

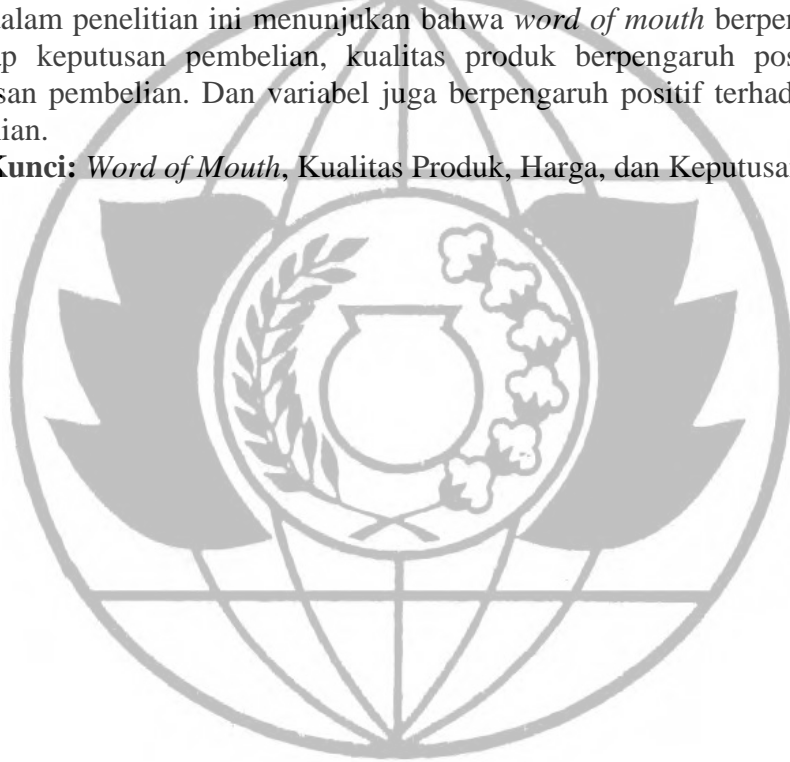
ABSTRAK

Berdasarkan pada penelitian ini berfokus pada bidang usaha bisnis catering skala menengah merupakan kegiatan bisnis yang mulai menjamur pada saat ini. Penelitian ini bertujuan untuk menguji pengaruh *word of mouth*, kualitas produk, dan harga terhadap keputusan pembelian pada Zahra Catering.

Jenis dalam penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini didapatkan dengan menggunakan metode *purposive sampling* yaitu metode pemilihan sampel dengan kriteria-kriteria yang telah ditentukan. Berdasarkan metode *purposive sampling* tersebut terpilih 98 responden yaitu pelanggan Zahra Catering. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS versi 20. Melalui hasil penelitian ini diharapkan dapat mengetahui hasil pengaruh variabel *word of mouth*, kualitas produk, dan harga terhadap keputusan pembelian pada usaha Zahra Catering

Hasil dalam penelitian ini menunjukkan bahwa *word of mouth* berpengaruh positif terhadap keputusan pembelian, kualitas produk berpengaruh positif terhadap keputusan pembelian. Dan variabel juga berpengaruh positif terhadap keputusan pembelian.

Kata Kunci: *Word of Mouth*, Kualitas Produk, Harga, dan Keputusan Pembelian



ABSTRACT


According to the research, many businesses which based on catering for all types of customers, start to grow rapidly nowadays. While, this research aimed to examine the effect of word of mouth, product quality and price on buying decision of Zahra Catering.

The research was quantitative. Moreover the population was customers of Zahra Catering. furthermore, the data collection technique used purpose sampling technique, in which the sample was based on criteria give. In line with, there were 98 customers of Zahra Catering who chosen as respondent. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product for Service Solution) 20. From the analysis result, it could be known the effect of word of mouth, product quality and price on buying decision of Zahra Catering.

The research result concluded word of mouth had positive effect on buying decision of Zahra Catering. likewise, product quality had positive effect on buying decision of Zahra Catering. similarly, price had positive effect on buying decision of Zahra Catering.

Keywords : Word of Mouth, Product Quality, Price, Buying Decision.



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