

ABSTRAK

Reymona Trisnanda Fauziah. 2026. Pengaruh Kualitas Produk dan Electronic Word of Mouth (e-WOM) terhadap Kepuasan Konsumen melalui Keputusan Pembelian (Studi Kasus UMKM Jerangking Mirasa di Kabupaten Magetan). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Anggita Langgeng Wijaya, S. E., M. Si., Ak. C.A., CPA. Pembimbing (II) Dian Citaningtyas Ari Kadi, S. E., M. M.

Perkembangan media sosial membuat konsumen UMKM Jerangking Mirasa di Kabupaten Magetan semakin mudah mengakses ulasan produk atau *electronic word of mouth* (e-WOM). Namun, tingginya persaingan menuntut UMKM tidak hanya mengandalkan e-WOM, tetapi juga kualitas produk agar konsumen puas setelah memutuskan membeli. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan e-WOM terhadap kepuasan konsumen melalui keputusan pembelian pada UMKM Jerangking Mirasa. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah seluruh konsumen UMKM Jerangking Mirasa. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah 200 responden. dianalisis menggunakan SPSS 25 dengan analisis jalur dan uji mediasi. Hasil penelitian menunjukkan: 1. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. 2. e-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian. 3. Keputusan pembelian berpengaruh positif dan signifikan terhadap kepuasan konsumen. 4. Kualitas produk dan e-WOM tidak berpengaruh langsung terhadap kepuasan konsumen, tetapi berpengaruh secara tidak langsung melalui keputusan pembelian. Kesimpulannya, keputusan pembelian mampu memediasi pengaruh kualitas produk dan e-WOM terhadap kepuasan konsumen. UMKM Jerangking Mirasa disarankan untuk terus meningkatkan kualitas produk dan mengelola e-WOM positif di media sosial agar mendorong keputusan pembelian yang berujung pada kepuasan konsumen.

Kata Kunci: Kualitas Produk, Electronic Word of Mouth (e-WOM), Keputusan Pembelian, Kepuasan Konsumen, UMKM

ABSTRACT

Reymona Trisnanda Fauziah. 2026. The Influence of Product Quality and Electronic Word of Mouth (e-WOM) on Consumer Satisfaction via Purchase Decisions (A Case Study of the MSME "Jerangking Mirasa" in Magetan Regency). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I): Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak., C.A., CPA. Supervisor (II): Dian Citaningtyas Ari Kadi, S.E., M.M.

The growth of social media has made it increasingly easy for consumers of the MSME "Jerangking Mirasa" in Magetan Regency to access product reviews or electronic word of mouth (e-WOM). However, intense competition requires MSMEs to rely not only on e-WOM but also on product quality to ensure consumer satisfaction following a purchase decision. This study aims to analyze the influence of product quality and e-WOM on consumer satisfaction through purchase decisions at the MSME "Jerangking Mirasa." A quantitative approach using a survey method was employed. The study population consisted of all consumers of the MSME "Jerangking Mirasa." Purposive sampling was used to select 200 respondents. Data were analyzed using SPSS 25, utilizing path analysis and mediation testing. The results indicate that: 1. Product quality has a positive and significant influence on purchase decisions. 2. e-WOM has a positive and significant influence on purchase decisions. 3. Purchase decisions have a positive and significant influence on consumer satisfaction. 4. Product quality and e-WOM do not have a direct influence on consumer satisfaction but do have an indirect influence through purchase decisions. In conclusion, purchase decisions mediate the influence of product quality and e-WOM on consumer satisfaction. The MSME "Jerangking Mirasa" is advised to continuously improve product quality and manage positive e-WOM on social media to drive purchase decisions that lead to consumer satisfaction.

Keywords: Product Quality, Electronic Word of Mouth (e-WOM), Purchase Decision, Consumer Satisfaction, MSME