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THE INFLUENCE OF CONVERSATIONAL MARKETING STRATEGY ON CONSUMER PURCHASE DECISIONS AT CAHAYA BOLU SHOP, NORTH TORAJA REGENCY

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Abstract

Mariani Palili, 2025: The Influence of Conversational Marketing Strategy on Consumer Purchasing Decisions at Cahaya Bolu Shop, North Toraja Regency. The purpose of the study was to determine the effect of Conversational Marketing Strategy on Consumer Purchasing Decisions at Cahaya Bolu Store, North Toraja Regency. The research method used in this study is quantitative research. Data analysis in this study includes simple linear regression, validity test, reliability test, normality test, heteroscedasticity, t test, R test^2. The data processing method in this study is to use IBM SPSS Statistics version software.
26 which shows that 86.1% of purchasing decisions are influenced by conversational marketing at Cahaya Bolu shop in North Toraja Regency and the remaining 13.9% are influenced by other factors not examined in this study. The results of the t-test show that conversational marketing has an effect on purchasing decisions. This can be seen from the sig.t value of 0.001 <0.05 and the results of the coefficient of determination (R square) of 0.861 or 86.1%.

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INTRODUCTION

The development of information and communication technology has brought about significant changes in consumer behavior and marketing strategies. In this digital age, two-way interactions between brands and consumers are becoming increasingly important to build strong relationships and improve customer experience. While many previous studies have examined purchasing behavior based on basic models, there is still a gap in studies on the use of more interactive marketing strategies, such as conversational marketing, especially in the context of small businesses.

Cahaya Bolu Shop, established since 1994, was chosen as the object of research due to its existence and long experience in providing electronic products and furniture in North Toraja. With 3 branches and around 10 employees, the store faces challenges in increasing brand awareness and customer loyalty. This research focuses on the use of conversational marketing as a strategy to increase interaction with consumers and its impact on purchasing decisions.

Early studies have shown that conversational marketing can increase consumer engagement, Conversational marketing can influence consumers' perceptions and attitudes towards products in a more interactive and personalized way of conveying information. It can reduce consumers' doubts and encourage them to make purchasing decisions by providing quick answers to questions and relevant product recommendations (Kumar & Reinartz, 2016).

However, not many have applied it on a local scale. This research contributes to the literature by offering new insights into the application of more personalized and interactive marketing strategies in specific geographic and cultural contexts. The method used is a local survey to explore empirical data from customer experiences at Cahaya Bolu Shop.

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Thus, the purpose of this study is to determine the effect of conversational marketing strategies on consumer purchasing decisions at Cahaya Bolu Shop. Hopefully, the results of this study can provide valuable insights for small business managers in improving their marketing effectiveness.

RESEARCH METHODS

Type of Research

The type of research used in this study is quantitative. Which was carried out by surveying by distributing questionnaires to consumers who came to buy at the Cahaya Bolu shop in North Toraja Regency.

Types and Sources of Data

Types of Data

The types of data used in this study are primary and secondary data types.

Data Source

The data source in this study is primary data, which is the result of the respondents' answers from the questionnaires that have been distributed. The questionnaire in the study was filled out by customers or consumers who shop at Cahaya Bolu Shop. The questionnaire will be distributed to respondents via the WhatsApp platform in the form of a Google form which will be filled in independently without direct guidance by the researcher but includes a filling guide
on the questionnaire. Population
and Sample Population

Population is a collection that includes certain objects or subjects that have specific characteristics and characteristics that have been predetermined by researchers (Hair, 2023). The population in this study are all consumers who shop at Cahaya Bolu Shop in North Toraja Regency.

Sample

The sample must have characteristics that match the population so that the research results obtained from the sample can be generalized to the population as

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a whole (Sugiyono, 2019). The sampling technique used is purposive sampling, which is a sampling technique by setting certain criteria according to the researcher (Hair, 2023). Customers who are over 18 years old and have been involved in Cahaya Bolu's Shop conversational marketing strategy, determining this sample character based on the consideration that customers who have been involved in the conversational marketing strategy have experience related to conversational marketing carried out by Cahaya Bolu Shop so that they can fill out the questionnaire with sufficient understanding. The sample in this study used the Lemeshow formula, this is because the population size is unknown. Below is the Lemeshow formula:

n = (Z^2 P (1-P))/d^2

Where: n = Number of samples

z = Z score at 95% confidence = 1.96

P = Maximum estimate = 0.5

d = sampling error = 10% (0.1)

