Abstract

The purpose of this research is to determine how Perceived Quality, Information Search, and Word of Mouth influence the Purchase Intention (In the Fast Food Restaurant Visit Shopping Mall in Batam).

The respondents of this research consumers who dine of fastfood restaurants. The research applies SPSS program research to analyze the impact of the dependent variables (Perceived Quality, Information Search, Word of Mouth) on the independent variable (Purchase Intention). The respondents are 206 whom willingly to join the survey using google formulir questioners.

The result of this research proves that Perceived Quality, Information Search, Word of Mouth have a direct and significant positive impact on Purchase Intention.

Keywords: Perceived Quality, Information Search, Word of Mouth, Purchase Intention