

ABSTRAK

Jamila Isa, Pengaruh *e-Wom* dan Persepsi Harga Terhadap Citra Merek, Kepuasan Pelanggan dan Loyalitas Pengguna Mobil Merek Avanza di Makasar (dibimbing oleh Promotor Budiyanto dan Ko Promotor Slamet Riyadi).

Tujuan penelitian ini adalah untuk mengetahui Pengaruh *e-Wom* dan Persepsi Harga Terhadap Citra Merek, Pengaruh Persepsi Harga Terhadap Kepuasan dan Loyalitas, Pengaruh Citra Merek terhadap Kepuasan dan Loyalitas Pengguna serta Pengaruh Kepuasan terhadap Loyalitas Pengguna Mobil Mobil Avanza.

Penelitian ini menggunakan data primer yang diperoleh langsung dari responden melalui kuesioner. Sumber data diperoleh dari responden yaitu pembeli mobil Avanza yang sebelumnya pernah membeli. Populasi dalam penelitian ini berdasarkan data penjualan mobil Toyota Avanza sampai dengan Tahun 2015 mencapai 46.486 unit. Hasil survei divisi riset Toyota secara nasional menunjukkan 63% pembeli mobil Avanza lebih dari sekali. Dengan demikian jumlah populasi adalah $63\% \times 46.486$ sebanyak 29.286 responden. Penentuan jumlah sampel berdasarkan rumus Slovin yang dihasilkan sebanyak 400 responden.

Hasil penelitian menunjukkan *e-Wom* berpengaruh terhadap Citra Merek tetapi tidak berpengaruh terhadap Kepuasan dan Loyalitas Pelanggan. Persepsi Harga berpengaruh terhadap Citra Merek, Kepuasan dan Loyalitas Pelanggan. Citra Merek berpengaruh terhadap Kepuasan dan Loyalitas Pelanggan, sedangkan Kepuasan Pelanggan berpengaruh terhadap Loyalitas Pelanggan.

Kata Kunci : *e-Wom*, Persepsi Harga, Citra Merek, Kepuasan Pelanggan dan Loyalitas Pelanggan.

ABSTRACT

Jamila Isa, The Influence of *e-Wom* and Price Perception on the Image of a Brand, Customer Satisfaction and The Loyalty Avanza Car Users in Makasar (advised by Promotor Budiyanto and Co-Promotor Slamet Riyadi).

The purpose of this research is to understand the influence of *e-Wom* and Price Perception on the Image of a Brand, the influence of Price Perception on Customer's Satisfaction and Loyalty, influence of Brand Image on User's Satisfaction and Loyalty, and the influence of Satisfaction on Avanza car users.

This research used primary data directly taken from the respondents who are Avanza car buyers that have ever purchased the product previously. The population in this research is based upon the data of Toyota Avanza cars sold until 2015 which reached 46.486 units. The survey result done by Toyota research division nationally showed that 63% are more than once Avanza buyers. Therefore the number of the population is $63\% \times 46.486$ which equals to 29.286 respondents. The amount of the samples is determine based on the formula of Slovin which results as many as 400 respondents.

The results shows that *e-Wom* does influence the brand's image however it does not affect the Customer's Satisfaction and Customer Loyalty. The Price Perception does affect both the brand's image and Customer's Satisfaction and Customer Loyalty. The Brand's Image influence on Customer's Satisfaction and Loyalty, while the Customer's Satisfaction does affect the Customer's Loyalty.

Keywords: *e-Wom*, Price Perception, Brand's Image, Customer's Satisfaction and Customer's Loyalty.