

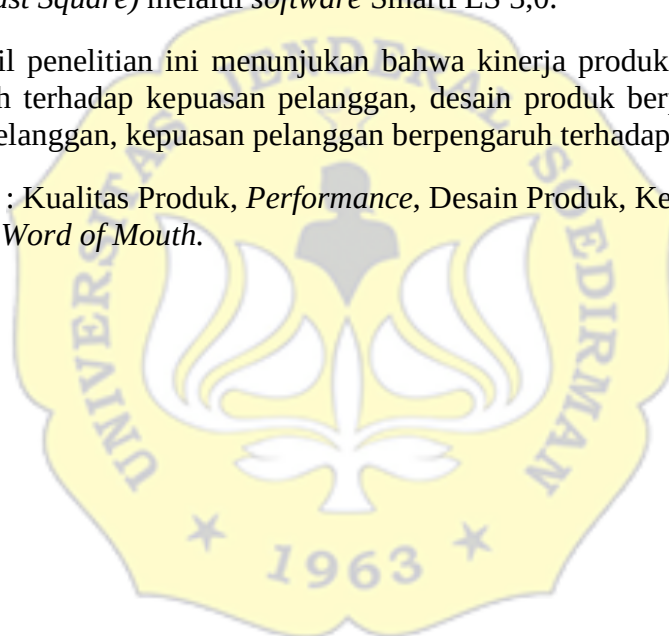
## RINGKASAN

SALMAN FAIDUL MAHASIN, Program Studi Magister Manajemen Fakultas Ekonomi Dan Bisnis, Universitas Jenderal Soedirman, Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan Dalam Terjadinya *Word of Mouth* Pada konsumen Sepeda Motor Yamaha. Pembimbing : Prof. Dr. Suliyanto, SE.,MM, Anggota : Dr. Riswan, Msi, Ak

Penelitian ini bertujuan mengetahui pengaruh kualitas produk dengan menganalisis kinerja produk, desain produk terhadap *word of mouth* melalui Kepuasan pelanggan. Penelitian ini merupakan penelitian kuantitatif. Sampel penelitian ini berjumlah 144 responden pengguna sepeda motor yamaha di kabupaten pemalang. Pengambilan sampel pada penelitian ini menggunakan *Accidental Sampling*. Analisis penelitian ini menggunakan teknik analisis PLS (*Partial Least Square*) melalui *software* SmartPLS 3,0.

Hasil penelitian ini menunjukkan bahwa kinerja produk atau *performance* berpengaruh terhadap kepuasan pelanggan, desain produk berpengaruh terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh terhadap *word of mouth*.

Kata Kunci : Kualitas Produk, *Performance*, Desain Produk, Kepuasan Pelanggan, *Word of Mouth*.



## SUMMARY

SALMAN FAIDUL MAHASIN, Master Study Program of Management, Faculty of Economy and Business, Universitas Jenderal Soedirman. The Influence of Product Quality toward Customer Satisfaction in The Occurance of Word of Mouth Marketing Technique on The Yamaha Motorcycle Users. Supervisor: Prof. Dr. Suliyanto, SE.,MM, Member : Dr. Riswan, M.Si, Ak.

This study is intended to analyse the influence of product quality by Analyzing product performance , product design to word of mouth throught customer satisfaction. This study uses quantitative research method. The sample of the study amounted to 144 respondents which consist of Yamaha motorcycle user in Pematang district. The accidental sampling method was administered to acquire samples needed. The analysis of the study was conducted by applying PLS (Partial Least Square) technique using Smart PLS software 3.0.

The findings of the study indicate that the performance and design product are affecting the customer satisfaction, the customer satisfaction itself has some influence toward word of mouth marketing.

Keywords: Product Quality, Performance, Product Design, Customer Satisfaction, Word of Mouth.

