

ABSTRAK

Studi ini bertujuan untuk menganalisa pengaruh *service quality* terhadap *customer satisfaction* dan *word of mouth* dengan menggunakan subyek penelitian konsumen Apotek Kimia Farma Yogyakarta. Sampel penelitian ini berjumlah 217 responden. Instrumen penelitian berupa kuesioner, dikembangkan berdasarkan instrumen yang sudah dipakai oleh peneliti lain, serta diuji validitas dan reliabilitasnya. *Statistical Product and Service Solution* AMOS (SPSS AMOS) for Windows versi 22.0. dipergunakan untuk menguji hipotesa. Hasil analisis menunjukkan bahwa semua hipotesa penelitian ini terbukti. Dengan kata lain, *service quality* secara positif dan signifikan berpengaruh terhadap *customer satisfaction*. Selanjutnya *customer satisfaction* mendorong terciptanya *word of mouth* (WOM). Hasil penelitian ini memperkuat temuan beberapa penelitian sebelumnya. Hal ini sangat bermanfaat bagi praktisi pemasaran dalam menyusun strategi pemasaran, terutama dengan cara mendorong terciptanya komunikasi WOM.

Kata Kunci: *Service Quality, Customer Satisfaction, dan Word of Mouth (WOM)*

ABSTRACT

This study aims to analyze the influence of quality service towards customer satisfaction and word of mouth with the use of population sample from Apotek Kimia Farma Yogyakarta customers. The total number of the samples are 217 respondents. A questionnaire is a type of research instruments used in this study, developed based on instrument used by the other researchers, and tested of its validity and reability. Statistical Product and Service Solution AMOS (SPSS AMOS) for Windows version 22.0 is used to examine the hypothesis. The analysis result indicates that the hypothesis are proven. In other word, the quality service is significantly relevant towards customer satisfaction. Moreover, customer satisfaction leads to the form of word of mouth (WOM). The result of this study has strengthened the findings of several previous studies. This study may be beneficial for marketing practitioners at setting up marketing strategy, especially by encouraging the form of WOM communication.

Keywords: *Service quality, Customer satisfaction, Word of mouth (WOM)*