

The Influence of Word Of Mouth, Product Quality and Price on Decision Customer Purchase of Warung Susu (Warsu) Café Malang City

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ABSTRACT

This research is done to know The Influence of Word Of Mouth, Product Quality and Price on Decision Customer Purchase of Warung Susu (Warsu) Café Malang City. Based on test result using tools SPSS 21.0 For Windows be discovered that variable of Word Of Mouth (X_1), have a positif influence with value t (3,686) the significant is 0,01 and Product Quality variable (X_2) with a value t (5,639) the significant is 0,00 to show the variable X_1 and variable X_2 have a significant influence on decision purchase (Y), then price variable (X_3) with a value t (0,913) the significant 0,365 to show that variable X_3 have a influence not in unison on decision purchase (Y). And based on test F available value F is 64,702 with significant value 0,00 to show that variable Word of Mouth, Product Quality and Price explain variasion of decision purchase variable is 76,4% and the rest is 23,6% explain by the other variable out of this result.

Keywords: Word Of Mouth, Product Quality, Price, Decision Purchase.