

ABSTRACT

This study aims to determine how much influence word of mouth and location have on the purchasing decision process (survey of scooter coffee consumers6666). As well as to answer the formulation of the problem regarding word of mouth, location, and the purchasing decision process.

The research method used is descriptive and verification method with a total sample of 88 people. Testing research instruments using validity and reliability tests. The data analysis method used is multiple linear regression analysis, multiple correlation, coefficient of determination and using SPSS 26 tools.

The results showed that there was a positive and significant influence between word of mouth and location on the purchasing decision process. The magnitude of the influence of word of mouth and location on the buying decision process simultaneously is 70.05% and the remaining 29.95% is influenced by other variables not examined. Partially, the magnitude of the influence of word of mouth on the purchasing decision process is 24.02% and the influence of location on the purchasing decision process is 46.03%, so it can be concluded that location has the greatest influence on the purchasing decision process.

Keywords: Word of Mouth, Location and Purchase Decision Process.