

Pengaruh Service Quality terhadap Word of Mouth melalui Customer Satisfaction pada Pengunjung Museum Seni Rupa dan Keramik = The Influence of Service Quality towards Word of Mouth through Customer Satisfaction on Museum Seni Rupa dan Keramik's Visitor

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Abstrak

Word of mouth memiliki peranan penting dalam proses pembuatan keputusan ketika konsumen memilih sebuah jasa daripada sebuah produk. Kualitas pelayanan yang baik dinilai mampu untuk memicu timbulnya word of mouth. Hubungan tersebut dinilai dimediasi oleh variabel customer satisfaction. Museum sebagai salah satu industri pariwisata di Indonesia tentunya harus memperhatikan hal tersebut. Penelitian ini dilakukan untuk menganalisis pengaruh service quality terhadap word of mouth melalui customer satisfaction pada pengunjung Museum Seni Rupa dan Keramik. Penelitian ini dilakukan pada 100 orang responden yang telah mengunjungi Museum Seni Rupa dan Keramik. Penelitian ini dianalisis menggunakan uji sobel dan path analysis untuk menguji hubungan antara service quality terhadap word of mouth melalui customer satisfaction. Adapun pengaruh masing-masing variabel akan dibahas lebih lanjut dalam penelitian ini.

.....Word of mouth has an important role in the decision making process when consumers choose a service rather than a product. Excellent service quality is considered as a factor triggering the emergence of word of mouth. Those relationship are mediated by customer satisfaction as a mediating variable. Museum as one of Tourism Industry in Indonesia must pay attention to service quality and word of mouth. This research was conducted to analyze the effect of service quality to word of mouth on Museum Seni Rupa dan Keramik's visitor. This research was conducted on 100 respondents who have visited Museum Seni Rupa dan Keramik. This research use a Sobel test and path analysis to examine the relationship between service quality to word of mouth. The influence of each variables will be discussed further in this research.