Pengaruh Customer Perceived Value terhadap Word of Mouth pelanggan Garuda Indonesia: studi pelanggan di Depok = The effect of customer perceived value to word Of mouth : study to Garuda Indonesia customer in Depok

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis bagaimana pengaruh customer perceived value terhadap word of mouth oleh pelanggan Garuda Indonesia di Depok. Penelitian ini menggunakan pendekatan kuantitatif. Sampel penelitian ini adalah 100 Pelanggan Garuda Indonesia di Depok dengan menggunakan metode non-probability sampling serta teknik accidental. Instrumen penelitian ini menggunakan kuesioner dan dianalisis menggunakan linear regression.

Hasil penelitian ini menunjukkan bahwa customer perceived value memiliki pengaruh terhadap word of mouth pelanggan Garuda Indonesia di Depok dan sisanya dipengaruhi oleh faktor lain. Hasil analisis menunjukkan bahwa dimensi nilai emosional, nilai sosial dan nilai fungsional mempunyai pengaruh yang signifikan terhadap word of mouth.

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The objective of this research is to analyze the effect of customer perceived value to Word Of Mouth (WOM) by customer of Garuda Indonesia in Depok. This research applied quantitative approach. The sample of this research is 100 customers of Garuda Indonesia in Depok, collected using non probability sampling and accidental sampling This research used questionnaire as research instrument and analyzed using linear regression.

The result of this research shows that customer perceived value has influence to word of mouth and the residue effected by some other factor. The analysis indicated that emotional value, social value and functional value have a significant effect on word of mouth.