

ABSTRACT

TIFANNY HUSIN

03013200016

THE EFFECT OF PRICE PERCEPTION, WORD OF MOUTH, AND PRODUCT QUALITY ON CONSUMERS' PURCHASE DECISION AT GREEN VILLAGE VEGETARIAN RESTAURANT IN KARIBIA BOUTIQUE HOTEL MEDAN

(xix+109 pages; 7 figures; 32 tables; 8 appendixes)

In the current era of globalization, changes encourage rapid development of the business world in an increasingly tight market competition, thus demanding a better marketing system for every company engaged in goods and services. It takes work to cultivate buying interest and then ultimately make a purchase decision.

This study takes Green Village Vegetarian Restaurant as the main research object because the business is experiencing fluctuating sales in the last six months. Therefore, this researcher analyzes price perception, word of mouth and product quality as the factors that might affect purchase decision.

Convenient sampling, which involved 96 participants, was the method utilized in this study. Data was collected using questionnaires. The data are analyzed using multiple linear regression methods with SPSS 25.0 software.

All hypotheses proposed in this research are accepted. The results of the research show that price perception, word of mouth and product quality partially has effect on customers purchase decision and price perception, word of mouth and product quality simultaneously have effect on customers purchase decision.

It is recommended that Green Village Vegetarian Restaurant evaluate price charged to customers by adjusting portion of the food and beverages as well as encourage consumers to give review after they visit the restaurant to make more people aware Green Village. The restaurant also needs to always check on the freshness of the ingredients and also ensure the consistency of the food taste and creating a new unique menu.

Keywords: Price Perception, Word of Mouth, Product Quality, Purchase Decision

References: 76 (2017-2023)

ABSTRAK

TIFANNY HUSIN

03013200016

***PENGARUH PERSEPSI HARGA, WORD OF MOUTH, DAN KUALITAS PRODUK
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA RESTORAN
VEGETARIAN GREEN VILLAGE DI KARIBIA
BUTIK HOTEL MEDAN***

(xix+108 halaman; 7 gambar; 32 tables; 8 lampiran)

Pada era globalisasi saat ini, perubahan mendorong pesatnya perkembangan dunia usaha dalam persaingan pasar yang semakin ketat, sehingga menuntut adanya sistem pemasaran yang lebih baik bagi setiap perusahaan yang bergerak di bidang barang dan jasa. Diperlukan usaha untuk mengembangkan minat beli dan akhirnya membuat keputusan pembelian.

Studi ini mengambil Green Village Vegetarian Restaurant sebagai objek penelitian utama karena bisnis ini mengalami fluktuasi penjualan dalam enam bulan terakhir. Oleh karena itu, peneliti ini menganalisis persepsi harga, word of mouth, dan kualitas produk sebagai faktor-faktor yang mungkin memengaruhi keputusan pembelian.

Pengambilan sampel dengan convenience sampling, yang melibatkan 96 peserta, adalah metode yang digunakan dalam penelitian ini. Data dikumpulkan menggunakan kuesioner. Data dianalisis menggunakan metode regresi linear berganda dengan perangkat lunak SPSS 25.0.

Semua hipotesis yang diajukan dalam penelitian ini diterima. Hasil penelitian menunjukkan bahwa persepsi harga, word of mouth, dan kualitas produk secara parsial memengaruhi keputusan pembelian pelanggan, dan persepsi harga, word of mouth, dan kualitas produk secara bersama-sama memengaruhi keputusan pembelian pelanggan.

Disarankan agar Green Village Vegetarian Restaurant mengevaluasi harga yang dikenakan kepada pelanggan dengan menyesuaikan porsi makanan dan minuman serta mendorong konsumen untuk memberikan ulasan setelah mereka mengunjungi restoran untuk membuat lebih banyak orang menyadari Green Village. Restoran juga perlu selalu memeriksa kesegaran bahan-bahan dan memastikan konsistensi rasa makanan serta menciptakan menu unik yang baru.

Kata Kunci: Price Perception, Word of Mouth, Product Quality, Purchase Decision

Referensi: 76 (2016-2023)