

Pengaruh Dimensi Service Quality dan Customer Satisfaction Terhadap Word-of-Mouth dan Revisit Intention (Penelitian Di Lapangan Golf Pondok Indah) = The Effect of Service Quality Dimensions and Customer Satisfaction on Word-of-Mouth and Revisit Intention at Pondok Indah Golf Course

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Abstrak

Tesis ini bertujuan untuk mengetahui pengaruh dimensi service quality terhadap customer satisfaction, serta pengaruh customer satisfaction terhadap faktor-faktor dari customer loyalty behaviors yaitu word-of-mouth dan revisit intention di sektor jasa lapangan golf, terutama di dalam negeri. Telah dijelaskan sebelumnya bahwa model penelitian ini mengacu pada model penelitian sebelumnya oleh Kitapci, Dortyol, Yaman, dan Gulmez (2013) yang mengintegrasikan dimensi service quality dan customer satisfaction dengan customer loyalty behaviors yaitu word-of-mouth dan revisit intention. SERVQUAL model dari Parasuraman, Zeithaml, dan Berry (1988) diaplikasikan dalam mengukur faktor-faktor penting yang mempengaruhi service quality yaitu antara lain tangibles, reliability, responsiveness, assurance, dan empathy. Implikasi dari penelitian ini dijelaskan bersama dengan usulan untuk penelitian lanjutan.

.....This thesis aims to determine the effect of the dimensions of service quality on customer satisfaction, and customer satisfaction as the influence factors of customer loyalty behaviors such as word-of-mouth and revisit intention at golf courses in the services sector, especially in the country. Explained earlier, this research model refers to the model of previous studies by Kitapci, Dortyol, Yaman, and Gulmez (2013) that integrates the dimensions of service quality and customer satisfaction to customer loyalty behaviors such as word-of-mouth, and revisit intention. SERVQUAL models of Parasuraman, Zeithaml, and Berry (1988) was applied to measure the important factors affecting service quality such as tangibles, reliability, responsiveness, assurance, and empathy. The implications of this research are described to gether with suggestions for further research.