

ABSTRAK

Judul : Pengaruh Kualitas Pelayanan dan *Word Of Mouth* terhadap Keputusan Pembelian Melalui Minat Beli Pada Pengguna Jasa JNE Di Citra Raya

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Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Pelayanan dan *Word Of Mouth* terhadap Keputusan Pembelian Melalui Minat Beli pada pengguna jasa JNE di Citra Raya. Populasi dalam penelitian ini adalah seluruh orang yang telah menggunakan jasa JNE di Citra Raya dengan minimal menggunakan jasa JNE dua kali dan berusia minimal 17 tahun. Metode pengambilan data dalam penelitian ini menggunakan teknik *non probability sampling* dengan teknik *purposive sampling* sehingga diperoleh sampel sebanyak 150 orang. Alat analisis yang digunakan adalah analisis jalur (*path analysis*). Pengolahan data dalam penelitian ini menggunakan software SPSS Statistic 26. Variabel dalam penelitian ini meliputi Kualitas Pelayanan, *Word Of Mouth*, Keputusan Pembelian dan Minat Beli. Hasil penelitian ini menunjukkan bahwa Kualitas Pelayanan dan *Word Of Mouth* berpengaruh positif dan signifikan terhadap minat beli. Kualitas Pelayanan, *Word of Mouth* dan Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui Minat Beli. *Word Of Mouth* berpengaruh positif dan signifikan terhadap Keputusan Pembelian melalui Minat Beli. Berdasarkan hasil penelitian, JNE disarankan untuk terus meningkatkan kualitas pelayanan seperti keramahan petugas saat merespon adanya masalah terhadap pelanggan, pengantaran paket sesuai dengan estimasi yang telah diberikan dan lainnya.

Kata Kunci : Kualitas Pelayanan, *Word Of Mouth*, Keputusan Pembelian, Minat Beli

ABSTRACT

Title : *The Influence of Service Quality and Word Of Mouth on Purchase Decisions Through Purchase Intention to JNE Service Users in Citra Raya*

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This study aims to determine the effect of service quality and word of mouth on purchasing decisions through buying interest on JNE service users in Citra Raya. The population in this study are all people who have used JNE services in Citra Raya with at least using JNE services twice and at least 17 years old. The data collection method in this study used a non-probability sampling technique with a purposive sampling technique so that a sample of 150 people was obtained. The analytical tool used is path analysis. Data processing in this study using SPSS Statistic 26 software. The variables in this study include Service Quality, Word Of Mouth, Purchase Decisions and Purchase Interest. The results of this study indicate that Service Quality and Word Of Mouth have a positive and significant effect on buying interest. Service Quality, Word of Mouth and Buying Interest have a positive and significant effect on Purchase Decisions. Service Quality has a positive and significant effect on Purchase Decisions through Purchase Interest. Word Of Mouth has a positive and significant effect on Purchase Decisions through Purchase Interest. Based on the research results, JNE is advised to continue to improve the quality of services such as the friendliness of the officers when responding to problems with customers, delivering packages according to the estimates that have been given and others.

Keywords: Service Quality, Word Of Mouth, Purchase Decision, Purchase Interest