

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan *electronic word of mouth (EWOM)* terhadap kepuasan konsumen pada outlet *franchise* Chilcin Cabang Kota Banjar secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 96 orang responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga dan *electronic word of mouth (EWOM)* terhadap kepuasan konsumen. Besarnya pengaruh harga dan *electronic word of mouth (EWOM)* terhadap kepuasan konsumen secara simultan 80,7% sedang sisanya 19,3% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh harga terhadap kepuasan konsumen sebesar 41,52% dan *electronic word of mout* sebesar 39,16%, sehingga dapat disimpulkan bahwa harga paling besar terhadap kepuasan konsumen.

Kata Kunci: Harga, *Electronic Word of Mouth* dan Kepuasan Konsumen.

ABSTRACT

This study aims to determine the effect of price and electronic word of mouth on consumer satisfaction. The research method used is descriptive and verification method with a total sample of 96 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination.

The results showed that there was a positive and significant effect of price and electronic word of mouth on consumer satisfaction. The magnitude of the effect of price and electronic word of mouth on consumer satisfaction interest simultaneously is 80,7% and the remaining 19,3% is influenced by other variables not examined. Partially the magnitude of the effect of price on consumer satisfaction is 41,52% and electronic word of mouth is 39,16%, so it can be concluded that product quality has the greatest influence on interest in repurchase.

Keywords: Price, Electronic Word of Mouth, and Consumer Satisfaction