

RINGKASAN

Penelitian ini bertujuan untuk mengetahui “Pengaruh Kualitas Produk, Kualitas Layanan, Nilai Pelanggan Terhadap Kepuasan Pelanggan dan Promosi Dari Mulut ke Mulut”. Populasi dalam penelitian ini adalah pelanggan Telkom IndiHome Purwokerto. Penelitian ini menggunakan sampel sebanyak 150 responden. Teknik pengambilan sampel dilakukan dengan metode *convenience sampling*. Data analisis menggunakan *analisis jalur*. Hasil analisis menunjukkan bahwa : (1) Kualitas produk berpengaruh positif terhadap kepuasan pelanggan Telkom IndiHome, Purwokerto, (2) Kualitas layanan berpengaruh positif terhadap kepuasan pelanggan Telkom IndiHome, Purwokerto, (3) Nilai Pelanggan berpengaruh positif terhadap kepuasan pelanggan Telkom IndiHome, Purwokerto, (4) Kepuasan pelanggan berpengaruh positif terhadap promosi dari mulut ke mulut Telkom IndiHome, Purwokerto, (5) Kualitas produk berpengaruh positif terhadap promosi dari mulut ke mulut Telkom IndiHome, Purwokerto, (6) Kualitas layanan berpengaruh positif terhadap promosi dari mulut ke mulut Telkom IndiHome, Purwokerto, (7) Nilai pelanggan berpengaruh positif terhadap promosi dari mulut ke mulut Telkom IndiHome, Purwokerto.

Kata Kunci: Kualitas Produk, Kualitas Layanan, Nilai Pelanggan, Kepuasan Pelanggan, Promosi Mulut ke Mulut

SUMMARY

This study aims to find out "The Effect of Product Quality, Service Quality, Customer Value on Customer Satisfaction and Promotion of Mouth to Mouth". The population in this study were Telkom customers of IndiHome Purwokerto. This study uses a sample of 150 respondents. The sampling technique was carried out by convenience sampling method. Data analysis uses path analysis. The results of the analysis show that: (1) Product quality has a positive effect on the customer satisfaction of Telkom IndiHome, Purwokerto, (2) Service quality has a positive effect on the customer satisfaction of Telkom IndiHome, Purwokerto, (4) Customer satisfaction has a positive effect on word of mouth Telkom IndiHome, Purwokerto, (5) Product quality has a positive effect on word of mouth Telkom IndiHome, Purwokerto, (6) Service quality has a positive effect on word of mouth Telkom IndiHome, Purwokerto, (7) Customer value of has a positive effect on word of mouth Telkom IndiHome, Purwokerto.

Keywords: Product Quality, Service Quality, Customer Value, Customer Satisfaction, Word of Mouth