

**THE EFFECT OF WORD OF MOUTH, LIFESTYLE AND QUALITY PERCEPTION
OF CONSUMER INTERESTS IN ELZATTA PRODUCTS IN PADANG CITY**

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ABSTRACT

This study aims to determine the effect of word of mouth, lifestyle and perceived quality of consumer buying interest in Elzatta products in the city of Padang. The sample in this study is consumers who are interested in buying Elzatta products in the city of Padang, amounting to 80 people with convenience sampling technique. The type of data in this study is primary data from the results of questionnaire distribution. Data analysis method in this study uses SPSS statistics 21. The results of this study found that word of mouth and perceived quality had a positive and significant effect on consumer buying interest in Elzatta products in Padang, while lifestyle have no significant effect on consumer buying interest in Elzatta products in Padang.

Keywords: Word of mouth, lifestyle, perceived quality and buying interest

**PENGARUH WORD OF MOUTH, GAYA HIDUP DAN PERSEPSI KUALITAS
TERHADAP MINAT BELI KONSUMEN PRODUK ELZATTA DI KOTA
PADANG**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *word of mouth*, gaya hidup dan persepsi kualitas terhadap minat beli konsumen produk Elzatta di kota Padang. Sampel dalam penelitian ini adalah konsumen yang berminat membeli pada produk Elzatta di kota Padang yang berjumlah 80 orang dengan teknik pengambilan sampel *convenience sampling*. Jenis data dalam penelitian ini adalah data primer dari hasil penyebaran kuisioner. Metode analisis data dalam penelitian ini menggunakan SPSS statistic 21. Hasil penelitian ini menemukan bahwa *word of mouth* dan persepsi kualitas berpengaruh positif dan signifikan terhadap minat beli konsumen produk Elzatta di kota Padang, sementara gaya hidup tidak berpengaruh signifikan terhadap minat beli konsumen produk Elzatta di kota Padang.

Kata kunci: *Word of mouth*,*gaya hidup*, *Persepsi kualitas* dan *minat beli*