

ABSTRAK

Skripsi yang berjudul “Pengaruh *Word Of Mouth* Terhadap Keputusan Pembelian Konsumen (Studi Kasus Toko Leni Kosmetik di desa Sindet Anyar, Probolinggo)” ditulis oleh Sucik Idayati Ningsih, NIM 12405173072, Program Studi Manajemen Bisnis Syariah, dari Fakultas Ekonomi dan Bisnis Islam. Pembimbing Nadia Roosmalita Sari, S.Pd, M.Kom.

Penelitian ini dilatar belakangi oleh realitas yang terjadi di lingkungan tempat tinggal penulis yang kerap kali menemukan beberapa pelaku usaha yang menerapkan *word of mouth* dalam menjalankan usahanya. Para pelaku usaha ini kerap kali memanfaatkan obrolan dari mulut ke mulut untuk mendapatkan jangkauan pasar yang lebih luas. Selain itu penulis juga acap kali menemukan motif pembelian yang dilakukan konsumen didasarkan atas rekomendasi dari orang-orang sekitar baik itu keluarga, kerabat maupun lingkungan kerja. Penelitian ini berfokus pada lingkup wilayah operasional toko Leni Kosmetik yang berlokasi di desa Sindet Anyar, RT 01 RW 01, Kecamatan Besuk, Kabupaten Probolinggo. Adapun penelitian ini bertujuan untuk menemukan pengaruh strategi pemasaran *word of mouth* terhadap keputusan pembelian konsumen pada toko Leni Kosmetik di desa Sindet Anyar Probolinggo, termasuk indikator apa saja yang mempengaruhi penerapan strategi *word of mouth* serta bagaimana langkah pengoptimalan strategi tersebut.

Adapun fokus penelitian dalam skripsi diantaranya; (1). Bagaimana pengaruh *word of mouth* terhadap keputusan pembelian pada toko Leni Kosmetik di desa Sindet Anyar, Probolinggo (2). Apa saja faktor-faktor yang mempengaruhi penerapan strategi pemasaran *word of mouth* pada toko Leni Kosmetik di desa Sindet Anyar, Probolinggo. (3). Bagaimana langkah-langkah penerapan strategi pemasaran *word of mouth* pada toko Leni Kosmetik di desa Sindet Anyar, Probolinggo.

Jenis penelitian ini menggunakan pendekatan kualitatif dimana proses pengambilan data dilakukan melalui wawancara dan observasi dengan para informan yang terdiri dari pemilik toko serta konsumen toko Leni Kosmetik di desa Sindet Anyar Probolinggo. Selanjutnya data yang telah diperoleh kemudian di analisis berdasarkan teori teknik analisis data dari Miles & Huberman yang mencakup Reduksi data, penyajian data dan verifikasi data.

Berdasarkan hasil penelitian yang telah dilakukan terdapat hubungan antara *word of mouth* dengan keputusan pembelian konsumen pada toko Leni Kosmetik di desa Sindet Anyar Probolinggo, hal ini disebabkan karena *word of Mouth* mempunyai hubungan terhadap indikator keputusan pembelian. Selain itu terdapat dua jenis *word of mouth* yang di terapkan toko Leni Kosmetik di desa Sindet Anyar Probolinggo yaitu, secara *organic* maupun *amplified word of mouth*. Dalam praktiknya pihak toko Leni Kosmetik di desa Sindet Anyar Probolinggo juga menerapkan indikator dasar *word of mouth* yang dicetuskan oleh sernovitz.

Kata kunci : *word of mouth*, keputusan pembelian.

ABSTRACT

Thesis with the titled "The Effect of Word Of Mouth on Consumer Purchase Decisions (Study case of Leni Cosmetic Store at Sindet Anyar Village, Probolinggo)" was written by Sucik Idayati Ningsih, NIM 12405173072, Faculty of islamic economic and bussiness, Departement of islamic Business Management, Tulungagung state islamic university, Supervisor Nadia Roosmalita Sari, S.Pd, M.Kom.

This research is motivated by the reality that occurs in the environment where the author lives, which often finds several business actors who apply word of mouth in running their business. These business actors often take advantage of word of mouth to get a wider market reach. In addition, the authors also often find the motives for buying made by consumers based on recommendations from people around them, be it family, relatives or the work environment. In addition, the word of mouth promotion has a great power to influence consumers, increasing trust in satisfaction and quality assurance offered. One more reason why The Power of Word of Mouth is considered influential in increasing sales is the power of satisfied consumers. This study focuses on the operational area of the Leni Cosmetics store which is located in the village of Sindet Anyar, RT 01 RW 01, Besuk District, Probolinggo Regency. This study aims to find the effect of word of mouth marketing strategy on consumer purchasing decisions at the Leni Kosmetik store in Sindet Anyar Probolinggo village, including what indicators affect the application of word of mouth strategy and how to optimize the strategy.

The focus of research in the thesis include; (1). How does word of mouth influence purchasing decisions at the Leni Cosmetics shop in Sindet Anyar village, Probolinggo (2). What are the factors that influence the application of word of mouth marketing strategy at Leni Cosmetics shop in Sindet Anyar village, Probolinggo. (3). What are the steps for implementing a word of mouth marketing strategy at the Leni Cosmetics shop in Sindet Anyar village, Probolinggo. This type of research uses a qualitative approach where the data collection process is carried out through interviews and observations with informants consisting of shop owners and consumers of Leni Cosmetics shop in Sindet Anyar village, Probolinggo.

Furthermore, the data that has been obtained is then analyzed based on the theory of data analysis techniques from Miles & Huberman which includes data reduction, data presentation and data verification. Based on the results of research that has been done, there is a relationship between word of mouth and consumer purchasing decisions at the Leni Cosmetics shop in Sindet Anyar Probolinggo village, this is because word of mouth has a relationship with purchasing decision indicators. In addition, there are two types of word of mouth applied by the Leni Cosmetics shop in Sindet Anyar village, Probolinggo, namely, organically and amplified word of mouth. In practice, the Leni Cosmetics shop in the village of Sindet Anyar, Probolinggo, also applies the basic word of mouth indicator that was initiated by Sernovitz.

Keywords: word of mouth, purchasing decisions.