

PENGARUH SATISFACTION DAN TRUST TERHADAP WORD OF MOUTH DAN
BUYING DECISION PADA PERUSAHAAN ASURANSI JIWA PRUDENTIAL SYARIAH

Husin Isom Baya'sut
Manajemen / Pemasaran
Indarini
Silvia Margaretha

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Satisfaction* dan *Trust* terhadap *Word of mouth* dan *Buying Decision* pada perusahaan asuransi jiwa Prudential Syariah. Penelitian ini dilakukan dengan menggunakan *Structural Equation Modelling* dengan *software* SPSS 23.0 *for mac* dan AMOS *for windows*. Penelitian ini mengambil data sebanyak 85 responden yang merupakan nasabah perusahaan asuransi jiwa Prudential Syariah yang memutuskan menggunakan produk tersebut atas pertimbangan pribadi.

Hasil penelitian ini menemukan bahwa *Word of Mouth* berpengaruh signifikan terhadap *Buying Decision*. *Satisfaction* berpengaruh signifikan terhadap *Word of Mouth*. *Trust* berpengaruh signifikan terhadap *Word of Mouth*.

Kata Kunci : *Satisfaction, Trust, Word of Mouth, Buying Decision*.

THE EFFECT OF SATISFACTION AND TRUST ON WORD OF MOUTH AND BUYING
DECISION IN INSURANCE COMPANIES OF SHARIA PRUDENTIAL LIFE

Husin Isom Baya'sut

Management / Marketing

Indarini

Silvia Margaretha

ABSTRACT

This study aims to examine the effect of Satisfaction and Trust on Word of mouth and Buying Decision on Prudential Syariah life insurance companies. This research was conducted using Structural Equation Modeling with SPSS 23.0 for mac and AMOS for windows software. This study took the data of 85 respondents who were customers of the Prudential Syariah life insurance company who decided to use the product for personal consideration.

The results of this study found that Word of Mouth had a significant effect on Buying Decision. Satisfaction has a significant effect on Word of Mouth. Trust has a significant effect on Word of Mouth.

Keywords: Satisfaction, Trust, Word of Mouth, Buying Decision

