

ABSTRACT

This research is motivated sales decrease PO Jaya Indah in the period 2011-2013. The decline in sales can be formulated that how consumers make purchase decisions using PO Jaya Indah phenomenon amid increasingly fierce competition. This study aimed to examine the effect of Word of Mouth, price ,and service qualityon purchase decisions using buses PO Jaya Indah.

This study using accidental sampling method to sample from the population amounted to 100 users buses PO Jaya Indah. The analytical method used is multiple linear regression. The results of the study found that persamaanregresi as follows: $Y = 0.400 X1 + 0.499 X2 + 0.476 X3$

Based on statistical data analysis, the indicators in this study are valid and reliable. In the classical assumption test, regression models multikolonieritas free, does not occur heteroscedasticity, and normal distribution. The greatest variable is the variable quality of service equal to 0.499, while the smallest variable is the variable of word of mouth at 0,400. The results of the study found that all of the independent variables and a significant positive effect on the dependent variable.

Keywords: Word of Mouth, Price, Quality Service, and Purchasing Decisions