

## ABSTRAK

**Judul** : Pengaruh WOM (*Word Of Mouth*), Citra Merek, Harga terhadap Loyalitas pelanggan Produk *Hand and Body Lotion* Oriflame di Wilayah Jakarta Barat.

**Nama** : Intan Mutiara Lestari

**Program Studi** : S-1 Manajemen.

Tujuan Penelitian ini bertujuan untuk mengetahui besarnya pengaruh WOM (*Word Of Mouth*), citra merek dan harga terhadap variabel terikat loyalitas pelanggan pada produk *hand and body lotion* Oriflame di wilayah Jakarta Barat. Penelitian ini dilakukan kepada masyarakat yang sudah pernah membeli dan menggunakan produk di wilayah Jakarta Barat dengan jumlah 150 responden. Responden ini ditentukan menggunakan teknik *accidental sampling*. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan menggunakan skala *Likert* 4 poin untuk mengukur 26 indikator. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian ini membuktikan bahwa WOM (*Word Of Mouth*) berpengaruh positif terhadap loyalitas pelanggan, citra merek berpengaruh positif terhadap loyalitas pelanggan, harga berpengaruh positif terhadap loyalitas pelanggan dan WOM (*Word Of Mouth*) variabel paling dominan diantara variabel lainnya terhadap loyalitas pelanggan.

**Kata Kunci** : WOM (*Word Of Mouth*), Citra Merek, Harga, Loyalitas pelanggan.

**ABSTRACT**

**Title** : *The Influence of WOM (Word Of Mouth), Brand Image, Price on Customer Loyalty for Oriflame Hand and Body Lotion Products in West Jakarta.*  
**Name** : *Intan Mutiara Lestari*  
**Study Program** : *Management S-1.*

*The purpose of this study was to determine the influence of WOM (Word Of Mouth), brand image and price on the dependent variable of customer loyalty in Oriflame hand and body lotion products in West Jakarta. This research was conducted with 150 respondents who had bought and used products in West Jakarta. These respondents were determined using accidental sampling technique. The data was collected by distributing questionnaires using a 4-point Likert scale to measure 26 indicators. The data analysis technique used multiple linear regression analysis. The results of this study prove that WOM (Word Of Mouth) has a positive effect on customer loyalty, brand image has a positive effect on customer loyalty, price has a positive effect on customer loyalty and WOM (Word Of Mouth) is the most dominant variable among other variables on customer loyalty.*

**Keywords:** *WOM (Word Of Mouth), Brand Image, Price, Customer Loyalty.*