PENGARUH KUALITAS LAYANAN, KEPERCAYAAN, KOMITMEN DAN DIFERENSIASI PRODUK PADA KEPUASAN DAN KESEDIAAN UNTUK KOMUNIKASI WORD OF MOUTH

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Abstract

This study belongs to a hypothesis testing research to examine: 1) the effect of service quality on trust, 2) the effect of service quality on product differentiation, 3) the effect of service quality on satisfaction, 4) the effect of service quality on word of mouth, 5) the effect of trust on product differentiation, 6) the effect of product differentiation on commitment, 7) the effect of commitment on satisfaction, 8) the effect of commitment on word of mouth. This research was done in Larissa Aesthetic Center’s customer in Surakarta; the sample was taken using non probability sampling method with purposive sampling technique. The criterion of respondents in this research was the customers who intend to remain having beauty maintenance in Larissa Aesthetic Center in Surakarta. This research took 160 customers as the respondents by using Maximum Likelihood Estimation technique. The research used Structural Equation Modeling. The result of research, it could be concluded that: 1) service quality affects positively and significantly the trust; 2) service quality affects positively and significantly the differentiation; 3) there is a significant and positive relationship between service quality and customer satisfaction; 4) there is a significant and positive effect between service quality and word of mouth, 5) trust affects positively the product differentiation; 6) product differentiation affects significantly and positively the commitment; 7) commitment affects positively the trust; 8) commitment affects positively and significantly the WOM behavior. This study had some weaknesses such as the number of sample, the research object that was focused on skin care service of Larissa Aesthetic Center and research region in around Surakarta. So, for the next research it is hoped to improve the weaknesses of this research.

Keywords: service quality, trust, differentiation, commitment, satisfaction, word of mouth.

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