

**PENGARUH SERVICE QUALITY, FOOD QUALITY DAN WORD OF MOUTH
COMMUNICATION TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN
(STUDI KASUS PADA PELANGGAN RUMAH MAKAN LAMUN OMBAK KHATIB
SULAIMAN PADANG)**

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ABSTRAK

Penelitian ini menguji hubungan antara pengaruh variabel *service quality*, *food quality* dan *word of mouth communication* terhadap keputusan pembelian konsumen. Populasi dalam penelitian ini adalah pelanggan RM Lamun Ombak Khatib Sulaiman Padang. Dengan jumlah sampel sebanyak 80 orang responden yang dipilih menggunakan teknik *purposive sampling*. Berdasarkan hasil penelitian dapat disimpulkan bahwa *service quality* berpengaruh positif namun tidak signifikan terhadap keputusan pembelian konsumen. *Food quality* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. *Word of mouth communication* berpengaruh positif namun tidak signifikan terhadap keputusan pembelian konsumen pada RM Lamun Ombak Khatib Sulaiman Padang. Dan variabel *food quality* memiliki pengaruh paling dominan terhadap keputusan pembelian konsumen.

Kata kunci: Service quality, Food Quality, Word of Mouth Communication, keputusan pembelian konsumen

**THE EFFECT OF SERVICE QUALITY, FOOD QUALITY AND WORD OF MOUTH
COMMUNICATION ON CONSUMER PURCHASING DECISIONS
(CASE STUDY AT CUSTOMER'S HOUSE DINING LIGHT KHATIB SULAIMAN
PADANG)**

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ABSTRACT

This study examines the relationship between the effect of service quality, food quality and word of mouth communication on consumer purchasing decisions. The population in this study is the customer of Lamun Ombak Khatib Sulaiman Padang, with a total sample of 80 respondents by using the purposive sampling technique. Based on the results of the study it can be concluded that service quality has a positive but not significant effect on consumer purchase decisions. Food quality has a positive and significant effect on consumer purchasing decisions. Word of mouth communication has a positive but not significant effect on consumer purchase decisions at RM Lamun Ombak Khatib Sulaiman Padang. And food quality variables have the most dominant influence on consumer purchasing decisions.

Keywords: Service Quality, Food Quality, Word of Mouth Communication, consumer purchasing decision