

## ABSTRAK

Yossi Pradevi, Pengaruh Gaya Hidup, Promosi, E-WOM, Persepsi Kualitas dan Persepsi Harga terhadap Minat Beli Konsumen Restoran Korea Jjangyori di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Pembimbing (II) Indra Ayu Fatmala, S.E., M.M.

Penelitian ini bertujuan untuk memberikan data empiris pada masing-masing variabel, adanya pengaruh gaya hidup, promosi, E-WOM, persepsi kualitas, dan persepsi harga terhadap minat beli pada konsumen restoran Korea Jjangyori di Kota Madiun. Penelitian ini menggunakan metode kuantitatif dengan jumlah sampel sebanyak 210 responden. Teknik pengambilan sampel menggunakan teknik *non probabilitas sampling* dengan kategori *purposive sampling*. Pengambilan data menggunakan kuesioner dengan penyebaran melalui *Google Form*. Teknik analisis data menggunakan alat uji berupa *software smartPLS 3.0*. Hasil penelitian ini menunjukkan bahwa variabel 1) gaya hidup tidak berpengaruh positif dan signifikan terhadap minat beli konsumen, 2) promosi berpengaruh positif dan signifikan terhadap minat beli konsumen, 3) E-wom tidak berpengaruh positif dan signifikan terhadap minat beli konsumen, 4) persepsi kualitas tidak berpengaruh positif dan signifikan terhadap minat beli konsumen, 5) persepsi kualitas berpengaruh positif dan signifikan terhadap minat beli konsumen pada restoran Korea Jjangyori di kota Madiun.

**Kata kunci:** Gaya Hidup, Promosi, E-WOM, Persepsi Kualitas, Persepsi Harga, Minat Beli

## ABSTRACT

*Yossi Pradevi. The Influence of Lifestyle, Promotion, E-WOM, Perceived Quality and Perceived Price towards Consumer Purchase Interest of Korean Jjangyori Restaurant in Madiun City. Thesis. Management Department. Economics and Business Faculty, PGRI Madiun University. Advisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Advisor (II) Indra Ayu Fatmala, S.E., M.M.*

*This study aimed to provide empirical data on each variable, the influence of lifestyle, promotion, E-WOM, perceived quality, and perceived price towards consumer purchase interest of Korean Jjangyori restaurant in Madiun City. This study used a quantitative method with a sample size of 210 respondents. The sampling technique used a non-probability sampling technique with a purposive sampling category. Data collection used a questionnaire distributed via Google Form. The data analysis technique used a test tool in the form of smartPLS 3.0 software. The results of this study indicate: 1) lifestyle does not have a positive and significant effect towards consumer purchase interest, 2) promotion has a positive and significant effect towards consumer purchase interest, 3) E-wom does not have a positive and significant effect towards consumer purchase interest, 4) perceived quality does not have a positive and significant effect towards consumer purchase interest, 5) perceived quality has a positive and significant effect towards consumer purchase interest at the Korean Jjangyori restaurant in Madiun City.*

**Keyword:** *Lifestyle, Promotion, E-WOM, Quality Perception, Price Perception, Purchase Interest*