

ABSTRACT

This research is to find out about the effect of Word Of Mouth on the response of Prospective Customers of Regional Development Bank Nagari main Branch Kota Padang. Regional Development Bank or known as Bank Nagari is a regional bank of West Sumatera which is growing at this time. The purpose of this research is to find out and analyze the effect of Word Of Mouth on prospective customers of Bank Nagari and how much it influence partially. The method of this research is quantitative with descriptive research type. Sampling of this was conducted using a non-probability sampling method type of purposive sampling, with respondents as many 100 people. The data analysis technique used is descriptive analysis, classic assumption test and simple linear regression analysis, coefficient of determination and hypothesis testing. Hypothesis test result using the T-Test showed that Word Of Mouth has an influence on the response of prospective customers of Bank Nagari. This is evidenced by t-count (27,656) > t-table (1,966). Based on the coefficient of determination found that Word Of Mouth has an influence of 41,1% on the response of prospective customers of Bank Nagari.

Keywords : Word Of Mouth, Bank Nagari, Customer Response