

## ABSTRAK

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### **FAKTOR-FAKTOR YANG MEMENGARUHI KEPUASAN DAN POSITIVE WOM PELANGGAN PADA INDUSTRI JASA LAYANAN PERNIKAHAN BRIDESTORY DI JABODETABEK**

Abstrak: Penelitian ini bertujuan untuk mengkaji pengaruh dan efektivitas dimensi pemasaran *digital* dalam menghasilkan *Positive Word of Mouth* sebagai kunci pengembangan *brand* di ranah digital. Dimensi *digital marketing* tersebut adalah *Service Quality, Brand Experience, Trust dan Convenience*, serta *Customer Satisfaction* sebagai variabel mediasi. Penelitian dilakukan dengan menggunakan metode kuantitatif dengan 187 responden menggunakan *Partial Least Square* dan *Structural Equation Modelling* (PLS-SEM). Penelitian ini menunjukkan bahwa variabel Kepuasan Pelanggan yang diuji melalui kuesioner dan pengujian hipotesis menggunakan SmartPLS-SEM, memiliki pengaruh positif terhadap *Positive Word of Mouth*. Kepuasan pelanggan itu sendiri juga dipengaruhi secara positif oleh kualitas layanan, pengalaman merek, kepercayaan dan kenyamanan; dan *Positive Word of Mouth* sendiri juga dipengaruhi secara positif oleh kepercayaan dan kenyamanan pelanggan. Implikasi manajerial yang dapat diterapkan adalah mempertahankan *technical touchpoint* dan meningkatkan *emotional touchpoint* dari Bridestory.

**Kata Kunci:** *Service Quality, Brand Experience, Trust, Convenience, Customer Satisfaction, Positive Word of Mouth*

## **ABSTRACT**

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### ***THE EFFECT OF SERVICE QUALITY, BRAND EXPERIENCE, PRICE, TRUST, AND CONVENIENCE TOWARD CUSTOMER SATISFACTION AND ITS EFFECT TO POSITIVE WOM OF BRIDESTORY INDONESIA***

*This study aims to examine the influence and effectiveness of digital marketing dimensions in producing Positive Word of Mouth as the key to brand development in the digital realm. These digital marketing dimensions are Service Quality, Brand Experience, Trust and Convenience, as well as Customer Satisfaction as a mediating variable. The research was conducted using quantitative methods with 187 respondents using Partial Least Square and Structural Equation Modeling (PLS-SEM). This study shows that the Customer Satisfaction variable which is examined through questionnaires and hypothesis testing using SmartPLS-SEM, has a positive influence on Positive WOM. Customer Satisfaction itself is also positively influenced by Service Quality, Brand Experience, Trust and Convenience; and Positive Word of Mouth itself is also positively influenced by customer trust and comfort. The managerial implications that can be applied are maintaining technical touchpoints and increasing emotional touchpoints from Bridestory.*

**Keywords:** *Service Quality, Brand Experience, Trust, Convenience, Customer Satisfaction, Positive Word of Mouth*

