

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menjelaskan pengaruh kualitas pelayanan terhadap kepuasan pelanggan pada PT. Jasa Raharja, pengaruh persepsi harga polis terhadap kepuasan pelanggan pada PT. Jasa Raharja, pengaruh kualitas pelayanan terhadap electronic Word of Mouth pada PT. Jasa Raharja, pengaruh persepsi harga polis terhadap electronic Word of Mouth pada PT. Jasa Raharja, pengaruh kepuasan pelanggan terhadap electronic Word of Mouth pada PT. Jasa Raharja.

Populasi dalam penelitian ini adalah semua peserta asuransi PT. Jasa Raharja. Sampel dikumpulkan dengan teknik purposive sampling, peserta yang pernah atau sedang menggunakan layanan berupa pengurusan klaim asuransi PT. Jasa Raharja dan bersedia untuk dijadikan sebagai sampel. Adapun jumlah sampel 180 sampel.

Hasil penelitian menunjukkan bahwa kualitas layanan mempunyai pengaruh yang positif signifikan terhadap kepuasan pelanggan PT. Jasa Raharja, persepsi harga polis berpengaruh terhadap kepuasan pelanggan PT. Jasa Raharja, kualitas pelayanan tidak berpengaruh signifikan terhadap electronic word of mouth di PT. Jasa raharja, persepsi harga polis tidak berpengaruh terhadap electronic word of mouth di PT. Jasa raharja, dan kepuasan pelanggan tidak berpengaruh positif dan signifikan terhadap electronic word of mouth di PT. Jasa raharja.

Kata Kunci: Kualitas Pelayanan, Persepsi Harga, Kepuasan, Electronic Word of Mouth

ABSTRACT

This study aims to analyze and explain the quality of service to customer satisfaction at PT. Jasa Raharja, Award the policy perception of customer satisfaction at PT. Jasa Raharja, the effect of service quality on electronic Word of Mouth at PT. Jasa Raharja, the effect of price perception on Word of Mouth electronics at PT. Jasa Raharja, customer satisfaction with electronic Word of Mouth at PT. Jasa Raharja.

The population in this study were all insurance participants of PT. Jasa Raharja. Samples were collected using purposive sampling technique, participants who have or are currently using services in the form of insurance claims management PT. Jasa Raharja and taken to be used as samples. The number of samples is 180 samples.

The results showed the quality of service possessed a significant positive effect on customer satisfaction of PT. Jasa Raharja, the price perception of PT. Jasa Raharja, service quality has no significant effect on word of mouth electronic in PT. Jasa raharja, price perception does not affect electronic word of mouth at PT. Raharja services, and customer satisfaction is not positive and significant by word of mouth electronics at PT. Raharja services.

Keywords: Service Quality, Price Perception, Satisfaction, Electronic Word of Mouth