

## RINGKASAN

Salman Dwi Affandi. Program Studi Teknologi Industri Pertanian. Fakultas Pertanian. Universitas Muhammdiyah Jember Agustus 2024. Pengaruh Word of Mouth, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Kopi Bubuk KSU Buah Ketakasi. Dosen Pembimbing Andika Putra Setiawan, S.ST., M.T dan Danu Indra Wardhana, S.TP., M.P.

Kabupaten yang memiliki luas lahan terbesar di Jawa Timur yaitu Malang dengan luas 20.491 ha dan Jember dengan luas 18.321 ha. Namun sekarang pasar kopi semakin meningkat hal ini menyebabkan persaingan semakin ketat yang bisa menyebabkan penurunan pendapatan maka harus dilakukan sebuah promosi yang akan mempengaruhi keputusan pembelian. Selain itu yang menjadi penyebab penurunan pendapatan yaitu bahan baku yang harganya semakin meningkat dengan kualitas yang biasa saja.

Analisis penelitian yang digunakan pada penelitian ini adalah analisis regresi linier berganda dengan pengujian hipotesis secara parsial (uji T) dan pengujian secara bersama-sama (uji F), serta uji validitas dan reliabilitas. Metode analisis regresi linier berganda dinilai dari uji hipotesis X dan Y dan koefisiensi determasi.

Berdasarkan hasil penelitian yaitu seluruh variabel *word of mouth*, kualitas produk dan harga secara parsial dikatakan valid karena r hitung lebih besar dari r tabel dan secara simultan dapat di katakan reliabel karena *cronbach's alpha* lebih dari 0,6. Sedangkan dengan pengujian uji t variabel *word of mouth* berpengaruh terhadap keputusan pembelian karena variabel *word of mouth* memiliki t hitung 2.001 lebih besar dari t tabel 1.675 ( $2.001 > 1.675$ ), variabel kualitas produk juga sangat berpengaruh terhadap keputusan pembelian karena variabel kualitas produk memiliki t hitung 3.244 lebih besar dari t tabel 1.675 ( $3.244 > 1.675$ ), dan variabel harga berpengaruh terhadap keputusan pembelian karena variabel harga memiliki t hitung 2.654 lebih besar dari t tabel 1.675 ( $2.654 > 1.675$ ) dan F hitung 35.168 > F tabel 4.027 maka kesimpulan secara simultan berpengaruh antara masing – masing variabel.

## SUMMARY

Salman Dwi Affandi. *Agricultural Industrial Technology Study Program. Faculty of Agriculture. Muhammdiyah University Jember August 2024. The Influence of Word of Mouth, Product Quality and Price on Purchasing Decisions for KSU Ketakasi Fruit Ground Coffee. Supervisors Andika Putra Setiawan, S.ST., M.T and Danu Indra Wardhana, S.TP., M.P.*

*The districts with the largest land area in East Java are Malang with an area of 20,491 ha and Jember with an area of 18,321 ha. However, now that the coffee market is increasing, this causes competition to become tighter, which can lead to a decrease in income, so promotions must be carried out that will influence purchasing decisions. Apart from that, the cause of the decline in income is that the price of raw materials is increasing with mediocre quality so that producers are confused about selling coffee products because product quality also influences purchasing decisions.*

*The research analysis used in this research is multiple linear regression analysis with partial hypothesis testing (T test) and joint testing (F test), as well as validity and reliability tests. The multiple linear regression analysis method is assessed by testing the X and Y hypotheses and the coefficient of determination.*

*Based on the research results, all the variables word of mouth, product quality and price are partially said to be valid because the calculated  $r$  is greater than the  $r$  table and simultaneously can be said to be reliable because Conbach's alpha is more than 0.6. Meanwhile, by testing the  $t$  test, the word of mouth variable influences purchasing decisions because the word of mouth variable has a  $t$  count of 2,001 which is greater than the  $t$  table of 1,675 ( $2,001 > 1,675$ ), the product quality variable also greatly influences purchasing decisions because the product quality variable has a  $t$  count. 3,244 is greater than  $t$  table 1,675 ( $3,244 > 1,675$ ), and the price variable influences purchasing decisions because the price variable has  $t$  table 2,654 greater than  $t$  table 1,675 ( $2,654 > 1,675$ ) and  $F$  count 35,168  $>$   $F$  table 4,027 so the conclusion is simultaneous influence between each variable.*