

Bambang Sugianto, 09312021, **Analisis Pengaruh *Word of Mouth* Terhadap Minat Konsumen Untuk Membeli Produk R.M Rocket Chicken Di Gresik**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Agustus 2013

Abstraksi

Penelitian ini bertujuan melakukan pengujian *word of mouth* yang terdiri dari *word of mouth* dimensi *talkers* (X1), *word of mouth* dimensi *topics* (X2) dan *word of mouth* dimensi *taking parts* (X3) terhadap minat beli konsumen (Y). *Word of mouth* atau komunikasi dari mulut ke mulut merupakan proses komunikasi yang berupa pemberian rekomendasi baik secara individu maupun kelompok terhadap suatu produk atau jasa yang bertujuan untuk memberikan informasi secara personal. Dengan menggunakan 100 sampel dengan teknik *accidental sampling*. untuk mengetahui tanggapan responden terhadap masing-masing variabel. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa analisis kuantitatif dan analisis kualitatif. Analisis kuantitatif meliputi uji validitas dan reliabilitas, uji asumsi klasik, uji hipotesis lewat uji F dan uji t serta uji. Teknik analisis data yang digunakan adalah analisis regresi linear berganda yang berfungsi untuk membuktikan hipotesis penelitian. Data-data yang telah memenuhi uji validitas, uji reliabilitas, dan uji asumsi klasik diolah sehingga menghasilkan persamaan regresi sebagai berikut :

$Y = 0,467X1 + 0,070X2 + 0,173X3$. Berdasarkan hasil analisis statistik mendapatkan bahwa ketiga faktor *word of mouth* dimensi *talkers*, *word of mouth* dimensi *topics*, dan *word of mouth* dimensi *taking parts* memiliki berpengaruh positif dan signifikan terhadap sikap konsumen. Pengujian hipotesis menggunakan uji t menunjukkan bahwa tiga variabel independen yang diteliti terbukti secara signifikan mempengaruhi variabel dependen sikap konsumen. Kemudian melalui uji F dapat diketahui bahwa variabel *word of mouth* dimensi *talkers*, *word of mouth* dimensi *topics*, dan *word of mouth* dimensi *taking parts* berpengaruh signifikan secara bersama sama dalam sikap konsumen. Dari tiga variabel yang paling berpengaruh adalah variabel *word of mouth* dimensi *talkers* dengan koefisien regresi sebesar 0,397, sedangkan variabel yang paling kecil mempengaruhi adalah variabel *word of mouth* dimensi *topics* dengan koefisien regresi sebesar 0,070.

Kata kunci : *word of mouth*, *talkers*, *topics*, *taking parts*

BambangSugianto , 09312021, *Analyzing the Effect of word of mouth to intention To Buy Products R.M Rocket Chicken In Gresik* , Management, Faculty of Economics, Muhammadiyah University Of Gresik , August 2013

Abstract

This study aimed to test the word of mouth that consists of word of mouth talkers dimensions (X1), word of mouth topics dimensional (X2) and word of mouth dimension taking parts (X3) on consumer buying interest (Y). Word of mouth or word of mouth communication is a communication process for the provision of advice, either individually or in groups for a product or service that aims to provide personal information. By using 100 samples with accidental sampling technique. to determine the respondents to each variable. Then the analysis of the data obtained in the form of quantitative analysis and qualitative analysis. Quantitative analysis includes validity and reliability, the classical assumption, hypothesis testing by F test and t test, and test. The data analysis technique used is multiple linear regression analysis which serves to prove the research hypothesis. The data that have met the test of validity, reliability testing, and classical assumption processed to produce a regression equation as follows: $Y = 0.467 + 0.070 X1 + 0.173 X2 + X3$. Based on the results of the statistical analysis found that the three-dimensional factor talkers word of mouth, word of mouth topics dimensions, and dimension-taking word of mouth parts have positive and significant impact on consumer attitudes. Hypothesis testing using t-test showed that the three independent variables studied was shown to significantly affect the dependent variable of consumer attitudes. Then through the F test can be seen that the variable dimensions talkers word of mouth, word of mouth topics dimensions, and word of mouth dimension taking significant parts with the same effect in consumer attitudes. Of the three most influential variable is the variable dimensions of word of mouth talkers with regression coefficient of 0.397, while the smallest variable is the variables influencing word of mouth topics dimensions with regression coefficient of 0.070.

Key Words: Word of Mouth, Talkers, Topics, Taking Parts