From the formula above, a sample of:

n= ([1.96]^2 .0.5 (1-0.5))/[0.1]^2

n=(3.8416 .0.25)/0.01

n=96.04 rounded up to 97 respondents

Research Variables and Operational Definitions

Table. 1 Operational Definition

No	Variable	Definition	Indicator
1.	Conversational Marketing	Conversational Marketing is a marketing approach that aims to create two-way interactions between and brands through personalized and responsive conversations(Mehta et al., 2022)	a. Communication skills b. Products knowledge c. Creativity d. Empathy

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2.	Purchasing Behavior	Purchasing behavior decisions are determined as the end result of various psychological and situational processes that influence consumer decisions to buy (Ghazalle & Lasi, 2021).	a. Brand b. Seller c. Quantity d. Timing e. Payment method

Source: processed data, 2024

Research Instruments

The instruments used to measure these variables are as follows:

a. QuestionnaireThe questionnaire is a data collection technique that is done by giving a question or written statement to respondents to answer (Sugiyono, 2021).

b. Likert Scale

The measurement scale used in this study is a 4-point Likert scale explaining that choosing a Likert scale with 4 points, compared to 5, 7, or 9 points, has the advantage of being simpler and clearer. The 4-point scale forces respondents to choose between two positive or negative options without a neutral option. This helps to ensure that respondents actually choose an answer that indicates their attitude, without hesitation. In addition, the 4-point scale makes the data collected easier to analyze, due to the limited number of choices. The resulting data is also clearer, making it easier to interpret; scales with more options (eg 5 or 7 points) can make respondents feel confused or hesitant, so the results can be less consistent.

So, with 4 points, the data obtained tends to be more reliable and easy to understand (Hair, 2023). The Likert scale in question is as follows:

Table.2 Likert Scale

Scale	Description

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4	Strongly agree
3	Agree
2	Disagree
1	Strongly disagree

Source: (Hair, 2023)

Data Collection Technique

The data collection technique in this study is to use a questionnaire that is distributed or distributed to respondents via WhatsApp messages in the form of a link that directs to the questionnaire. Respondents will fill out the questionnaire independently without direct guidance from the researcher. The questionnaire is one of the data collection techniques carried out by giving a set of questions or written statements to respondents to answer. This technique is very efficient to use when the researcher already knows clearly the variables to be measured and what is expected of the respondent. The questionnaire allows researchers to collect information in a systematic and structured manner, and can reach many respondents in a relatively short time (Sugiyono, 2021). Therefore, based on the previous explanation, this study uses a questionnaire in collecting data.

Data Analysis Technique

The data processing method in this study is to use IBM SPSS Statistics version 26 software. Data analysis in this study includes simple linear regression, validity test, reliability test, normality test, heteroscedasticity, t test, R2 test. The regression analysis used in this research is simple linear regression. The simple regression equation with one predictor according to Sugiyono (2019) is formulated as follows:

$$Y = a + bX$$

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Where:

Y = Purchase Decision

a = Constant

b = Regression Coefficient

X = Conversational Marketing

RESULTS AND DISCUSSION

Data Description

The purpose of presenting research data is to show the research profile and the relationship between the variables used. Information that explains the respondents' circumstances or situation is useful in understanding the research findings. The following characteristics apply to the respondents in this study: 1. Distribution of Respondent Data

a. Characteristics Based on Respondent Gender

Table 3 Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	88	90.7	90.7	90.7
	Male	9	9.3	9.3	100.0
	Total	97	100.0	100.0	

Source: SPSS Output Data (2025)

From table. 3 above, shows that the respondents in this study were dominated by women, totaling 88 people with a percentage of 90.7% compared to male respondents as many as 9 people with a percentage of 9.3%.

b. Characteristics Based on Respondents' Age

Table 4 Age of Respondents

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 27 Years	64	66.0	66.0	66.0
	28 - 37 Years	22	22.7	22.7	88.7
	38 - 47 Years	9	9.3	9.3	97.9
	> 47 Years	2	2.1	2.1	100.0
	Total	97	100.0	100.0	

Source: SPSS Output Data (2025)

