ABSTRAK

Ilham Jua Marimba, Pengaruh *Electronic Word of Mouth (E-WOM)* dan Persepsi Kualitas terhadap Keputusan Pembelian Kuliner Viral TikTok dengan Minat Beli sebagai Variabel *Intervening* (Studi pada Sate Gule Kambing Binowo Madiun). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing I: Dr. Karuniawati Haasanah, S.E., M.M. Pembimbing II:Indra Ayu Fatmala, S.E., M.M., CPSMM

Penelitian ini bertujuan untuk memberikan bukti empiris tentang pengaruh *Electronic Word of Mouth* (*E-WOM*) dan Persepsi Kualitas terhadap Keputusan Pembelian kuliner viral TikTok dengan Minat Beli sebagai variabel *Intervening* (Studi pada Sate Gule Kambing Binowo Madiun). Penelitian ini menggunakan metode penelitian Kuantitatif. Populasi penelitian ini adalah konsumen dari Sate Gule Kambing Binowo Madiun sebanyak 384 orang melalui kuesioner. Teknik pengumpulan data penelitian menggunakan teknik *Nonprobability Sampling* dengan metode pengambilan sampel menggunakan *Purposive Sampling*. Metode analisis data penelitian ini menggunakan analisis Jalur Path dengan menggunakan program SPSS 25. Analisis data yang dilakukan dengan menggunakan Uji Asumsi Klasik, Uji Analisis Path, Uji t, dan Uji Sobel. Hasil penelitian ini membuktikan bahwa 1) *Electronic Word of Mouth (E-WOM)* berpengaruh positif dan signifikan terhadap Minat Beli pada Sate Gule Kambing Binowo Madiun. 2) Persepsi Kualitas berpengaruh positif dan signifikan terhadap Minat Beli pada Sate Gule Kambing Binowo Madiun. 3) Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian pada Sate Gule Kambing Binowo Madiun. 4) *Electronic Word of Mouth* (*E-WOM*) berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan Minat Beli sebagai variabel *Intervening* pada Sate Gule Kambing Binowo Madiun. 5) Persepsi Kualitas berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan Minat Beli sebagai variabel *Intervening* pada Sate Gule Kambing Binowo Madiun.

Kata Kunci: *Electronic Word of Mouth (E-WOM)*, Persepsi Kualitas, Minat Beli, Keputusan Pembelian

ABSTRACT

Ilham Jua Marimba, The Effect of Electronic Word of Mouth (E-WOM) and Perceived Quality on Viral TikTok Culinary Purchasing Decisions with Purchase Intention as an Intervening Variable (Study on Satay Gule Kambing Binowo Madiun). Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor I: Dr. Karuniawati Hasanah,S.E., M.M. Advisor II: Indra Ayu Fatmala, S.E., M.M., CPSMM

This study aims to provide empirical evidence about the effect of Electronic Word of Mouth (E-WOM) and Perceived Quality on TikTok viral culinary Purchasing Decisions with Purchase Intention as an Intervening variable (Study on Satay Gule Kambing Binowo Madiun). This study uses Quantitative research methods. The population of this study were 384 consumers of Sate Gule Kambing Binowo Madiun through a questionnaire. The research data collection technique used Nonprobability Sampling technique with sampling method using Purposive Sampling. This research data analysis method uses path analysis using the SPSS 25 program. Data analysis was carried out using the Classical Assumption Test, Path Analysis Test, t test, and Sobel Test. The results of this study prove that 1) Electronic Word of Mouth (E-WOM) has a positive and significant effect on Buying Interest in Binowo Goat Satay Gule Madiun. 2) Perceived Quality has a positive and significant effect on Buying Interest in Binowo Goat Satay Gule Madiun. 3) Purchase Intention has a positive and significant effect on Purchasing Decisions at Binowo Goat Satay Gule Madiun. 4) Electronic Word of Mouth (E-WOM) has a positive and significant effect on Purchasing Decisions with Purchase Intention as an Intervening variable at Binowo Goat Gule Satay Madiun. 5) Perceived Quality has a positive and significant effect on Purchasing Decisions with Purchase Intention as a variable.

Keywords: Electronic Word of Mouth (E-WOM), Perceived Quality, Purchase Intention, Purchase Decision