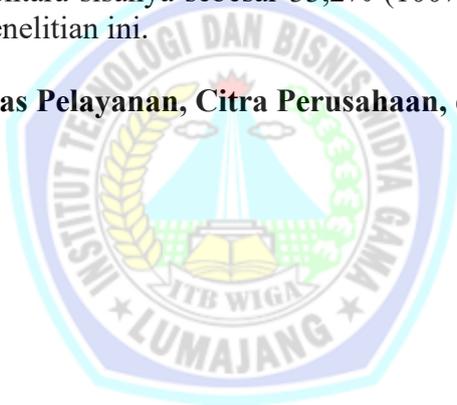


## ABSTRAK

Perkembangan industri jasa elektronik dan transformasi digital di Indonesia, khususnya di Lumajang, mendorong peningkatan kebutuhan layanan servis perangkat komputer. Lumajang Computer Center sebagai penyedia jasa servis yang telah beroperasi sejak 2018 menghadapi tantangan persaingan dan perubahan perilaku konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, citra perusahaan, dan *word of mouth* terhadap keputusan pengguna jasa servis pada LCC (Lumajang Computer Center). Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 60 orang dan menggunakan teknik sampling. Pengujian hipotesis dilakukan dengan uji regresi linier berganda, setelah dilakukan pengujian prasyarat analisis. Hasil penelitian secara parsial menunjukkan kualitas pelayanan, citra perusahaan dan *word of mouth* berpengaruh positif signifikan terhadap keputusan. Nilai koefisien determinasi ( $R^2$ ) sebesar 66,8% mengindikasikan bahwa variabel kualitas pelayanan (X1), citra perusahaan (X2), dan *word of mouth* (X3) mampu menjelaskan 66,8% terhadap keputusan pengguna (Y), sementara sisanya sebesar 33,2% (100%-66,8%) dipengaruhi oleh faktor lain di luar penelitian ini.

**Kata kunci: Kualitas Pelayanan, Citra Perusahaan, dan *Word of Mouth***



## **ABSTRACT**

*The development of the electronic service industry and digital transformation in Indonesia, especially in Lumajang, has driven an increase in the need for computer equipment service. Lumajang Computer Center, a service provider that has been operating since 2018, faces the challenges of competition and changes in consumer behavior. This study aims to analyze the influence of service quality, company image, and word of mouth on the decisions of service users at LCC (Lumajang Computer Center). This study uses a quantitative approach with a sample of 60 people and uses sampling techniques. Hypothesis testing is carried out using multiple linear regression tests, after testing the analysis prerequisites. The results of the study partially show that service quality, company image, and word of mouth have a significant positive effect on decisions. The coefficient of determination ( $R^2$ ) of 66.8% indicates that the variables of service quality ( $X_1$ ), company image ( $X_2$ ), and word of mouth ( $X_3$ ) are able to explain 66.8% ( $100\% - 66,8\%$ ) of user decisions ( $Y$ ), while the remaining 33.2% is influenced by other factors outside this study.*

**Keywords: Service Quality, Corporate Image, and Word of Mouth**

