

ABSTRAKSI

SHINDY NATHASYA, Pengaruh *Word Of Mouth* dan Kualitas Produk terhadap Keputusan Pembelian Yang Dimediasi Minat Beli Di Restoran Endorphin Eatery & Brew Kemanggisan Jakarta Barat (dibimbing oleh Abdurrahman).

Penelitian ini bertujuan untuk mengetahui pengaruh *word of mouth* dan kualitas produk terhadap keputusan pembelian yang dimediasi minat beli di restoran Endorphin Eatery & Brew. Dalam penelitian ini variable independen terdiri dari *word of mouth* dan kualitas produk sedangkan variable dependen adalah minat beli dan variable intervening adalah keputusan pembelian.

Metode penelitian yang digunakan pada pengambilan sampel adalah metode *quota sampling* dengan jumlah sampel yang diperlukan 100 responden yang berasal dari penyebaran 18 pernyataan kuesioner. Responden penelitian ini adalah konsumen yang membeli dan mengkonsumsi di restoran Endorphin Eatery & Brew di Kemanggisan Jakarta Barat. Metode analisis yang digunakan dalam penelitian ini adalah Uji Validitas Faktor, Reliabilitas, Analisis Regresi Berganda dan Analisis Jalur.

Hasil penelitian menunjukkan bahwa *word of mouth* dan kualitas produk berpengaruh terhadap minat beli. Sedangkan *word of mouth*, kualitas produk dan minat beli berpengaruh terhadap keputusan pembelian di restoran Endorphin Eatery & Brew.

Kata kunci: *Word Of Mouth*, Kualitas Produk, Minat Beli dan Keputusan Pembelian.

ABSTRACT

SHINDY NATHASYA, *The Effect of Word Of Mouth and Product Quality Decision To Purchase Its Mediated Interests Buy In Endorphin Eatery & Brew Restaurant In Kemanggisan West Jakarta (Guided by Abdurrahman).*

This study aims to determine the effect of word of mouth and the quality of products on purchase decisions mediated buying interest in the restaurant Endorphin Eatery & Brew. In this study, the independent variables are of word of mouth and the quality of products while the dependent variable is buying interest and variable intervening is purchasing decisions.

The method used in the sampling is quota sampling method with the amount of sample required 100 respondents from the deployment of 18 statement questionnaire. The respondents of consumers who buy and consume at the restaurant Endorphin Eatery & Brew in West Jakarta. The analytical method used in this study is a Factor Validity, Reliability, Multiple Regression Analysis and Path Analysis.

The results showed that word of mouth and the quality of products influence the buying interest. While word of mouth, product quality and buying interest influence on purchase decisions in restaurants Endorphin Eatery & Brew.

Keywords: Word Of Mouth, Quality Products, Interests Buy and Decisions Purchase.