

**Pengaruh Harga, Lokasi, Promosi dan Pelayanan terhadap Kepuasan  
Konsumen dan pengaruhnya pada Terbentuknya Word-of-Mouth di  
Barbershop di Kota Semarang**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh harga, lokasi, promosi dan pelayanan yang kompetitif, terhadap kepuasan konsumen dan terciptanya word-of-mouth pada konsumen barbershop di kota Semarang. Responden dalam penelitian ini adalah konsumen barbershop di kota Semarang yang diwakilkan oleh 200 responden. Data analisis menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan Harga berpengaruh positif dan signifikan terhadap kepuasan Konsumen, Lokasi berpengaruh positif namun tidak berpengaruh signifikan terhadap kepuasan konsumen, promosi berpengaruh positif dan signifikan terhadap kepuasan konsumen, pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen dan Kepuasan Konsumen berpengaruh positif dan signifikan terhadap WOM

Kata Kunci : Harga, Lokasi, Promosi, Pelayanan, Kepuasan Konsumen dan Word of Mouth (WOM)

**The Effect of Price, Place, Promotion and Service on Customer Satisfaction and it's Effect on Word of Mouth at Barbershop in Semarang City.**

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**ABSTRACT**

This research had the purpose to analyze the effect of price, place, promotion and service on customer satisfaction and create word of mouth on customer barbershop in Semarang City. Respondents in this research were are customer barbershop in Semarang City amounted 200 persons. Data were are analyzed used Structural Equation Modelling (SEM). The result of this research showed that price has a positive and significant effect on customer satisfaction, place has a positive but not significant effect on customer satisfaction, promotion has a positive and significant effect on customer satisfaction, service has a positive and significant effect on customer satisfaction and customer satisfaction has a positive and significant effect on WOM.

Keyword : Price, Place, Promotion, Service, Customer Satisfaction and Word of Mouth (WOM)