ABSTRAK

Michael Rinaldy Effendi, 2026. Analisis *Electronic Word-of-Mouth*, Kualitas Produk, dan Fasilitas terhadap Keputusan Pembelian pada Handayani Coffee and Roastery Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Hendra Setiawan, S.E., M.M

Fenomena kedai kopi lokal saat ini tidak hanya bersaing melalui kelengkapan fasilitas, tetapi juga melalui kekuatan ulasan konsumen dan kualitas produk yang ditawarkan, tidak terkecuali Handayani Coffee and Roastery Madiun. Menariknya, kedai ini tetap ramai dikunjungi konsumen dalam jumlah signifikan meskipun memiliki sejumlah keterbatasan fasilitas fisik, sehingga memunculkan pertanyaan mengenai faktor-faktor yang mendorong keputusan pembelian pada segmen konsumen tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh *Electronic Word-of-Mouth*, Kualitas Produk, dan Fasilitas terhadap Keputusan Pembelian, baik secara parsial maupun simultan.

Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel dilakukan dengan teknik *purposive sampling* terhadap 385 responden konsumen Handayani Coffee and Roastery Madiun. Analisis data menggunakan regresi linear berganda dengan bantuan program SPSS, didahului dengan uji validitas, uji reliabilitas, dan uji asumsi klasik.

Hasil penelitian menunjukkan persamaan regresi $Y = 1{,}188 + 0{,}336X_1 + 0{,}461X_2 + 0{,}407X_3$ dengan nilai F sebesar 280,836 dan koefisien determinasi (R^2) sebesar 0,689. Ketiga variabel terbukti berpengaruh positif dan signifikan baik secara parsial maupun simultan terhadap Keputusan Pembelian, dengan Kualitas Produk menunjukkan pengaruh paling dominan (Beta 0,606), diikuti oleh Fasilitas (Beta 0,408) dan *Electronic Word-of-Mouth* (Beta 0,348).

Kata Kunci: *Electronic Word-of-Mouth*, Kualitas Produk, Fasilitas, Keputusan Pembelian, Handayani Coffee and Roastery Madiun.

ABSTRACT

Michael Rinaldy Effendi, 2026. Analysis of Electronic Word-of-Mouth, Product Quality, and Facilities on Purchase Decisions at Handayani Coffee and Roastery Madiun. Management Study Program, Faculty of Economics and Business, UNIVERSITAS PGRI MADIUN. Advisors (I) Dian Citaningtyas Ari Kadi, S.E., M.M. (II) Hendra Setiawan, S.E., M.M

Abstract : *The phenomenon of local coffee shops today shows that competition no longer relies solely on complete facilities, but also on the strength of consumer reviews and the quality of the products offered, as seen at Handayani Coffee and Roastery Madiun. Interestingly, the shop remains crowded with a significant number of visitors despite having several physical facility limitations, raising questions about the factors that drive purchase decisions among its consumer segment. This study aims to analyze the influence of Electronic Word-of-Mouth, Product Quality, and Facilities on Purchase Decisions, both partially and simultaneously.*

This study used a quantitative approach with an associative research type. Sampling was conducted using the purposive sampling technique on 385 respondents who were consumers of Handayani Coffee and Roastery Madiun. Data were analyzed using multiple linear regression with the aid of SPSS software, preceded by validity tests, reliability tests, and classical assumption tests.

The results show the regression equation $Y = 1.188 + 0.336X_1 + 0.461X_2 + 0.407X_3$ *with an F value of 280.836 and a coefficient of determination* (R^2) *of 0.689. All three variables were proven to have a positive and significant effect, both partially and simultaneously, on Purchase Decisions, with Product Quality showing the most dominant influence (Beta 0.606), followed by Facilities (Beta 0.408) and Electronic Word-of-Mouth (Beta 0.348).*

Keywords: *Electronic Word-of-Mouth, Product Quality, Facilities, Purchase Decisions, Handayani Coffee and Roastery Madiun.*