

ABSTRAK

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PENGARUH *BRAND CREDIBILITY* TERHADAP *WORD OF MOUTH* MELALUI *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA TOKO SARINANDE CILEGON

(XVIII + 149 halaman; 40 tabel; 13 gambar; 6 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *brand credibility* terhadap *word of mouth* melalui *customer satisfaction* dan *customer loyalty* pada Toko Sarinande Cilegon. Penelitian ini dilakukan di Cilegon dengan melibatkan 110 responden pria dan wanita yang pernah berbelanja di Toko Sarinande Cilegon. Pengumpulan data dilakukan dengan menyebarkan kuesioner berisi 285 pertanyaan dengan Skala Likert 1-5 berdasarkan metode *nonprobability sampling* dengan teknik *convenience sampling*. Data analisis dengan metode SEM berbasiskan PLS. Hasil penelitian ini menyatakan bahwa *customer satisfaction* terbukti memediasi pengaruh *brand credibility* terhadap *word of mouth*, tetapi tidak dengan *customer loyalty*. Pengaruh positif juga terbukti pada pengaruh *brand credibility* terhadap *customer satisfaction*, tetapi tidak kepada *customer loyalty*. Pengaruh positif lainnya juga terbukti pada pengaruh *customer satisfaction* dan *customer loyalty* kepada *word of mouth*, dan juga pengaruh positif pada pengaruh *customer satisfaction* terhadap *customer loyalty*. Sedangkan untuk pengaruh *brand credibility* terhadap *customer loyalty* tidak terbukti berpengaruh positif.

Referensi : 46 (1953-2020)

Kata kunci : *Brand Credibility, Customer Satisfaction, Customer Loyalty, Word of Mouth*

ABSTRACT

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THE INFLUENCE OF BRAND CREDIBILITY TOWARDS WORD OF MOUTH THROUGH CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: CASE OF SARINANDE CILEGON

(XVIII + 149 pages; 40 tables; 13 figures; 6 appendix)

This research was conducted to determine the influence of Brand Credibility towards Word of Mouth through Customer Satisfaction and Customer Loyalty at Sarinande Cilegon. This research held in Cilegon, involving 110 respondents who had shopped at Sarinande Cilegon. Data collected by distributing questionnaires containing 285 questions with Likert Scale of one to five based on non-probability sampling method with convenience sampling technique. Data was analyzed with PLS based SEM method. The result of this research state that customer satisfaction id proven to mediate the influence of brand credibility towards word of mouth, but not with customer loyalty. The positive influence was also proven on the influence of customer satisfaction and customer loyalty to word of mouth, and also had a positive influence on the effect of customer satisfaction on customer loyalty. Whereas it was not proven that brand credibility had a positive influence towards customer loyalty.

Reference : 46 (1953-2020)

Keywords : *Brand Credibility, Customer Satisfaction, Customer Loyalty, Wordof Mouth*