

ABSTRAK

Ayu Rahmawati. 220105010047. Analisis Reputasi Toko dan *Word of Mouth* terhadap Preferensi Konsumen pada Makanan Tradisional Telur Mata Gajah Amrozi Khas Sampit Kalimantan Tengah. Pembimbing : Hj. Rohana Faridah, S.E., M.M., Prof. Dr. H. Fathurrahman Azhari, M.HI. pada Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Antasari Banjarmasin. 2026.

Kata Kunci: Reputasi Toko, *Word of Mouth*, Preferensi Konsumen.

Preferensi konsumen terhadap makanan tradisional dipengaruhi oleh berbagai faktor, di antaranya reputasi toko dan *word of mouth*. Penelitian mengenai preferensi konsumen pada makanan tradisional masih relatif terbatas dibandingkan penelitian mengenai keputusan pembelian. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh reputasi toko dan *word of mouth* terhadap preferensi konsumen pada makanan tradisional Telur Mata Gajah Amrozi khas Sampit, Kalimantan Tengah.

Penelitian ini menggunakan pendekatan kuantitatif asosiatif dengan teknik pengambilan sampel *purposive sampling*. Jumlah sampel sebanyak 100 responden yang merupakan konsumen Telur Mata Gajah Amrozi. Data diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan SPSS versi 26 melalui uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa reputasi toko dan *word of mouth* secara simultan maupun parsial berpengaruh signifikan terhadap preferensi konsumen. Variabel *word of mouth* memiliki pengaruh yang lebih dominan dibandingkan reputasi toko. Selain itu, nilai koefisien determinasi (*R Square*) sebesar 0,476 menunjukkan bahwa reputasi toko dan *word of mouth* mampu menjelaskan preferensi konsumen sebesar 47,6%, sedangkan 52,4% dipengaruhi oleh faktor lain di luar penelitian.

ABSTRACT

Ayu Rahmawati. 220105010047. *Analysis of Store Reputation and Word of Mouth on Consumer Preference for the Traditional Food Telur Mata Gajah Amrozi from Sampit, Central Kalimantan.* Supervisor: Hj. Rohana Faridah, S.E., M.M., Prof. Dr. H. Fathurrahman Azhari, M.HI. Islamic Economics Study Program, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin. 2026.

Keywords: *Store Reputation, Word of Mouth, Consumer Preference.*

Consumer preferences for traditional food are influenced by various factors, including store reputation and word of mouth. Research on consumer preferences for traditional food remains relatively limited compared to studies focusing on purchase decisions. Therefore, this study aims to examine the influence of store reputation and word of mouth on consumer preferences for Telur Mata Gajah Amrozi, a traditional food specialty from Sampit, Central Kalimantan.

This study employed a quantitative associative approach using a purposive sampling technique. The sample consisted of 100 consumers of Telur Mata Gajah Amrozi. Data were collected through questionnaires and analyzed using SPSS version 26. The analytical methods included validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2).

The results indicate that store reputation and word of mouth have a significant effect on consumer preferences, both simultaneously and partially. Furthermore, word of mouth has a more dominant influence on consumer preferences than store reputation. The coefficient of determination (R^2) of 0.476 indicates that store reputation and word of mouth explain 47.6% of the variance in consumer preferences, while the remaining 52.4% is explained by other factors beyond the scope of this study.