ABSTRCT

Antinah, Word of mouth Communications has Influence on Customer Loyalty At Cipaganti Shuttle Service Route Dipatiukur Branch Bandung-Jakarta at PT. Cipaganti Citra Graha Bandung, Department of Management Faculty of Economics, University Computer Indonesia.
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Cipaganti Shuttle Service is one of the largest ground transportation service providers in the city of Bandung, which serves to open the passenger travel services, but with many travel services popping up in Bandung, creating a very tight competition. Not only that, the communication by word of mouth that shows the negative indications of customer dissatisfaction leads to the tendency of infidelity customer to use the shuttle service Cipaganti services thus resulting in decreased customer loyalty. The purpose of this study is to determine the effect of word of mouth communication to customer loyalty Cipaganti shuttle service on Bandung-Jakarta route Dipatiukur branch.

This research uses descriptive and verification method with quantitative approach to the communications analysis unit of word of mouth and customer loyalty. The number of respondents selected were 100 respondents. Determination of the sample using probability sampling, that is by stratified random sampling. The quantitative analysis used simple linear regression analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing using t test

Results of data analysis using SPSS 13 for windows, show that communication by word of mouth giving a strong influence for 71.6% of customer loyalty at Cipaganti Shuttle Service Route Dipatiukur Branch Bandung-Jakarta at PT. Cipaganti Citra Graha Bandung, and the balance of 28.4% is the influence of other factors such as a brochure writer neglected in research.

Keywords: Word of Mouth Communication, Customer Loyalty, Cipaganti.