

## ABSTRAK

**Rafi Hemanda Wicaksana, 2022, Pengaruh *Word Of Mouth*, Harga, Dan Lokasi Terhadap Minat Beli Produk Classic Coffee Sumenep.** Skripsi : Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Wiraraja Madura. Pembimbing : Unsul Abrar, SE. MM.

Minat Beli merupakan seberapa besar kemungkinan konsumen membeli suatu merek dan jasa atau seberapa besar kemungkinan konsumen untuk berpindah dari satu merek ke merek lainnya.

Jenis Penelitian ini adalah penelitian kuantitatif, dengan populasi konsumen Classic Coffee Sumenep. Teknik pengambilan sampel pada penelitian ini teknik non probability sampling. Pengumpulan data dilakukan dengan menggunakan teknik kuesioner dan observasi. Analisis data yang digunakan adalah Uji Statistik Deskriptif, Analisis Instrumen Penelitian, Uji Asumsi Klasik, Uji Regresi Linear Berganda, Uji Hipotesis.

Hasil penelitian ini diketahui bahwa nilai signifikan variabel *Word Of Mouth* (X1) adalah  $0,03 < 0,05$  sehingga dapat disimpulkan bahwa *Word Of Mouth* (X1) terdapat pengaruh secara signifikan terhadap minat beli produk (Y). Nilai signifikan variabel Harga (X2) adalah  $0,03 < 0,05$  sehingga dapat disimpulkan bahwa Harga (X2) terdapat pengaruh secara signifikan terhadap minat beli produk (Y). Nilai signifikan variabel Lokasi (X3) adalah  $0,043 < 0,05$  sehingga dapat disimpulkan bahwa Lokasi (X3) terdapat pengaruh signifikan terhadap minat beli produk (Y). Dan untuk secara simultan menunjukkan bahwa *Word Of Mouth* (X1), Harga (X2) dan Lokasi berpengaruh secara simultan terhadap minat beli produk di Classic Coffee Sumenep.

**Kata Kunci :** *Word Of Mouth*, Harga, Lokasi terhadap Minat Beli Produk

## **ABSTRACT**

**Rafi Hemanda Wicaksana, 2022, *Effect of Word Of Mouth, Price, and Location on Interest in Buying Classic Coffee Sumenep Products.*** Thesis : Management Studies Program, Faculty of Economics and Business, University of Wiraraja Madura. Supervisor : Unsul Abrar, SE. MM.

*Buying interest is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another.*

*This type of research is a quantitative research, with a population of consumers of Classic Coffee Sumenep. The sampling technique in this study was a non-probability sampling technique. Data was collected using questionnaires and observation techniques. Analysis of the data used is Descriptive Statistical Test, Analysis of Research Instruments, Classical Assumption Test, Multiple Linear Regression Test, Hypothesis Testing.*

*The results of this study note that the significant value of the Word Of Mouth (X1) variable is  $0.03 < 0.05$  so it can be concluded that the Word Of Mouth (X1) has a significant effect on product buying interest (Y). The significant value of the price variable (X2) is  $0.03 < 0.05$  so it can be concluded that the price (X2) has a significant influence on product buying interest (Y). The significant value of the Location variable (X3) is  $0.043 < 0.05$  so it can be concluded that Location (X3) has a significant influence on product purchase intention (Y). And to simultaneously show that Word Of Mouth (X1), Price (X2) and Location have a simultaneous effect on product buying interest at Classic Coffee Sumenep.*

**Keywords :** *Word Of Mouth, Price, Location on Product Purchase Interest*