

ABSTRACT

This study aimed to test and analyze the influence of Service Quality, Brand Image, and Relationship Marketing towards Customer Satisfaction as well as its implications on Word of Mouth among the participants of universal employment coverage (BPJS Ketenagakerjaan) in Tanjung Pinang branch, Riau Islands.

The study used quantitative method. The data analysis technique used path analysis. Preliminary data in this study was secondary data from the BPJS office of Tanjung Pinang branch, Riau Islands. The primary data was research-based data, derived from questionnaires which had been distributed to respondents. The study population was corporate participants of universal employment coverage (BPJS Ketenagakerjaan) in Tanjung Pinang branch which consisted of 1.367 participants. The number of sample was 100 respondents, consisted of 27 respondents who had been BPJS participants for more than 5 years, and 73 respondents who had been BPJS participants for less than 5 years.

The result showed that Service Quality had positive and significant influence towards Customer Satisfaction. Brand Image had positive and significant influence towards Customer Satisfaction. Relationship Marketing had positive and significant influence towards Customer Satisfaction. Service Quality, Brand Image, and Relationship Marketing had positive and significant influence towards Customer Satisfaction. Customer Satisfaction had positive and significant influence towards Word of Mouth. Service Quality through Customer Satisfaction had positive and significant influence towards Word of Mouth. Brand Image through Customer Satisfaction had positive and significant influence towards Word of Mouth. Relationship Marketing through Customer Satisfaction had positive and significant influence towards Word of Mouth. Service Quality, Brand Image, and Relationship Marketing simultaneously had positive yet insignificant influence towards Word of Mouth.

Keywords: *Service Quality, Brand Image, Relationship Marketing, Customer Satisfaction, Word of Mouth, BPJS, Tanjung Pinang*

ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh *Service Quality*, *Brand Image*, dan *Relationship Marketing* terhadap *Customer Satisfaction* serta implikasinya pada *Word of Mouth* di Kalangan Peserta BPJS Ketenagakerjaan Cabang Tanjung Pinang, Kepulauan Riau.

Pendekatan penelitian ini kuantitatif. Sedangkan Teknik analisis data menggunakan analisis jalur (path analysis). Data awal merupakan data sekunder dari Kantor BPJS Ketenagakerjaan Cabang Tanjung Pinang, Kepulauan Riau. Sedangkan data primer merupakan data hasil penelitian, berasal dari kuesioner yang dibagikan kepada responden. Populasi penelitian adalah peserta korporat BPJS Ketenagakerjaan Cabang Tanjung Pinang yang terdiri atas 1.367 peserta. Jumlah sampel adalah 100 responden, terdiri atas 27 responden peserta BPJS >5 tahun, dan 73 responden adalah peserta BPJS < 5 tahun.

Hasil penelitian menunjukkan bahwa *ServiceQuality* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*. *Brand Image* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*. *Relationship Marketing* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*. *ServiceQuality*, *Brand Image*, dan *Relationship Marketing* secara simultan memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*. *Service Quality* memiliki pengaruh positif dan signifikan terhadap *Word of mouth*, *Brand Image* memiliki pengaruh positif dan signifikan terhadap *Word of mouth*, *Relationship Marketing* berpengaruh positif dan signifikan terhadap *Word of mouth* dan *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Word of mouth*. Sedangkan secara simultan *Service Quality*, *Brand Image*, *Relationship Marketing* dan *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Word Of Mouth*.

Kata Kunci: *Service Quality*, *Brand Image*, *Relationship Marketing*, *Customer Satisfaction*, *Word of Mouth*, BPJS Ketenagakerjaan, Tanjung Pinang