

ABSTRAK

Dalam persaingan bisnis makanan ringan yang semakin ketat, penting bagi pelaku usaha untuk memahami faktor-faktor yang memengaruhi keputusan pembelian konsumen. Mak Enak, sebagai salah satu usaha makanan ringan di Kabupaten Jember, terus berupaya meningkatkan daya saing melalui pemasaran, inovasi produk, dan pengalaman pelanggan. Penelitian ini fokus pada tiga faktor utama yang dapat mempengaruhi keputusan konsumen membeli produk Mak Enak, yaitu *Word Of Mouth*, kualitas produk, dan *experiential marketing*. Metode penelitian yang digunakan adalah kuantitatif dengan jenis *explanatory research* terhadap konsumen Mak Enak. Data yang diperoleh dianalisis menggunakan teknik analisis uji t untuk mengetahui signifikansi pengaruh masing-masing variabel independen terhadap variabel dependen, yaitu keputusan pembelian. Hasil penelitian menunjukkan bahwa *Word Of Mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, yang ditunjukkan dengan komunikasi aktif dan rekomendasi dari konsumen berperan penting dalam meningkatkan minat beli. Kualitas produk juga terbukti memberikan pengaruh signifikan melalui dimensi kinerja, daya tahan, kesesuaian spesifikasi, fitur tambahan, dan estetika, sehingga persepsi positif konsumen terhadap mutu produk mendorong terjadinya keputusan pembelian. Selain itu, *experiential marketing* yang meliputi aspek *sense* (panca indera), *feel* (emosi), *think* (kognitif), *act* (perilaku), dan *relate* (hubungan relasional), juga berpengaruh positif dan signifikan dalam menciptakan pengalaman konsumen yang berkesan dan membangun loyalitas, sehingga memperkuat keputusan pembelian.

Kata Kunci : Word Of Mouth, kualitas produk, *experiential marketing*, keputusan pembelian,

ABSTRACT

In the increasingly fierce competition of snack food business, it is important for business actors to understand the factors that influence consumer purchasing decisions. Mak Enak, as one of the snack food businesses in Jember Regency, continues to strive to improve competitiveness through marketing, product innovation, and customer experience. This study focuses on three main factors that can influence consumer decisions to purchase Mak Enak products, namely Word of Mouth, product quality, and experiential marketing. The research method used is quantitative with the type of explanatory research on Mak Enak consumers. The data obtained were analyzed using t-test analysis techniques to determine the significance of the influence of each independent variable on the dependent variable, namely purchasing decisions. The results of the study indicate that Word of Mouth has a positive and significant effect on purchasing decisions, which is indicated by active communication and recommendations from consumers playing an important role in increasing purchasing interest. Product quality is also proven to have a significant influence through the dimensions of performance, durability, conformity to specifications, additional features, and aesthetics, so that consumers' positive perceptions of product quality encourage purchasing decisions. In addition, experiential marketing, which includes aspects of sense (five senses), feel (emotion), think (cognitive), act (behavior), and relate (relational relationships), also has a positive and significant influence in creating memorable consumer experiences and building loyalty, thereby strengthening purchasing decisions.

Keywords: Word of Mouth, product quality, experiential marketing, purchasing decisions