

## INTISARI

**Wulandari, Yunni. 2019. Model Integratif Determinan Komunikasi Getok Tular dan Peran Moderasi Niat dalam Hubungan Antara Kesetiaan dan Komunikasi Getok Tular. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Dr. Waluyo Budi Atmoko, M.M. Pembimbing II. Ariefah Yulandari, SE., M.M.**

Penelitian ini bertujuan menguji kepuasan, kesetiaan, kualitas, komitmen, kepercayaan, nilai persepsian, kegairahan dan kecintaan merek terhadap komunikasi getok tular. Kemudian menguji peran moderasi niat komunikasi getok tular pada hubungan antara kesetiaan dan komunikasi getok tular. Niat komunikasi getok tular memiliki peran sebagai variabel moderator pada hubungan antara kesetiaan dan komunikasi getok tular, sehingga niat komunikasi getok tular memperkuat hubungan antara kesetiaan dan komunikasi getok tular.

Data diperoleh melalui kuesioner yang dibagikan kepada masyarakat umum pengguna maskapai penerbangan garuda minimal 2x di Surakarta. Teknik penyampelan yang digunakan adalah *purposive sampling* dengan populasi masyarakat umum pengguna maskapai penerbangan garuda di Surakarta sebanyak 200 responden. Uji hipotesis dilakukan dengan menggunakan analisis regresi berganda dan analisis regresi moderator melalui program SPSS 17.

Hasil penelitian ini menunjukkan kepuasan, kesetiaan, kepercayaan, kegairahan dan kecintaan merek berpengaruh signifikan terhadap komunikasi getok tular, sedangkan kualitas, komitmen dan nilai persepsian tidak berpengaruh signifikan terhadap komunikasi getok tular. Niat komunikasi getok tular tidak memoderasi hubungan antara kesetiaan dan komunikasi getok tular.

Kata kunci : Kepuasan, Kesetiaan, Kualitas, Komitmen, Kepercayaan, Nilai Persepsian, Kegairahan, Kecintaan Merek, Niat Komunikasi Getok Tular, Komunikasi Getok Tular

## ABSTRACT

**Wulandari, Yunni. 2019. Integrated Determination Model of Word of Mouth Communication and The Moderation Role of The Intention in Relationship Between Loyalty and Word of Mouth Communication. Bachelor Management of Economic Faculty. Setia Budi University of Surakarta. Advisor I. Dr. Waluyo Budi Atmoko, M.M. Advisor II. Ariefah Yulandari, SE., M.M.**

This study aims to examine the influence of satisfaction, loyalty, quality, commitment, trust, perceived value, excitement, and brand love on the word of mouth communication. The investigation also examines the moderation role of word of mouth communication intention in the relationship between loyalty and word of mouth communication. Word of mouth communication intention has a role as moderator variable in the relationship between loyalty and word of mouth communication, with the result is that word of mouth communication intention strengthen the relationship between loyalty and word of mouth communication.

The data were obtained from the questionnaires distributed to general public that has been using Garuda Airlines at least twice in Surakarta. The sampling technique used was purposive sampling with 200 respondents from the general public that has been using Garuda Airlines in Surakarta. The hypothesis test was used by using regrestion test the SPSS 17 program.

The result of the study indicate that satisfaction, loyalty, trust, excitement and brand love has significant positive effect to the word of mouth communication, while quality, commitment and perceived value has not significant effect to the word of mouth communication. Word of mouth communication intention has not moderated the relationship between loyalty and word of mouth communication.

**Keywords:** satisfaction, loyalty, quality, commitment, trust, perceived value, excitement, brand love, word of mouth communication intention, word of mouth communication.