

## ***ABSTRACT***

*Some studies suggest that loyalty is influenced by perceived value and customer relations, but in the B2B business of product testing services, there is a referral WOM factor that has not been studied empirically. The purpose of this study is to find out how much influence of perceived value and relationship marketing to loyalty and referral word of mouth (WOM) as well as to examine how far referral WOM mediate this effect. The research data used questionnaires from 185 active customers for last six month. The analytical method used is structural equation modeling (SEM) with Lisrel 8.8 as a tool and combined with SPSS 23 to analyze inter-dimensional correlations. The results showed that perceived value and relationship marketing each positively and significantly influence on customer loyalty and referral WOM. Referral WOM mediation function proved to have a positive and significant effect on loyalty. It shows if the company wants to maintain loyalty must pay attention to perceived value received by customers and continue to improve relationship marketing to generate a positive and intensive referral WOM especially for commitment and applied pricing and payment scheme.*

*Keywords : perceived value, relationship marketing, referral word of mouth, customer loyalty, B2B product testing service*

UNIVERSITAS  
**MERCU BUANA**

## **ABSTRAK**

Beberapa penelitian yang menyatakan bahwa loyalitas dipengaruhi oleh nilai yang dirasakan dan relasi dengan pelanggan, tetapi pada bisnis B2B jasa pengujian produk ada faktor referral WOM yang belum diteliti secara empiris. Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh dari *perceived value* dan *relationship marketing* terhadap loyalitas dan *referral word of mouth (WOM)* sekaligus meneliti bagaimana dan sejauh mana *referral WOM* memediasi efek ini. Data penelitian menggunakan hasil kuesioner dari 185 pelanggan yang aktif selama enam bulan terakhir. Metode analisa yang digunakan adalah *structural equation modeling (SEM)* dengan Lisrel 8.8 sebagai alatnya dan dikombinasikan dengan SPSS 23 untuk menganalisa korelasi antar dimensi. Hasil penelitian menunjukan bahwa *perceived value* dan *relationship marketing* masing-masing berpengaruh secara positif dan signifikan terhadap loyalitas pelanggan dan *referral WOM*. Fungsi mediasi *referral WOM* terbukti berpengaruh positif dan signifikan terhadap loyalitas. Hal menunjukkan jika perusahaan mau mempertahankan loyalitas maka harus memperhatikan *perceived value* yang diterima pelanggan dan terus meningkatkan *relationship marketing* sehingga terbentuk *referral WOM* yang positif and intensif terutama untuk komitmen dan skema *pricing* dan *payment*.

*Keywords* : *perceive value, relationship marketing, referral word of mouth, loyalitas pelanggan, B2B, jasa pengujian produk*

**MERCU BUANA**