

ABSTRACT

This Research aims to determine how much influence service quality, word of mouth and located that can influence decision to use the service auto repair Honda Jatake Motor Tangerang.

The population used in this research are the consumers who use the service auto repair Honda Jatake Motor Tangerang. Sample in this research were 100 respondents and the techniques used are Non-probability Sampling technique with Accidental Sampling approach. Data in this research by using a survey method through questionnaires which filled out by consumer. The data is obtained by using multiple regression analysis. The analysis includes validity test, reliability test, classic assumption test, multiple regression analysis, hypothesis testing through the t test and F test and coefficient of determination analysis (R^2). From the regression analysis equation was obtained as follows,

$$Y = 0,363 X_1 + 0,263 X_2 + 0,314 X_3$$

Variable of service quality having greatest more influence for decision to use auto repair 0,363, followed by variable of located 0,314, and variable word of mouth having lowest influence 0,263. The results of analysis using the t test can be known that the three independent variables are service quaity, word of mouth and located partially influence significantly on the dependent variable is decision to use auto repair service. Then through the F test can be seen that the three independent variables is feasible to test the dependent variable. The value of Adjusted R square is equal to 0,508 which means that the ability of service quality, word of mouth and located in the variable explains the attitude towards decision to use auto repair service is 50,8%, so there is still the remaining 49,2% which is explained by other variables not in this results.

Keywords : service quality, word of mouth, located, decision to use auto repair.