

ABSTRAK

Penelitian ini bertujuan untuk melihat pengaruh *Brand Credibility*, *Customer's Satisfaction*, serta *Customer's Loyalty* terhadap *Word of Mouth* (WOM) pada klinik kecantikan *The Unnathi* Pakubuwono di Jakarta. Metode penelitian ini adalah *survey* dengan kuesioner *online*. Target populasi adalah seluruh pelanggan klinik *The Unnathi* Pakubuwono yang datang menggunakan jasa/membeli produk dalam 3 bulan terakhir. Terkumpul 130 sampel, 30 sampel *pretest* dan 100 sampel final. SmartPLS digunakan untuk menganalisis data dengan metode PLS-SEM. Hasil penelitian ini menunjukkan bahwa *Brand Credibility* berpengaruh positif pada *Customer's Satisfaction*, *Brand Credibility* juga berpengaruh positif pada *Customer's Loyalty*, *Customer's Satisfaction* berpengaruh positif pada *Customer's Loyalty*, *Customer's Satisfaction* berpengaruh positif pada WOM, *Customer's Loyalty* berpengaruh positif pada WOM. Berdasarkan hasil tersebut, diharapkan klinik kecantikan *The Unnathi* dapat terus meningkatkan *Brand Credibility*, *Customer's Satisfaction*, dan *Customer's Loyalty* agar WOM dapat terus membaik sehingga menarik lebih banyak pelanggan untuk memakai jasa klinik.

Kata Kunci : *Brand Credibility*, *Customer's Satisfaction*, *Customer's Loyalty*, *Word of Mouth*, Klinik Kecantikan

ABSTRACT

The study's purpose is to investigate the impact of Brand Credibility, Customer's Satisfaction, and Customer's Loyalty to Word of Mouth at The Unnathi Pakubuwono Jakarta beauty clinic. Survey was done by sharing online questionnaires. The target population were all the customers of the beauty clinic that use their service/bought any product at least once in the last 3 months. There were 130 samples gathered in which 30 was used for pre-test and 100 for the final test. Questionnaires' results then analysed using PLS-SEM method with SmartPLS software. Results shows that Brand Credibility positively impacts Customer's Satisfaction, Brand Credibility also positively impacts Customer's Loyalty. Customer's Satisfaction and Customer's Loyalty both give positive impacts to Word of Mouth. Customer's Satisfaction positively impacts Customer's Loyalty. Based on that results, it is expected that The Unnathi Pakubuwono Jakarta as a beauty clinic will invest in making the brand more credible, keep the customers satisfied and make effort to keep them loyal so that WOM will increase and more customers will come.

Key Words : Brand Credibility, Customer's Satisfaction, Customer's Loyalty, Word of Mouth, Beauty Clinic