

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *word of mouth*, harga, kualitas produk, variasi produk, dan kualitas pelayanan terhadap minat beli UMKM susu sapi perah Desa Tumiyang, Kecamatan Pekuncen, Kabupaten Banyumas. Fenomena penelitian ini muncul dari adanya penurunan pendapatan yang signifikan pada UMKM susu sapi perah Desa Tumiyang pada beberapa tahun terakhir, khususnya tahun 2020 dan 2023, yang menunjukkan tantangan dalam mempertahankan dan meningkatkan minat beli konsumen di tengah persaingan pasar yang ketat. Sampel yang digunakan sebanyak 250 responden dengan metode *purposive sampling*. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan perangkat SmartPLS. Hasil penelitian menunjukkan bahwa harga, kualitas produk, dan variasi produk berpengaruh positif dan signifikan terhadap minat beli. Sedangkan *word of mouth* dan kualitas pelayanan tidak berpengaruh signifikan terhadap minat beli. Nilai R-Square sebesar 0,600 mengindikasikan bahwa model mampu menjelaskan 60% variabel minat beli. Penelitian ini memberikan rekomendasi agar UMKM Kelompok I Lestari meningkatkan kualitas produk, variasi produk, dan strategi penetapan harga untuk meningkatkan minat beli. Peningkatan kualitas pelayanan dan *word of mouth* juga perlu di perhatikan meskipun tidak berpengaruh langsung terhadap minat beli

Kata Kunci: *Word of Mouth*, Harga, Kualitas Produk, Variasi Produk, Kualitas Pelayanan. Minat Beli

ABSTRAC

This study aims to analyze the effect of word of mouth, price, product quality, product variety, and service quality on buying interest in dairy milk UMKM in Tumiyang village. Pekuncen district, Banyumas regency. The phenomenon of this research arises from the significant decline in income in Tumiyang village dairy milk UMKM in the last years, especially in 2020 and 2023, which shows the challenges of maintaining and increasing consumer buying interest in the midst of intense market competition. The sample used was 250 respondents using purposive sampling method. The data was analysed using Structural Equation Modeling (SEM) with the help of the SmartPLS tool. The results showed that price, product quality, and product variety had a positive and significant effect on purchase intention. Meanwhile, word of mouth and service quality have no significant effect on purchase intention. The R-Square value of 0.600 indicates that the model is able to explain 60% of the purchase intention variable. This study provides recommendations for UMKM group I Lestari to improve product quality, product variety, and pricing strategies to increase buying interest. Improving service quality and word of mouth also needs to be considered even though it has no direct effect on buying interest.

Keyword: *Word of Mouth, Price, Product Quality, Product Variety, Service Quality, Purchase intention*