

***THE INFLUENCE OF WORD OF MOUTH, PRICE, AND SERVICE
QUALITY ON PURCHASE DECISIONS (CASE STUDY AT RAJA
SATE KILOAN PSK RESTAURANT (SATE KILOAN FANS)
SENTUL)***

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Abstract

This research was conducted to analyze and study the effect of word of mouth, price, and service quality on purchasing decisions at the Raja Sate Kiloan PSK (Sate Kiloan Fan) Sentul restaurant. This study was conducted with customer respondents from Raja Sate Kiloan PSK Sentul who had made a purchase at least once. Data collection used a gform questionnaire and 100 respondents were collected. This research was conducted quantitatively. Descriptive analysis using SmartPLS and three box method. This study states that the Word of Mouth variable has a significant and significant effect on purchasing decisions at the Raja Sate Kiloan PSK Sentul restaurant. Price has a positive and significant influence on purchasing decisions at the Raja Sate Kiloan PSK Sentul restaurant. Service quality has no effect and is not significant on purchasing decisions at the Raja Sate Kiloan PSK Sentul restaurant.

Keywords: WOM, Price, Service Quality, Purchase Decision

PENGARUH WORD OF MOUTH, HARGA, DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN (STUDI KASUS PADA RUMAH MAKAN RAJA SATE KILOAN PSK (PENGGEJAR SATE KILOAN) SENTUL)

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Abstrak

Penelitian ini dilaksanakan dalam upaya menganalisa dan mempelajari pengaruh word of mouth, harga, dan kualitas layanan terhadap keputusan pembelian pada rumah makan Raja Sate Kiloan PSK (Penggemar Sate Kiloan) Sentul. Studi ini dilakukan dengan responden pelanggan dari Raja Sate Kiloan PSK Sentul dengan minimal telah melakukan pembelian sebanyak satu kali. Pengambilan data menggunakan kuesioner gform dan telah terkumpul sebanyak 100 responden. Penelitian ini dilakukan secara kuantitatif. Analisis deskriptif menggunakan SmartPLS dan metode *three box method*. Penelitian ini menyatakan bahwa variabel Word of Mouth berpengaruh dan signifikan terhadap keputusan pembelian pada rumah makan Raja Sate Kiloan PSK Sentul. Harga memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian pada rumah makan Raja Sate Kiloan PSK Sentul. Kualitas Layanan tidak berpengaruh dan tidak signifikan terhadap Keputusan Pembelian pada rumah makan Raja Sate Kiloan PSK Sentul.

Kata Kunci: WOM, Harga, Kualitas Layanan, Keputusan Pembelian