

ABSTRAK

Putri Abdi Ningsih, 2024, Pengaruh Persepsi Kualitas Produk, Keragaman Produk, *Eletronic Word Of Mouth* Dan Persepsi Harga Terhadap Minat Beli Konsumen Pada UMKM *My Keranjang Store* Madiun. Program Studi Manajemen. Fakultas Ekonomi Dan Bisnis, Universitas PGRI Madiun. Pembimbing (1) Dr. Heny Sidanti S.E., M.M, Pembimbing (2) Indra Ayu Fatmala, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi kualitas produk, keragaman produk, *electronic word of mouth* dan perspsi harga terhadap minat beli konsumen UMKM *My Keranjang Store* Madiun. Metode penelitain yang digunakan adalah kuantitatif dengan responden penelitian adalah 100 orang. Data dikumpulkan menggunakan kuisisioner dan dianalisa dengan regresi linear berganda menggunakan *SPSS 20 for windows*. Hasil penelitian ini menunjukkan bahwa 1) persepsi kualitas produk berpengaruh positif signifikan terhadap minat beli 2) keragaman produk berpengaruh positif dan signifikan terhadap minat beli 3) *Electronic Word of Mouth* berpengaruh positif dan signifikan terhadap minat beli 4) persepsi harga berpengaruh positif dan signifikan terhadap minat beli. Implikasi manajerial penelitian ini yaitu perlu melakukan riset pasar agar mendapatkan pemahaman yang lebih mendalam tentang faktor-faktor lain yang dapat mempengaruhi minat beli konsumen pada UMKM *My Keranjang Store* Madiun.

Kata Kunci: Persepsi Kualitas Produk, Keragaman Produk, *Electronic Word Of Mouth*, Persepsi Harga, Minat Beli.

ABSTRACT

Putri Abdi Ningsih, 2024, The Effect of Perceptions of Product Quality, Product Diversity, Eletronic Word Of Mouth and Price Perceptions on Consumer Purchase Interest in MSME My Keranjang Store Madiun. Management Study Program. Faculty of Economics and Business, PGRI Madiun University. Supervisor (1) Dr. Heny Sidanti S.E., M.M, Supervisor (2) Indra Ayu Fatmala, S.E., M.M.

This study aims to determine the effect of perceived product quality, product diversity, electronic word of mouth and price perceptions on consumer buying interest in MSME My Keranjang Store Madiun. The research method used is quantitative with 100 research respondents. Data were collected using questionnaires and analyzed with multiple linear regression using SPSS 20 for windows. The results of this study indicate that 1) perceived product quality has a significant positive effect on purchase intention 2) product diversity has a positive and significant effect on purchase intention 3) Electronic Word of Mouth has a positive and significant effect on purchase intention 4) price perception has a positive and significant effect on purchase intention. The managerial implication of this research is that it is necessary to conduct market research in order to gain a deeper understanding of other factors that can influence consumer buying interest in My Keranjang Store Madiun MSMEs.

Keywords: *Perception of Product Quality, Product Diversity, Electronic Word Of Mouth, Price Perception, Purchase Intention.*