

ABSTRACT

In today's competitive industry, the emergence of Islamic book publishing continues to increase. CV. Pustaka Ramadan is one of the publishing and printing books on Islam in the city of Bandung. The company has sales data for the period December 2013-May 2014 amounted to Rp 1.475.000.000. With a total cost of promotion Rp 189.258.800. It is noticeable that companies use 22% of their income to the cost of the promotion company and printing costs. Customers who came a existing customer, or the customer based on existing customers, it is suspected the existence of factors that influence such as word of mouth.

The purpose of this research are (1) to know the word of mouth that occurs in customer CV. Pustaka Ramadan Bandung, (2) to determine the purchase decision process that occurs in the customer CV. Pustaka Ramadan Bandung, (3) to determine how much influence word of mouth on the purchase decision process in subscriber CV. Pustaka Ramadan Bandung. Information and data collected in this study include the primary data and secondary data. And sampling of 100 people with a simple random sampling method.

Based on the results of the descriptive analysis by the continuum line word of mouth that occurs in the CV. Pustaka Ramadhan of 85.868% and the customer purchase decision process by 88.6%. Corresponding predetermined range then it is considered to be very high. SPSS analysis results obtained Word Of Mouth influence on purchasing decisions by 89.02% and the most influential sub-variables are sub variable Talker.

Keywords : Word of mouth, talker, topic, tools, taking part, track, the process of purchasing decisions.