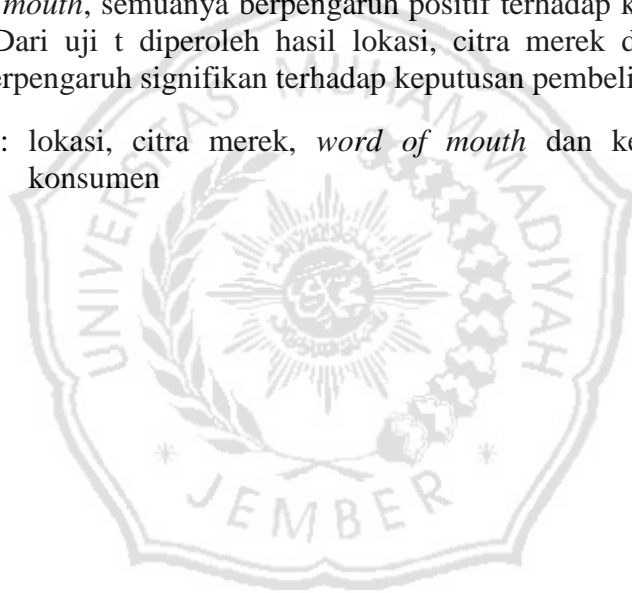


ABSTRAK

Penelitian ini dilakukan pada pelanggan Mie Ayam Solo Bangsal Jember. Penelitian ini bertujuan untuk mengetahui pengaruh lokasi, citra merek dan *word of mouth* terhadap keputusan pembelian konsumen. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 90 responden dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel lokasi, citra merek dan *word of mouth*, semuanya berpengaruh positif terhadap keputusan pembelian konsumen. Dari uji t diperoleh hasil lokasi, citra merek dan *word of mouth*, semuanya berpengaruh signifikan terhadap keputusan pembelian konsumen.

Kata kunci: lokasi, citra merek, *word of mouth* dan keputusan pembelian konsumen



ABSTRACT

This research was conducted on customer Mie Ayam Solo Bangsal Jember. This study aims to determine the influence of location, brand image and word of mouth on consumer purchasing decisions. In this research the data collected by means of aids in the form of observation, interview and questionnaire to 90 respondents with purposive sampling technique, which aims to know the perception of respondents to each variable. The analyzes used include instrument test data (validity test, reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis test (F test, t test, coefficient of determination). From the analysis using regression can be seen that the location variables, brand image and word of mouth, all have a positive effect on consumer purchasing decisions. From t-test results obtained location, brand image and word of mouth, all have a significant effect on consumer purchasing decisions.

Keywords: *location, brand image, word of mouth and consumer purchasing decisions*

