

## ABSTRAK

*Savior Event Organizer* merupakan perusahaan jasa yang memberikan pelayanan dalam menangani segala kebutuhan dalam rangka penyelenggaraan acara tertentu baik itu pernikahan, *geathering* dan sebagainya. *Savior Event Organizer* berusaha meleburkan kreativitas, inovasi, dan kekompakan tim untuk menciptakan kualitas bagi para pelanggan. *Savior Event Organizer* memiliki suatu strategi yang digunakan untuk meningkatkan jumlah pelanggan, salah satu cara yang digunakan adalah dengan meningkatkan kualitas pelayanan, penyesuaian harga pada paket jasa yang digunakan dan juga meningkatkan promosi melalui komunikasi *word of mouth* dengan para pelanggan.

Pengumpulan data dilakukan dengan penyebaran kuesioner kepada responden yang sesuai dengan karakteristik sampel yang dijelaskan terdahulu. Data diolah dengan menggunakan analisis validitas, reliabilitas, normalitas, heteroskedastisitas, linieritas, multiko linieritas dan regresi linier berganda serta regresi linier sederhana. Pengukuran dilakukan dengan menyebarkan kuesioner kepada 64 orang responden, yang kemudian diuji validitas dan reliabilitasnya. Setelah itu baru dilakukan analisis dan pengujian hipotesis.

Berdasarkan hasil pengujian yang dilakukan dapat diambil kesimpulan bahwa *service quality* ( $X_1$ ), *price* ( $X_2$ ), *word of mouth* ( $X_3$ ) terbukti memiliki pengaruh positif terhadap *willingness to buy* ( $Y_1$ ) pada konsumen *Savior Event Organizer* di Surabaya, di samping itu bahwa *willingness to buy* ( $X_{1s}$ ) juga berpengaruh positif dan signifikan terhadap *buying decision* ( $Y_2$ ) pada konsumen *Savior Event Organizer* di Surabaya.

**Keyword:** *service quality* ( $X_1$ ), *price* ( $X_2$ ), *word of mouth* ( $X_3$ ), *willingness to buy* ( $Y_1$ ) dan *buying decision* ( $Y_2$ )

## ABSTRACT

Savior Event Organizer is a service company that provides services to handle all the needs in the framework of the implementation of a specific event be it a wedding, gathering and so on. Event Organizer Savior tried merging creativity, innovation, and teamwork to create quality for our customers. Savior Event Organizer has a strategy used to increase the number of customers, one way that is used is to improve the quality of service, price adjustments on the package of services used and also increase promotion through word of mouth communication with customers.

The data was collected by distributing questionnaires to the respondent in accordance with the characteristics of the sample are described earlier. The data were processed using analysis of validity, reliability, normality, heteroscedasticity, linearity, multikolinearity and multiple linear regression and simple linear regression. Measurements conducted by distributing questionnaires to 64 respondents, who then tested its validity and reliability. After that analysis and hypothesis testing.

Based on the results of the tests performed can be concluded that service quality (X1), price (X2), word of mouth (X3) proved to have a positive influence on willingness to buy (Y1) on consumers Savior Event Organizer in Surabaya, besides the willingness to buy (X1s) is also positive and significant impact on the buying decision (Y2) on consumers Savior Event Organizer in Surabaya.

***Keyword: service quality (X<sub>1</sub>), price (X<sub>2</sub>), word of mouth (X<sub>3</sub>), willingness to buy (Y<sub>1</sub>) dan buying decision (Y<sub>2</sub>)***