

ABSTRACT

Bandung is known as one of favorite culinary tourism destinations in Indonesia. The development of culinary in the city of Bandung can not be separated from the role of creative and innovative young people in creating unique and quality food and drink. To maintain the quality of the product is very important because it can affect the occurrence of word of mouth communication that will affect the buying interest of someone. This study aims to determine the effect of product quality and word of mouth on buying interest in Chicken Dey.

The method used in this research is quantitative with the type of descriptive and causal analysis. The type of data used for this research is primary data and secondary data. Sampling was done by non-probability sampling method of accidently sampling with the number of respondents taken as many as 100 respondents who know Chicken Dey. Then for the analysis technique using multiple linear regression analysis and data processing using SPSS software version 22.

Based on the results of hypothesis testing as a whole showed that product quality and word of mouth simultaneously have a positive effect on buying interest in Chicken Dey and the result of partial hypothesis test shows that variable of product quality and word of mouth have influence to buying interest. Based on the coefficient of determination of product quality and word of mouth effect of 68.5% on buying interest and the remaining 31.5% influenced other variables not examined in this study.

Key Word: Kualitas Produk, Word of Mouth, Minat Beli, Chicken Dey.