ABSTRAK

PENGARUH KEPUASAN KONSUMEN PADA *SERVICE QUALITY*

TERHADAP PERILAKU *WORD OF MOUTH*

Studi pada Klinik Larissa Aesthetic Center Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan konsumen pada *service quality* yang terdiri dari *tangible, realibility, responsiveness, assurance,* dan *empathy* terhadap perilaku *word of mouth* konsumen Klinik Larissa Aesthetic Center jalan C. Simanjuntak 78, Yogyakarta. Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 100 responden. Teknik analisis yang dilakukan adalah analisis deskriptif, indeks kepuasan konsumen, dan analisis regresi berganda. Hasil analisis data menunjukkan bahwa sebagian besar konsumen puas terhadap pelayanan yang diberikan oleh klinik Larissa Aesthetic Center. Melalui analisis regresi berganda (uji t) kepuasan pada dimensi *service quality* yakni *responsiveness, assurance* dan *empathy* secara positif berpengaruh terhadap variabel *word of mouth* . Berdasarkan pengujian koefisien determinasi menunjukkan bahwa 43,4% perilaku *word of mouth* yang dilakukan oleh pelanggan dapat dijelaskan oleh variabel yang diteliti, sisanya melalui variabel lain yang tidak diteliti.

Kata kunci : kepuasan konsumen, *service quality*, *tangible, realibility, responsiveness, assurance, empathy, word of mouth*

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ABSTRACT

THE EFFECT OF CONSUMER SATISFACTION IN SERVICE QUALITY

ON THE WORD OF MOUTH BEHAVIOR

A study at Larissa Aesthetic Center Yogyakarta

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This research aims to figure out the influence service quality which consists of tangible, reliability, responsiveness, assurance, and empathy on the word of mouth behavior Larissa Aesthetic Center C. Simanjuntak street 78 Yogyakarta consumer. This research was conducted by distributing questionnaires to 100 respondents. Technique of data analysis used were descriptive analysis, satisfaction consumer index, and double linear regression analysis. The result of data analysis showed that most consumer felt satisfied about the Larissa Aesthetic service provided. The Double linear regression analysis (t test) found that satisfaction on service quality dimensions of responsiveness, assurance and empathy had positive and significant influence upon word of mouth variable. However, only 43% of the modul was explained by the variables in the research, the rest was explain by other variables.

Keyword : consumer satisfaction, service quality, tangible, reliability responsiveness, assurance, empathy, word of mouth.

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