

ABSTRACT

Bandung is one of the cities in Indonesia which has a variety of natural tourist attractions, although for the historical attractions, then many tourists who visit the city of Bandung enjoy the tourist attractions although culinary tour in the city of Bandung, this is evidenced by the increasing number of visits the city of Bandung in 2014 in the amount of 5,807,565 from the amount 3,897,429. Along with the number of visits so big also gives impacts to growing industry culinary food and drink in Bandung in 2014 at 10.455 business unit of 10.448 unit. One of them is food business martabak jayaraga. From the preliminary survey that researchers doing that product quality prices and word of mouth was the most often considered in the purchase decision process. Therefore, this research to determine the effect on product quality, price, and word of mouth partially and simultaneously on the Buying Decision Process on Martabak Jayaraga at Terusan Buahbatu Street Bandung.

Method of this research uses quantitative methods of descriptive research and causal. The population of this research is all consumers that make purchases, at least one product of Martabak Jayaraga. Samples taken as many as 100 respondents using an accidental sampling technique. The research using multiple linear regression analysis and hypothesis testing (t statistical test, f statistical test, and the coefficient of determination) using IBM SPSS 20 software.

The results of the study simultaneously showed that product quality , the price , and word of mouth significant on the process decision the purchase. But it is partial showed that the quality of products and the price is not significant on the process decision the purchase. And The word of mouth has effect in partial on the process decision the purchase. The coefficient of determination obtained by 0.396. This shows that the influence of the independent variables (product quality, price, and word of mouth) towards the purchase decision process by 36.9% while the remaining 60.4% is influenced by other factors not examined in this research.

The company must continue to improve the quality of product quality in order to compete with other martabak, product quality by adjusting the quality of the product against various new innovation by creating a new menu of flavors to suit the needs of the desired consumers so consumers can spread the information that Jayaraga has made a new flavor variations.

Key Word: Product Quality, Price, Word Of Mouth, Buying Decision Process