

Pengaruh Kualitas Produk, Atmosfer Rumah Makan, Dan Word of Mouth terhadap Keputusan Pembelian Pada Rumah Makan Ayam Bakar dan Ayam Kremes Mbak Pipi di Karanganyar

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ABSTRAKSI

Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Kualitas Produk, Atmosfer Rumah Makan, dan *Word of Mouth* terhadap Keputusan Pembelian pada Rumah Makan Ayam Bakar dan Ayam Kremes Mbak Pipi di Karanganyar. Penelitian ini menggunakan metode pengambilan data secara primer yaitu dengan menyebarkan kuesioner dimana populasi dalam penelitian ini adalah konsumen Rumah Makan Ayam Bakar dan Ayam Kremes Mbak Pipi di Karanganyar. Pengambilan sampel dalam penelitian ini menggunakan teknik incidental sampling dengan jumlah sampel sebanyak 100 responden. Hasil pengujian validitas dan reliabilitas menunjukkan bahwa seluruh item pertanyaan yang diajukan terbukti valid dan reliabel. Hasil persamaan regresi linier berganda variabel kualitas produk dan atmosfer rumah makan berpengaruh positif sedangkan variabel *word of mouth* berpengaruh negative. Hasil uji t menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap keputusan pembelian, atmosfer rumah makan berpengaruh signifikan terhadap keputusan pembelian dan *word of mouth* tidak berpengaruh signifikan terhadap keputusan pembelian. Hasil uji F menunjukkan kualitas produk, atmosfer rumah makan dan *word of mouth* secara simultan berpengaruh signifikan terhadap keputusan pembelian. Hasil uji koefisien determinasi (R^2) menunjukkan bahwa nilai adjusted R square sebesar 0,532 sehingga diperoleh nilai koefisien determinasi sebesar 53,2%. Maka dapat disimpulkan bahwa variabel independen (kualitas produk, atmosfer rumah makan dan *word of mouth*) mampu menjelaskan variabel dependen yaitu keputusan pembelian sebesar 53,2%. Sedangkan sisanya 46,8% dipengaruhi variabel lain diluar penelitian ini seperti harga, lokasi, kualitas pelayanan, dan brand image.

Kata kunci: Keputusan Pembelian, Kualitas Produk, Atmosfer Rumah Makan dan Word of Mouth,

The Effect of Product Quality, Restaurant Atmosphere, and Word of Mouth on Purchasing Decision at the Grilled Chicken and Kremes Chicken Mbak Pipi Restaurant in Karanganyar

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ABSTRACT

The purpose of this study was to determine the effect of product quality, restaurant atmosphere, and word of mouth on purchasing decisions in Grilled Chicken and Kremes Chicken Mbak Pipi Restaurant in Karanganyar. This research uses primary data collection method by distributing questionnaires where the population in this study are consumers of Grilled Chicken and Kremes Chicken Mbak Pipi Restaurant in Karanganyar. Sampling in this study uses the incidental sampling technique with a total sample of 100 respondents. The results of the validity and reliability test show that all the questions raised were valid and reliable. The results of multiple linear regression equations product quality and restaurant atmosphere have a positive effect on purchasing decision, word of mouth have a negative effect on purchasing decision. T test show that product quality has a significant effect on purchasing decision, restaurant atmosphere has a significant effect on purchasing decision and word of mouth has not significant on purchasing decision. F test show the product quality, restaurant atmosphere and word of mouth significantly influences the purchase decision. Coefficient Test Result Determination (R^2) shows that adjusted R square value of 0,532 so that Determination Coefficient value of 53,2% is obtained. Then it can be concluded that the independent variable (product quality, restaurant atmosphere and word of mouth) is able to explain the dependent variable namely purchasing decision of 53,2%. While the remaining 46,8% is influenced by other variables outside this study such as price, location, service quality, and brand image.

Keyword: Purchasing Decision, Product quality, Restaurant Atmosphere and Word of Mouth