

ABSTRAK

Pengaruh Kualitas Pelayan Inti dan Periferal Terhadap Kepuasan Pelanggan Serta Dampaknya Bagi *Word of Mouth* (Studi pada Bengkel Istana Motor Honda Lampung Tengah)

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Tujuan penelitian ini adalah untuk mengetahui hubungan variabel kualitas pelayan inti, pelayanan periferal, melalui kepuasan pelanggan terhadap *word of mouth* di bengkel istana motor honda di Lampung Tengah. Jenis penelitian ini menggunakan penelitian *explanative research* dengan responden sebanyak 96 pelanggan bengkel istana motor honda di Lampung Tengah. Teknik pengambilan sampel menggunakan metode *non-probability sampling*. Metode analisis penelitian ini menggunakan *Partial Least Square* (PLS) dengan alat uji smart PLS versi 2.0.m3.

Penelitian ini menggunakan teknik pengolahan data yaitu dengan model pengukuran (*outer model*) dan model analisis persamaan struktural (*inner model*) serta pengujian hipotesis. Hasil penelitian ini menunjukkan bahwa kualitas pelayanan inti tidak berpengaruh signifikan pada *word of mouth* (0,061), kualitas pelayanan periferal tidak berpengaruh signifikan pada *word of mouth* (1.293), kualitas pelayanan inti berpengaruh signifikan pada kepuasan pelanggan (3.552), kualitas pelayanan periferal berpengaruh signifikan pada kepuasan pelanggan (3.520), kepuasan pelanggan berpengaruh signifikan pada *word of mouth* (10.040), kualitas pelayanan inti yang dimediasi oleh kepuasan pelanggan berpengaruh signifikan pada *word of mouth* (3.235), kualitas pelayanan periferal yang dimediasi oleh kepuasan berpengaruh signifikan terhadap *word of mouth* (3.151).

Kata kunci: kualitas pelayanan inti, kualitas pelayanan periferal, kepuasan pelanggan, *word of mouth*.

ABSTRACT

Effect of Core and Peripheral Waiter Quality on Customer Satisfaction and Its Impact on Word of Mouth (Study at Honda Motor Palace Workshop Central Lampung)

By

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The purpose of this study was to determine the relationship between the variables of core service quality, peripheral services, through customer satisfaction with word of mouth in Honda motorbike palace workshops in Central Lampung. This type of research uses an explanative research study with respondents as many as 96 customers of Honda motorbike palace workshops in Central Lampung. The sampling technique uses non-probability sampling method. The method of analysis of this study uses Partial Least Square (PLS) with the PLS smart test version 2.0.m3.

This study uses data processing techniques, namely the measurement model (outer model) and the structural equation analysis model (inner model) and hypothesis testing. The results of this study indicate that the core service quality is not significant in word of mouh(0,061), peripheral service quality has no significant effect on word of mouth(1,293), core service quality has a significant effect on customer satisfaction(3,552), peripheral service quality has a significant effect on customer satisfactions(3,520), customer satisfaction has a significant effect on word of mouth(10,040), the quality of core services mediated by customer satisfaction has a significant effect on word of mouth(3,253), the quality of peripheral services mediated by satisfaction has a significant effect on word of mouth(3,151)

Keywords: core service quality, peripheral service quality, customer satisfaction, word of mouth.