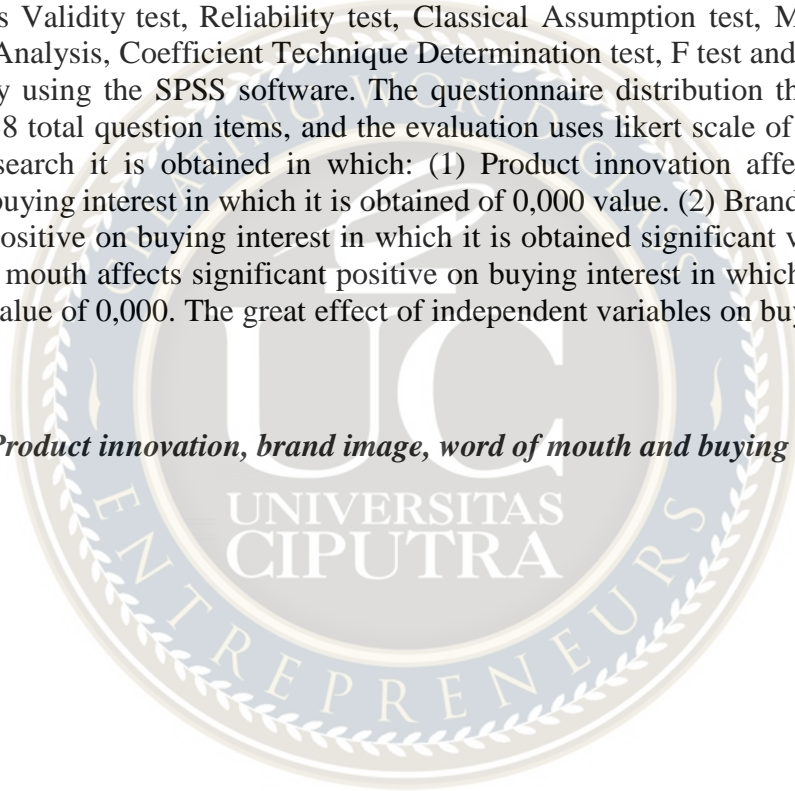


ABSTRACT

THE EFFECT OF PRODUCT INNOVATION, BRAND IMAGE, AND WORD OF MOUTH ON BUYING INTEREST OF TAKSU SNACK RAW PORK SKIN CRACKERS IN SURABAYA

The competition in food and beverage business keeps on increasing because being one of human basic needs. This increasing competition also transforms the consumers behavior in buying a product. Taksu snack is a business that runs in industry field of Balinese snack. The purpose of this is to find out the effect of product innovation, brand image and word of mouth on buying interest. The population uses potential consumers who know Taksu snack raw pork skin crackers and the sample of 96 respondents. The data analysis uses Validity test, Reliability test, Classical Assumption test, Multiple Linear Regression Analysis, Coefficient Technique Determination test, F test and T test that are processed by using the SPSS software. The questionnaire distribution through Google Form with 18 total question items, and the evaluation uses likert scale of 1-5. From the result of research it is obtained in which: (1) Product innovation affects significant positive on buying interest in which it is obtained of 0,000 value. (2) Brand image affects significant positive on buying interest in which it is obtained significant value of 0,000. (3) Word of mouth affects significant positive on buying interest in which it is obtained significant value of 0,000. The great effect of independent variables on buying interest is at 51,8%.

Keywords: Product innovation, brand image, word of mouth and buying interest



ABSTRAK

PENGARUH INOVASI PRODUK, CITRA MEREK DAN *WORD OF MOUTH* TERHADAP MINAT BELI KERUPUK KULIT BABI MENTAH TAKSU SNACK DI SURABAYA

Persaingan dalam dunia bisnis makanan dan minuman saat ini terus meningkat karena menjadi salah satu kebutuhan pokok manusia. Peningkatan persaingan ini juga mengubah perilaku pelanggan dalam membeli sebuah produk. Taksu Snack merupakan bisnis yang bergerak di bidang industri makanan ringan khas Bali. Penelitian ini bertujuan untuk mengetahui pengaruh inovasi produk, citra merek dan *word of mouth* terhadap minat beli. Populasi menggunakan calon konsumen yang mengetahui Kerupuk kulit babi mentah Taksu Snack dan sampel sebanyak 96 responden. Teknik analisis data menggunakan Uji Validitas, Uji Reabilitas, Uji Asumsi Klasik, Analisis Regresi Linier Berganda, Uji Koefisien Determinasi, Uji F dan Uji t yang diolah menggunakan software SPSS. Penyebaran kuesioner melalui Google Form dengan jumlah item pertanyaan sebanyak 18, penilaian menggunakan skala likert 1-5. Dari hasil penelitian diperoleh hasil : (1) inovasi produk berpengaruh positif signifikan terhadap minat beli, dimana diperoleh nilai 0,000. (2) citra merek berpengaruh positif signifikan terhadap minat beli, dimana diperoleh nilai signifikansi 0,000. (3) *word of mouth* berpengaruh positif signifikan terhadap minat beli, dimana diperoleh nilai signifikansi 0,000. Besarnya pengaruh variabel bebas terhadap minat beli adalah 51,8%.

Kata kunci: *Inovasi Produk, Citra Merek, Word Of Mouth dan Minat Beli*

