

ABSTRAK

Penelitian ini berjudul “Pengaruh *Word of Mouth* Terhadap Keputusan Konsumen Menjadi Mahasiswa Kelas Reguler B Pada Universitas Widyatama Bandung”. Disusun oleh Nanda Wulandari (NPM: 0211U332), Fakultas Bisnis dan Manajemen, Jurusan Manajemen, Program Studi S1, Universitas Widyatama, dan dibimbing oleh Ibu Mariana Rachmawati, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui tanggapan konsumen mengenai *word of mouth* pada Kelas Reguler B di Universitas Widyatama Bandung, tanggapan konsumen mengenai keputusan memilih Kelas Reguler B di Universitas Widyatama Bandung, dan berapa besar pengaruh *word of mouth* terhadap keputusan konsumen memilih Kelas Reguler B di Universitas Widyatama Bandung. Metode penelitian yang digunakan adalah metode deskriptif verifikatif dengan analisis statistik yang digunakan berupa analisis korelasi dan koefisien determinasi dengan menggunakan SPSS 20. Pengujian hipotesis menggunakan uji T untuk hipotesis parsial. Data dalam penelitian ini diperoleh dari riset lapangan berupa wawancara dan kuesioner, serta riset kepustakaan.

Hasil penelitian ini menunjukkan bahwa hubungan *word of mouth* dengan keputusan pembelian termasuk kategori kuat. Karena besarnya koefisien korelasi 0,732 terletak di antara 0,60 – 0,799. Hal ini menunjukkan bahwa *word of mouth* dianggap kuat. Sedangkan pengaruh *word of mouth* terhadap keputusan konsumen menjadi mahasiswa Kelas Reguler B pada Universitas Widyatama Bandung berdasarkan perhitungan koefisien determinasi yaitu sebesar 53,6% dan sisanya sebesar 46,4% dijelaskan oleh variabel lain yang tidak diteliti oleh penulis. Dari perhitungan uji hipotesis, nilai t_{hitung} adalah 10,647 lebih besar dari t_{tabel} 1,661. Ini menunjukkan H_0 ditolak dan H_a diterima, maka *word of mouth* memiliki hubungan positif dan signifikan terhadap keputusan konsumen. Hal ini berarti hipotesis yang penulis ajukan pada Bab I yaitu “terdapat hubungan positif dan signifikan antara *word of mouth* terhadap keputusan konsumen” dapat diterima.

Kata kunci: *Word of Mouth*, Keputusan Konsumen

ABSTRACT

This study, entitled "Effect of Word of Mouth Against Consumer Decision Becoming Regular Class B Students At University Widyatama Bandung". Compiled by Nanda Wulandari (NPM: 0211U332), Faculty of Business and Management, Department of Management, S1 Studies Program, University Widyatama, and guided by Mrs. Mariana Rachmawati, SE, MM

This study aims to determine consumer responses on word of mouth in the Regular Class B at the University Widyatama Bandung, consumer feedback regarding the decision to choose Regular Class B at the University Widyatama Bandung, and how much influence word of mouth on the decision the consumer chooses Regular Class B at the University Widyatama Bandung. The method used is descriptive method verification with the statistical analysis used in the form of analysis and correlation coefficient using SPSS 20. Hypothesis testing using T test for the hypothesis partially. Data in this study were obtained from field research in the form of interviews and questionnaires, as well as library research.

The results showed that the relationship of word of mouth with purchasing decisions including strong category. Because of the magnitude of the correlation coefficient of 0.732 lies between 0.60 to 0.799. This shows that word of mouth is considered strong. While word of mouth influence the consumer decision was a student at the University of Regular Class B Widyatama Bandung is based on the calculation of the coefficient of determination is 53.6% and the balance of 46.4% is explained by other variables not examined by the author. From the hypothesis test calculations, the value of T_{count} is greater than t_{tabel} 10.647 1.661. This shows the H_0 is rejected and H_a accepted, then the word of mouth has a positive and significant relationship to the consumer decision. This means that the hypothesis that the author asked in Chapter I that "there is a positive and significant relationship between word of mouth to the consumer decision" unacceptable.

Keywords: Word of Mouth, Consumer Decision