

ABSTRACT

ENDAH SUSILOWATI The Influence of Product Quality, Price and Quality of Service to A & W (Case Study: in Restaurant A & W Mall Ciputra West Jakarta) (guided by Mr. Muhammad Fariz).

This study aims to determine the effect of product quality, price and quality of service to purchase decisions A & W (Case Study: in Restaurant A & W Mall Ciputra West Jakarta). Independent variable consists of product quality, price and service quality while Dependent variable is purchase decision. This research method used in sampling is purposive sampling method with the number of sample is 125 responden. Respondents of this research are consumers who have bought and consumed A & W Mall Ciputra West Jakarta. Data analysis techniques used in this study are Test Validity, Test Reliability, Multiple Linear Regression Analysis, and Determination Test.

The results showed that product quality, price and quality of service partially (individually) and jointly affect the purchase decision and price is the most dominant influence variable to the decision of purchase of A & W Mall Ciputra West Jakarta.

Keywords: Product Quality, Price, Service Quality and Purchase Decision