ABSTRACT

This research is to know affect of performance, feature, reliability, conformance to specifications, durability, service ability, aesthetic and perceived quality into consumer purchase decision in Erix’s Resto Surabaya and to know dominant variable that affect consumer purchase decision in Erix’s Resto Surabaya.

This research design is causal design with independent variable quality dimension and non independent variable purchase decision. Total sample in this research is 154 sample and data technique analyses that used is double linear regression.

In this research I know that quality perception have significant affect into purchase decision in Erix’s Resto Surabaya. Ratio affect of quality perception into purchase decision is 82%. So high and low quality perception have a big affect quality into consumer purchase decision. Based on partial test have known that there are two quality perception variable that have no affect into purchase decision, there are performance and aesthetic. And variable that have a dominant affect is , conformance to specifications.

Key word : Quality dimension, performance, feature, reliability, conformance to specifications, durability, service ability, aesthetic and perceived quality ,purchase decision