

## **ABSTRACT**

*This study aims to analyze the effect of service quality, product quality and perceived price on customer satisfaction and the implications on word of mouth. This research is descriptive-quantitative. Secondary data were gathered from various sources such as books and journals. Primary data were obtained using questionnaire distributed to Indihome customers. Using a purposive sampling technique, a total sample of 120 Indihome customers were obtained. Path analysis as method of analysis. Various statistical tests such as validity, reliability, normality tests were employed. The results showed that the variables of service quality, product quality and perceived price partially and simultaneously had a significant and positive effect on customer satisfaction. Furthermore, only the variables of product quality and perceived price partially were found to have a direct effect on word of mouth. Customer satisfaction as an intervening variable has a significant influence on word of mouth. It is recommended that to enhance customer satisfaction should pay attention to service quality by providing adequate training to employees and to create word of mouth then should pay attention to maximizing value-added of Indihome.*

*Keywords : service quality, product quality, perceived price, customer satisfaction, word of mouth, path analysis*



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## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, kualitas produk dan persepsi harga terhadap kepuasan pelanggan serta implikasinya terhadap *word of mouth* pelanggan Indihome di kota Jakarta. Dengan jenis penelitian deskriptif kuantitatif, menggunakan data primer dan sekunder. Data sekunder diperoleh melalui berbagai buku, jurnal dan informasi terkait. Data primer melalui kuesioner kepada pelanggan Indihome di kota Jakarta. Metode pengambilan sampel menggunakan *purposive sampling* dengan jumlah 120 pelanggan. Metode analisis menggunakan analisis jalur dan berbagai tes statistik seperti validitas, reliabilitas dan normalitas. Hasil penelitian menunjukkan bahwa variabel kualitas layanan, kualitas produk dan persepsi harga secara parsial dan simultan memiliki pengaruh yang signifikan dan positif terhadap kepuasan pelanggan. Selain itu, hanya variabel kualitas produk dan persepsi harga yang ditemukan memiliki efek langsung terhadap *word of mouth*. Variabel kepuasan pelanggan sebagai variabel *intervening* memiliki pengaruh yang signifikan terhadap *word of mouth*. Disarankan untuk meningkatkan kepuasan pelanggan sebaiknya memperhatikan kualitas layanan dengan memberikan pelatihan yang cukup kepada pegawai Telkom Indihome dan untuk menciptakan *word of mouth* sebaiknya dilakukan dengan memaksimalkan nilai tambah pada produk Indihome.

Kata kunci : kualitas layanan, kualitas produk, persepsi harga, kepuasan pelanggan, *word of mouth*, analisis jalur.

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