

ABSTRACT

Warung Sika is a micro, small, and medium enterprise (MSME) operating in the food industry, located at Tanah Barak Street No. 45, Canggu, North Kuta. Amidst the growing competition in the culinary business, the market segmentation and types of food sold are almost identical to those of neighboring businesses. Warung Sika has advantages in terms of fresh and high-quality products, competitive prices, and a strong digital presence, particularly on Instagram. This study aims to analyze the influence of Electronic Word of Mouth (eWOM), product quality, and price—both partially and simultaneously—on consumer purchasing decisions at Warung Sika. The sample was determined using purposive sampling. The sample size was calculated using the Slovin formula, resulting in 100 respondents. The data analysis technique used was multiple linear regression analysis. Hypothesis testing was conducted using the F-test and T-test at a significance level of 5%. The study's results indicate that Electronic Word of Mouth (eWOM) has a strong impact on consumer buying decisions at Warung Sika, shown by a t-calculated value of 3.749, which is higher than the t-table value of 1.661, and a significance value of 0.000 ($p < 0.05$). Meanwhile, product quality was found to have a significant partial effect on consumer purchasing decisions at Warung Sika, as evidenced by t-calculated 2.104 > t-table 1.661 with a significance value of 0.038 ($p < 0.05$). Partially, price also had a significant effect on consumer purchasing decisions at Warung Sika, as evidenced by tcount 2.700 > ttable 1.661 with a significance value of 0.008 ($p < 0.05$). At the same time, the study found that Electronic Word of Mouth (eWOM), product quality, and price all strongly influence consumer purchasing decisions at Warung Sika, as shown by a calculated F-value of 54.668, which is higher than the table F-value of 2.467, and a significance level of 0.000. These results indicate that the better the Electronic Word of Mouth (eWOM) established, the better the product quality conditions, and the better the price perception formed at Warung Sika, the higher the consumers' purchasing decisions will be.

Keywords: Electronic word of mouth, product quality, price, purchasing decisions

ABSTRAK

Warung Sika adalah sebuah UMKM yang bergerak di bidang industri makanan, berlokasi di Jl Tanah Barak no45 Canggü, Kuta Utara. Di tengah semakin maraknya persaingan usaha kuliner, segmentasi pasar dan jenis makanan yang dijual hampir sama dengan pesaing usaha di sekitarnya. Warung Sika memiliki keunggulan dari sisi produk yang segar dan berkualitas, harga yang bersaing, dan *digital presence* yang baik terutama di Instagram. Penelitian ini bertujuan menganalisis pengaruh *Electronic Word of Mouth* (eWOM), kualitas produk, dan harga secara parsial maupun simultan terhadap keputusan pembelian konsumen di Warung Sika. Penentuan sampel menggunakan teknik *purposive sampling*. Jumlah sampel ditentukan berdasarkan rumus *Slovin* yakni diperoleh 100 orang responden. Teknik analisis data yang digunakan adalah analisis regresi linear berganda. Uji hipotesis dilakukan menggunakan uji F dan Uji T pada taraf signifikansi 5%. Hasil penelitian menunjukkan bahwa secara parsial *Electronic Word of Mouth* (eWOM) berpengaruh signifikan terhadap keputusan pembelian konsumen di Warung Sika, dibuktikan dengan $t_{hitung} 3,749 > t_{tabel} 1,661$ dengan nilai signifikansi $0,000 (p < 0,05)$. Sementara itu, kualitas produk secara parsial ditemukan berpengaruh signifikan terhadap keputusan pembelian konsumen di Warung Sika, dibuktikan dengan $t_{hitung} 2,104 > t_{tabel} 1,661$ dengan nilai signifikansi $0,038 (p < 0,05)$. Secara parsial, harga juga berpengaruh signifikan terhadap keputusan pembelian konsumen di Warung Sika, dibuktikan dengan $t_{hitung} 2,700 > t_{tabel} 1,661$ dengan nilai signifikansi $0,008 (p < 0,05)$. Secara simultan, penelitian menemukan bahwa *Electronic Word of Mouth* (eWOM), kualitas produk, dan harga berpengaruh signifikan terhadap keputusan pembelian konsumen di Warung Sika, dibuktikan dengan $F_{hitung} 54,668 > F_{tabel} 2,467$ dan nilai signifikansi $0,000 (p < 0,05)$. Hasil ini berarti bahwa semakin baik *Electronic Word of Mouth* (eWOM) yang terjalin, semakin baik kondisi kualitas produk dan semakin baik persepsi harga yang terbentuk di Warung Sika maka keputusan pembelian konsumen akan semakin meningkat.

Kata kunci: *Electronic Word of Mouth*, kualitas produk, harga, keputusan pembelian