

Pengaruh Bauran Pemasaran Terhadap Pembentukan Word of Mouth pada Produk-Produk Education First di PT Adyaeduka Dinamika (English First) = The impact of marketing mix on the creation of word of mouth through on education first products at PT. Adyaeduka Dinamika (english first)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh bauran pemasaran (marketing mix) terhadap Word of Mouth melalui variabel mediasi perceived value, customer satisfaction, dan customer loyalty pada produk Education First di English First (EF). Disamping itu, penelitian ini juga bertujuan untuk menganalisis pengaruh secara tidak langsung customer satisfaction terhadap word of mouth melalui customer loyalty sebagai variabel mediasi. Penelitian ini dilakukan dengan menggunakan teknik penyebaran kuesioner, sedangkan pengambilan sampel penelitian menggunakan non probability sampling dengan teknik purposive sampling yaitu disesuaikan dengan tujuan penelitian, sehingga diperoleh jumlah sampel dalam penelitian ini sebanyak 250 responden. Sementara itu, metode analisis data yang digunakan dalam penelitian ini adalah Model Persamaan Struktural (SEM).

Hasil yang diperoleh dari penelitian ini menunjukkan bahwa variabel bauran pemasaran (marketing mix) yang diprosikan sebagai price, dan product berpengaruh signifikan terhadap perceived value dari sampel penelitian, sedangkan place dan promotion tidak berpengaruh signifikan terhadap perceived value sampel. Perceived value sampel berpengaruh signifikan terhadap customer satisfaction, sampel dan customer satisfaction sampel berpengaruh terhadap customer loyalty sampel dan Word of Mouth sampel baik secara langsung maupun tidak langsung, dan customer loyalty sampel berpengaruh terhadap Word of Mouth pada program Education First di English First (EF).

.....This research aims to analyze the impact of marketing mix on word of mouth through perceived value, customer satisfaction and customer loyalty as the mediating variable, on Education First product at English First (EF). Beside, this research also intends to analyze the direct and indirect impact of customer satisfaction on word of mouth through customer loyalty as the mediating variable. This research is conducted through questionnaire distribution, while the sample collection is done through non-probability sampling which set in accordance to the research goal, therefore, total sample that are chosen in this research is 250 respondents. Meanwhile, the analytic method that is applied in this research is Structural Equation Model (SEM).

The result generated from this research shown that marketing mix variable which is represented by price and product significantly impacted on the samples perceive value, while place and promotion do not have any significant impact on samples perceived value. samples perceived value has a significant impact on samples customer satisfaction and samples customer satisfaction significantly impacting samples customer loyalty and word of mouth both direct or indirectly. While, samples customer loyalty has an impact on word of mouth on Education First Program.