

**PENGARUH FAKTOR PSIKOLOGIS, WORD OF MOUTH DAN CUSTOMER
EXPERIENCE TERHADAP KEPUTUSAN PEMBELIAN DI INDANA'S
FURNITURE COLLECTION**

ABSTRAK

Indana's Furniture Collection merupakan toko furniture lokal yang terletak di Lumajang Jawa Timur. Di tengah tantangan pasar yang dinamis, *Indana's Furniture Collection* terus melakukan perbaikan dan inovasi untuk menarik minat konsumen serta mempertahankan pangsa pasarnya. Tujuan penelitian ini adalah untuk menganalisis pengaruh faktor psikologis, word of mouth, dan customer experience terhadap keputusan pembelian di *Indana's Furniture Collection*. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan analisis regresi linier berganda, yang melibatkan 80 responden yang merupakan pelanggan di *Indana's Furniture Collection*. Hasil penelitian mengungkapkan beberapa temuan penting, diantaranya : 1) Faktor psikologis tidak memiliki pengaruh signifikan terhadap keputusan pembelian di *Indana's Furniture Collection*. 2) Word of mouth tidak memiliki pengaruh signifikan terhadap keputusan pembelian di *Indana's Furniture Collection*. 3) Customer experience memiliki pengaruh positif dan signifikan terhadap keputusan pembelian di *Indana's Furniture Collection*. 4) Koefisien determinasi (R^2) menunjukkan bahwa 42.5% variasi dalam keputusan pembelian dapat dideskripsikan oleh kombinasi ketiga variabel tersebut, sementara sisanya dipengaruhi oleh faktor lain yang tidak diteliti.

Kata Kunci : Faktor Psikologis, Word Of Mouth, Customer Experience, Keputusan Pembelian

INFLUENCE OF PSYCHOLOGICAL FACTORS, WORD OF MOUTH AND CUSTOMER EXPERIENCE ON PURCHASING DECISIONS IN INDANA'S FURNITURE COLLECTION

ABSTRACT

Indana's Furniture Collection is a local furniture store located in Lumajang, East Java. Amidst the dynamic market challenges, Indana's Furniture Collection continues to make improvements and innovations to attract consumer interest and maintain its market share. The purpose of this research is to analyze the influence of psychological factors, word of mouth, and customer experience on purchasing decisions at Indana's Furniture Collection. The method used in this research is a quantitative approach with multiple linear regression analysis, involving 80 respondents who are customers of Indana's Furniture Collection. The results of the study reveal several important findings, including : 1) Psychological factors do not have a significant influence on purchasing decisions at Indana's Furniture Collection. 2) Word of mouth do not have a significant influence on purchasing decisions at Indana's Furniture Collection. 3) Customer experience has a positive and significant influence on purchasing decisions at Indana's Furniture Collection. 4) The coefficient of determination (R^2) indicates that 42.5% of the variation in purchasing decisions can be explained by the combination of these three variables, while the remaining variation is influenced by other factors not examined in this study.

Keywords : Psychological Factors, Word Of Mouth, Customer Experience, Purchasing Decisions