

## ABSTRAK

Skripsi dengan judul “Pengaruh Kemasan, Variasi Produk, dan *Electronic Word Of Mouth* (E-WOM) terhadap Minat Beli Konsumen pada Raja Nyemil Tulungagung” ini ditulis oleh Asmaul Khusna, NIM 126405202121, dengan pembimbing Galih Pradananta, M.Si.

Latar belakang dari penelitian ini yaitu UMKM yang berkembang sangat pesat utamanya pada bidang kuliner. Pelaku usaha harus mampu beradaptasi dengan perkembangan zaman dan berinovasi agar menarik konsumen sehingga bisnisnya mampu bertahan dari ancaman pesaing, mampu memanfaatkan peluang yang ada, dan terus berkembang di tengah persaingan bisnis yang semakin ketat ini.

Tujuan penelitian ini untuk dapat mengetahui dari Pengaruh Kemasan, Variasi Produk, dan *Electronic Word Of Mouth* (E-WOM) terhadap Minat Beli Konsumen pada Raja Nyemil Tulungagung secara parsial dan simultan. Sampel yang diambil dalam penelitian 68 responden dari konsumen Raja Nyemil Tulungagung. Pendekatan kuantitatif digunakan pada penelitian ini dan dengan jenis penelitian asosiatif. Menggunakan data primer, metode pengumpulan data adalah kuesioner dengan skala *likert*. Metode analisis yang digunakan yaitu uji regresi linier berganda menggunakan aplikasi SPSS 16.0.

Hasil dari penelitian ini, memperlihatkan bahwa secara parsial dan simultan didapatkan hasil signifikan dapat diartikan bahwa terdapat pengaruh secara positif dan signifikan antara kemasan, variasi produk, dan *Electronic Word Of Mouth* (E-WOM) terhadap minat beli konsumen di Raja Nyemil Tulungagung.

**Kata Kunci: Kemasan, Variasi Produk, *Electronic Word Of Mouth* (E-WOM), dan Minat Beli Konsumen**

## **ABSTRACT**

*The thesis with the title "The Influence of Packaging, Product Variations, and Electronic Word of Mouth (E-WOM) on Consumer Purchase Interest at Raja Nyemil Tulungagung" was written by Asmaul Khusna, NIM 126405202121, supervised by Galih Pradananta, M.Si.*

*The background of this research is by UMKM which are developing very rapidly, especially in the culinary sector. Business actors must be able to adapt to current developments and innovate in order to attract consumers so that their business is able to survive the threat of competitors, is able to take advantage of existing opportunities, and continues to develop amidst increasingly fierce business competition.*

*The purpose of this research is to find out the influence of packaging, product variations and electronic word of mouth (E-WOM) on consumer buying interest at Raja Nyemil Tulungagung partially and simultaneously. The sample taken in the research was 68 respondents from Raja Nyemil Tulungagung consumers. A quantitative approach is used in this research and is an associative type of research. Using primary data, the data collection method is a questionnaire with a Likert scale. The analytical method used is the multiple linear regression test using the SPSS 16.0 application.*

*The results of this research show that partially and simultaneously significant results were obtained which means that there is a positive and significant influence between packaging, product variety and Electronic Word of Mouth (E-WOM) on consumer buying interest in Raja Nyemil Tulungagung.*

***Keywords: Packaging, Product Variations, Electronic Word Of Mouth (E-WOM), and Consumer Buying Interest***