

ABSTRAK

MUHAMMAD ROIS NUSHAIR, Analisis Pengaruh Web Quality dan Brand Image Terhadap Word of Mouth dengan dimediasi Kepuasan Pelanggan Pada Situs Agoda (Studi Kasus Pada Wilayah BSD, Tangerang). (dibimbing oleh Muhammad Fariz).

Penelitian ini bertujuan untuk mengetahui pengaruh *Web Quality* (X1) dan *Brand Image* (X2) terhadap *Word of Mouth* (Y) melalui Kepuasan Pelanggan (Z) pada situs pemesanan (*booking*) hotel secara *online* Agoda. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *purposive sampling* dengan jumlah sampel sebanyak 150 responden. Responden penelitian ini adalah masyarakat yang pernah memesan (*booking*) hotel secara *online* melalui Agoda di wilayah BSD, Tangerang. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur, dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa *web quality* berpengaruh terhadap kepuasan pelanggan, *brand image* berpengaruh terhadap kepuasan pelanggan, *web quality* berpengaruh terhadap *word of mouth*, *brand image* berpengaruh terhadap *word of mouth*, dan kepuasan pelanggan berpengaruh terhadap *word of mouth*. Selanjutnya *web quality* berpengaruh terhadap *word of mouth* melalui kepuasan pelanggan, *brand image* berpengaruh terhadap *word of mouth* melalui kepuasan pelanggan.

Kata Kunci: *Web Quality, Brand Image, Kepuasan Pelanggan, Word of Mouth*

ABSTRACT

MUHAMMAD ROIS NUSHAIR, Analysis of the Influence of Web Quality and Brand Image toward Word of Mouth with Mediated Customer Satisfaction On Agoda Site (Case Study In BSD, Tangerang). (Supervised by Muhammad Fariz).

The objective of This study is to find out the influence of Web Quality (X1) and Brand Image (X2) toward Word of Mouth (Y) through Customer Satisfaction (Z) on the hotel booking site online. The research method used is purposive sampling method with the number of samples of 150 respondents. The respondents in this study are the people who have booked hotels online through Agoda in BSD, Tangerang. Data analysis techniques used in this study are Validity, Reliability, Path Analysis, and Determination Test.

The result of this research shows that web quality had an effect towards customer satisfaction, brand image had an effect towards customer's satisfaction, web quality had an effect towards word of mouth, brand image had an effect towards word of mouth, and customer satisfaction influence to word of mouth. Furthermore, the quality of web had an effect towards word of mouth through customer satisfaction, brand image had an effect towards word of mouth through customer satisfaction.

Keywords: Web Quality, Brand Image, Customer Satisfaction, Word of Mouth