

**PENGEMBANGAN PROMOSI UMKM PANGAN DI KAMPUNG
TRADISIONAL TUKSONO DENGAN PENDEKATAN TEORI *STIMULUS
ORGANISM RESPONSE (SOR)***

INTISARI

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Pariwisata Indonesia mengalami perkembangan pesat dan memberikan kontribusi signifikan terhadap perekonomian nasional. Daerah Istimewa Yogyakarta menjadi salah satu destinasi unggulan, namun tingkat kunjungan ke Kabupaten Kulon Progo masih tergolong rendah dibandingkan daerah lain di wilayah tersebut. Kampung Tradisional Tuksono, yang diresmikan sebagai destinasi wisata budaya dan kuliner pada September 2024, memiliki potensi untuk dikembangkan lebih lanjut, khususnya melalui optimalisasi promosi UMKM pangan lokal. Namun, strategi promosi yang dilakukan selama ini belum optimal. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, kewajaran harga, kualitas interpersonal, dan kualitas lingkungan terhadap kepuasan konsumen serta dampaknya terhadap *Word of Mouth*, dengan menggunakan pendekatan teori *Stimulus-Organism-Response (SOR)*. Selain itu, penelitian ini juga mengevaluasi peran kepuasan konsumen sebagai variabel mediasi. Metode analisis yang digunakan adalah SEM-PLS versi 4.0 dengan jumlah responden sebanyak 133 orang. Hasil penelitian menunjukkan bahwa kualitas produk, kewajaran harga, dan kualitas lingkungan berpengaruh positif signifikan terhadap kepuasan konsumen, sedangkan kualitas interpersonal tidak menunjukkan pengaruh signifikan. Kepuasan konsumen terbukti memediasi hubungan antara beberapa variabel stimulus dan *Word of Mouth*. Strategi *Word of Mouth* tetap menjadi metode pemasaran yang efektif bagi UMKM di Kampung Tradisional Tuksono, didukung dengan strategi pemasaran lainnya seperti *viral marketing* melalui media sosial, konten kreatif, dan kolaborasi dengan influencer lokal untuk meningkatkan daya tarik serta jangkauan promosi.

Kata kunci: kepuasan konsumen, pengalaman konsumsi, SEM-PLS, UMKM pangan, *Word of Mouth*.

DEVELOPMENT OF FOOD MSME PROMOTION IN TUKSONO TRADITIONAL VILLAGE USING THE STIMULUS-ORGANISM- RESPONSE (SOR) THEORY

ABSTRACT

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Indonesia's tourism sector has experienced rapid growth and has made a significant contribution to the national economy. The Special Region of Yogyakarta is one of the country's top tourist destinations; however, tourist visits to Kulon Progo Regency remain relatively low compared to other regions in the area. The Traditional Village of Tuksono, inaugurated in September 2024 as a cultural and culinary tourism destination, holds strong potential for further development, particularly through the optimization of local food MSME promotions. However, the promotional strategies implemented thus far have not been optimal. This study aims to analyze the influence of product quality, price fairness, interpersonal quality, and environmental quality on consumer satisfaction and its impact on Word of Mouth, using the Stimulus Organism Response (SOR) theory. Additionally, the study evaluates the mediating role of consumer satisfaction. The analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) version 4.0, based on data collected from 133 respondents. The results show that product quality, price fairness, and environmental quality have a significant positive effect on consumer satisfaction, while interpersonal quality does not have a significant influence. Consumer satisfaction is proven to mediate the relationship between several stimulus variables and Word of Mouth. Word of Mouth remains an effective marketing strategy for MSMEs in the Traditional Village of Tuksono, especially when supported by other promotional strategies such as viral marketing through social media, creative content, and collaborations with local influencers to enhance the attractiveness and reach of promotional efforts.

Keywords: consumer satisfaction, consumption experience, food MSMEs, SEM-PLS, Word of Mouth.