

ABSTRAK

PENGARUH DIGITAL MARKETING, WORD OF MOUTH (WOM), DAN KUALITAS PRODUK TERHADAP KEPUASAN KONSUMEN MIE AYAM WONOGIRI “LAKAEY”

Studi pada Konsumen Mie Ayam Wonogiri “Lakaey” di Yogyakarta

Isabella Alviani
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui pengaruh: 1) *digital marketing* terhadap kepuasan konsumen Mie Ayam Wonogiri “Lakaey”, 2) *word of mouth (WOM)* terhadap kepuasan konsumen Mie Ayam Wonogiri “Lakaey”, 3) kualitas produk terhadap kepuasan konsumen Mie Ayam Wonogiri “Lakaey”, 4) *digital marketing*, *word of mouth (WOM)*, dan kualitas produk secara bersama-sama terhadap kepuasan konsumen Mie Ayam Wonogiri “Lakaey”. Populasi penelitian ini adalah konsumen Mie Ayam Wonogiri “Lakaey”. Teknik pengambilan sampel yang digunakan ialah *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara daring tentang *digital marketing*, *word of mouth (WOM)*, kualitas produk kepada 96 responden. Analisis data menggunakan *Statistical Program for Social Science* dan menggunakan IBM SPSS 23. Hasil penelitian menunjukkan: (1) *digital marketing* tidak berpengaruh terhadap kepuasan konsumen, (2) *word of mouth (WOM)* berpengaruh terhadap kepuasan konsumen, (3) kualitas produk berpengaruh terhadap kepuasan konsumen, (4) secara bersama-sama seluruh variabel berpengaruh terhadap kepuasan konsumen.

Kata Kunci: *Digital marketing*, *Word of Mouth (WOM)*, Kualitas Produk, Kepuasan Konsumen.

ABSTRACT

THE EFFECT OF DIGITAL MARKETING, WORD OF MOUTH (WOM), AND PRODUCT QUALITY ON CONSUMER SATISFACTION OF “LAKAEY” WONOGIRI CHICKEN NOODLES

Study on Consumers of "Lakaey" Wonogiri Chicken Noodles in Yogyakarta

Isabella Alviani
Universitas Sanata Dharma
Yogyakarta
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This study aims to determine the effect of: 1) digital marketing on customer satisfaction Mie Ayam Wonogiri “Lakaey”, 2) the effect of word of mouth (WOM) on customer satisfaction of Mie Ayam Wonogiri “Lakaey”, 3) product quality on customer satisfaction Mie Ayam Wonogiri “Lakaey”, 4) digital marketing, word of mouth (WOM), and product quality together on consumer satisfaction Mie Ayam Wonogiri “Lakaey”. The population of this research is the customer of Mie Ayam Wonogiri “Lakaey”. The sampling technique used is purposive sampling. Data was obtained by distributing online questionnaires about digital marketing, word of mouth (WOM), product quality to 96 respondents. Data analysis used Statistical Program for Social Science and used IBM SPSS 23. The results showed: (1) digital marketing had no effect on consumer satisfaction, (2) word of mouth (WOM) has an effect on consumer satisfaction, (3) product quality affects consumer satisfaction, (4) together all variables affect consumer satisfaction.

Keywords: Digital marketing, Word of Mouth (WOM), Product Quality, Consumer Satisfaction.