

## ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar pengaruh Cita rasa, Harga dan *Word of mouth* terhadap Minat beli konsumen Ayam geprek d'komak di anduring padang. Metode pengumpulan data melalui survei dan mengedarkan kuesioner sebanyak 94 sampel responden dengan menggunakan metode teknik *Probability Purposive Sampling*. Metode analisis yang digunakan adalah regresi linear berganda, Uji T dan Uji F dengan SPSS 22.

Hasil analisis data menyimpulkan, (1.)Cita rasa secara parsial berpengaruh positif dan signifikan terhadap Minat Beli Konsumen, (2.)Harga secara parsial berpengaruh positif dan signifikan terhadap Minat Beli Konsumen, (3.) *Word Of Mouth* secara parsial berpengaruh positif dan tidak signifikan terhadap Minat Beli Konsumen. (4.) Secara bersama-sama terdapat pengaruh yang positif dan signifikan antara Cita rasa, Harga dan *Word Of Mouth* terhadap Minat Beli Konsumen.

**Kata Kunci: Cita Rasa, Harga, *Word of Mouth* dan Minat Beli Konsumen.**

## **ABSTRACT**

*This study aims to examine how much influence Taste, Price and Word of mouth have on the buying interest of consumers of Ayam geprek d'komak in Anduring Padang. The data collection method was through surveys and distributing questionnaires to 94 sample respondents using the Probability Purposive Sampling technique. The analytical method used is multiple linear regression, T test and F test with SPSS 22.*

*The results of the data analysis concluded, (1.) Taste partially has a positive and significant effect on Consumer Purchase Interest, (2.) Price partially has a positive and significant effect on Consumer Purchase Interest, (3.) Word of Mouth partially has a positive effect and not significant to Consumer Purchase Interest. (4.) Taken together, there is a positive and significant influence between Taste, Price and Word of Mouth on Consumer Purchase Interest.*

***Keywords : Taste, Price, Word of Mouth and Consumer Purchase Interest.***