

ABSTRACT

This research aimed to analyze the effect of product quality, perceived price and personal selling on customer satisfaction and their impact on word of mouth Respondents were the customers of PT. Permata Bunda Artano. Both primary and secondary data were gathered. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were gathered using questionnaire which were distributed to the target respondents. Using a convenience sampling technique, a total sample of 87 respondents was gathered. Various statistical tests were employed such as validity, reliability test, normality test, and hypothesis testing. Using a path analysis, it was found the product quality, perceived price and personal selling had a positive effect on customer satisfaction and on word of mouth. Further, customer satisfaction was found to be an intervening variable. It was suggested that company improve the quality of products, offers competitive perceived prices and maintain good personal selling with the customers.

Keywords : Product quality, Perceived Price, Personal Selling, Customer Satisfaction, Word of Mouth.



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ABSTRAK

Penelitian ini dibuat dengan tujuan untuk menganalisis pengaruh kualitas produk, persepsi harga dan Penjualan perorangan terhadap kepuasan pelanggan dan dampaknya terhadap promosi dari mulut ke mulut di PT. Permata Bunda Artano. Kedua data yang digunakan adalah Data Primer dan Data Sekunder. Data Sekunder dikumpulkan dari berbagai sumber seperti jurnal, buku dan lainnya seperti publikasi yang terkait. Data primer dikumpulkan dengan menggunakan kuesioner yang dibagikan kepada responden. Menggunakan teknik convenience sampling, jumlah sampel yang dikumpulkan sebanyak 87 responden. Uji statistik yang digunakan yaitu uji validitas, uji reliabilitas, uji normalitas, dan pengujian hipotesis. Dengan menggunakan analisis jalur, maka ditemukan kualitas produk, persepsi harga dan Penjualan perorangan memiliki dampak positif pada kepuasan pelanggan dan promosi dari mulut ke mulut. Selanjutnya, kepuasan pelanggan ditemukan menjadi variabel intervening. Disarankan bahwa perusahaan terus meningkatkan kualitas produk, menawarkan persepsi harga yang kompetitif dan menjaga Penjualan perorangan yang baik dengan pelanggannya.

Kata Kunci : Kualitas Produk, persepsi harga, Penjualan perorangan, Kepuasan Pelanggan, Promosi dari mulut ke mulut.

