

## ABSTRAK

Penelitian ini bertujuan untuk meneliti dan menganalisis pengaruh *customer loyalty* terhadap terciptanya *word of mouth communication* di kalangan pelanggan setia Travel Cipaganti rute Bandung-Jakarta.

Metode penelitian yang digunakan adalah kuantitatif dengan teknik analisis data *Partial Least Square*. Penelitian ini memiliki variabel bebas yaitu *customer loyalty* dan variabel terikat yaitu *word of mouth communication*.

Hasil penelitian ini menunjukkan bahwa variabel bebas yaitu *customer loyalty* yang memiliki sub variabel *repeat purchase*, *retention* dan *referrals* secara bersama-sama mempengaruhi terciptanya *valence word of mouth communication* dan hanya sub variabel *retention* dan *referrals* yang mempengaruhi terciptanya *volume word of mouth communication* di kalangan pelanggan setia Travel Cipaganti rute Bandung-Jakarta.

Kesimpulan dari penelitian ini juga menunjukkan bahwa sub variabel yang paling dominan mempengaruhi terciptanya *valence* dan *volume word of mouth communication* adalah variabel *retention*.

Kata Kunci : *Word of Mouth, Communication, Customer Loyalty, Partial Least Square, Travel Cipaganti*

## **ABSTRACT**

*This study aims to investigate and analyze the effect of customer loyalty towards the creation of word of mouth communication among the loyalty customers of Cipaganti Travel Bandung-Jakarta route.*

*The method used was quantitative and the data analysis technique was Partial Least Square. The independent variable in this study is customer loyalty and the dependent variable is word of mouth communication.*

*The results of this study indicate that the independent variable, customer loyalty that has sub variable repeat purchase, retention and referrals jointly influence the valence of word of mouth communication, and only sub variables retention and referrals that influence the volume of word of mouth communication among the loyalty customers of Cipaganti Travel Bandung-Jakarta route.*

*The conclusions also show that the most dominant sub variables influencing valence and volume of word of mouth communication is the variable retention.*

*Keywords: Word of Mouth, Communication, Customer Loyalty, Partial Least Square, Travel Cipaganti*