

ABSTRACT

THE EFFECT OF THE CONSUMER PERCEPTION ABOUT THE QUALITY OF THE SERVICES, STORE ATMOSPHERE AND WORD OF MOUTH COMMUNICATION ON BUYING DECISION THROUGH BUYING INTEREST OF CONSUMERS BAKSO MAS YON BANDAR LAMPUNG 2017

By

Zahrotul Mufidah

This research is motivated by the fluctuating selling rate. The purpose of this research is to know the influence of consumer perception about service quality, store atmosphere, and word of mouth communication to buying decision through consumer buying interest of Bakso Mas Yon Bandar Lampung. The method which is used in this research is descriptive verification with ex post facto approach and survey. The population in this study amounted to 1,400 consumers. The samples obtained are 93 consumers and sampling technique is non probability sampling with purposive sampling. The result of research shows that there is influence: 1. Partial between consumer perception about service quality, store atmosphere, and word of mouth communication to consumer buying interest 2. Simultaneous between consumer perception about service quality, store atmosphere, and word of mouth communication against consumer buying interest 3. Relationship between consumer perception about service quality with store atmosphere, store atmosphere with word of mouth communication and consumer perception about service quality with word of mouth communication 4. Partial between consumer perception about service quality, store atmosphere, and word of mouth communication to buying decision 5. Simultaneous between consumer perception about service quality, store atmosphere, and word of mouth communication to buying decision 6. Direct and indirect between consumer perception about service quality, store atmosphere, and word of mouth communication to buying decisions 7. Consumer buying interest in purchasing decisions.

Keywords: consumer perception about service quality, store atmosphere, word of mouth communication, consumer buying interest and buying decision.

ABSTRAK

PENGARUH PERSEPSI KONSUMEN TENTANG KUALITAS PELAYANAN JASA, *STORE ATMOSPHERE* DAN *WORD OF MOUTH COMMUNICATION* TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI KONSUMEN BAKSO MAS YON BANDAR LAMPUNG TAHUN 2017

Oleh

Zahrotul Mufidah

Penelitian ini dilatarbelakangi oleh tingkat penjualan yang fluktuatif. Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Persepsi Konsumen tentang Kualitas Pelayanan Jasa, *store atmosphere*, dan *word of mouth communication* terhadap keputusan pembelian melalui minat beli konsumen Bakso Mas Yon Bandar Lampung. Metode yang digunakan dalam penelitian ini adalah *deskriptif verifikatif* dengan pendekatan *ex post facto* dan *survey*. Populasi dalam penelitian ini berjumlah 1.400 konsumen. Sampel yang diperoleh adalah 93 konsumen dan teknik pengambilan sampel yaitu non probability sampling dengan purposive sampling. Hasil penelitian menunjukkan, terdapat pengaruh : 1. Parsial antara persepsi konsumen tentang kualitas pelayanan jasa, *store atmosphere*, dan *word of mouth communication* terhadap minat beli konsumen 2. Simultan antara persepsi konsumen tentang kualitas pelayanan jasa, *store atmosphere*, dan *word of mouth communication* terhadap minat beli konsumen 3. Hubungan antara persepsi konsumen tentang kualitas pelayanan jasa dengan *store atmosphere*, *store atmosphere* dengan *word of mouth communication* dan persepsi konsumen tentang kualitas pelayanan jasa dengan *word of mouth communication* 4. Parsial antara persepsi konsumen tentang kualitas pelayanan, *store atmosphere*, dan *word of mouth communication* terhadap keputusan pembelian 5. Simultan antara persepsi konsumen tentang kualitas pelayanan, *store atmosphere*, dan *word of mouth communication* terhadap keputusan pembelian 6. Langsung dan tidak langsung antara persepsi konsumen tentang kualitas pelayanan, *store atmosphere*, dan *word of mouth communication* terhadap keputusan pembelian 7. Minat beli konsumen terhadap keputusan pembelian.

Kata Kunci : persepsi konsumen tentang kualitas pelayanan jasa, *store atmosphere*, *word of mouth communication*, minat beli konsumen dan keputusan pembelian.