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THE INFLUENCE OF INNOVATION ON WOM WITH STORE IMAGE, CONSUMER VALUE, STORE BRAND EQUITY AND SATISFACTION AS MEDIATING VARIABLE IN FAST FOOD RESTAURANT IN BATAM CITY

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ABSTRACT

In this highly advanced era, human life and activities have begun to be oriented to technology which led to innovations. It has an impact on business performance, but there is very little research on innovation in business services. In retail, innovation has incited a great deal of academic and business interest in recent years. This research investigates innovations in retail experience from the perspective of marketing and technological innovation to understand their impact on satisfaction and subsequent recommendations.

This research is a comparative causal study developed in the context of the experience of consumers buying food and drinks in fast food restaurants. Samples were taken from visitors to fast-food restaurants in Batam using a simple random sampling technique. In this study, the researcher analyzed the relationship between marketing and technological innovation in-store image, consumer value, and customer satisfaction. Store image of customer satisfaction and consumer value in business has a positive impact on store brand equity. Store brand equity has a positive impact on customer satisfaction, so does the relationship between consumer satisfactions with WOM. The variables mentioned earlier are previous studies that provide an overview of the problem to be studied

Keyword: innovation, marketing, technologies, value, brand equity, satisfaction, word-of-mouth, retailing