ABSTRAK

ANALISIS PENGARUH *VIRAL MARKETING*, KUALITAS PELAYANAN DAN CITA RASA TERHADAP KEPUTUSAN PEMBELIAN PRODUK MIE GACOAN BLORA

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Penelitian ini bertujuan untuk menganalisis pengaruh *Viral Marketing*, Kualitas Pelayanan dan Cita Rasa terhadap Keputusan Pembelian produk Mie Gacoan Blora. Penelitian ini menggunakan metode kuantitatif dengan pendekatan korelasional untuk mendeskripsikan, mengukur dan menganalisis hubungan antara variabel-variabel. Pengumpulan data dilakukan melalui survei terhadap 96 responden yang merupakan mahasiswa di Blora yang melakukan pembelian produk Mie Gacoan di Kabupaten Blora minimal 2 kali dengan teknik *purposive sampling.* Teknik analisis data menggunakan *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa *Viral Marketing* tidak berpengaruh siginifkan terhadap Keputusan Pembelian produk Mie Gacoan Blora, dengan nilai p-value 0,098. Secara langsung Kualitas Pelayanan berpengaruh positif tapi tidak signifikan terhadap Keputusan Pembelian produk Mie Gacoan Blora, di tunjukkan dengan nilai p-value 0,066. Selain itu Cita Rasa memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian produk Mie Gacoan Blora secara langsung, dengan nilai p-value sebesar 0,000. Variabel independen berpengaruh secara simultan terhadap variabel keputusan pembelian pada pengujian hipotesis secara parsial, hanya variabel cita rasa yang menunjukkan signifikansi terhadap keputusan pembelian produk Mie Gacoan Blora. Mie Gacoan Blora disarankan untuk mengevaluasi strategi *Viral Marketing* dan Kualitas Pelayanan dengan bekerja sama dengan *brand ambassador* agar dapat meningkatkan minat konsumen untuk melakukan pembelian dan memberikan pelayanan yang baik untuk mempertahankan hubungan dengan konsumen.

Kata Kunci: *Viral Marketing,* Kualitas Pelayanan, Cita Rasa, Keputusan Pembelian, Mie Gacoan.

ABSTRACT

ANALYSIS OF THE INFLUENCE OF VIRAL MARKETING, SERVICE QUALITY AND TASTE ON THE PURCHASE DECISION OF BLORA GACOAN NOODLE PRODUCTS

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This study aims to analyze the influence of Viral Marketing, Service Quality and Taste on the Purchase Decision of Gacoan Blora Noodle products. This study uses a quantitative method with a correlational approach to describe, measure and analyze the relationship between variables. Data collection was carried out through a survey of 96 respondents who were students in Blora who purchased Gacoan Noodle products in Blora Regency at least 2 times with purposive sampling techniques. The data analysis technique uses Partial Least Square (PLS). The results of the study showed that Viral Marketing did not have a significant effect on the Purchase Decision of Mie Gacoan Blora products, with a p-value of 0.098. Directly the quality of service has a positive but not significant effect on the Purchase Decision of Mie Gacoan Blora products, shown by a p-value of 0.066. In addition, Taste has a positive and significant influence on the Purchase Decision of Gacoan Blora Noodle products directly, with a p-value of 0.000. Independent variables had a simultaneous effect on the Purchase Decision of Gacoan Blora Noodle products directly, with a p-value of 0.000. Independent variables had a simultaneous effect on the purchase decision variables in the hypothesis testing partially, only the taste variable showed significance to the purchase decision of Gacoan Blora Noodle products. Mie Gacoan Blora is advised to evaluate the Viral Marketing and Service Quality strategy by working with brand ambassadors in order to increase consumer interest in making purchases and providing good service to maintain relationships with consumers.

Keywords: *Viral Marketing, Service Quality, Taste, Purchase Decision, Gacoan Noodles.*