

ABSTRAK

Salshabella Ahpandita Putri Arimbi. 2026. Pengaruh *Sensory Marketing* Dan *Service Quality* Terhadap *Purchase Decision* Melalui *Purchase Intention* Sebagai Variabel Intervening Pada Seblak Hayuk Caruban. Pembimbing (I) Dr. Diyah Santi Hariyani, S.E., M.Si., (II) Dr. Hari Purwanto, S.E., M.M.

Tujuan penelitian untuk mengetahui pengaruh *Sensory Marketing* dan *Service Quality* terhadap *Purchase Decision* dengan *Purchase Intention* sebagai variabel intervening. Penelitian ini dilakukan pada konsumen Seblak Hayuk Caruban yang berlokasi di Jl. Ahmad Yani, Kecamatan Mejayan, Kabupaten Madiun. Data yang digunakan adalah data primer berupa kuesioner yang disebarakan langsung kepada konsumen yang pernah melakukan pembelian dan berinteraksi langsung di lokasi usaha. Jumlah sampel ditentukan berdasarkan ketentuan 10 kali jumlah indikator penelitian sehingga diperoleh sampel sebanyak 300 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *accidental sampling*. Metode yang digunakan yaitu pendekatan kuantitatif dengan menggunakan teknik analisis *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS). Data diolah dengan menggunakan *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa *Sensory Marketing* dan *Service Quality* masing-masing berpengaruh positif dan signifikan terhadap *Purchase Intention* maupun *Purchase Decision*, baik secara langsung maupun melalui *Purchase Intention* sebagai mediator parsial, sedangkan *Purchase Intention* sendiri berpengaruh positif dan signifikan terhadap *Purchase Decision*.

Kata Kunci: *Sensory Marketing*, *Service Quality*, *Purchase Intention*, *Purchase Decision*, UMKM Kuliner.

ABSTRACT

Salshabella Ahpandita Putri Arimbi. 2026. The Effect of Sensory Marketing and Service Quality on Purchase Decision Through Purchase Intention as an Intervening Variable at Seblak Hayuk Caruban. Advisor (I) Dr. Diyah Santi Hariyani, S.E., M.Si., (II) Dr. Hari Purwanto, S.E., M.M.

This study aims to determine the effect of Sensory Marketing and Service Quality on Purchase Decision with Purchase Intention as an intervening variable. This research was conducted on consumers of Seblak Hayuk Caruban, located at Jl. Ahmad Yani, Mejayan District, Madiun Regency. The data used are primary data in the form of questionnaires distributed directly to consumers who had made purchases and interacted directly at the business location. The sample size was determined based on the rule of 10 times the number of research indicators, resulting in a sample of 300 respondents. The sampling technique used was non-probability sampling with an accidental sampling technique. The method used is a quantitative approach employing Structural Equation Modeling based on Partial Least Squares (SEM-PLS) analysis. The data were processed using SmartPLS 4.0. The results show that Sensory Marketing and Service Quality each have a positive and significant effect on both Purchase Intention and Purchase Decision, whether directly or through Purchase Intention as a partial mediator, while Purchase Intention itself has a positive and significant effect on Purchase Decision.

Keywords: Sensory Marketing, Service Quality, Purchase Intention, Purchase Decision, Culinary MSMEs