ABSTRAK

PENGARUH CITRA MEREK, CITA RASA, DAN WORD OF MOUTH (WOM) TERHADAP KEPUASAN PELANGGAN DI TOKO TULIP BAKERY AND CAKE

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh citra merek, cita rasa, dan *word of mouth* terhadap kepuasan pelanggan toko Tulip Bakery and Cake, (2) pengaruh citra merek terhadap kepuasan pelanggan toko Tulip Bakery and Cake, (3) pengaruh cita rasa terhadap kepuasan pelanggan toko Tulip Bakery and Cake, (4) pengaruh *word of mouth* terhadap kepuasan pelanggan toko Tulip Bakery and Cake, (5) perbedaan cita rasa antara generasi X dan generasi Z pada toko Tulip Bakery and Cake. Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kuantitatif. Pengambilan sampel menggunakan teknik *purposive sampling*, data yang didapatkan dari pembagian secara *online* melalui *google form* kepada 96 responden. Analisis data dalam penelitian ini menggunakan analisis deskriptif, analisis asumsi klasik, dan analisis uji beda dengan menggunakan aplikasi IBM SPSS 25. Hasil dari penelitian menunjukkan bahwa: (1) citra merek, cita rasa, dan *word of mouth* berpengaruh terhadap kepuasan pelanggan di toko Tulip Bakery and Cake, (2) citra merek tidak berpengaruh terhadap kepuasan pelanggan di toko Tulip Bakery and Cake, (3) cita rasa berpengaruh terhadap kepuasan pelanggan di toko Tulip Bakery and Cake, (4) *word of mouth* tidak berpengaruh terhadap kepuasan pelanggan di toko Tulip Bakery and Cake, (5) terdapat perbedaan cita rasa antara generasi X dan generasi Z pada toko Tulip Bakery and Cake.

Kata kunci: Citra Merek, Cita Rasa, *Word of Mouth*, Kepuasan Pelanggan.

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, TASTE, AND WORD OF MOUTH (WOM) ON CUSTOMER SATISFACTION AT THE TULIP BAKERY AND CAKE STORE

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This research aims to determine: (1) the influence of brand image, taste, and word of mouth on customer satisfaction at Tulip Bakery and Cake stores, (2) the influence of brand image on customer satisfaction at Tulip Bakery and Cake stores, (3) the influence of taste on customer satisfaction at the Tulip Bakery and Cake shop, (4) the influence of word of mouth on customer satisfaction at the Tulip Bakery and Cake shop, (5) differences in taste between generation X and generation Z at the Tulip Bakery and Cake shop. The research method used in this research is descriptive quantitative. Sampling used a purposive sampling technique, data obtained from online distribution via Google form to 96 respondents. Data analysis in this research uses descriptive analysis, classical assumption analysis, and different test analysis using the IBM SPSS 25 application. The results of the research show that: (1) brand image, taste, and word of mouth influence customer satisfaction at the Tulip shop Bakery and Cake, (2) brand image had no effect on customer satisfaction at the Tulip Bakery and Cake shop, (3) taste had an effect on customer satisfaction at the Tulip Bakery and Cake shop, (4) word of mouth had no effect on customer satisfaction in the shop Tulip Bakery and Cake, (5) there was a difference in perception of taste between generation X and generation Z at the Tulip Bakery and Cake shop.

Keywords: Brand Image, Taste, Word of Mouth, Customer Satisfaction.