

ABSTRAK

PENGARUH *ELECTRONIC WORD OF MOUTH* DAN KUALITAS PRODUK TERHADAP MINAT BELI ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI (Studi Kasus pada Konsumen Produk Lipstik Emina)

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Penelitian ini bertujuan untuk 1) Mengidentifikasi pengaruh langsung antara *electronic word of mouth* terhadap kepuasan konsumen, 2) Mengidentifikasi pengaruh langsung *electronic word of mouth* terhadap minat beli ulang, 3) Mengidentifikasi pengaruh langsung kualitas produk terhadap kepuasan konsumen, 4) Mengidentifikasi pengaruh kualitas produk terhadap minat beli ulang, 5) Mengidentifikasi pengaruh kepuasan konsumen terhadap minat beli ulang, 6) Mengidentifikasi kepuasan konsumen memediasi pengaruh *electronic word of mouth* terhadap minat beli ulang, 7) Mengidentifikasi kepuasan konsumen memediasi pengaruh kualitas produk terhadap minat beli ulang. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 120 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 7.0. Hasil penelitian ini menunjukkan bahwa :1) *Electronic word of mouth* tidak berpengaruh terhadap kepuasan konsumen, 2) Kualitas produk berpengaruh terhadap kepuasan konsumen, 3) *Electronic word of mouth* berpengaruh positif terhadap minat beli ulang, 4) Kualitas produk berpengaruh positif terhadap minat beli ulang, 5) Kepuasan konsumen tidak berpengaruh terhadap minat beli ulang, 6) Kepuasan konsumen tidak memediasi pengaruh *electronic word of mouth* terhadap minat beli ulang, 7) Kepuasan konsumen tidak memediasi pengaruh kualitas produk terhadap minat beli ulang.

Kata Kunci : *Electronic Word of Mouth*, Kualitas Produk, Kepuasan Konsumen, dan Minat Beli Ula

ABSTRACT

THE INFLUENCE OF ELECTRONIC WORD OF MOUTH AND PRODUCT QUALITY AGAINST REPURCHASE INTEREST

WITH CONSUMER SATISFACTION AS A MEDIATION VARIABLE

(Case Study on Consumers of Emina Lipstick Products)

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This study aims to 1) Identify the direct influence between electronic word of mouth on consumer satisfaction, 2) Identify the direct influence of electronic word of mouth on repurchase interest, 3) Identify the direct influence of product quality on consumer satisfaction, 4) Identify the effect of product quality on repurchase interest, 5) Identifying the effect of consumer satisfaction on repurchase interest, 6) Identifying consumer satisfaction mediates the influence of electronic word of mouth on repurchase interest, 7) Identifying consumer satisfaction mediates the effect of product quality on repurchase interest. Sampling technique using purposive sampling, data was obtained by distributing questionnaires to 120 respondents. The data analysis technique in this study is Partial Least Square using the WarpPLS 7.0 application. The results of this study show that: 1) Electronic word of mouth has no effect on consumer satisfaction, 2) Product quality affects consumer satisfaction, 3) Electronic word of mouth has a positive effect on repurchase interest, 4) Product quality has a positive effect on repurchase interest, 5) Consumer satisfaction does not affect repurchase interest, 6) Consumer satisfaction does not mediate the influence of electronic word of mouth on repurchase interest, 7) Consumer satisfaction does not mediate the effect of product quality on repurchase interest.

Keywords : Electronic Word of Mouth, Product Quality, Consumer Satisfaction, and Repurchase Interest