ABSTRAK

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PENGARUH *WORD OF MOUTH* OLEH *BRAND CREDIBILITY* MELALUI *CUSTOMER SATISFACTION*, *CUSTOMER LOYALTY*, DAN *REVISIT INTENTION* PADA APOTEK CANON DI DEPOK
(xiv + 108 halaman; 28 tabel; 18 gambar; 4 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *word of mouth* oleh *brand credibility* melalui *customer satisfaction, customer loyalty*, dan *revisit intention* pada Apotek Canon di Depok. Penelitian ini dilakukan di Depok dengan 170 responden pria dan wanita yang berbelanja di Apotek Canon. Pengumpulan data dilakukan dengan menyebarkan kuesioner yang berisi 25 pertanyaan dengan Skala Likert 1-5. Analisis data menggunakan metode SEM berbasis PLS. Hasil penelitian ini menunjukkan bahwa *customer satisfaction* dan *customer loyalty* terbukti memediasi pengaruh *word of mouth* oleh *brand credibility*. Pengaruh positif terbukti juga pada *Customer Loyalty* oleh *Brand Credibility* dan *Revisit Intention* tetapi tidak *Customer Satisfaction,* Ada juga pengaruh positif pada *Customer Satisfaction* oleh *Brand Credibility, Word of Mouth* oleh *Customer Satisfaction* dan *Customer Loyalty, Revisit Intention* oleh *Customer Satisfaction.* Apotek Canon perlu untuk semakin meningkatkan pelayanan agar dapat tetap menjaga kepuasan dari pelanggan, yang dapat mempengaruhi informasi yang diberikan oleh pelanggan tersebut mengenai Apotek Canon.

Referensi   : 69 (2001-2021)
Kata Kunci   : *Brand Credibility, Customer Loyalty, Customer Satisfaction, Revisit Intention, Word Of Mouth*

ABSTRACT

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INFLUENCE OF WORD OF MOUTH BY BRAND CREDIBILITY THROUGH CUSTOMER SATISFACTION, CUSTOMER LOYALTY, AND REVISIT INTENTION ON CANON PHARMACY IN DEPOK
(xiv + 108 pages; 28 Tables; 18 figures; 4 appendix)

This study was conducted to determine the effect of word of mouth on brand credibility through customer satisfaction, customer loyalty, and intention to return to Canon Pharmacy in Depok. This research was conducted in Depok with 170 male and female respondents who shopped at Canon Pharmacy. Data was collected by distributing questionnaires containing 25 questions with a Likert Scale of 1-5. Data analysis using PLS-based SEM method. The results of this study indicate that customer satisfaction and customer loyalty are proven to mediate the influence of word of mouth by brand credibility. There is also a positive influence on Customer Satisfaction by Brand Credibility, Word of Mouth by Customer Satisfaction and Customer Loyalty, and Revisit Intention by Customer Satisfaction. Canon pharmacies need to further improve their services in order to maintain customer satisfaction, which can affect the information provided by these customers about Canon pharmacies.

Reference   : 69 (2001-2021)
Keywords   : *Brand Credibility, Customer Loyalty, Customer Satisfaction, Revisit Intention, Word Of Mouth*