

## ABSTRAK

Yoga Kukuh Prasetyo. 2024. Pengaruh *Electronic Word Of Mouth* (e-WOM), Kualitas Produk, Kelengkapan Produk Terhadap Kepuasan Pelanggan Dengan Keputusan Pembelian Sebagai Variabel Intervening (Studi Empiris Pada *Brand* Makaronimu). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M., Pembimbing (II) Indra Ayu Fatmala, S.E., M.M.

Tujuan penelitian untuk mengetahui apakah ada pengaruh *Electronic Word Of Mouth* (e-WOM), Kualitas Produk, Kelengkapan Produk Terhadap Kepuasan Pelanggan Dengan Keputusan Pembelian Sebagai Variabel Intervening (Studi Empiris Pada *Brand* Makaronimu). Penelitian ini dilakukan di Gerai Makaronimu. Sampel penelitian 386 responden. Metode penelitian yang digunakan yaitu pendekatan kuantitatif dengan menggunakan metode SPSS Versi 27.

Hasil penelitian ini menunjukkan bahwa. 1) e-WOM berpengaruh terhadap Keputusan Pembelian 2) Kualitas Produk berpengaruh terhadap Keputusan Pembelian 3) Kelengkapan Produk berpengaruh terhadap Keputusan Pebelian 4) Keputusan Pembelian berpengaruh terhadap Kepuasan Pelanggan 5) e-WOM berpengaruh terhadap Kepuasan pelanggan 6) Kualitas Produk berpengaruh terhadap Kepuasan Pelanggan 7) Kelengkapan Produk berpengaruh terhadap Kepuasan Pelanggan 8) e-WOM berpengaruh terhadap Kepuasan Pelanggan melalui Keputusan Pembelian 9) Kualitas Produk berpengaruh terhadap Kepuasan Pelanggan melalui Keputusan Pembelian 10) Kelengkapan Produk berpengaruh terhadap Kepuasan Pelanggan melalui Keputusan Pembelian

**Kata Kunci:** *Electronic Word Of Mouth*, Kualitas Produk, Kelengkapan Produk, Kepuasan Pelanggan dan Keputusan Pembelian.

## ***ABSTRACT***

Yoga Kukuh Prasetyo. 2024. The Influence of Electronic Word of Mouth (e-WOM), Product Quality, Product Completeness on Customer Satisfaction with Purchasing Decisions as Intervening Variables (Empirical Study on the Makaronimu Brand). Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Hari Purwanto, S.E., M.M., Supervisor (II) Indra Ayu Fatmala, S.E., M.M.

The aim of the research is to determine whether there is an influence of Electronic Word of Mouth (e-WOM), Product Quality, Product Completeness on Customer Satisfaction with Purchasing Decisions as an Intervening Variable (Empirical Study on the Makaronimu Brand). This research was conducted at Gerai Makaronimu. The research sample was 386 respondents. The research method used is a quantitative approach using the SPSS Version 27 method.

The results of this research show that. 1) e-WOM influences Purchasing Decisions 2) Product Quality influences Purchasing Decisions 3) Product Completeness influences Purchasing Decisions 4) Purchasing Decisions influences Customer Satisfaction 5) e-WOM influences Customer Satisfaction 6) Product Quality influences Customer Satisfaction 7) Product Completeness has an effect on Customer Satisfaction 8) e-WOM has an effect on Customer Satisfaction through Purchasing Decisions 9) Product Quality has an effect on Customer Satisfaction through Purchasing Decisions 10) Product Completeness has an effect on Customer Satisfaction through Purchasing Decisions

**Keywords:** Electronic Word of Mouth, Product Quality, Product Completeness, Customer Satisfaction and Purchasing Decisions.