

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *word of mouth communications* terhadap proses pengambilan keputusan pembelian pelanggan di klinik kecantikan Auraku Skin Solution. Populasi yang digunakan dalam penelitian ini adalah pelanggan klinik kecantikan Auraku Skin Solution pusat yang berlokasi di Cimahi. Pengambilan sampel dengan menggunakan non-probabilitas teknik sampling dengan pendekatan purposive sampling. Penelitian ini menggunakan kuesioner yang diberikan kepada 100 pelanggan Auraku di Cimahi pada bulan Mei sampai Juli 2012. Selanjutnya data dianalisis menggunakan deskriptif kuantitatif.

Hasil penelitian menunjukkan bahwa *word of mouth communications* memiliki berpengaruh positif dan signifikan terhadap proses pengambilan keputusan pembelian pelanggan. Persamaan adalah $Y=15,411+0,988X$. Variabel X mengacu pada *word of mouth communications* dan variabel Y mengacu pada proses pengambilan keputusan pembelian. Setelah data diolah, dihasilkan nilai (r) sebesar 0,660 menunjukkan adanya hubungan positif yang kuat. Kontribusi pengaruh *word of mouth communications* terhadap proses pengambilan keputusan pembelian pelanggan sebesar 43,5%, sisanya 56,5% dipengaruhi oleh variabel tidak diteliti. Uji hipotesis menunjukkan terdapat pengaruh antara *word of mouth communications* dan proses pengambilan keputusan pembelian.

Kata kunci: *word of mouth communications*, proses pengambilan keputusan pembelian

ABSTRACT

This research aims to find out how much influence the word of mouth communications against customer purchasing decision making proces in Auraku Skin Solution beauty clinic. Population used in this research is the Auraku Skin Solution center customer who located in Cimahi. Sampling using non-probability sampling techniques by purposive sampling approach. This Research using questionnaires given to 100 Auraku customers in Cimahi during May until July 2012. Furthermore data analysed using descriptive quantitative.

The result showed that word of mouth communications has a positive influential and significant to the purchase decision making proces. The equation is $Y = 15.411 + 0,988X$. Variable X refers to word of mouth communications and variable Y refers to purchasing decision making proces. After data processing, shared values (r) by 0,660 indicating there are strong positive correlation. Contribution influence word of mouth communications against customer purchasing decision making process amount 43,5%, another 56,5% affected by variable not explored. Hypotheses test indicates there are influence between word of mouth communications and purchase decision making process.

Keywords : word of mouth communications, purchase decision making proces