From table. 4 above, shows that respondents in this study were dominated by ages 18-27 years as many as 64 people with a percentage of 66.0%. The remaining respondents aged 28-37 years were 22 people with a percentage of 22.7%, respondents aged 38-47 years were 9 people with a percentage of 9.3%, respondents aged> 47 years were 2 people with a percentage of 2.1%.

c. Characteristics Based on Respondents' Occupation

Table . 5 Respondent Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Employee	27	27.8	27.8	27.8
	Self-employed	7	7.2	7.2	35.1
	Others...	62	63.9	63.9	99.0
	ASN	1	1.0	1.0	100.0
	Total	97	100.0	100.0	

Source: SPSS Output Data (2025)

From table. 5 above, shows 62 others are the majority of research responses with a percentage of 63.9%. The remaining respondents have private employee jobs, totaling 27 people with a percentage of 27.8%. Self-employed, totaling 7 people with a percentage of 7.2%. ASN amounted to 1 person with a percentage of 1.0%.

a. Characteristics Based on Last Education

Table . 6 Last Education

Frequency	Percent	Valid Percent	Cumulative Percent

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Valid	SD	1	1.0	1.0	1.0
	JUNIOR HIGH SCHOOL	1	1.0	1.0	2.1
	SENIOR HIGH SCHOOL	61	62.9	62.9	64.9
	S1 / S2	27	27.8	27.8	92.8
	S3	4	4.1	4.1	96.9
	Other...	3	3.1	3.1	100.0
	Total	97	100.0	100.0	

Source: SPSS Output Data (2025)

From table.6 above, it shows that respondents who have the latest high school education are 61 people with a percentage of 62.9%, the last education S1 / S2 is 27 people with a percentage of 27.8%, the last education S3 is 4 people with a percentage of 4.1%, the last education SD is 1 person with a percentage of 1.0%, the last education SMP is 1 person with a percentage of 1.0%, and the other respondents are 3 people with a percentage of 3.1%.

f. Characteristics Based on How Many Times Respondents Buy

Table . 7 How Many Times Have Respondents Purchased in the Last 6 Months

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Times	39	40.2	40.2	40.2
	2 Times	24	24.7	24.7	64.9
	3 Times	17	17.5	17.5	82.5
	>3Times	17	17.5	17.5	100.0
	Total	97	100.0	100.0	

Source: SPSS Output Data (2025)

From table 4.5 above, it shows that the majority of respondents in this study purchased 1 time at the Cahaya Bolu store in North Toraja Regency, as many as 39 people with a percentage of 40.2%, the rest of the respondents purchased 2 times as many as 24 people with a percentage of 24.7%, respondents purchased 3 times as many as 17 people with a percentage of 17.5%, respondents > 3 times

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purchased as many as 17 people with a percentage of 17.5%.

2. VariableDescription

a. Description of the Results of Respondents' Answers Conversational Marketing (X)

Table . 8 Results of Questionnaire Answers About Conversational Marketing

Item Respondnt	Answer Question							
	SS		S		TS		STS	
	F	%	F	%	F	%	F	%
1	42	43.3	40	41.2	8	8.2	7	7.2
2	44	45.4	37	38.1	10	10.3	6	6.2
3	38	39.2	41	42.3	13	13.4	5	5.2
4	36	37.1	42	43.3	12	12.4	7	7.2
5	36	37.1	42	43.3	12	12.4	7	7.2
6	40	40.2	36	37.1	15	15.5	6	6.2
7	44	45.4	38	39.2	9	9.3	6	6.2
8	35	36.1	43	44.3	14	14.4	5	5.2
9	43	44.3	37	38.1	12	12.4	5	5.2
10	39	40.2	40	41.2	10	10.3	8	8.2
11	39	40.2	39	40.2	11	11.3	8	8.2

Source: SPSS Output Data (2025)

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b. Description of the Results of Respondents' Answers to Purchasing Decisions (Y)

Table . 9 Results of Questionnaire Answers About Purchasing Decisions

Item Respondent	AnswerQuestion							
	S S		S		TS		STS	
	F	%	F	%	F	%	F	%
1	37	38.1	40	41.2	14	14.4	6	6.2
2	34	35.1	46	47.4	13	13.4	4	4.1
3	38	39.2	39	40.2	16	16.5	4	4.1
4	38	39.2	39	40.2	14	14.4	6	6.2
5	34	35.1	42	43.3	18	18.6	3	3.1
6	31	32.0	45	46.4	18	18.6	3	3.1
7	33	34.0	43	44.3	18	18.6	3	3.1
8	37	38.1	40	41.2	14	14.4	6	6.2
9	37	38.1	42	43.3	12	12.4	6	6.2
10	44	45.4	38	39.2	11	11.3	4	4.1

