

Pengaruh persepsi kualitas (perceived quality) dan persepsi nilai (perceived value) terhadap electronic word-of-mouth (eWOM) melalui mediasi kepuasan pelanggan (customer satisfaction): studi pada pengguna aplikasi Langit Musik = The effect of perceived quality and perceived value to electronic-word-of-mouth through customer satisfaction mediation: studied on Langit Musik application user /  
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Abstrak

Kesuksesan perusahaan tergantung pada bagaimana perusahaan membangun ikatan dengan stakeholder kunci, yaitu pelanggan. Pelanggan sebagai stakeholder ini dimaksudkan bahwa setiap pelanggan memiliki peran pada satu atau lebih jaringan sosial dimana pada jaringan tersebut mereka saling mempengaruhi melalui komunikasi eWOM perilaku satu sama lain yang dapat menguatkan ataupun melemahkan ikatan tersebut. Disinilah komunikasi eWOM memainkan peran penting dalam perusahaan. Komunikasi eWOM terbentuk dikarenakan oleh beberapa hal.

Penelitian ini bertujuan untuk menguji pengaruh perceived quality dan perceived value terhadap komunikasi eWOM melalui mediasi customer satisfaction. Penelitian dilakukan dengan sampel pengguna aplikasi Langit Musik. Penelitian ini menggunakan metode penelitian kuantitatif dimana populasi adalah pengguna aplikasi Langit musik di Indonesia. Pengujian hipotesis dilakukan dengan uji analisis jalur.

Penelitian ini menemukan bahwa variable perceived quality dan perceived value berpengaruh secara langsung dan signifikan baik secara simultan maupun parsial terhadap customer satisfaction. Bahwa perceived quality dan perceived value berpengaruh secara tidak langsung terhadap komunikasi eWOM melalui mediasi variabel customer satisfaction. Secara simultan, perceived quality, perceived value, dan customer satisfaction mempengaruhi komunikasi eWOM, sedangkan secara parsial hanya customer satisfaction yang memiliki pengaruh langsung yang signifikan terhadap komunikasi eWOM.

*The company's success depends on how they build a relationship with its main stakeholder, customer. Customer as a stakeholder means that every customer has a role in one or some social network where they influence each other through eWOM communication . This habit can strengthen as well as weaken the relationship. That's why eWOM communication is a vital concern on a company.*

The goal of this research is to examine the effect or influence of perceived quality and perceived value to eWOM communication through customer satisfaction mediation. The sample on this research is Langit Musik application user in Indonesia. The hypothesis tested by path analysis.

The result is that perceived quality and perceived value has direct and significant influence, both simultaneously and partially, to customer satisfaction. Simultaneously, perceived quality, perceived value, and customer satisfaction has influence to eWOM communication. Meanwhile, partially, only customer satisfaction has direct and significant influence to eWOM communication. In conclusion, perceived quality and perceived value has indirect influence to eWOM communication through customer satisfaction mediation.