

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi *Buying Decision* pada produk Bantal Laptop di Surabaya. *Buying Decision* dapat diukur melalui variabel *Product Quality*, *Product Attractiveness*, *Word of Mouth*.

Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan teknik *Structural Equation Model (SEM)* melalui program AMOS 16.0 sebagai *software* untuk mengolah data. Jumlah sampel yang digunakan sebanyak 100 responden dengan teknik pengambilan sampel non-probability sampling dan metode pengambilan sampel adalah *purposive sampling*.

Hasil dari penelitian ini menjelaskan bahwa adanya pengaruh signifikan *Product Quality*, *Product Attractiveness*, *Word of Mouth* terhadap *Buying Decision* produk Bantal Laptop di Surabaya. Temuan empiris tersebut mengindikasikan bahwa *Word of Mouth* mempunyai pengaruh yang terbesar terhadap *Buying Decision* produk Bantal Laptop dengan koefisien regresi sebesar 0.42. Variabel berikutnya yang berpengaruh terhadap *buying decision* Bantal Laptop adalah variabel *Product Attractiveness* dengan koefisien regresi sebesar 0.392. Dan berdasarkan temua empiris tersebut ditunjukkan pula bahwa Variabel terakhir yang memiliki pengaruh paling kecil terhadap *Buying Decision* produk Bantal Laptop adalah Variabel *Product Quality* dengan koefisien regresi sebesar 0.197

Kata kunci: *Product Quality*, *Product Attractiveness*, *Word of Mouth* dan *Buying Decision*

## ABSTRACT

The purpose of this research is to find out the factors that affect Buying Decision on Laptop Pillow in Surabaya. Buying Decision can be measured by variables such as Product Quality, Product Attractiveness, Word of Mouth.

This research uses quantitative method by applying Structural Equation Modelling (SEM) technique via AMOS 16.0 program as the software for data processing. The total number of samples used are 100 respondents utilizing non probability sampling technique and the method for sampling is purposive sampling.

The result of this research explains that Product Quality, Product Attractiveness, and Word of Mouth have significant effects on people buying decision toward Laptop Pillow in Surabaya. Those empirical findings indicate that word of mouth has the biggest influence toward laptop pillow buying decision with regression co efficiency of 0.422. The next strongest variable that influence the buying decision of pillow laptop is product attractiveness variable with regression co efficiency of 0.392. And based on those empirical findings, the variable that has the least influence on pillow laptop buying decision is product quality variable with regression co efficiency of 0.197.

Keywords: Product Quality, Product Attractiveness, Word of Mouth, and Buying Decision.