

Pengaruh word-of-mouth tentang perusahaan jasa terhadap keputusan pembelian konsumen (perfect10 model management) = The impact of word of mouth about service company towards customer purchase decision (perfect10 model management)

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Abstrak

Penelitian ini dibuat dengan tujuan untuk mengetahui faktor-faktor yang mempengaruhi word-of-mouth terhadap keputusan pembelian konsumen pada agensi model Perfect10. Adapun variabel yang diuji pada penelitian ini adalah outcome risk, psychosocial risk, service purchase decision involvement, WOM influence, dan tie strength. Penelitian ini merupakan penelitian kuantitatif deskriptif. Data diperoleh dari penyebaran kuesioner kepada 113 responden yang pernah menggunakan jasa agensi model Perfect10. Analisis data pada penelitian ini menggunakan SPSS 24 for windows, dengan metode multiple regression. Hasil pengolahan menunjukkan bahwa tie strength berpengaruh positif terhadap WOM influence, service purchase decision involvement berpengaruh positif terhadap WOM influence, tie strength tidak memoderasi hubungan service purchase decision involvement terhadap WOM influence, outcome risk tidak berpengaruh secara positif terhadap service purchase decision involvement, dan psychosocial risk berpengaruh service purchase decision involvement.

*This study was made with the aim to determine the factors that affect the word of mouth to the consumer purchase decision on the model agency Perfect10. The variables tested in this study are outcome risk, psychosocial risk, service purchase decision involvement, WOM influence, and tie strength. This research is a descriptive quantitative research. Data were obtained from questionnaires to 113 respondents who had used the services of Perfect10 Model Management. Data analysis in this research using SPSS 24 for windows, with multiple regression method.*

The result of this study found that tie strength positively affecting WOM influence, service purchase decision involvement positively affecting WOM influence, tie strength does not moderate the relationship between service purchase decision involvement to WOM influence, outcome risk does not affect service purchase decision involvement positively, and psychosocial risk positively affecting service purchase decision involvement.