ABSTRAK

Perkembangan teknologi digital telah mengubah strategi pemasaran dalam industri kuliner. Restoran tidak lagi hanya mengandalkan promosi konvensional, tetapi juga memanfaatkan *live streaming*, komunikasi *word of mouth*, dan peningkatan kualitas layanan untuk menarik konsumen. Penelitian ini bertujuan menganalisis pengaruh *live streaming, word of mouth*, dan kualitas layanan terhadap keputusan pembelian konsumen pada Fish Resto Jember. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik purposive sampling. Sampel penelitian berjumlah 96 responden yang merupakan pelanggan Fish Resto Jember. Variabel independen *meliputi live streaming, word of mouth*, dan kualitas layanan, sedangkan variabel dependen adalah keputusan pembelian. Hasil penelitian menunjukkan bahwa *live streaming, word of mouth,* dan kualitas layanan memiliki pengaruh positif terhadap keputusan pembelian konsumen. Temuan ini menunjukkan bahwa strategi pemasaran digital yang didukung komunikasi pelanggan yang positif serta kualitas layanan yang baik mampu meningkatkan keputusan pembelian konsumen pada sektor kuliner.

Kata kunci: *Live Streaming*, *Word of Mouth*, Kualitas Layanan, Keputusan Pembelian, Restoran.

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Abstract

The increasingly competitive culinary business environment encourages business owners to implement effective marketing strategies to attract and retain customers. The development of digital technology has introduced various new marketing methods, one of which is live streaming, which enables direct interaction between business owners and consumers. In addition, word of mouth and service quality are important factors that can influence consumer purchasing decisions. This study aims to analyze the effect of live streaming, word of mouth, and service quality on purchasing decisions at Fish Resto Jember. This research employed a quantitative approach using purposive sampling techniques. The sample consisted of 96 respondents who were customers of Fish Resto Jember. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results indicate that live streaming, word of mouth, and service quality have a positive and significant effect on consumer purchasing decisions. These findings suggest that digital marketing strategies supported by positive consumer communication and high-quality service can enhance purchasing decisions in the culinary business sector.

Keywords: Live Streaming, Word of Mouth, Service Quality, Purchasing Decision, Restaurant

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