

ABSTRACT

The condition of the number of universities that very much as well as the changing demands of consumers and potential consumers of the attributes and performance of educational services that they get trigger increased intensity of competition among service providers colleges. Evident of instability number ratio of new admissions process at UMB. This study aims to examine and analyze the effect of brand image, service quality to customer satisfaction as well as its implications on word of mouth at the University of Mercu Buana Jakarta. The research data is taken from the questionnaire data of 100 active students in 7 faculties UMB. The sampling method that has been used is convenience sampling of 6947 the population of regular students at UMB. The analysis method that has been used in this research is the Structural Equation Modeling (SEM). Research shows that brand image, service quality and customer satisfaction significantly influence word of mouth. Partially showed that the brand image factors certainly has a positive and significant impact on customer satisfaction, service quality factors are also has a positive and significant impact on customer satisfaction, and customer satisfaction factor also has a positive and significant impact on word of mouth. Service quality is the most powerful variable influence on customer satisfaction in Mercu Buana University.

Keywords : Brand Image, Service Quality, Customer Satisfaction , Word of Mouth

ABSTRAK

Kondisi jumlah perguruan tinggi yang sangat banyak serta perubahan tuntutan konsumen dan calon konsumen terhadap atribut dan kinerja jasa pendidikan yang mereka dapatkan memicu meningkatnya intensitas persaingan antar penyedia jasa perguruan tinggi. Terbukti dari tidak stabilnya angka rasio dari proses penerimaan mahasiswa baru di UMB. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh citra merek, kualitas pelayanan terhadap kepuasan pelanggan serta implikasinya pada *word of mouth* di Universitas Mercu Buana Jakarta. Data penelitian merupakan data kuisioner yang diambil dari 100 mahasiswa aktif di 7 fakultas UMB. Metode sampling yang digunakan adalah *convenience sampling* dari 6947 jumlah populasi mahasiswa reguler di UMB. Metode analisis yang digunakan dalam penelitian ini adalah *The Structural Equation Modelling (SEM)*. Hasil Penelitian menunjukkan bahwa citra merek, kualitas pelayanan dan kepuasan pelanggan berpengaruh secara signifikan terhadap *word of mouth*. Secara parsial menunjukkan bahwa faktor citra merek pasti berpengaruh positif dan signifikan terhadap kepuasan pelanggan, faktor kualitas pelayanan juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dan faktor kepuasan pelanggan berpengaruh positif dan signifikan terhadap *word of mouth*. Kualitas pelayanan merupakan variable yang paling kuat pengaruhnya terhadap kepuasan pelanggan di Universitas Mercu Buana Jakarta.

Kata kunci : citra merek, kualitas pelayanan, kepuasan pelanggan, *word of mouth*