

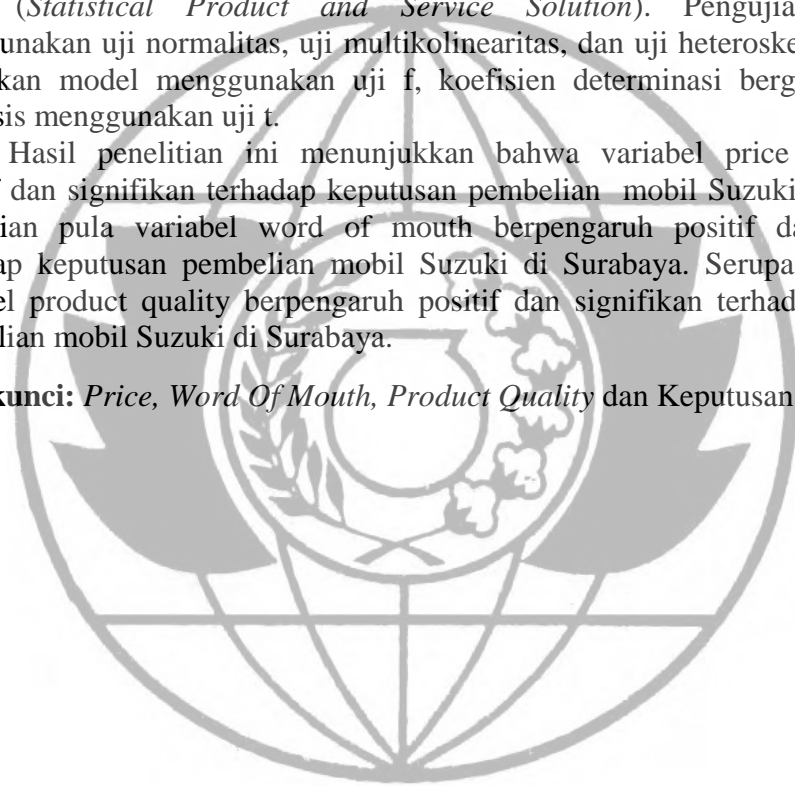
## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *price*, *word of mouth*, dan *product quality* terhadap keputusan pembelian mobil Suzuki di Surabaya.

Jenis penelitian ini dikategorikan sebagai penelitian yang bersifat deskriptif analisis dengan menggunakan pendekatan kuantitatif. Sampel penelitian ini menggunakan 100 responden yang menggunakan atau melakukan pembelian mobil Suzuki di Surabaya diambil menggunakan metode *accidental sampling*. Pengumpulan data menggunakan kuesioner. Metode analisis data dilakukan dengan menggunakan analisis regresi linear berganda dengan bantuan program SPSS (*Statistical Product and Service Solution*). Pengujian instrumen menggunakan uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas, uji kelayakan model menggunakan uji f, koefisien determinasi berganda dan uji hipotesis menggunakan uji t.

Hasil penelitian ini menunjukkan bahwa variabel *price* berpengaruh positif dan signifikan terhadap keputusan pembelian mobil Suzuki di Surabaya. Demikian pula variabel *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian mobil Suzuki di Surabaya. Serupa juga dengan variabel *product quality* berpengaruh positif dan signifikan terhadap keputusan pembelian mobil Suzuki di Surabaya.

**Kata kunci:** *Price*, *Word Of Mouth*, *Product Quality* dan Keputusan Pembelian.



## **ABSTRACT**

*This research aimed to analyze the effect of price, word of mouth, and product quality on the consumers' purchasing decisions for Suzuki cars in Surabaya.*

*The research was categorized into descriptive-quantitative. Furthermore, the population was consumers for Suzuki cars in Surabaya. The data collection technique used accidental sampling. In line with that, 100 respondents had ever used and purchased a Suzuki car in Surabaya as the sample. Moreover, the instrument in the data collection technique was a questionnaire. The data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution). Additionally, the instrument test used normality test, multicollinearity test, heteroscedasticity test, proper model test with F test, multiple determination coefficient, and hypothesis test with t-test.*

*The result showed that price had a positive and significant on consumers' purchasing decisions for Suzuki cars in Surabaya. Likewise, word of mouth had a positive and significant effect on consumers' purchasing decisions for Suzuki cars in Surabaya. Similarly, product quality had a positive and significant effect on consumers' purchasing decisions for Suzuki cars in Surabaya.*

**Keywords:** *Price, Word of Mouth, Product Quality, Purchasing Decisions*

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