ABSTRAK

Shelly Marcelina Ardyanti. 2026. Pengaruh Promosi, Persepsi Harga, Persepsi Konsumen, dan *Word of Mouth* terhadap Minat Beli Keripik Tempe eLPe Produksi Warga Binaan Lapas Kelas I Madiun. Skripsi. Program Studi Manajemen. Fakultas Ekonomi dan Bisnis. Universitas PGRI Madiun. Pembimbing (I) Dr.Rizal Ula Ananta Fauzi, S.E., M.M., (II) Dr. Apriyanti, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, persepsi harga, persepsi konsumen, dan *word of mouth* terhadap minat beli Keripik Tempe eLPe produksi warga binaan Lapas Kelas I Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 385 responden. Teknik analisis data yang digunakan adalah regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa promosi berpengaruh positif dan signifikan terhadap minat beli. Persepsi harga berpengaruh positif dan signifikan terhadap minat beli. Persepsi konsumen berpengaruh positif dan signifikan terhadap minat beli. Selain itu, *word of mouth* juga berpengaruh positif dan signifikan terhadap minat beli Keripik Tempe eLPe produksi warga binaan Lapas Kelas I Madiun. Hasil penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pengelola dalam meningkatkan minat beli konsumen melalui strategi promosi yang efektif, penetapan harga yang sesuai, pembentukan persepsi positif konsumen, serta optimalisasi *word of mouth*.

Kata Kunci: Promosi, Persepsi Harga, Persepsi Konsumen, *Word of Mouth*, Minat Beli, Lapas Kelas 1 Madiun

ABSTRACT

Shelly Marcelina Ardyanti. 2026. The Influence of Promotion, Price Perception, Consumer Perception, and Word of Mouth (WoM) on Purchase Intention of eLPe Tempe Chips Produced by Inmates of Class I Madiun Correctional Institution. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M., (II) Dr. Apriyanti, S.E., M.M.

This study aims to determine the influence of promotion, price perception, consumer perception, and word of mouth on the purchase intention of eLPe Tempe Chips produced by inmates of Class I Madiun Correctional Institution. This research employed a quantitative approach using a survey method. The sample consisted of 385 respondents. The data were analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that promotion has a positive and significant effect on purchase intention. Price perception also has a positive and significant effect on purchase intention. Consumer perception has a positive and significant effect on purchase intention. Furthermore, word of mouth has a positive and significant effect on the purchase intention of eLPe Tempe Chips produced by inmates of Class I Madiun Correctional Institution. The findings of this study are expected to serve as a reference for management in increasing consumer purchase intention through effective promotional strategies, appropriate pricing, positive consumer perceptions, and the optimization of word of mouth.

Keywords: *Promotion, Price Perception, Consumer Perception, Word of Mouth, Purchase Intention, Inmates of Class I Madiun Correctional Institution*