

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP
WORD OF MOUTH DENGAN KEPUASAN PELANGAN
SEBAGAI VARIABEL INTERVENING**

**(STUDI KASUS PADA D'MARLEN AESTETIC CLINIC
KOTA SUNGAI PENUH)**

SKRIPSI

Diajukan Untuk Melengkapi Tugas-Tugas Dan
Memenuhi Salah Satu Syarat Guna Memperoleh Gelar Sarjana Ekonomi



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**THE INFLUENCE OF SERVICE QUALITY AND PRICE ON WORD OFMOUTH
WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE AT
D'MARLEN AESTETIC CLINIC
SUNGAI PENUH CITY
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ABSTRACT

This research aims to determine the influence of service quality and price on word of mouth with customer satisfaction as an intervening variable at the D'Marlen Aesthetic Clinic, Sungai Penuh City. D'Marlen Aesthetic Clinic itself operates in the beauty services sector. This research uses a quantitative descriptive approach. The research method used is the survey method. The research results show that service quality and customer satisfaction have a positive and significant effect on word of mouth. Meanwhile, price has no significant effect on word of mouth. Furthermore, service quality has no effect on customer satisfaction, while price has a positive and significant effect on customer satisfaction. For the intervening variable, it was found that customer satisfaction did not play a role as an intervening variable in the influence of service quality on customer word of mouth, while customer satisfaction played a role as an intervening variable on the influence of price on word of mouth.

Keywords: Service Quality, Price, Customer Satisfaction, Word of Mouth