Source: SPSS Output Data (2025)

Research Instrument Testing

Validity Test Results

Table . 10 Conversational Marketing Validity Test Results

Statement	r- count	r-table	Test results
X.1	0.869	0.1996	Valid
X.2	0.864	0.1996	Valid
X.3	0.889	0.1996	Valid
X.4	0.871	0.1996	Valid
X.5	0.903	0.1996	Valid
X.6	0.828	0.1996	Valid
X.7	0.882	0.1996	Valid
X.8	0.874	0.1996	Valid
X.9	0.861	0.1996	Valid
X.10	0.831	0.1996	Valid
X.11	0.842	0.1996	Valid

Source: SPSS Output Data (2025)

Based on Table. 10 shows that all statement items to measure conversational marketing are valid. This is because rcount > rtable. Therefore, all statement items

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are declared valid.

Table . 11 Purchasing Decision Validity Test Results

Statement	r- count	r-table	Test results
Y.1	0.849	0.1996	Valid
Y.2	0.886	0.1996	Valid
Y.3	0.853	0.1996	Valid
Y.4	0.887	0.1996	Valid
Y.5	0.781	0.1996	Valid
Y.6	0.792	0.1996	Valid
Y.7	0.842	0.1996	Valid
Y.8	0.889	0.1996	Valid
Y.9	0.852	0.1996	Valid
Y.10	0.895	0.1996	Valid

Source: SPSS Output Data (2025)

Based on Table. 11 shows that all statement items to measure purchasing decisions are valid. This is because rcount > rtable. Therefore, all statement items are declared valid

Table. 12
Variable Reliability Test Results
Conversational Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.966	11

Based on conversational reliability because the Cronbach's 0.6, which is 0.966. Table.12 shows that the marketing instrument is it meets the criteria where Alpha value is greater than

Table 13 Variable Reliability Test Results
Purchase Decision

Reliability Statistics

Cronbach's Alpha	N of Item

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S

.958	10

Source: SPSS Output Data (2025)

Based on Table. 13 shows that the Purchase Decision instrument is Reliable because it meets the criteria where the Cronbach's Alpha value is greater than 0.6, which is 0.958.

Classical Assumption Test

a. Normality Test Results

Table 14 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.64632961
Most Extreme Differences	Absolute	.074
	Positive	.074
	Negative	-.053
Test Statistics		.074
Asymp. Sig. (2-tailed)		.200c,d

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 Output Data (2025)

From the table above, it can be seen that the significant value of Asymp.Sig. (2-tailed) is 0.200> 0.05. Thus it can be concluded that the data is normally

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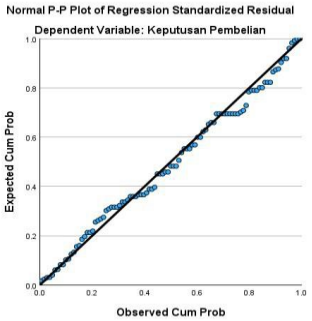
distributed.



General requirements

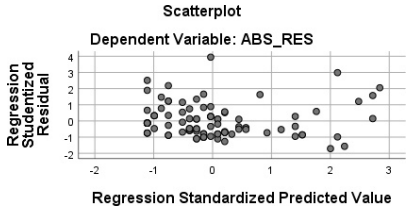
The font used is

Picture. 1 P-Plot Test Results

Picture.1P-Plot Test Results
Source: SPSS Output Data (2025)

Based on the Kolmogorov-Smirnov value in the One-Sample Kolmogorov-Smirnov Test table, it is 0.074. This shows that this model has a Kolmogorov-Smirnov value greater than the significance level (0.05), and the results of the points on the Normal PP Plot Of Regression Standardized Residual graph do not spread from the straight line (diagonal), so it can be concluded that this model fulfills the normality test, namely normally distributed.

b. Heteroscedasticity Test (Glejser Test)



Picture.2 Heteroscedasticity Test Results

Source: SPSS Output Data (2025)

From the picture above shows that the points spread randomly, do not form a regular pattern, spread in all directions, both above and below the number 0. Thus there is no heteroscedasticity problem until a good and ideal regression model is fulfilled.

