



INTISARI

Penelitian ini bertujuan untuk mencari tahu adanya pengaruh kepuasan pelanggan dengan *Word of Mouth communication* serta motivasi dalam melakukan *Word of Mouth communication*. Penelitian ini dilakukan dengan metode campuran (*mixed method*) dengan pendekatan *sequential explanatory*. Jumlah sampel yang digunakan sebanyak 110 sampel untuk data kuantitatif dan 21 responden untuk data kualitatif. Teknik analisis data kuantitatif menggunakan regresi linear sederhana dengan aplikasi SPSS Statistics 20. Hasil yang didapatkan adalah terdapat pengaruh antara variabel kepuasan dengan *Word of Mouth Communication* sebesar 38%. *Product Involvement* menjadi motivasi terbanyak dalam melakukan *Word of Mouth communication*.

Kata kunci: kepuasan, *Word of Mouth Communication*, motivasi, regresi sederhana.

ABSTRACT

This study aims to find out the influence of customer satisfaction with Word of Mouth Communication and motivation in doing Word of Mouth. This research was conducted by a mixed method with sequential explanatory approach. The number of samples used was 110 samples for quantitative data and 21 respondents for qualitative data. Quantitative data analysis techniques using simple linear regression with the application of SPSS Statistics 20. The results obtained are that there is an influence between the satisfaction variables with Word of Mouth Communication by 38%. Product Involvement becomes the most motivation in doing Word of Mouth communication.

Keywords: satisfaction, Word of Mouth Communication, motivation, simple linear regression.