

INTISARI

Penelitian ini bertujuan untuk menemukan seberapa besar pengaruh *Perceived Product Quality* dan *Word of Mouth* terhadap *Purchase intention* konsumen teh celup Sariwangi di Surabaya. Melihat kondisi persaingan bisnis teh yang semakin ketat dewasa ini ditambah dengan semakin meningkatnya harga di pasaran, maka diperlukan strategi penjualan yang tepat sasaran. Melalui penelitian ini diharapkan perusahaan dapat melihat besarnya pengaruh *percieved product quality* dan *word of mouth* terhadap *purchase intention* konsumen teh celup sariwangi sehingga dapat mengalokasikan strategi penjualannya ke arah yang tepat. Dengan strategi yang tepat diharapkan perusahaan dapat memperoleh profit yang lebih besar dan menjadi pemimpin pasar.

Penelitian ini menggunakan pendekatan kuantitatif dengan melalui pengujian secara statistik. Pengujian dilakukan dengan bantuan program SPSS *for windows 15.0*. Data primer diperoleh dengan menyebarkan kuesioner kepada responden. Jumlah responden yang digunakan adalah 150 orang.

Hasil penelitian menunjukkan bahwa *perceived product quality* dan *word of mouth* mempengaruhi *purchase intention* konsumen teh celup Sariwangi secara signifikan. *Perceived product quality* memberikan pengaruh yang lebih besar kepada *purchase intention* dari pada *word of mouth*.

Kata Kunci : *perceived product quality, word of mouth, purchase intention*.

ABSTRACT

This research aims to found influence of perceived product quality and word of mouth towards consumer's purchase intention on Sariwangi's tea bags. Depends on today's competition at tea market and highly increased market price, a company needs to use a good selling strategic which is focus to the one or two variable. Through this research, be expected company can see the impact of perceived product quality and word of mouth to their consumer's purchase intention so they can allocate their selling strategy to the right direction. With right direction, be expected company can increase their profit and become a market leader.

This research use quantitative method through statistic testing. It tested using SPSS for windows 15.0. Primer data obtained by quesonaire spreading to the respondents. This research using 150 respondents.

The research result shows that perceived product quality and word of mouth influence consumer's purchase intention on Sariwangi tea bags significantly. Perceived product quality give bigger influence to consumer's purchase intention than word of mouth

Keywords : perceived product quality, word of mouth, purchase intention.

