

**PENGARUH *WORD OF MOUTH* (WOM), KUALITAS PELAYANAN, DAN
HARGA TERHADAP KEPUTUSAN PEMBELIAN
(Studi Pada Pupuk Nonsubsidi UD Tani Jaya Di Desa Banyuputih Lor)**

ABSTRAK

Pupuk merupakan hal terpenting yang harus tertata Implementasi produksi tanaman dalam pertanian modern. Pupuk non-subsidi adalah pupuk yang diperdagangkan secara bebas dan tidak dalam pengawasan pemerintah, pupuk non-subsidi dapat dibeli sesuai kebutuhan luas lahan dalam jumlah yang tidak dibatasi di dalam pembelian pupuk, sedangkan pupuk bersubsidi merupakan pupuk yang diperdagangkan dalam pengawasan pemerintah dan pengadaannya mendapat subsidi dari pemerintah untuk kebutuhan petani yang dilaksanakan atas dasar program pemerintah di sektor pertanian. Penelitian ini dilakukan untuk mengetahui seberapa besar Pengaruh *Word Of Mouth* (WOM), Kualitas Pelayanan, dan Harga Terhadap Keputusan Pembelian (Studi Pada Pupuk Nonsubsidi UD Tani Jaya di Desa Banyuputih Lor). Metode penelitian yang digunakan dalam penelitian ini adalah kuantitatif. Data dikumpulkan melalui penyebaran kuesioner, dan dalam penelitian ini banyaknya responden yang digunakan adalah 80 responden. Dengan jumlah populasi dalam penelitian ini tak terhingga dan teknik sampling yang digunakan adalah teknik *accidental sampling*. Pengujian hipotesis dilakukan dengan teknik analisis regresi berganda. Setelah dilakukan pengujian secara parsial atau uji t dapatkan hasil sebagai berikut: 1) *Word Of Mouth* berpengaruh secara signifikan terhadap keputusan pembelian pupuk nonsubsidi UD Tani Jaya di desa Banyuputih Lor. 2) Kualitas Pelayanan berpengaruh secara signifikan terhadap keputusan pembelian pupuk nonsubsidi UD Tani Jaya di desa Banyuputih Lor. 3) Harga berpengaruh secara signifikan terhadap keputusan pembelian pupuk nonsubsidi UD Tani Jaya di desa Banyuputih Lor. Koefisien determinasi (R^2) yang diperoleh sebesar 27,8% keputusan pembelian dapat dijelaskan oleh variabel *word of mouth*, kualitas pelayanan, dan harga. Sedangkan sisanya 72,2% keputusan pembelian dipengaruhi oleh variabel-variabel lain yang tidak diteliti dalam penelitian ini misalnya lokasi, promosi, dan citra merek.

Kata Kunci : *Word Of Mouth* (WOM), Kualitas Pelayanan, Harga, dan Keputusan Pembelian

**THE INFLUENCE OF WORD OF MOUTH (WOM), SERVICE QUALITY,
AND PRICE ON PURCHASING DECISIONS**
(Study on UD Tani Jaya Non-Subsidized Fertilizer in Banyuputih Lor Village)

ABSTRACT

Fertilizer is the most important thing that must be organized in the implementation of crop production in modern agriculture. Non-subsidized fertilizer is fertilizer that is traded freely and is not under government supervision, non-subsidized fertilizer can be purchased according to land area requirements in quantities that are not limited when purchasing fertilizer, while subsidized fertilizer is fertilizer that is traded under government supervision and its procurement is subsidized. from the government for farmers' needs which is implemented on the basis of government programs in the agricultural sector. This research was conducted to find out how much influence Word of Mouth (WOM), Service Quality, and Price has on purchasing decisions (Study of UD Tani Jaya Non-Subsidized Fertilizer in Banyuputih Lor Village). The research method used in this research is quantitative. Data was collected through distributing questionnaires, and in this study the number of respondents used was 80 respondents. The population in this study is infinite and the sampling technique used is accidental sampling technique. Hypothesis testing is carried out using multiple regression analysis techniques. After carrying out partial testing or t-test, the following results were obtained: 1) Word of Mouth had a significant effect on the decision to purchase UD Tani Jaya non-subsidized fertilizer in Banyuputih Lor village. 2) Service quality has a significant influence on the decision to purchase UD Tani Jaya non-subsidized fertilizer in Banyuputih Lor village. 3) Price has a significant influence on the decision to purchase UD Tani Jaya non-subsidized fertilizer in Banyuputih Lor village. The coefficient of determination (R²) obtained at 27.8% of purchasing decisions can be explained by the variables word of mouth, service quality and price. Meanwhile, the remaining 72.2% of purchasing decisions were influenced by other variables not examined in this research, for example location, promotion and brand image.

Keyword: *Word of Mouth (WOM), Service Quality, Price, Purchasing Decisions*