

ABSTRACT

Cafe Roti Gempol dan Kopi Anjis use word of mouth as marketing strategy to compete with their competitor. Word of mouth is part of the marketing management. Marketing Management use a plan, implementation, and control program, to create, build and maintain trade benefit and good relationship with customers. This research intends to know how much influence of word of mouth on buying decisions process at Cafe Roti Gempol dan Kopi Anjis.

This study using quantitative methods. data obtained through questionnaires and use respondents as many as 100 people. Data analyzed with simple linear regression analysis using SPSS 22.

The coefficient of determination shows that word of mouth affects the buying decisions process for 70,3 % and the rest of them as much as 29,7 % affected by other factors that were not examined in this research. In the T test word of mouth affects buying decisions process proved by T value of 15,323 is more than T table of 1,660 which is mean that word of mouth partially affects buying decisions process.

It can be concluded that word of mouth partially affecting the buying decisions at Cafe Roti Gempol dan Kopi Anjis. The company needs to improve the products and services quality in order to create more powerful word of mouth so that the buying decisions can be increase as well. Word of mouth affects the process of purchasing decisions of 70,3%

Keywords: Word of mouth, Proses Keputusan Pembelian