

ABSTRAK

**ANALISIS PENGARUH PELAYANAN PURNA JUAL TERHADAP
KEPUASAN KONSUMEN
DAN DAMPAKNYA PADA *WORD OF MOUTH***

Kasus Konsumen Emax Group di Ambarukmo Plaza Yogyakarta

Anis Okta Cahyaningrum
Universitas Sanata Dharma
Yogyakarta
2015

Penelitian ini bertujuan mengidentifikasi pengaruh pelayanan purna jual secara langsung terhadap *word of mouth* atau secara tidak langsung melalui kepuasan konsumen. Populasi dalam penelitian ini adalah konsumen *iPhone* yang mendapatkan pelayanan purna jual dari Emax Group di Ambarukmo Plaza Yogyakarta, dengan sampel sebanyak 100 responden, yang diambil dengan teknik *purposive sampling*.

Teknik pengumpulan data menggunakan observasi, kuesioner dan wawancara. Analisis data dilakukan dengan teknik analisis *Partial Least Square* (PLS).

Hasil penelitian ini menunjukkan bahwa ada pengaruh positif dari pelayanan purna jual terhadap *word of mouth* secara langsung dan ada pengaruh positif melalui kepuasan konsumen.

Kata Kunci : Kepuasan Konsumen, Pelayanan Purna Jual, *Word of Mouth*

ABSTRACT

**ANALYSIS OF THE EFFECT OF AFTER-SALES SERVICE TO
CONSUMER SATISFACTION
AND ITS IMPACT ON WORD OF MOUTH**

Case of Emax's consumers in Ambarukmo Plaza Yogyakarta

Anis Okta Cahyaningrum
Universitas Sanata Dharma
Yogyakarta
2015

This research aimed to identify the effect of after-sales service that directly give the impacts on word of mouth or not directly with consumers' satisfaction. The population in this study is iPhone's consumers who got the after-sales service from Emax Group in Ambarukmo Plaza Yogyakarta, with the samples of 100 respondents, the writer used Purposive Sampling Technique for the sampling.

The writer also used observation, questioner, and interview as the data collection. For the data analysis, the writer used the technique of Partial Least Square (PLS) analysis.

The result of the research indicated that there is direct positive effect of after-sales service to word of mouth, and there is positive effect of after-sales service to word of mouth through consumer satisfaction.

Keywords : Consumers' Satisfaction, Service of After Sales, Word of Mouth