

ABSTRACT

Bandung not only offers the natural attractions and shopping tourism but also offers a culinary tourism. With many competitors, Cafe Roti Gempol dan Kopi Anjis use word of mouth as marketing strategy. Word of mouth is a part of marketing management. Marketing management is the planning, implementation, and control of programs designed to create, build, and maintain a favorable exchange with the target consumer. This study intends to discuss how word of mouth influence on purchasing decisions at the Cafe.

This study using quantitative methods. Data collected through questionnaires with sample of 100 people. Data analyzed with simple linear regression analysis using SPSS 22.

The coefficient of determination shows that word of mouth affects the buying decision for 34.81% and the remaining 65.19% is influenced by other factors that were not examined in this study. In the F test, word of mouth is affecting the buying decisions proved by F value of 52.319 is more than F table 2.31 which is mean that word of mouth simultaneously affects the buying decision.

It can be concluded that word of mouth simultaneously affecting the buying decisions in Cafe Roti Gempol dan Kopi Anjis. The company needs to improve the products and services quality in order to create more powerfull word of mouth so that the buying decisions can be increase as well.

Key Words: Word of Mouth, Buying Decision