

## **ABSTRACT**

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### **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, PRODUCT QUALITY, AND BRAND IMAGE TOWARD PURCHASE DECISION AT KEWIN KITCHEN RESTAURANT MEDAN**

(xvii+109 pages; 10 figures; 38 tables; 7 appendixes)

Kewin Kitchen Restaurant is less well-known than other similar restaurants. Also, based on the customer online review, the writer has found out that product quality was frequently mentioned as a concern as it affects their further purchase decision, hence would be further investigated in this study. The purpose of this research is to identify if electronic word of mouth, product quality, and brand image will influence purchase decisions at Kewin Kitchen Restaurant Medan. In this research, the writer used a quantitative research method. The population is the only customer who has ever visited Kewin Kitchen Restaurant Medan at least once. The samples are 100 collected by using non-probability sampling that is convenient sampling through questionnaire distribution. Data analysis techniques that are used include validity, reliability, and classical assumption tests. Multiple linear regressions showed that brand image has the strongest influence on purchase decisions. The coefficient of determination is 85.3% and the remaining 14.7% is influenced by other variables that are not examined. The results showed that electronic word-of-mouth and brand images have a partial influence on purchase decisions, while product quality doesn't have a partial influence on purchase decisions at Kewin Kitchen Restaurant Medan. Electronic word of mouth, product quality, and brand image simultaneously influence purchase decisions. Recommendations for Kewin Kitchen Restaurant are to acknowledge customer reviews with empathy and willingness to make improvements, provide good quality and ensure consistent quality from time to time, maintain its Unique Selling Proposition (USP), and continue experimenting and developing its product.

**Keywords: Electronic Word of Mouth, Product Quality, Brand Image, Purchase Decision**

References: 55 (2018-2023)

## **ABSTRAK**

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### ***PENGARUH ELECTRONIC WORD OF MOUTH, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PADA RESTORAN KEWIN KITCHEN MEDAN***

(xvii+109 halaman; 10 gambar; 38 tabel; 7 lampiran)

*Restoran Kewin Kitchen kurang diketahui dibandingkan restoran sejenis lainnya. Selain itu, berdasarkan ulasan online pelanggan, penulis menemukan bahwa kualitas produk sering disebutkan sebagai kekhawatiran karena mempengaruhi keputusan pembelian, oleh karena itu akan diselidiki lebih lanjut dalam penelitian ini. Tujuan penelitian ini adalah untuk mengetahui apakah electronic word of mouth, kualitas produk, dan citra merek berpengaruh terhadap keputusan pembelian di Restoran Kewin Kitchen Medan. Dalam penelitian ini, penulis menggunakan metode penelitian kuantitatif. Populasinya adalah pelanggan yang pernah mengunjungi Restoran Kewin Kitchen Medan minimal satu kali. Sampel berjumlah 100 orang yang dikumpulkan dengan menggunakan non-probability sampling yaitu convenience sampling melalui penyebaran kuesioner. Teknik analisis data yang digunakan antara lain uji validitas, reliabilitas, dan asumsi klasik. Regresi linier berganda menunjukkan bahwa citra merek memiliki pengaruh paling kuat terhadap keputusan pembelian. Koefisien determinasi sebesar 85,3% dan sisanya sebesar 14,7% dipengaruhi oleh variabel lain yang tidak diteliti. Hasil penelitian menunjukkan bahwa electronic word of mouth dan citra merek mempunyai pengaruh secara parsial terhadap keputusan pembelian, sedangkan kualitas produk tidak mempunyai pengaruh secara parsial terhadap keputusan pembelian pada Restoran Kewin Kitchen Medan. Electronic word of mouth, kualitas produk, dan citra merek berpengaruh secara simultan terhadap keputusan pembelian. Rekomendasi bagi Kewin Kitchen Restaurant adalah menghargai ulasan pelanggan dengan empati dan adanya kemauan untuk melakukan perbaikan, memberikan kualitas yang baik dan memastikan kualitas yang konsisten dari waktu ke waktu, mempertahankan Unique Selling Proposition (USP), dan terus bereksperimen dan mengembangkan produknya.*

**Kata Kunci: Electronic Word of Mouth, Kualitas Produk, Citra Merek, Keputusan Pembelian**

Referensi: 55 (2018-2023)