ABSTRAK

Anita Dita Cahyani.2026. Pengaruh *Brand Image*, Harga, Fasilitas, dan E-WOM terhadap Minat Beli Konsumen Taichan Jero Pasar Sleko Kota Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S. E., M.M., Pembimbing (II) Ririh Anggraini Setyahety, S. E., M.M.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *brand image*, harga, fasilitas, dan *electronic word of mouth* terhadap minat beli konsumen Taichan Jero Pasar Sleko Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah konsumen Taichan dan konsumen yang mengetahui produk Taichan Jero Pasar Sleko Kota Madiun. Sampel penelitian berjumlah 170 responden yang ditentukan menggunakan teknik pengambilan sampel yang sesuai dengan kriteria penelitian. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert. Data dianalisis menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *software* SmartPLS 3.0. Pengujian hipotesis dilakukan melalui uji *t-statistics* dan *p-value*. Hasil penelitian menunjukkan bahwa *brand image* berpengaruh positif dan signifikan terhadap minat beli konsumen Taichan. Harga tidak berpengaruh signifikan terhadap minat beli konsumen Taichan. Fasilitas tidak berpengaruh signifikan terhadap minat beli konsumen Taichan. Sementara itu, *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli konsumen Taichan. Hasil penelitian ini menunjukkan bahwa *brand image* dan *electronic word of mouth* merupakan faktor yang dapat meningkatkan minat beli konsumen, sedangkan harga dan fasilitas belum memberikan pengaruh yang signifikan terhadap minat beli konsumen Taichan.

Kata Kunci: *Brand Image*, Harga, Fasilitas, *Electronic Word of Mouthi*, Minat Beli.

ABSTRACT

Anita Dita Cahyani. 2026. *The Effect of Brand Image, Price, Facilities, and Electronic Word of Mouth on Purchase Interest at* Taichan Jero Pasar Sleko Madiun. *Supervisor* (I) Dian Citaningtyas Ari Kadi, S. E., M.M., *Supervisor* (II) Ririh Anggraini Setyahety, S. E., M.M.

This study aims to identify and analyze the influence of brand image, price, amenities, and electronic word of mouth on the purchase intent of consumers of Taichan Jero at Sleko Market in Madiun City. This study employs a quantitative approach. The population for this study consists of Taichan consumers and consumers who are familiar with the Taichan Jero product at Sleko Market in Madiun City. The research sample consisted of 170 respondents selected using a sampling technique consistent with the study's criteria. Data collection was conducted through the distribution of a questionnaire using a Likert scale. The data were analyzed using the Structural Equation Modeling (SEM) method with the assistance of SmartPLS 3.0 software. Hypothesis testing was performed using t-statistics and p-values. The results of the study indicate that brand image has a positive and significant effect on Taichan consumers' purchase intent. Price does not have a significant effect on Taichan consumers' purchase intent. Facilities do not have a significant effect on Taichan consumers' purchase intent. Meanwhile, electronic word of mouth has a positive and significant effect on Taichan consumers' purchase intent. These findings indicate that brand image and electronic word of mouth are factors that can increase consumer purchase intent, whereas price and facilities do not yet have a significant effect on Taichan consumers' purchase intent.

Keywords: *Brand Image, Price, Facilities, Electronic Word of Mouth, Purchase Interest*