

**ANALISIS PENGARUH *WORD OF MOUTH*
TERHADAP KEPUTUSAN PEMBELIAN PADA
CAFE FLOOR
(Studi Kasus Pada Masyarakat Kecamatan Bengkalis)**

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Abstrak

Penelitian ini dilakukan bertujuan untuk menganalisa tanggapan responden terhadap *Word of Mouth*, menganalisa tanggapan responden terhadap keputusan pembelian, dan untuk menganalisa pengaruh *Word of Mouth* terhadap keputusan pembelian pada Cafe Floor. Penelitian ini adalah penelitian asosiatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *NonProbability Sampling* dengan teknik *Purposive Sampling*, jumlah responden sebanyak 100 responden. Hasil penelitian ini dianalisis menggunakan regresi linear sederhana dan menunjukkan signifikan. Koefisien korelasi bernilai positif dan searah sebesar 0,620. Persamaan regresi linear sederhana yang bernilai positif pada $Y=28,267 + 0,955X$ dan koefisien determinasi menunjukkan angka 0,385 yang artinya *Word of Mouth* mempengaruhi keputusan pembelian sebesar 38,5%, sedangkan 61,5% dipengaruhi oleh variabel lain diluar penelitian seperti, kualitas pelayanan, harga, lokasi, promosi, kualitas produk. Hasil penelitian ini menunjukkan bahwa *Word of Mouth* berpengaruh dan signifikan terhadap keputusan pembelian dengan nilai thitung lebih besar dari ttabel yaitu $5,941 > 1,984$ yang berarti H_a diterima dan H_o ditolak. Ini menyatakan bahwa variabel *Word of Mouth* mempengaruhi keputusan pembelian.

Kata Kunci: Cafe Floor, Keputusan Pembelian, Perilaku Konsumen, Regresi Linear Sederhana, *Word of Mouth*

ANALYSIS OF THE EFFECT OF WORD OF MOUTH ON PURCHASING DECISIONS AT CAFE FLOOR (Case Study on Bengkalis Community)

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Abstract

This study was conducted to analyze respondents' reactions to word-of-mouth, analyze respondents' reactions to purchasing decisions, and analyze the influence of word-of-mouth on purchasing decisions at Cafe Floor. This is an associative study. The sampling technique used in this study was non-probability sampling with a purposive sampling method, involving a total of 100 respondents. The results of this study were analyzed using simple linear regression and were found to be significant. The correlation coefficient was positive and in the same direction, with a value of 0.620. The positive simple linear regression equation is $Y = 28.267 + 0.955X$, and the coefficient of determination is 0.385, meaning that word-of-mouth influences purchasing decisions by 38.5%, while 61.5% is influenced by other variables outside the scope of this study, such as service quality, price, location, promotions, and product quality. The results of this study indicate that Word of Mouth has a significant effect on purchasing decisions, with a calculated t-value greater than the critical t-value ($5.941 > 1.984$), meaning that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_o) is rejected. This confirms that the Word of Mouth variable influences purchasing decisions.

Keywords: *Cafe Floor; Consumer Behavior; Purchase Decision, Simple Linear Regression, Word of Mouth*