

**THE ROLE OF *WORD OF MOUTH* IN COFFEE PRODUCT
PURCHASING DECISIONS AMONG CONSUMERS
AT MY WAY CAFÉ JEMBER**

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ABSTRACT

This study aims to analyze the role of Word of Mouth (WOM) in purchasing decisions for coffee products among consumers at My Way Café Jember and to identify the WOM factors that most influence purchasing decisions. This research employed a quantitative method with a correlational approach. The sample consisted of 95 respondents selected using the accidental sampling technique. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, descriptive analysis, and Pearson correlation analysis with the assistance of SPSS version 29.0.1. The results showed that Word of Mouth had a positive and significant relationship with consumers' purchasing decisions at My Way Café Jember, with a significance value of 0.825 ($p < 0.001$), indicating that the research hypothesis was accepted. Information and recommendations obtained through Reference Groups and Opinion Leaders were proven to influence consumers' purchasing decision-making process. The more positive the Word of Mouth communication received by consumers, the higher their tendency to purchase coffee products at My Way Café Jember. Therefore, the café management is encouraged to maintain product and service quality while promoting positive Word of Mouth communication to strengthen consumer trust and increase purchasing decisions.

Keywords: *My Way Cafe Jember, Opinion Leader, Purchase Decision, Reference Groups, Word of Mouth..*