

## ABSTRAK

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### **PENGARUH KOMUNIKATOR *WORD OF MOUTH* (WOM) TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN RESTORAN PURQUENNO MENTENG DI MASA PANDEMI COVID 19**

(xiv + 88 Halaman: 14 Gambar; 25 Tabel; 6 Lampiran)

Kata Kunci: Komunikasi Pribadi, *Word of Mouth*, Keputusan Pembelian

Bisnis restoran dan jasa makanan adalah beberapa dari aktivitas ekonomi pertama yang terkena dampak parah pandemi COVID-19. Makan di restoran hampir berhenti disetiap negara karena adanya pandemi COVID-19, sehingga banyak bisnis restoran yang tutup. Untuk itu dibutuhkan sebuah komunikasi pemasaran sebagai langkah cepat bagi industri restoran, khususnya restoran Purquenno Menteng. Salah satu komunikasi pemasaran saat pandemi adalah melalui proses komunikasi dari mulut ke mulut (*Word of Mouth*). Tindakan menyebarkan komentar positif didasarkan pada komunikasi informal dan pribadi antara pengirim pesan dan penerima pesan tentang merek, produk, layanan, atau organisasi. Pada penelitian ini, bertujuan untuk mengetahui pengaruh *Word of Mouth* terhadap keputusan pembelian konsumen restoran Purquenno Menteng di masa pandemi COVID 19.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan *Word of Mouth* terhadap Keputusan Pembelian. Penelitian ini berhasil membuktikan bahwa terdapat pengaruh *Word of Mouth* terhadap Keputusan Pembelian. Hal ini berarti bahwa yaitu *Word of Mouth* (X) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) konsumen restoran Purquenno Menteng. Artinya, semakin tinggi tingkat *Word of Mouth* yang positif atas suatu produk, maka semakin tinggi pula tingkat keputusan pembelian terhadap produk tersebut. Hal tersebut dikarenakan cerita mengenai pengalaman baik seseorang dalam menggunakan suatu produk dapat mempengaruhi orang-orang yang mendengarkan pengalaman tersebut untuk membuat keputusan pembelian atas produk tersebut

Referensi: 74 (1991-2021)

## ABSTRACT

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### **THE INFLUENCE OF WORD OF MOUTH (WOM) COMMUNICATIONS ON CONSUMER PURCHASE DECISIONS IN PURQUENNO MENTENG RESTAURANT DURING THE COVID-19 PANDEMIC**

(xii + 88 Sheets: 14 Pictures; 25 Tables; 6 Attachments)

Keywords: Personal Communication, *Word of Mouth*, Purchase Decision

The restaurant and foodservice businesses are some of the first economic activities to be severely affected by the COVID-19 pandemic. Eating at restaurants has almost stopped in every country due to the COVID-19 pandemic, so many restaurant businesses have closed. For this reason, a marketing communication is needed as a quick step for the restaurant industry, especially the Purquenno Menteng restaurant. One of the marketing communications during a pandemic is through Word of Mouth. The act of spreading positive comments is based on informal and personal communication between the sender and the recipient of the message about a brand, product, service or organization. This study aims to determine the effect of Word of Mouth on consumer purchasing decisions at Purquenno Menteng restaurants during the COVID 19 pandemic.

Based on the results of the study indicate that there is a positive and significant effect of Word of Mouth on Purchase Decisions. This research has succeeded in proving that there is an effect of Word of Mouth on the Purchase Decision. This means that the Word of Mouth (X) has a positive and significant effect on the Purchase Decision (Y) of the Purquenno Menteng restaurant consumers. That is, the higher the level of positive Word of Mouth for a product, the higher the level of purchasing decisions for the product. This is because stories about a person's good experience in using a product can influence people who listen to the experience to make purchasing decisions for the product.

Reference: 74 (1991-2021)