

ABSTRAK

PENGARUH WORD OF MOUTH, KUALITAS PRODUK, DAN REFERENSI KELOMPOK TERHADAP MINAT BELI ROKOK REMPAH DI YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh Word of Mouth terhadap niat beli rokok herbal di Yogyakarta, (2) pengaruh kualitas produk terhadap niat beli rokok herbal di Yogyakarta, (3) pengaruh kelompok referensi terhadap niat beli rokok herbal di Yogyakarta, dan (4) pengaruh simultan ketiga variabel tersebut terhadap niat beli konsumen. Data diperoleh melalui kuesioner skala Likert yang dibagikan kepada 98 responden yang dipilih secara purposif. Data yang dikumpulkan dianalisis secara kuantitatif menggunakan uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, dan uji F dengan bantuan perangkat lunak SPSS versi 25. Hasil penelitian ini menunjukkan bahwa: (1) ketiga variabel independen (Word of Mouth, kualitas produk, dan kelompok referensi) memiliki pengaruh positif dan signifikan terhadap niat beli, baik sebagian maupun simultan, (2) kualitas produk merupakan faktor dominan yang memengaruhi niat beli konsumen, (3) model penelitian memiliki nilai koefisien determinasi (R^2) sebesar 0,747, artinya variabel independen menjelaskan 74,7% variasi dalam minat beli.

Kata kunci: Word of Mouth, kualitas produk, referensi kelompok, minat beli, rokok rempah

ABSTRACT

THE INFLUENCE OF WORD OF MOUTH, PRODUCT QUALITY, AND REFERENCE GROUPS ON PURCHASE INTENTION OF HERBAL CIGARETTES IN YOGYAKARTA

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This study aims to determine: (1) the influence of Word of Mouth on purchase intention toward herbal cigarettes in Yogyakarta, (2) the influence of product quality on purchase intention toward herbal cigarettes in Yogyakarta, (3) the influence of reference groups on purchase intention toward herbal cigarettes in Yogyakarta, and (4) the simultaneous influence of these three variables on consumer purchase intention. Data were obtained through Likert-scale questionnaires distributed to 98 purposively selected respondents. The collected data were analyzed quantitatively using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, and F-test assisted by SPSS version 25 software. The results of this study indicate that: (1) all three independent variables (Word of Mouth, product quality, and reference groups) have a positive and significant effect on purchase intention, both partially and simultaneously, (2) product quality is the dominant factor influencing consumer purchase intention, (3) the study's model has a coefficient of determination (R^2) value of 0.747, meaning the independent variables explain 74.7% of the variation in purchase intention.

Keywords: *Word of mouth*, Product Quality, Reference Group, Purchase Intention, Herbal Cigarettes