

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh brand images dan kualitas pelayanan terhadap word of mouth dengan kepuasan pelanggan sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah seluruh pengguna smartphone merek Samsung di kota Semarang yang jumlah populasinya tidak diketahui. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa brand images dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Brand images, kualitas pelayanan dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap word of mouth. Kepuasan pelanggan mampu menjadi variabel intervening antara brand images terhadap word of mouth dan kepuasan pelanggan juga mampu menjadi variabel intervening antara kualitas pelayanan terhadap word of mouth.

Kata Kunci: Brand Images, Kualitas Pelayanan, Kepuasan Pelanggan dan Word Of Mouth

ABSTRACT

This study aims to analyze the effect of brand images and service quality on word of mouth with customer satisfaction as an intervening variable. The population used in this study were all Samsung brand smartphone users in the city of Semarang whose population is unknown. The sampling technique uses non-probability sampling techniques using purposive sampling method, where samples are selected according to certain criteria. Samples were taken as many as 100 respondents with the research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that brand images and service quality have a positive and significant effect on customer satisfaction. Brand images, service quality and customer satisfaction have a positive and significant effect on word of mouth. Customer satisfaction is able to be an intervening variable between brand images and word of mouth and customer satisfaction is also able to be an intervening variable between service quality to word of mouth.

Keywords: Brand Images, Service Quality, Customer Satisfaction and Word Of Mouth