

**Donnie Nurmansyah.** Gadjah Mada University, Juni 2008, Pengaruh *Word of Mouth*, *Perceived Justice* dan *Satisfaction* Pada *Repurchase Intentions* Dalam Aktifitas *Complain Handling* Pada Perusahaan Operator *Mobile Phone*.

**Pembimbing Thesis: Dr. Hamin, MBA**

Penelitian ini bertujuan untuk melihat pengaruh dari *word of mouth* (*word of mouth valance* dan *dissemination*), *perceived justice*, *satisfaction* dan *repurchase intentions* pada perusahaan operator *mobile phone*.

Hipotesis yang digunakan untuk menguji multivariate analysis dengan menggunakan program SPSS 12.0. Penelitian ini bertujuan untuk melihat pengaruh *perceived justice* pada *word of mouth*, *satisfaction* dan *repurchase intention*., Pengaruh *word of mouth* pada *satisfaction* dan *repurchase intention*. Pengaruh *word of mouth dissemination* pada *word of mouth valance* dan pengaruh *satisfaction* pada *repurchase intentions*.

Penelitian ini mengindikasikan *perceived justice* memiliki pengaruh positif terhadap *satisfaction*, *word of mouth* dan *repurchase intentions*. *Word of mouth valance* memiliki pengaruh negatif pada *word of mouth dissemination* dan *satisfaction* memiliki pengaruh pada *repurchase intentions*



**Kata kunci :** Terdapatnya pengaruh antara *Perceived Justice* pada *Word of Mouth*, *Satisfaction* dan *Repurchase Intentions*. Serta *Satisfaction* juga berpengaruh pada *Repurchase Intentions*

**Donnie Nurmansyah.** Gadjah Mada University, June 2008, The Effect of Word of Mouth, Perceived Justice and Satisfaction on Repurchase Intentions Following Complaint Handling on Mobile Phone Companies.

**Major Advisor: Dr. Hamin, MBA**

This research was carried out in order to investigate the effect among word of mouth (word of mouth valance and dissemination), perceived justice, satisfaction and repurchase intentions on mobile phone companies.

The hypothesized relationship was tested using multiple regression analysis of SPSS 12.0 for Windows. This paper assesses the effect of perceived justice on word of mouth, satisfaction and repurchase intentions, the effect of word of mouth on satisfaction and repurchase intentions, the effect of word of mouth dissemination on word of mouth valance and the effect of satisfaction on repurchase intentions.

The results indicate that perceived justice have a positive effect on satisfaction, *word of mouth and repurchase intentions*, word of mouth dissemination has a negative effect on word of mouth dissemination and satisfaction has a positive effect on repurchase intentions.



**PENGARUH WORD OF MOUTH, PERCEIVED JUSTICE, DAN SATISFACTION TERHADAP  
REPURCHASE INTENTIONS DALAM  
AKTIVITAS COMPLAINT HANDLING PADA PERUSAHAAN OPERATOR MOBILE PHONE**

Donnie Nurmansyah, Hamim, Dr., MBA.

UNIVERSITY  
GADJAH MADA

Universitas Gadjah Mada, 2008. Diunduh dari <http://eud.repo.story.ugm.ac.id/>

**Key Words :** The perceived justice have a effect on word of mouth, satisfaction and repurchase intentions. The satisfaction has effect on repurchase intentions.