



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS SYIAH KUALA
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ELECTRONIC THESIS AND DISSERTATION UNSYIAH

TITLE

PENGARUH HARGA, CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUASAN KONSUMEN SERTA DAMPAKNYA PADA WORD OF MOUTH MEREK EPSON DI KABUPATEN ACEH BARAT DAYA

ABSTRACT

ABSTRAK

Abstrak Karya Akhir diserahkan kepada Panitia Komisi Ujian untuk mendapatkan Gelar Magister Manajemen pada Program Pascasarjana Universitas Syiah Kuala

PENGARUH HARGA, CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUASAN KONSUMEN SERTA DAMPAKNYA
PADA WORD OF MOUTH MEREK EPSON DI
KABUPATEN ACEH BARAT DAYA

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Tujuan penelitian ini adalah untuk mengetahui: (1) pengaruh harga terhadap word of mouth (2) pengaruh citra merek terhadap word of mouth, (3) pengaruh kualitas produk terhadap word of mouth (4) pengaruh harga terhadap kepuasan konsumen (5) pengaruh citra merek terhadap kepuasan konsumen, (6) pengaruh kualitas produk terhadap kepuasan konsumen (7) pengaruh kepuasan konsumen terhadap word of mouth (8) pengaruh tidak langsung harga, terhadap word of mouth melalui kepuasan konsumen, (9) pengaruh tidak langsung kepercayaan terhadap word of mouth melalui kepuasan konsumen dan (10) besarnya pengaruh tidak langsung kualitas produk terhadap word of mouth melalui kepuasan konsumen. Penelitian ini dilakukan pada Produk printer merek Epson di Kabupaten Aceh Barat Daya. Adapun yang menjadi objek penelitian ini adalah harga, citra merek, kualitas produk, kepuasan konsumen dan loyalitas. Hasil penelitian membuktikan bahwa terdapat pengaruh harga, citra merek dan kualitas produk berpengaruh terhadap word of mouth. Hasil penelitian juga membuktikan bahwa harga, citra merek dan kualitas produk berpengaruh terhadap kepuasan konsumen. Hasil penelitian juga membuktikan bahwa kepuasan yang dirasakan oleh konsumen juga berpengaruh terhadap word of mouth pada produk printer merek Epson di Kabupaten Aceh Barat Daya. Hasil pembuktina hipotesis juga membuktikan bahwa terdapat pengaruh tidak langsung harga terhadap word of mouth melalui kepuasan konsumen, terdapat pengaruh tidak langsung citra merek terhadap word of mouth melalui kepuasan konsumen dan hasil penelitia membuktikan bahwa terdapat pengaruh tidak langsung kualitas produk terhadap word of mouth melalui kepuasan konsumen pada produk printer merek Epson di Kabupaten Aceh Barat Daya.

Kata Kunci: Harga, Citra Merek, Kualitas Produk, Kepuasan Konsumen dan Word of Mouth

ABSTRACT

Abstract of Final Paper Submitted to The Examination Committee in partial fulfilment of the requirements for the degree of Master of Management on Graduate Program of Syiah Kuala University

THE EFFECT OF PRICE, BRAND IMAGE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION AND ITS IMPACT ON WORD OF MOUTH EPSON BRANDS IN ACEH BARAT DAYA DISTRICT

By



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The purpose of this study was to find out: (1) the effect of prices on word of mouth (2) the effect of brand image on word of mouth, (3) the effect of product quality on word of mouth (4) the effect of prices on consumer satisfaction (5) image influence brand to consumer satisfaction, (6) the influence of product quality on consumer satisfaction (7) the influence of customer satisfaction on word of mouth (8) indirect effect of prices, on word of mouth through customer satisfaction, (9) indirect influence of trust in word of mouth through consumer satisfaction and (10) the magnitude of the indirect effect of product quality on word of mouth through customer satisfaction. This research was conducted on Epson brand printer products in the Southwest Aceh District. The objects of this research are price, brand image, product quality, customer satisfaction and loyalty. The results of the study prove that there are effects of price, brand image and product quality influencing word of mouth. The results of the study also prove that price, brand image and product quality affect consumer satisfaction. The results also prove that the satisfaction felt by consumers also affects word of mouth on Epson brand printer products in the Southwest Aceh District. The results of the hypothesis verification also prove that there is an indirect effect of prices on word of mouth through customer satisfaction, there is an indirect effect of brand image on word of mouth through customer satisfaction and research results prove that there is an indirect effect of product quality on word of mouth through customer satisfaction on Epson brand printer products in Southwest Aceh District.

Keywords : Price, Brand Image, Product Quality, Consumer Satisfaction and Word of Mouth