

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh parsial nilai pelanggan, citra perusahaan, dan *word of mouth* terhadap kepuasan pelanggan *Cimory On The Valley* Ungaran, Semarang. Populasi dalam penelitian ini adalah pelanggan *Cimory On The Valley* Ungaran, Semarang dengan responden sebanyak 100 pelanggan yang ditetapkan dengan menggunakan teknik *purposive sampling*. Kriteria sampel dalam penelitian ini adalah pelanggan *Cimory On The Valley* yang berusia minimal 17 tahun dan berkunjung lebih dari satu kali. Data primer dikumpulkan dengan kuesioner yang disebar kepada responden. Data primer diolah menggunakan SPSS Versi 21 dengan hasil sebagai berikut. Berdasarkan pada Uji Instrument penelitian menunjukkan, bahwa semua indikator dinyatakan valid dan semua variabel dinyatakan reliabel. Berdasarkan pada Uji Koefisien Determinasi (R^2) menunjukkan, bahwa 56,4 persen variabel kepuasan pelanggan dijelaskan oleh variabel nilai pelanggan, citra perusahaan, dan *word of mouth*. Berdasarkan Uji t dan koefisien regresi menunjukkan, bahwa nilai pelanggan berpengaruh positif terhadap kepuasan pelanggan, citra perusahaan berpengaruh positif terhadap kepuasan pelanggan, *word of mouth* berpengaruh positif terhadap kepuasan pelanggan *Cimory On The Valley* Ungaran, Semarang.

Kata Kunci: Nilai Pelanggan, Citra Perusahaan, *Word Of Mouth* dan Kepuasan Pelanggan

ABSTRACT

This study aims to analyze the partial effect of customer value, company image, and word of mouth on customer satisfaction in Cimory On The Valley Ungaran, Semarang. The population in this study were customers of Cimory On The Valley Ungaran, Semarang with 100 customers as respondents who determined using a purposive sampling technique. The sample criteria in this study are Cimory On The Valley customers who are at least 17 years old and customers visit more than once. Primary data were collected by means of a questionnaire distributed to respondents. Primary data were processed using SPSS Version 21 with the following results. Based on the Instrument Test, the research shows that all indicators are declared valid and all variables are declared reliable. Based on the Determination Coefficient Test (R^2), it shows that 56.4 percent of customer satisfaction variables are explained by the variable customer value, company image, and word of mouth. Based on the t test and the regression coefficient, it shows that customer value has a positive effect on customer satisfaction, corporate image has a positive effect on customer satisfaction, word of mouth has a positive effect on customer satisfaction Cimory On The Valley Ungaran.

Keywords: customer value, company image, word of mouth and customer satisfaction