

ABSTRAK

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PENGARUH *BRAND CREDIBILITY* TERHADAP *WORD OF MOUTH* MELALUI *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA TOKOPEDIA

(xvi + 129 halaman; 14 gambar; 34 tabel; 11 lampiran)

Penelitian ini bertujuan untuk menguji pengaruh positif *brand credibility* terhadap *word of mouth* melalui *customer satisfaction* dan *customer loyalty* pada Tokopedia. Internet telah berpengaruh secara dramatis dalam mempengaruhi perilaku bisnis yang sekarang dimanfaatkan untuk memfasilitasi penyempurnaan dan pengolahan transaksi bisnis yang dikenal sebagai *e-commerce*. Tokopedia merupakan *e-commerce* buatan anak bangsa yang telah menjadi perusahaan *unicorn* nomor 1 di Indonesia. Namun, karena ketatnya persaingan *e-commerce* di Indonesia, Tokopedia pun tergeser posisinya. Adanya permasalahan pada keamanan Tokopedia dimana sebanyak 91 juta data pengguna Tokopedia bocor dan dijual di *dark web*. Maka diperlukan penelitian mengenai *brand credibility* terhadap *word of mouth* melalui *customer satisfaction* dan *customer loyalty* pada Tokopedia. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *non-probability sampling* yaitu *convenience sampling* dimana responden merupakan pelanggan Tokopedia di Jabodetabek. Sampel dalam penelitian ini berjumlah 154 responden dengan metode pengumpulan data berupa kuesioner. Data diolah dengan menggunakan analisis validitas, reabilitas, dan analisis statistik. Pengolahan data menggunakan *Partial Least Square – Structural Equation Modeling (PLS-SEM)* diolah menggunakan *software SmartPLS*. Hasil penelitian menunjukkan bahwa variabel *brand credibility* memiliki pengaruh positif baik secara langsung maupun tidak langsung terhadap *word of mouth* yang dimediasi oleh *customer satisfaction* dan *customer loyalty*.

Referensi : 55 (1967-2019)

Kata Kunci : *brand credibility, word of mouth, customer satisfaction, customer loyalty*

ABSTRAK

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INFLUENCE OF BRAND CREDIBILITY TO WORD OF MOUTH VIA CUSTOMER SATISFACTION AND CUSTOMER LOYALTY ON TOKOPEDIA

(xvi + 129 pages; 14 figure; 34 tabel; 11 appendix)

This research aims to examine the positive effect of brand credibility on word of mouth through customer satisfaction and customer loyalty at Tokopedia. The internet has had a dramatic effect in influencing business behavior which is now utilized to facilitate the refinement and processing of business transactions known as e-commerce. Tokopedia is an e-commerce made by the nation's children who has become the number 1 unicorn company in Indonesia. However, due to the intense e-commerce competition in Indonesia, Tokopedia has shifted its position. There was a problem with Tokopedia's security where as many as 91 million Tokopedia user data was leaked and sold on the dark web. This prompts research upon Tokopedia's brand credibility on word of mouth through customer satisfaction and customer. The sampling technique in this study uses a non-probability sampling technique, namely convenience sampling where the respondents are Tokopedia customers in Jabodetabek. The sample in this study amounted to 154 respondents with the data collection method in the form of a questionnaire. The data were processed using validity, reliability, and statistical analysis. Data processing using Partial Least Square – Structural Equation Modeling (PLS-SEM) was processed using SmartPLS software. The results showed that the brand credibility variable had a positive influence, either directly or indirectly, on word of mouth mediated by customer satisfaction and customer loyalty.

Reference : 55 (1967 - 2019)

Key Words : brand credibility, word of mouth, customer satisfaction, customer loyalty