

**PENGARUH *PERCEIVED QUALITY* TERHADAP *WORD OF MOUTH* MELALUI
KEPUASAN PELANGGAN SEBAGAI VARIABEL *INTERVENING*
(Studi Kasus *Azzwars Perfume* Cabang Siteba Di Kota Padang)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Quality* terhadap Kepuasan pelanggan Azzwars Parfum cabang Siteba di Kota Padang. Untuk mengetahui pengaruh *Perceived Quality* terhadap *Word Of Mouth* pada pelanggan Azzwars Parfum cabang Siteba di Kota Padang. Untuk mengetahui pengaruh Kepuasan pelanggan terhadap *Word Of Mouth* pada pelanggan Azzwars Parfum cabang Siteba di Kota Padang. Serta untuk mengetahui pengaruh Kepuasan Pelanggan sebagai variabel *intervening* antara *Perceived Quality* dengan *Word Of Mouth* pada pelanggan Azzwars Parfum cabang Siteba di Kota Padang. Populasi pada penelitian ini adalah pada seluruh pelanggan Azzwars Parfum cabang Siteba di Kota Padang, dengan jumlah sampel sebanyak 80 orang pada pelanggan Azzwars Parfum cabang Siteba di Kota Padang. Teknik yang digunakan dalam pengambilan sampel adalah *Non Probability sampling*. Jenis data yang digunakan adalah data primer melalui penyebaran kuesioner. Metode analisa data menggunakan uji *Partial Least Square* (PLS).

Hasil penelitian ini menemukan bahwa *Perceived Quality* berpengaruh positif terhadap Kepuasan Pelanggan Azzwars Parfum Cabang Siteba di Kota Padang. *Perceived Quality* berpengaruh positif terhadap *Word Of Mouth* pada Pelanggan Azzwars Parfum Cabang Siteba di Kota Padang. Kepuasan Pelanggan berpengaruh positif terhadap *Word Of Mouth* pada pelanggan Azzwars Parfum Cabang Siteba di Kota Padang serta Kepuasan Pelanggan mampu memediasi hubungan antara *Perceived Quality* terhadap *Word Of Mouth* pada Pelanggan Azzwars Parfum cabang Siteba di Kota Padang.

Kata Kunci : *Perceived Quality*, Kepuasan Pelanggan, *Word Of Mouth*

**THE INFLUENCE OF PERCEIVED QUALITY ON WORD OF MOUTH AND
CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE
(Case Study Azzwars Perfume Siteba Branch in Padang City)**

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ABSTRACT

This study aims to determine the effect of Perceived Quality on customer satisfaction Azzwars Parfum Siteba branch in the city of Padang. To find out the effect of Perceived Quality on Word of Mouth on the Siteba Perfume Azzwars customer in Padang City. To find out the effect of customer satisfaction on Word of Mouth on the Siteba Azzwars Parfum customer in Padang City. As well as to determine the effect of Customer Satisfaction as an intervening variable between Perceived Quality and Word of Mouth on the Azzwars Perfume customers of the Siteba branch in Padang City. The results of this study were all customers of the Siteba Azzwars Parfum branch in Padang City, with a total sample of 80 people in the Siteba Azzwars Parfum customer in Padang City. The technique used in sampling is Non Probability Sampling. The type of data used is primary data through questionnaires. The type of data is primary data through questionnaires. The data analysis method uses the Partial Least Square (PLS) test.

The results of this study found that Perceived Quality has a positive effect on Customer Satisfaction Azzwars Perfume, Siteba Branch in Padang City. Perceived Quality has a positive effect on Word of Mouth on Azzwars Perfume Siteba Branch Customers in Padang City. Positive Customer Satisfaction with Word of Mouth on Siteba Azzwars Parfum customers in Padang City and Customer Satisfaction is able to mediate the relationship between Perceived Quality of Word of Mouth on Siteba Azzwars Parfum Customers in Padang City.

Keywords: *Perceived Quality, Customer Satisfaction, Word Of Mouth*