

ABSTRACT

The great interest of the bride and groom in Indonesia to realize a unique and memorable marriage concept has triggered the rise of wedding vendors or wedding organizers (WO). This field is considered as one of the fields of business that is promising as well as profitable because Indonesia is a country whose people still have the culture to hold weddings in sufficient numbers of invitations. Today's consumers are increasingly selective in choosing event organizer services. This study aims to analyze the effect of product prices and word of mouth on purchasing decisions at OMG Event Asia services in Bandung in 2019.

The independent variable is product price and word of mouth, and the dependent variable is the Purchasing Decision. The research method used in this study was a descriptive study using a quantitative approach with a sample of 100 respondents. Data processing was carried out using SPSS 25 software for Windows.

Based on the results and data processing it was found that the product price was 77%, word of mouth was 77% and the purchase decision was 82%.

Keywords: product prices, word of mouth, purchasing decisions

