

ABSTRAK

PENGARUH *SERVICE QUALITY*, *CONSUMER TRUST*, DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN PENGGUNAAN LAYANAN BIMBINGAN BELAJAR GANESHA OPERATION BANDAR LAMPUNG

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Jasa bimbingan belajar di Indonesia sangat diminati oleh konsumen yang disebabkan oleh tingkat persaingan akademik yang tinggi. Dalam proses pemilihan bimbingan belajar konsumen memperhatikan beberapa aspek. Penelitian ini bertujuan untuk mengetahui pengaruh *Service Quality*, *Consumer Trust*, dan *Word of Mouth* terhadap Keputusan Penggunaan Layanan Bimbingan Belajar Ganesha Operation Bandar Lampung. Jenis penelitian menggunakan *explanatory research* dengan pendekatan kuantitatif. Populasi penelitian siswa kelas 3 Sekolah Menengah Atas (SMA) dan alumni bimbingan belajar Ganesha Operation Bandar Lampung. Sampel menggunakan teknik non-probability sampling dengan pendekatan *purposive sampling* dan *accidental sampling* dengan 100 responden menggunakan SPSS 27. Hasil penelitian menunjukkan bahwa secara simultan variabel *service quality*, *consumer trust*, dan *word of mouth* berpengaruh positif signifikan terhadap keputusan pembelian. Secara parsial variabel *consumer trust* dan *word of mouth* berpengaruh positif signifikan terhadap keputusan pembelian, namun variabel *service quality* tidak berpengaruh terhadap keputusan pembelian. Untuk perkembangan penelitian selanjutnya, perkuat kembali *word of mouth* dan *consumer trust* melalui testimoni alumni, meningkatkan *service quality* untuk relasi dan loyalitas, serta menggunakan *consumer trust* sebagai variabel mediasi dan mengkaji perilaku konsumen pasca pembelian.

Kata Kunci: *Service Quality*, *Consumer Trust*, *Word Of Mouth*, Keputusan Pembelian, Bimbingan Belajar

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, CONSUMER TRUST, AND WORD OF MOUTH ON DECISIONS TO USE GANESHA OPERATION TUTORING SERVICES BANDAR LAMPUNG

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Tutoring services in Indonesia are in high demand by consumers due to the high level of academic competition. In the process of choosing tutoring, consumers pay attention to several aspects. This study aims to determine the effect of Service Quality, Consumer Trust, and Word of Mouth on the Decision to Use Tutoring Services Ganesha Operation Bandar Lampung. This type of research uses explanatory research with a quantitative approach. The research population was 3rd grade high school students and alumni of Ganesha Operation tutoring in Bandar Lampung. The sample used non-probability sampling techniques with purposive sampling and accidental sampling approaches with 100 respondents using SPSS 27. The results showed that simultaneously the service quality, consumer trust, and word of mouth variables had a significant positive effect on purchasing decisions. Partially, the variables of consumer trust and word of mouth have a significant positive effect on purchasing decisions, but the service quality variable has no effect on purchasing decisions. For the development of further research, strengthen word of mouth and consumer trust through alumni testimonials, improve service quality for relationships and loyalty, and use consumer trust as a mediating variable and examine post-purchase consumer behavior.

Keywords: Service Quality, Consumer Trust, Word Of Mouth, Purchase Decision, Tutoring