Pengaruh customer perceived value terhadap word of mouth pelanggan Starbucks coffee Universitas Indonesia = The effect of customer perceived value to word of mouth by customer of Starbucks coffee University of Indonesia

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis pengaruh customer perceived value terhadap word of mouth oleh pelanggan Starbucks Universtias Indonesia. Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian ini adalah 100 Pelanggan Starbucks Coffee Universitas Indonesia dengan menggunakan metode non-probability sampling serta teknik convinience. Instrumen penelitian ini menggunakan kuesioner dan di analisis menggunakan linear regression. Hasil penelitian ini menunjukkan bahwa customer perceived value memiliki pengaruh dalam pembentukan word of mouth pelanggan Starbucks Coffee di Starbucks Coffee Universitas Indonesia, dan sisanya dipengaruhi oleh faktor lain. Hasil analisis menunjukkan bahwa dimensi nilai emosional, nilai sosial, dan nilai fungsional mempunyai pengaruh yang signifikan terhadap word of mouth.

<hr>The objective of this research is to analyze the effect of customer perceived value to word of mouth WOM by customer of Starbucks CoffeeUniversity of Indonesia. This research applied quantitative approach. The sample of this research is 100 customers of Starbucks Coffee University of Indonesia Library, collected using non probabilty sampling with convinience technique. This research used quesionnaire as research instrument and alnalyzed using linear reggresion. The result of this research show that customer perceived value has influenceto word of mouth by customer Starbucks Coffee at University Indonesia, and the residue effected by some other factor. The analysis indicated that emotional value, social value and functional value have a significant effect on word of mouth.