

PENGARUH *EMOTIONAL BRANDING*, PERSEPSI KUALITAS, DAN *E-WOM* TERHADAP KEPUTUSAN PEMBELIAN PADA RESTORAN JAPANESE FOOD DI YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *emotional branding*, persepsi kualitas, dan *electronic word of mouth (e-WOM)* terhadap keputusan pembelian pada restoran Japanese food di Yogyakarta. Latar belakang penelitian ini adalah tingginya persaingan bisnis kuliner di Yogyakarta, khususnya pada restoran bertema Japanese food, sehingga diperlukan strategi pemasaran yang mampu membangun hubungan emosional, menciptakan persepsi kualitas yang positif, serta memanfaatkan e-WOM dalam mempengaruhi keputusan konsumen. Penelitian ini menggunakan metode kuantitatif dengan penyebaran kuesioner kepada 110 responden yang pernah membeli atau mengonsumsi makanan di restoran Japanese food minimal dua kali. Data dikumpulkan melalui kuesioner *online* dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *emotional branding*, persepsi kualitas, dan *e-WOM* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Temuan ini memperlihatkan bahwa strategi berbasis emosi, persepsi kualitas layanan dan produk, serta ulasan konsumen secara digital dapat meningkatkan keputusan pembelian konsumen. Implikasi penelitian ini dapat menjadi masukan bagi pemilik restoran Japanese food untuk merancang strategi pemasaran yang lebih efektif guna meningkatkan loyalitas pelanggan dan daya saing di pasar kuliner Yogyakarta.

Kata Kunci: *Emotional Branding, Persepsi Kualitas, e-WOM, Keputusan Pembelian, Restoran Japanese Food*

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**THE INFLUENCE OF EMOTIONAL BRANDING, PERCEIVED QUALITY,
AND E-WOM ON PURCHASE DECISIONS AT JAPANESE FOOD
RESTAURANTS IN YOGYAKARTA**

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Abstract

This study aims to analyze the influence of emotional branding, perceived quality, and electronic word of mouth (e-WOM) on purchase decisions at Japanese food restaurants in Yogyakarta. The background of this research is the high level of competition in the culinary business in Yogyakarta, particularly among Japanese-themed restaurants, which necessitates marketing strategies that can foster emotional connections, create positive perceptions of quality, and utilize e-WOM to influence consumer decisions. This research employed a quantitative approach by distributing questionnaires to 116 respondents who had made purchases at Japanese food restaurants at least twice. Data were collected through online questionnaires and analyzed using multiple linear regression. The results showed that emotional branding, perceived quality, and e-WOM had both a partial and simultaneous positive and significant effect on consumers' purchase decisions. These findings suggest that strategies focused on emotional engagement, perceived quality of products and services, and consumer digital reviews can positively influence purchase decisions. The implications of this research provide valuable insights for Japanese food restaurant owners in designing more effective marketing strategies to increase customer loyalty and competitiveness in Yogyakarta's culinary market.

Keywords: *Emotional Branding, Perceived Quality, e-WOM, Purchase Decision, Japanese Food Restaurant*

