

**Pengaruh Kualitas Pelayanan dan Harga terhadap Word of Mouth
dengan Kepuasan Konsumen Sebagai Intervening pada Homestay
"Putri Karimunjava" di Karimunjava**

AHMAD WILDAN

(Pembimbing : Dr. Ir Dwi Eko Waluyo, MM)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201202453@mhs.dinus.ac.id

ABSTRAK

Homestay merupakan rumah biasa yang sebagian kamarnya disewakan kepada tamu, namun tamu yang menginap akan tinggal dalam jangka waktu lama. Tujuan dari penelitian ini adalah. 1) Untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan konsumen homestay "Putri Karimunjava" di Karimunjava. 2) Untuk menganalisis pengaruh harga terhadap kepuasan konsumen homestay "Putri Karimunjava" di Karimunjava. 3) Untuk menganalisis pengaruh kepuasan konsumen terhadap word of mouth homestay "Putri Karimunjava" di Karimunjava. 4) Untuk menganalisis pengaruh kualitas pelayanan terhadap word of mouth homestay "Putri Karimunjava" di Karimunjava. 5) Untuk menganalisis pengaruh harga terhadap word of mouth homestay "Putri Karimunjava" di Karimunjava. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Metode pengumpulan data menggunakan kuesioner dan teknik analisis yang digunakan adalah analisis jalur.

Hasil analisis menunjukkan bahwa : 1). Kualitas pelayanan terbukti berpengaruh positif dan signifikan terhadap kepuasan konsumen. 2). Harga terbukti berpengaruh positif dan signifikan terhadap kepuasan konsumen. 3). Kepuasan konsumen terbukti berpengaruh positif dan signifikan terhadap word of mouth. 4). Kualitas pelayanan terbukti berpengaruh positif dan signifikan terhadap word of mouth. 5). Harga terbukti berpengaruh positif dan signifikan terhadap word of mouth. 6). Kualitas pelayanan terbukti berpengaruh positif dan signifikan terhadap word of mouth melalui kepuasan konsumen sebagai variabel intervening. 7). Harga terbukti berpengaruh positif dan signifikan terhadap word of mouth melalui kepuasan konsumen sebagai variabel intervening.

Kata Kunci : Kualitas pelayanan, harga, kepuasan konsumen dan word of mouth

**The Effect of Service Quality and Price on Word of Mouth through
Customer Satisfaction as an Intervening at Homestay "Putri
Karimunjava" in Karimunjava**

AHMAD WILDAN

(Lecturer : Dr. Ir Dwi Eko Waluyo, MM)

*Bachelor of Management - S1, Faculty of Economy &
Business, DINUS University*

www.dinus.ac.id

Email : 211201202453@mhs.dinus.ac.id

ABSTRACT

Homestay is an ordinary house with some rooms rented to guests, although the guests who stayed will stay in the long term. The purpose of this study are. 1) To analyze the effect of service quality on customer satisfaction of homestay "Putri Karimunjava" in Karimunjava. 2) To analyze the effect of price on consumer satisfaction of homestay "Putri Karimunjava" in Karimunjava. 3) To analyze the effect of customer satisfaction on word of mouth of homestay "Putri Karimunjava" in Karimunjava. 4) To analyze the effect of service quality on word of mouth of homestay "Putri Karimunjava" in Karimunjava. 5) To analyze the effect of price on word of mouth of homestay "Putri Karimunjava" in KarimunJava. The sampling technique used was purposive sampling. Methods of data collection using questionnaires and analysis techniques used is path analysis.

The results show that: 1). Service quality has proved positive and significant effect on customer satisfaction. 2). Price has proved positive and significant effect on customer satisfaction. 3). Customer satisfaction has proved positive and significant on word of mouth. 4). Service quality has proved positive and significant effect on word of mouth. 5). Price has proved positive and significant effect on word of mouth. 6). Service quality has proved positive and significant on word of mouth through customer satisfaction as an intervening variable. 7). Price has proved positive and significant on word of mouth through customer satisfaction as an intervening variable.

Keyword : Service quality, price, customer satisfaction and word of mouth