

ABSTRACT

This research aimed to get the description of servicescape, word of mouth, and consumer buying decision process. This research was conducted in Kedai Aceh Cie Rasa Loom, Buah Batu street, number 154, Buah Batu, Bandung.

The population of this research is consumer in Kedai Aceh Cie Rasa Loom. The sample of this research was determined by Aaker, et.al method with margin of error of 5% amount 100 people. The primary data collect by providing a list of statement that given to 100 consumer of Kedai Aceh Cie Rasa Loom Buah Batu, Bandung.

This research using frequency distribution and continuum line to know the servicescape, word of mouth and the consumer buying decision process . Results from this research is that servicescape, word of mouth and the consumer buying decision process lies in good criteria of continuum line , namely servicescape amounted to 74.22 % , word of mouth amounted to 74.53 % and the consumer buying decision process amounted to 74.53 %

Keywords: servicescape, word of mouth, and consumer buying decision process.