

Analisa proses pembentukan customer loyalty melalui word of mouth dalam referral marketing produk anti penuaan NU skin = Analysis on the forming process of customer loyalty through word of mouth in NU skin anti aging products referral marketing

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Abstrak

ABSTRAK

Tesis ini meneliti proses pembentukan customer loyalty melalui word of mouth dalam referral marketing produk anti penuaan Nu Skin. Kajian teori meliputi referral marketing, word of mouth, customer loyalty dan hal-hal relevan lainnya. Penelitian menggunakan pendekatan kualitatif dengan wawancara mendalam sebagai teknik pengumpulan data. Hasil penelitian adalah bahwa word of mouth input dalam referral marketing diperlukan untuk membangun awareness dan kepercayaan yang mengarah kepada transaksi jual-beli antara distributor dan calon pelanggan pada tahap awal. Pada tahap selanjutnya, word of mouth output dan kepuasan pelanggan sebagai akibat dari pemakaian produk, pelayanan distributor serta kebijakan perusahaan berkontribusi dalam proses pembentukan customer loyalty. Kata kunci: customer loyalty; referral marketing; word of mouth

ABSTRACT

This research discusses the forming process of customer loyalty through word of mouth in Nu Skin anti aging products referral marketing. Theoretical review includes referral marketing, word of mouth, customer loyalty and other relevant matters. This research uses qualitative approach with in depth interview. The result shows that word of mouth in referral marketing is needed to build awareness and trust leading to transaction between distributor and customer at the first place. At the following stage, word of mouth output coming from customers satisfaction resulted from product usage, distributor service and company policy become contributing factors to the forming process of customer loyalty.