this study there are no symptoms of multicollinearity.

Results of Analysis and Discussion
Analysis Results
Simultaneous F Test
This test is used to see the effect of the independent variable on the dependent variable simultaneously by comparing F count with F table.

Table 8. Count F Test

	F Count (Sig)	F table	Information
Product Quality, Price and Word of Mouth Have an Influence on Purchasing Decisions	75,548 (0,000)	Normal Distribution	Simultaneous and Significant Influence

Source: SPSS Processed, 2022

Calculated F value (75.548) > F table (2.68) with Sig. (0.000) < 0.05. This means that simultaneously product quality, price and word of mouth have an influence on purchasing decisions.

Coefficient of Determination
The coefficient of determination is the magnitude of the independent variable's contribution to the dependent variable.

Table 9. Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	.811a	0.658	0.649

Source: Processed SPSS Data, 2022

The R Square value of 65.8% explains product quality, price and word of mouth can influence purchasing decisions, while the remaining 34.2% is influenced by other variables not used in this study

Multiple Linear Regression Equations
Based on the results of the study, the equations in the multiple linear regression analysis in this study are.

Table 10. Multiple Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	6.723	1.616
Product quality	0.373	0.048
Price	-0.114	0.044
Word of Mouth	0.292	0.069

Source: SPSS Processed, 2022

Based on the table above, the resulting multiple linear regression equation is as follows Y = 6.723 + 0.373X1 - 0.114X2 + 0.292X3. The meaning of the numbers in the regression equation above is (1) the constant value (a) is 6.723. This means that product quality, price and word of mouth are assumed to be zero (0), and then the purchase decision is 6.723 points. (2) The value of the regression coefficient of 0.373 states that if the quality of the product increases by 1 unit, it can affect an increase in the decision by 0.373 points. (3) The value of the regression coefficient -0.114 states that if the price increases by 1 unit, it can affect the decrease in purchasing decisions by 0.114 points. (4) The regression coefficient value of 0.292 states that if word of mouth increases by 1 unit, it can affect an increase in purchasing decisions by 0.292 points.

Partial T test
This test was carried out to determine the influence of the independent variables on the dependent variable individually.

Table 11. Partial Hypothesis Test

t test	T count	T table	Sig	Conclusion
Product Quality (X1)	7,688	1,980	0,000	Positive and significant influence

t test	T count	T table	Sig	Conclusion
Price (X2)	-2,611	-1,980	0,010	Negative and significant impact
Word of Mouth (X3)	4,215	1,980	0,000	Positive and significant influence

Source: SPSS Processed, 2022

Based on the table above, it can be seen as follows (1) Based on the results of the research that has been carried out, where product quality has a positive and significant influence on purchasing decisions with a tcount (7.688) > ttable (1.980) and the resulting significance value of 0.000 is still below 0.05, then ha is accepted and ho is rejected. (2) Based on the results of research that has been carried out, where price has a negative and significant influence on purchasing decisions with a tcount (-2.611) < ttable (-1.980) and the resulting significance value of 0.010 is still below 0.05, then ha is accepted and ho is rejected and (3) Based on the results of research that has been carried out, where word of mouth has a positive and significant influence on purchasing decisions with a tcount (4.215) > ttable (1.980) and the resulting significance value of 0.000 is still below 0.05, then ha is accepted and ho is rejected.

Discussion
Effect of Product Quality on Purchasing Decisions
From the results of the descriptive analysis, it can be shown that product quality is a factor that is considered very well and is approved by respondents in making a purchasing decision. The results of respondents' responses regarding product quality have the highest average value of 4.34 on the design quality indicator offered by a variety of choices, while the lowest average value is 4.07 with the sticker quality indicator providing maximum practicality. This is in line with the results of the partial test (t test) which shows that the product quality variable has a positive and significant effect.

