

Pengaruh word of mouth terhadap attitudinal loyalty = The impact of word of mouth toward attitudinal loyalty

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Abstrak

Tesis ini membahas bagaimana pengaruh word of mouth terhadap ekspektasi seseorang dan bagaimana ekspektasi berpengaruh terhadap persepsi performansi, persepsi nilai, tingkat kepuasan dan attitudinal loyalty yaitu minat untuk membeli kembali dan memberikan rekomendasi kepada orang lain setelah berbelanja di online shop. Penelitian ini adalah penelitian kuantitatif dengan desain deskriptif. Hasil penelitian menyarankan bahwa word of mouth itu harus dikelola oleh online shop, system availability dan fullfillment merupakan masalah terbesar online shop di Indonesia, sehingga diperlukan service recovery dengan memperhatikan keadilan distributive, procedural dan interactional.

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This thesis discusses how the influence of word of mouth to the expectations and how expectations affect perceived performance, perceived value, satisfaction and attitudinal loyalty means intention to repeat purchase and spread recommendations to others after shopping at online shop. This research is quantitative descriptive design. Results of the study suggest that word of mouth should be managed by the online shop, system availability and fullfillment online shop are big issues in Indonesia, to overcome those issues, online shop needs to do service recovery with regard distributive, procedural and interactional justice.