

RINGKASAN

Penelitian ini berjudul “Pengaruh *perceived quality*, *brand image* dan *brand love* terhadap *word of mouth* pengguna laptop merek Hewlett-Packard (HP) di kalangan mahasiswa Universitas Wijayakusuma Purwokerto”. Tujuan penelitian untuk menganalisis pengaruh *perceived quality*, *brand image* dan *brand love* terhadap *word of mouth* pengguna laptop merek Hewlett-Packard (HP) di kalangan mahasiswa Universitas Wijayakusuma Purwokerto”. Hipotesis dalam penelitian ini adalah ialah *perceived quality* memiliki pengaruh positif dan signifikan terhadap *word of mouth*. *Brand image* memiliki pengaruh positif dan signifikan terhadap *word of mouth*. *Brand love* memiliki pengaruh positif dan signifikan terhadap *word of mouth*.

Populasi dalam penelitian ini adalah pengguna laptop merek Hewlett-Packard di kalangan mahasiswa Universitas Wijayakusuma Purwokerto yang tidak di ketahui jumlahnya, dengan sampel sebanyak 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data menggunakan analisis regresi linier berganda dan pengujian hipotesis menggunakan uji t. Berdasarkan analisis statistik diperoleh persamaan regresi $Y = -1,960 + 0,168 X_1 + 0,241 X_2 + 0,342 X_3 + e$. Hasil pengujian hipotesis adalah pertama yang menyatakan *perceived quality* berpengaruh positif dan signifikan terhadap *word of mouth*, diterima. Hipotesis kedua yang menyatakan *brand image* berpengaruh positif dan signifikan terhadap *word of mouth*, diterima. Hipotesis ketiga yang menyatakan *brand love* berpengaruh positif dan signifikan terhadap *word of mouth*, diterima. Hal ini berarti bahwa meningkat atau menurunnya *word of mouth* antara lain di pengaruhi oleh variabel *perceived quality*, *brand image* dan *brand love*.

Kata kunci : *Perceived Quality, Brand Image, Brand love, Word of Mouth*

SUMMARY

This research is entitled "The effect perceived quality, brand image and brand love on word of mouth of Hewlett-Packard (HP) laptop users among students at Wijayakusuma University, Purwokerto". The purpose of the study was to analyze the effect of perceived quality, brand image and brand love on word of mouth of Hewlett-Packard (HP) laptop users among students at Wijayakusuma University, Purwokerto. The hypothesis in this study is that perceived quality has a positive and significant effect on word of mouth. Brand image has a positive and significant influence on word of mouth. Brand love has a positive and significant influence on word of mouth.

The population in this study were users of Hewlett-Packard brand laptops among students at the University of Wijayakusuma Purwokerto whose number was unknown, with a sample of 100 respondents. The sampling technique used was purposive sampling. Data analysis used multiple linear regression analysis and hypothesis testing using t test. Based on statistical analysis, the regression equation $Y = -1.960 + 0.168 X1 + 0.241 X2 + 0.342 X3 + e$. The results of hypothesis testing are the first which states that perceived quality has a positive and significant effect on word of mouth, accepted. The second hypothesis which states that brand image has a positive and significant effect on word of mouth accepted. The third hypothesis which states that brand love has a positive and significant effect on word of mouth accepted. This means that the increase or decrease word of mouth is influenced by, among others, perceived quality, brand image and brand love variables.

Keywords: *Perceived Quality, Brand Image, Brand love, Word of Mouth*