ABSTRACT

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

This research design is causal design with independent variable quality dimension and non independent variablepurchase decicion. Total sample in this research is 154 sample and data technique analisys that used is double linier regresion.

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

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