

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh proses *delivery* proyek dan kelengkapan produk terhadap kepuasan dan dampaknya terhadap *word of mouth*. Penelitian dilakukan di PT. Lexcorp Indonesia, perusahaan yang bergerak dalam bidang penyedia jasa telekomunikasi di Indonesia di Indonesia. Data yang digunakan adalah data primer dan data sekunder. Data sekunder diperoleh dari berbagai sumber seperti buku, jurnal serta data lain yang dipublikasikan. Data primer diperoleh melalui survey dengan kuesioner yang disebarkan kepada responden. Dari hasil sebaran kuesioner diperoleh sample sebanyak 67 responden dari keseluruhan 80 responden. Berbagai analisis statistik mengenai validitas, reliabilitas, dan juga asumsi klasik. Hasil analisa jalur pertama adalah proses *delivery* proyek, dan kelengkapan produk berpengaruh terhadap kepuasan pelanggan secara individu dan bersamaan. Hasil Jalur kedua proses *delivery* proyek, dan kelengkapan produk berpengaruh terhadap kepuasan pelanggan dan dampaknya terhadap *word of mouth* adalah signifikan secara bersamaan. Penelitian ini dapat menjadi rekomendasi bagi perusahaan untuk kebijakan managerial PT. Lexcorp Indonesia untuk meningkatkan *word of mouth*.

Kata Kunci: Proses *Delivery* Proyek, Kelengkapan Produk, Kepuasan dan *Word Of Mouth*.

ABSTRACT

The purpose of this research was to find out analyze influence of the project delivery process and completeness of the product on the satisfaction and impact on word of mouth. This research was conducted at PT. Lexcorp Indonesia, a company engaged in telecommunications service provider in Indonesia in Indonesia. The data used are primary data and secondary data. Secondary data were obtained from various sources such as books, journals and other data were published. Primary data were obtained through a survey with questionnaires distributed to respondents. From the results of the distribution of the questionnaire obtained a sample of 67 respondents from a total of 80 respondents. Various statistical analysis regarding the validity, realiabilitas, and also classical assumptions. Results of analysis of the first path is the project delivery process and completeness of product effect on customer satisfaction individually and simultaneously. The second result is project delivery process and completeness of product effect on customer satisfaction and its impact is a significant word of mouth simultaneously. This study could be a recommendation for the company's managerial policy PT. Lexcorp Indonesia to increase word of mouth.

Keywords: Project Delivery Process, Product Completeness, Satisfaction and Word Of Mouth.



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