

**GUERRILLA MARKETING' EFFECTS ON SK-II'S  
WORD-OF-MOUTH INTENTION – MEDIATING BY  
CUSTOMER TRUST IN SURABAYA**



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SURABAYA  
2019**

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To Obtain Bachelor of Management Title  
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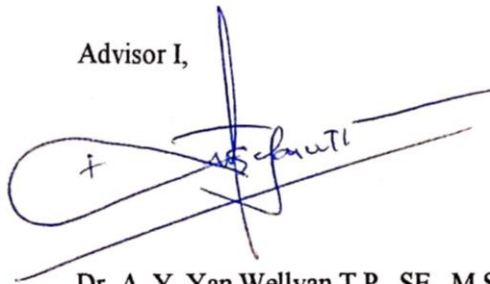
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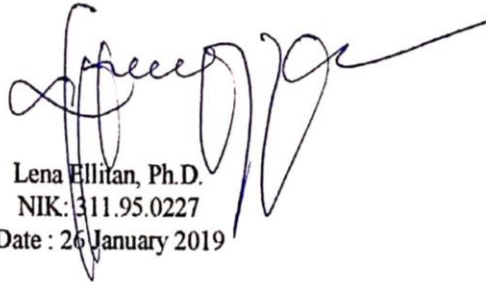


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## PREFACE

Praise and deep gratitude to Jesus Christ for the abundance of grace, and guidance of Him given to the writer that made this thesis can be completed properly with the title : Guerrilla Marketing' Effects to Word-of-Mouth Intention – Mediating by Customer Trust. This script is as a requirement in accomplishing the S-1 Degree at the Department of International Business Management, Faculty of Business in Widya Mandala Catholic University Surabaya. The author would like to say thank you profusely for all the help that has been given, either directly or indirectly during the preparation of this final thesis to complete. In particular gratitudes that are due to:

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Surabaya, January 2019

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## **ABSTRACT**

### **GUERRILLA MARKETING' EFFECTS ON SK-II'S WORD-OF-MOUTH INTENTION – MEDIATING BY CUSTOMER TRUST IN SURABAYA**

In the fact people know prefer to like guerrilla marketing, the way of marketing with TV campaign, because some of their activity are using gadget. Many companies also using guerrilla marketing as a communication using creative marketing with their costumers. It was chosen in many companies because of guerrilla marketing make the customer remember with the product and try to buy the products. When the guerrilla marketing can make buzz or viral, it will create the power of word-of-mouth that can effect the other people to buy the products too. This is how the guerrilla works and it will discussed in this research how guerrilla marketing influence word-of-mouth mediating by customer trust.

This research is quantitative research with four hypothesis to be tested. The type of data used in the form of questionnaires. There are 180 respondent in this research. The object of this study is SK-II, skin care and make-up from Japan which belongs to P&G product. It means that all of the respondent in this research are SK-II customers that watched the advertising of SK-II. Data analysis technique is using Structural Equation Modeling, and the program is LISREL. The results of this research on the people that have experienced with SK-II products showed that guerrilla marketing has influence to customer trust and word-of mouth, and customer trust has influence to word-of-mouth. As an inderect effect, guerrilla marketing also has influence towards word-of-mouth mediating by customer trust.

**Keywords** : Guerrilla marketing, customer trust, and word-of-mouth.

## ABSTRAK

Faktanya bagi beberapa orang lebih menyukai pemasaran gerilya, pemasaran dengan biaya minimum dan dampak pemasaran yang lebih besar. Banyak orang yang tahu bagaimana mengabaikan pemasaran tradisional atau kampanye TV, karena sebagian besar kegiatan mereka menggunakan gadget. Banyak perusahaan juga menggunakan pemasaran gerilya sebagai komunikasi menggunakan pemasaran kreatif dengan pelanggan mereka. Itu dipilih di banyak perusahaan karena pemasaran gerilya membuat pelanggan lebih mengingat produk dan mencoba untuk membeli produk tersebut. Ketika pemasaran gerilya dapat berdampak pada *buzz* atau viral, itu akan menciptakan kekuatan dari *word-of-mouth* yang dapat mempengaruhi orang lain untuk membeli produk juga. Beginilah cara kerja gerilya marketing dan pada penelitian ini dijelaskan bagaimana gerilya marketing memengaruhi word-of-mouth melalui kepercayaan pelanggan.

Penelitian ini adalah penelitian kuantitatif dengan empat hipotesis yang akan diuji. Jenis data yang digunakan berupa kuesioner. Ada 180 responden dalam penelitian ini. Objek penelitian ini adalah SK-II, perawatan kulit dan make-up dari Jepang yang termasuk dalam produk P&G. Ini berarti semua responden adalah pelanggan SK-II dan sudah melihat iklan SK-II sebelumnya. Teknik analisis data menggunakan Structural Equation Modeling, dan programnya adalah LISREL. Hasil penelitian pada orang-orang dengan produk SK-II menunjukkan bahwa pemasaran gerilya memiliki kepercayaan pelanggan dan dari mulut ke mulut, dan kepercayaan pelanggan memiliki pengaruh terhadap dari mulut ke mulut. Sebagai efek *indirect*, pemasaran gerilya juga memiliki pengaruh terhadap mediasi dari mulut ke mulut oleh kepercayaan pelanggan.

**Keywords** : *Guerrilla marketing, customer trust, and word-of-mouth.*