The results of this study can be supported by research conducted by Puspita, Yulianto, and Sunarti (2016), which states that product quality has a significant positive effect on purchasing decisions and research conducted by (Masturi and Hardini 2017) which states that the higher the quality of a product, the higher the purchase decision level of these products, where high-quality products will create consumer satisfaction thereby increasing consumer purchasing decisions for these products. The results of this study are not in line with research conducted by Pardede and Haryadi (2020) where product quality does not have a significant effect on purchasing decisions

Effect of Price on Purchasing Decisions
From the results of descriptive analysis, it can be shown that price is a factor that is considered good and approved by respondents in making purchasing decisions. The results of respondents' responses regarding price have the highest average rating of 4.27 with the sticker price indicator in accordance with the quality offered, and the lowest average rating of 4.11 with the price suitability indicator with consumers' abilities. This is in line with the results of the partial test (t test) which shows that the price variable has a negative and significant effect on purchasing decisions at CV Blitz Media Kreasindo.

The results of this study are in accordance with the results of research conducted by (Gunarsih, Kalangi, and Tamengkel 2021) which states that for every change in price indicators (affordable prices, prices in accordance with the benefits felt by consumers, prices compete with other similar products) will affect buying decision. The results of this study are not in line with research conducted by Pardede and Haryadi (2020) where price does not have a significant influence on purchasing decisions. The same thing is also explained in Listighfaroh's research (2017) which explains that price has no significant effect on purchasing decisions.

The Effect of Word of Mouth on Purchasing Decisions
From the results of descriptive analysis, it can be shown that word of mouth is a factor that is considered good and approved by respondents in making a purchasing decision. The results of respondents' responses regarding word of mouth had the highest average rating of 4.29 with indicators of talking about positive things about products/services, while respondents gave the lowest average value of 4.00 with indicators motivated by friends/relations to make purchases. This is in line with the results of the partial test (t test) which shows that word of mouth has a positive and significant effect on purchasing decisions at CV Blitz Media Kreasindo.

The results of this study can be supported by research conducted by Rumondor, Tumbel, and Ogi (2017) which explains that word of mouth has a significant effect on purchasing decisions and Robustin and Fauziah (2018) states that word of mouth has an effect on purchasing decisions. The results of this study are not in line with research conducted by Racman and Abadi (2017) which explains that word of mouth does not have a significant influence on purchasing decisions.

5.0 CONCLUSION

Conclusion
Based on the results of research that has been done where the product quality variable has a positive and significant effect on the decision to purchase a sticker at CV Blitz Media Kreasindo Pekanbaru. This is because if the quality of the sticker product offered is high, it will certainly guarantee good product quality, so if the product quality is good it will create a purchase decision. Furthermore, the test results on the price variable have a negative and insignificant effect on the decision to purchase a sticker at CV Blitz Media Kreasindo Pekanbaru. This is because setting prices that are too high will have an impact on decreasing consumer interest in making purchases and finally the test results on the word of mouth variable have a positive and significant effect on sticker purchasing decisions at CV Blitz Media Kreasindo Pekanbaru. This is because the better the word of mouth that is formed, the more purchasing decisions can be made.

Limitation
Based on the results of this research, efforts have been made and carried out according to scientific procedures, however, it still has limitations, namely (1) Factors that influence the decision to buy packaging stickers at CV Blitz Media Kreasindo. In this study it only consisted of three variables, namely product quality, price and Word of Mouth, while there were many other factors that influenced purchasing decisions from consumers that I did not know more about and (2) There were limitations to research using a questionnaire, namely sometimes the answers given by the sample does not show the real situation.

Recommendation
Based on the results of the conclusions in this study, there are several suggestions from the author to the company so that it can become additional learning for the company so that it is increasingly developing and leading the way (1) In the future, it is hoped that the company will be able to maintain and improve the quality of packaging sticker products while still using materials good quality so that the product can last a long time, and set a selling price that is in accordance with the quality provided, so that this can have an impact on purchasing decisions, (2) For company employees, it is hoped that in the future they can provide the best service to every consumer to form a good image (Fajri et al., 2021) in the eyes of consumers in marketing products through word of mouth so that it will increase sales from the company itself, (3) For those who want to research further, it is hoped that future researchers can examine other variables that also influence the creation of a buyer's decision and (4) For consumers, it is hoped that in the future they can understand and know more broadly what are the factors that make consumers decide to make a purchase decision so that this can help further research to examine other factors that influence the creation of a buying decision.

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