Simple Linear Regression Equation

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Table.15 Simple Linear Regression Equation

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.908	1,160		3.368	.001
	CM	.789	.032	.928	24,294	.000

a. Dependent Variable: KP
Source: SPSS Output Data (2025)

Based on Table.14, a simple regression equation is obtained as follows:

$Y = a + bX$

$Y = 3.908 + 0.789$

The equation above shows that the coefficients of the two variables are positive, namely 3.908, for the Purchase Satisfaction variable (Y) of 0.789 for the Conversational Marketing variable. So it can be concluded that the Conversational Marketing (X) and Purchase Satisfaction (Y) variables have a positive effect.

Hypothesis Test

Hypothesis testing in this study uses simple linear regression analysis. This analysis is used to determine whether there is an influence of the independent variable (X) on the dependent variable (Y). Simple linear analysis is done with the Coefficient of Determination (R^2) and T test.

a. The t-test

Table 16T-Test or Partial Results

Coefficientsa

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.908	1,160		3.368	.001
	CM	.789	.032	.928	24,294	.000

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a. Dependent Variable: KP
Source: SPSS Output Data (2025)

Based on the results of the t test above, it can be seen that the significance value is 0.001. The provisions for making decisions on whether the hypothesis is accepted or rejected are based on the magnitude of the significance value. If the significance is smaller or equal to 0.05, the hypothesis is accepted. The results of the research obtained a significance value of 0.001 <0.05, so it can be concluded that Ha which states that Conversational Marketing has a significant effect on Purchase Satisfaction at the light bolu shop in North Toraja Regency.

b. Coefficient of Determination (R2)

Table 17 Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928[a]	.861	.860	2,660

a. Predictors: (Constant), CMSource: SPSS Output Data (2025)

Based on the table above, the R coefficient of 0.928 means that Conversational Marketing has a close relationship with purchase satisfaction, while the coefficient of determination (R square) is 0.861 or 86.1%. This means that the five indicators in Conversational Marketing can explain Purchase Satisfaction at the

light bolu shop in North Toraja Regency. While the remaining 13.9% is influenced by other factors that are not included in this research.

Discussion

The discussion of the effect of conversational marketing strategies on

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consumer purchasing decisions at the light bolu shop in North Toraja Regency is to answer the formulation of problems and hypotheses that state conversational marketing has a direct effect on purchasing decisions. Conversational marketing in this study is described in 4 indicators, namely communication skills, product knowledge, creativity, empathy. While purchasing decisions in this study are described in five indicators, namely product brand, seller, quantity, time, and payment method.

Based on the simple linear regression path analysis model, it shows that conversational marketing (X) has a significant effect on purchasing decisions (Y). This can be seen from the path coefficient acquisition value of 0.789 with a p-value of 0.001. This is because the p-value of 0.001 <5%, so it can be said to have a significant effect. Because the path coefficient is positive, which is 0.789, it identifies that the influence of the two is unidirectional. This means that the better conversational marketing is, the more purchasing decisions will increase. Vice versa, the worse conversational marketing is, the more purchasing decisions will decrease.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Conversational marketing has an effect on purchasing decisions. This means that the better Conversational marketing will increase purchasing decisions. This has been proven by hypothesis testing, both through simple linear regression analysis techniques and partial test analysis (t test).

1. Based on partial testing (t test), it can be seen that the sig value. 0.001 <0.05, it is known that Ha states that conversational marketing of products affects purchasing

decisions at the light bolu shop in North Toraja Regency.

2. Based on the results of the coefficient of determination (R square) of 0.861 or 86.1%.

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Suggestions

Based on the research results, discussion and conclusions obtained, the following suggestions can be given.

1. For Cahaya Bolu Store Managers, they should maintain and increase the intensity of Conversational marketing that has been implemented in the store.
2. For the manager of Toko Cahaya Bolu, it is recommended to stay focused on Customer Engagement because good conversational marketing can build closer relationships with customers through personalized and responsive conversations.
3. Future researchers can develop this research with other factors that influence purchasing decisions, such as purchasing interest and products or use other methods in researching buyer decisions, for example through in-depth interviews with consumers so that the information obtained can be more varied from the questionnaire whose answers are already available.

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