

ABSTRACT

The company of Eigerindo Multi Product Industry or well known as Eiger is one of companies which organizes in an adventure equipment business. One of the Eiger's products has been known by many people and has become the Indonesian famous brand whichever the quality of the product is unquestionable. Further, the quality of Eiger's product could be stated as equivalent as the famous product of foreign countries, so many people assume that the quality of Eiger's product has been conceded. Additionally, many consumers talk about the Eiger's product frequently and it becomes phenomenon in the nature lovers. Then, according to the function and the quality, Eiger's product has offered inexpensive price and it makes the Eiger's product becomes substantial product by every consumer in deciding the purchasing product.

This research aims to analyze the effect of word of mouth, the quality perception and the price toward the decision on purchasing Eiger's product. The subjects of the research are Eiger's consumers who stay in Daerah Istimewa Yogyakarta. The sample of the research are 100 respondents. Further, the technique to collect the sample is use purposive sampling. The instrument analysis in this research is use double linear regression analysis, simultan experiment , partial experiment and coefficient determination experiment (R²).

In conclusion, according to the result of the research, it reveals that word of mouth, the quality perception and the price simultaneously effect to the significance toward the decision on purchasing Eiger's product in Daerah Istimewa Yogyakarta. Afterward, word of mouth, the quality perception and the price have positive impact toward the decision on purchasing Eiger's product in Daerah Istimewa Yogyakarta.

Keywords : Word of Mouth, Perceived Quality and Price.