ABSTRAK

Gervasius Rivaldino Daput. 20102220013. Analisis Pengaruh Eksistensi Lokasi Dan *Word Of Mouth* Terhadap Keputusan Pembelian Produk Keripik Jagung Di UMKM Jaya Tani Kelurahan Gedog Kota Blitar. Pembimbing: Jeka Widiatama, S.P.,M.P.

UMKM keripik jagung Jaya Tani perlu menjaga dan bahkan meningkatkan usahanya dalam memenuhi kebutuhan dan keinginan konsumen, mengingat persaingan di sektor keripik jagung serta makanan ringan dan oleh-oleh yang semakin ketat di kota Blitar. Penting bagi UMKM Jaya Tani untuk memperhatikan keberadaan lokasi usaha dan promosi dari mulut ke mulut *(word of mouth)*, mengingat pengaruh kedua elemen dalam bauran pemasaran terhadap keputusan pembelian konsumen. Tujuan penelitian ini untuk menganalisis pengaruh dan variabel yang paling dominan antara eksistensi lokasi (X1), *Word of Mouth* (X2) dan terhadap proses keputusan pembelian produk keripik jagung Jaya Tani. Jenis penelitian ini adalah kuantitatif dengan jumlah sampel sebesar 30 dan metode yang digunakan untuk menganalisis yaitu *Structural Equation Modeling Partial Least Square* (SEM-PLS) dengan alat Smart-Pls versi 4.0. Uji yang digunakan adalah uji outer model, uji inner model, serta uji hipotesis. Berdasarkan hasil uji validitas menujukkan bahwa nilai loading factor> 0.7 dan nilai AVE> 0.5 dinyatakan valid. Pada uji reliabilitas nilai composite reliability dan cronbach's alpha > 0.7 dikatakan reliabel. Dapat disimpulkan bahwa H1 ditolak, menunjukkan bahwa lokasi (X1) memiliki pengaruh positif namun tidak signifikan terhadap proses keputusan pembelian konsumen (Y). Sementara itu, hipotesis H2 diterima, menyatakan bahwa *word of mouth* (X2) berdampak positif dan signifikan terhadap proses keputusan pembelian konsumen (Y). Hipotesis terakhir, H3, juga diterima, dengan data menunjukkan bahwa nilai *effect size* variabel word of mouth adalah 0.323, lebih besar dibandingkan dengan variabel lokasi yang hanya sebesar 0.034. Berdasarkan hasil ini, dapat disimpulkan bahwa variabel *word of mouth* (X2) memiliki pengaruh lebih besar dibandingkan variabel lokasi (X1) dalam memengaruhi proses keputusan pembelian konsumen (Y) untuk produk keripik jagung Jaya Tani.

Kata Kunci : Lokasi, Keputusan Pembelian, *Structural Equation Modeling Partial Least Square* (SEMPLS)

ABSTRACT

Gervasius Rivaldino Daput. 20102220013. Analysis of the Influence of Location Existence and Word of Mouth on Purchase Decisions of Corn Chips Products at Jaya Tani MSME in Gedog Village, Blitar City. Advisor: Jeka Widiatama, S.P., M.P.

Jaya Tani corn chips MSME the business should strive to maintain and even improve its business in meeting consumer wants and needs, considering the increasing business competition in the corn chips sector as well as snacks and souvenirs in Blitar city. The existence of location and promotion through word of mouth must be closely considered by Jaya Tani corn chips MSME, given the relevance of these marketing mix elements to purchase decisions. The purpose of this study is to analyze the influence and the most dominant variable between location existence (X1), Word of Mouth (X2) on the purchase decision process of Jaya Tani corn chips products. This research is quantitative with a sample size of 30 and the method used for analysis is Structural Equation Modeling Partial Least Square (SEM-PLS) with Smart-Pls version 4.0 tool. The tests used are outer model test, inner model test, and hypothesis test. Based on the validity test results, it shows that the loading factor value > 0.7 and AVE value > 0.5 are declared valid. In the reliability test, the composite reliability and Cronbach's alpha values > 0.7 are said to be reliable. It can be concluded that H1 is rejected, which states that location (X1) has a positive and insignificant effect on the consumer purchase decision process (Y). The next hypothesis is H2, which is accepted that word of mouth (X2) has a positive and significant effect on the consumer purchase decision process (Y). The last hypothesis is H3 is accepted where based on the data, it is found that the effect size value on the word of mouth variable is 0.323, which is greater than the location variable of 0.034. Based on these results, it can be stated that the word of mouth variable (X2) has a greater influence than the location variable (X1) in influencing the consumer purchase decision process (Y) of Jaya Tani corn chips products.

Keywords : Location, Purchase Decision, Structural Equation Modeling Partial Least Square (SEM-PLS)