

ABSTRACT

This study aimed to analyze the effect of word of mouth towards on consumer purchase decision in Waroeng Steak and Shake Banteng road no. 14 Bandung. Waroeng Steak and Shake have got a place in consumer's heart. It's proved by the visit of consumers who enliven that place. Therefore, the writer think that there is influence of word of mouth, that have been recommended by the opinion leader to the next consumers like his or her family, friends or neighbour. Until they decided to become a consumer of Waroeng Steak and Shake.

This research includes quantitative research. The method that being used is descriptive - causal. The sampling technique that being used is nonprobability sampling with the sampling method purposive sampling. The data collection is done by distributing questionnaires to 100 consumers who know, visit and make a purchase of Waroeng Steak and Shake Banteng road no. 14 Bandung. Data analysis technique that being used is simple linear regression analysis.

Based on the results, it can be concluded that the Word of Mouth has positive effect on consumer purchase decision in Waroeng Steak and Shake Banteng road no. 14 Bandung. Based on the coefficient of determination (R^2) calculation can be known the magnitude of the effect of word of mouth (X) variable on purchase decision (Y) was 50.2% and the remaining 49.8% is influenced by other factors that not be examined in this study such as a marketing strategic and store atmosphere.

Key Word: word of mouth, purchase decision, Waroeng Steak and Shake