

**PENGARUH KUALITAS PRODUK, e-SERVQUAL, DAN HARGA MELALUI
KEPUASAN KONSUMEN TERHADAP KOMUNIKASI
WORD OF MOUTH KONSUMEN ADORABLE PROJECTS**

Marizka Octarianti¹

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, e-SERVQUAL, dan harga terhadap kepuasan konsumen, serta pengaruh kepuasan konsumen sebagai variabel *intervening* terhadap komunikasi *word of mouth*. Responden pada penelitian ini adalah konsumen dari Adorable Projects. Data primer dan data sekunder telah terkumpul. Data sekunder dikumpulkan dari berbagai sumber seperti jurnal, buku, dan publikasi lainnya yang terkait dengan penelitian. Data primer diperoleh dengan menggunakan kuesioner yang dibagikan kepada target responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, dan terkumpul sebanyak 100 responden. Berbagai uji statistik seperti uji validitas, reliabilitas dan uji asumsi klasik telah dilakukan. Dengan menggunakan analisis jalur diperoleh bahwa kualitas produk, e-SERVQUAL, dan harga berpengaruh positif dan signifikan terhadap kepuasan konsumen. Begitu pun dengan kepuasan konsumen yang berpengaruh positif dan signifikan terhadap komunikasi *word of mouth*. Disarankan bahwa Adorable Projects harus dapat mempertahankan kualitas produknya serta meningkatkan efektifitas *website*, dan memberikan harga yang sesuai dengan produknya. Untuk penelitian selanjutnya, dapat menggunakan variabel lain untuk menganalisis kepuasan konsumen dan juga mengembangkan metode penelitian seperti penambahan jumlah responden, teknik penarikan sampel, maupun teknik analisis data.

Kata kunci: kualitas produk, e-SERVQUAL, harga, kepuasan konsumen, *word of mouth*.

¹ Mahasiswa Universitas Bakrie Program Studi Manajemen

**THE EFFECT OF PRODUCT QUALITY, e-SERVQUAL,
AND PERCEIVED PRICE THROUGH CUSTOMER SATISFACTION
ON WORD OF MOUTH COMMUNICATION ON
ADORABLE PROJECTS'S CONSUMER**

Marizka Octarianti

ABSTRACT

This study aim to analyze the effect of product quality, e-SERVQUAL, and prices through consumer satisfaction, and the influence of consumer satisfaction as an intervening variable on word of mouth communication. Adorable Projects' customers were taken as respondents. Both primary and secondary data were gathered. Secondary data were gathered from various sources such as journals, books and other related publications. Primary data were collected using questionnaire which were distributed to the target respondents. Using a purposive sampling technique, a total of 100 respondents were gathered. Various statistical tests such as validity, reliability and classical assumptions tests were employed. Using a Path Analysis it was found that product quality e-SERVQUAL and perceived price had a positive and significant effect on customer satisfaction, and also customer satisfaction had positive and significantly effect on word of mouth communication. Product quality was found. It is suggested that Adorable Projects should be able to maintain the quality of its products, improving the effectiveness of websites, and provide appropriate price with its products. Further research on, it can use other variables to analyze customer satisfaction, and also develop research methods such as increasing the number of respondents, sampling techniques, and data analysis techniques.

Keywords: product quality, e-SERVQUAL, perceived price, customer satisfaction, word of mouth.

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