ABSTRAK

Anita Muliawati (1002152). Hubungan antara *Word of Mouth* dengan *Postpurchase Dissonance* pada Wanita Konsumen *Skin Care* X di Kota Bandung. Skripsi Departemen Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia, Bandung (2015).

Penelitian ini bertujuan untuk mengetahui gambaran *word of mouth*, *postpurchase dissonance* dan hubungan kedua variabel tersebut pada konsumen *skin care* X di kota Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Sampel penelitian yaitu 227 konsumen *skin care* X yang ditentukan dengan teknik *purposive sampling* dan pengumpulan data dilakukan dengan metode kuesioner menggunakan instrumen *word of mouth* serta instrumen *postpurchase dissonance* yang dikembangkan oleh peneliti.. Analisis data dilakukan dengan menggunakan teknik korelasi *spearman rank*. Hasil penelitian menunjukkan terdapat hubungan negatif antara *word of mouth* dengan *postpurchase dissonance* pada wanita konsumen *skin care* X di Kota Bandung .

Kata kunci: *word of mouth*, *postpurchase dissonance*.

ABSTRACT

Anita Muliawati (1002152). The Correlation between Word of Mouth and Postpurchase Dissonance of X Skin Care Women Consumers in Bandung. Thesis, Department of Psychology, Faculty of Education, Indonesian University of Education, Bandung, (2015).

The purpose of this study is to describe word of mouth and postpurchase dissonance, and to determine the relation between that two variables of X skin care women consumers in Bandung. This research was conduct using quantitative approach with correlation method. The sample in this study was 227 women, which collected by purposive sampling technique and questionnaires as data collection tools that developed by researcher. Data analysis was done by using spearman rank correlation technique. The results of this research shows that there is a negative relationship between word of mouth and postpurchase dissonance of X skin care women consumers in Bandung.

Keywords: *word of mouth, postpurchase dissonance.*