

RINGKASAN

Judul dari penelitian ini adalah “Analisis Pengaruh Citra Merek, Kualitas Pelayanan, *Servicscape* dan Kewajarn Harga Teradap Kepuasan Konsumen Serta Pengaruhnya Terhadap *Word Of Mouth* Studi Kasus Pada Meotel Hotel Purwokerto”. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh citra merek, kualitas pelayanan, *servicscape* dan kewajaran harga terhadap kepuasan konsumen serta pengaruhnya terhadap *word of mouth*.

Populasi dala penelitian ini adalah konsumen yang menggunakan jasa Meotel Hotel Purwokerto yang berjumlah 100 responden. Metode *accidental sampling / convenience sampling* digunakan dalam penentuan responden. berdasarkan hasil penelitian dan analisis data menggunakan regresi berganda dan regresi sederhana, menunjukkan bahwa: (1) citra merek berpengaruh positif terhadap kepuasan konsumen (2) kualitas pelayanan berpengaruh positif terhadap kepuasan konsumen (3) *servicscape* berpengaruh positif terhadap kepuasan konsumen (4) kewajaran harga berpengaruh positif terhadap kepuasan konsumen (5) kepuasan konsumen berpengaruh positif terhadap *word of mouth*.

Kata kunci : Citra Merek, Kualitas Pelayanan, *Servicscape*, Kewajaran Harga, Kepuasan Konsumen, WOM

SUMMARY

The title of this research is an “Analysis Of The Influence of Service Brand Image Quality Servicescape and Price Fairness on Customer Satisfaction and Its Influence on Word of Mouth”. Case studies at Meotel Hotel Purwokerto. This research aims to find out how much influence of the brand image, servicescape, service quality and price fairness to satisfaction consumer and their influence on the word of mouth.

Population in this study was all the consumer of the Meotel Hotel Purwokerto with 100 respondents. Accidental sampling / convenience sampling method was used in the determination of respondents. Based on the result of research and data analysis using multiple regression and simple regression shows that 1) brand image has positive influence on customer satisfaction, 2) service quality has positive influence on customer satisfaction 3) servicescape has positive influence on customer satisfaction 4) Price Fairness has positive effect on customer satisfaction, 5) consumer satisfaction has positive effect on word of mouth.

Keywords : Brand Image, Quality service, servicescape, price fairness, customer satisfaction, WOM