

ABSTRACT

Martia Andini. *The Influence of Product Quality and Word Of Mouth on Customer Satisfaction through Purchase Decision as Intervening Variable Case Study on Samsung smartphone in Kalideres, West Jakarta. (Supervised by R.A Nurlinda)*

This study aims to determine the effect of product quality and word of mouth on customer satisfaction through purchasing decisions on Samsung smartphones. The research method used in the sampling is purposive sampling with the number of samples as much as 195 respondents. Respondents of this research are Samsung smartphone consumers who have bought and used Samsung smartphone products in Kalideres, West Jakarta. This research method using Path Analysis. The result of this research shows that product quality has positive and significant effect to purchase decision, word of mouth has positive and significant effect on purchasing decision, product quality has positive and significant effect to customer satisfaction, word of mouth has positive and significant influence to customer satisfaction. Purchase decisions have a positive and significant impact on customer satisfaction. Furthermore, product quality has positive and significant effect to customer satisfaction through purchasing decision and word of mouth have positive and significant influence to customer satisfaction through purchasing decision.

Key Word : Quality Product, Word Of Mouth, Purchasing Decision, Customer Satisfaction