

## **ABSTRACT**

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### **EFFECT OF BRAND CREDIBILITY TO WORD OF MOUTH VIA CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT HYPERMART CYBERPARK KARAWACI**

(XII + 69 pages + bibliography + appendix)

The purpose of this study was to find out the effect of Brand Credibility to Word of Mouth via Customer Satisfaction and Customer Loyalty as mediating variable at Hypermart Cyberpark Karawaci. The sampling technique used in this study was a non-probability purposive sampling. While the analysis technique was using Partial Least Square (PLS) - Structural Equation Modeling (SEM). Respondents were taken from 230 customers of Hypermart Cyberpark Karawaci in Tangerang with particular characteristics. The results showed that Customer Satisfaction was mediating variable between Brand Credibility on Word of Mouth, but Customer Loyalty was not. There was significant influence of Brand Credibility on Customer Satisfaction but not onto Customer Loyalty. There are significant influence of Customer Satisfaction and Customer Loyalty on Word of Mouth, and there is significant influence of Customer Satisfaction on Customer Loyalty.

Reference: 55 (1967-2019)

Keywords: Brand Credibility, Customer Satisfaction, Customer Loyalty, Word of Mouth