

ABSTRAK

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Judul : Pengaruh EWOM, Citra Merek, Dan Kelompok Referensi Terhadap Kepuasan Peserta Didik di Lembaga Kursus dan Pelatihan Nolen Training Center
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Kemajuan teknologi digital telah memberikan dampak besar terhadap penyebaran informasi, termasuk dalam sektor pendidikan nonformal seperti Lembaga Kursus dan Pelatihan (LKP). Faktor-faktor seperti Electronic Word of Mouth (EWOM), citra merek, dan kelompok referensi berperan dalam menentukan tingkat kepuasan peserta didik terhadap suatu lembaga pelatihan. Penelitian ini bertujuan untuk mengkaji pengaruh EWOM, citra merek, dan kelompok referensi terhadap kepuasan peserta didik di LKP Nolen Training Center.

Pendekatan kuantitatif dengan metode explanatory research digunakan dalam penelitian ini. Data dikumpulkan melalui kuesioner yang disebarakan kepada 100 responden yang dipilih menggunakan teknik purposive sampling. Analisis regresi linear berganda diterapkan untuk menguji sejauh mana variabel independen berpengaruh terhadap kepuasan peserta didik.

Hasil penelitian menunjukkan bahwa secara individual maupun bersama-sama, EWOM, citra merek, dan kelompok referensi memiliki pengaruh terhadap kepuasan peserta didik. EWOM yang bersumber dari ulasan dan testimoni di platform digital terbukti mampu meningkatkan harapan serta mempengaruhi keputusan peserta dalam memilih lembaga pelatihan. Selain itu, citra merek yang kuat memberikan rasa percaya terhadap kualitas layanan, sedangkan kelompok referensi membantu peserta didik dalam menentukan pilihan melalui rekomendasi sosial. Penelitian ini memberikan wawasan bagi LKP Nolen Training Center dalam merancang strategi pemasaran digital yang lebih efektif, memperkuat citra merek, serta mengoptimalkan pengaruh kelompok referensi guna meningkatkan kepuasan peserta didik dan daya saing lembaga.

Kata Kunci: Citra Merek, EWOM, Kelompok Referensi, Kepuasan Peserta Didik, LKP.

ABSTRACT

Advances in digital technology have had a major impact on the dissemination of information, including in the non-formal education sector such as Course and Training Institutions (LKP). Factors such as Electronic Word of Mouth (EWOM), brand image, and reference groups play a role in determining the level of student satisfaction with a training institution. This research aims to examine the influence of EWOM, brand image, and reference groups on student satisfaction at the LKP Nolen Training Center.

A quantitative approach with explanatory research methods was used in this research. Data was collected through questionnaires distributed to 100 respondents selected using purposive sampling techniques. Multiple linear regression analysis was applied to test the extent to which independent variables influence student satisfaction.

The research results show that individually and together, EWOM, brand image, and reference group have an influence on student satisfaction. EWOM, which comes from reviews and testimonials on digital platforms, has been proven to be able to increase expectations and influence participants' decisions in choosing a training institution. In addition, a strong brand image provides a sense of trust in the quality of services, while reference groups help students make choices through social recommendations. This research provides insight for the LKP Nolen Training Center in designing more effective digital marketing strategies, strengthening brand image, and optimizing the influence of reference groups to increase student satisfaction and institutional competitiveness.

Keywords: Brand Image, EWOM, Reference Group, Student Satisfaction, LKP.