

## ABSTRACT

### ***The Effect of Product Quality and Price on Word of Mouth (WOM) Mediated by Consumer Satisfaction Emina***

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*This study aims to determine how the influence of product quality and price on consumer satisfaction on the Emina beauty brand as a mediating variable in increasing word of mouth among generation Z. This study uses quantitative methods with 132 respondents. The analytical technique used in this research is PLS-SEM with SmartPLS software. The results in this study, namely product quality through consumer satisfaction with word of mouth, showed that the t statistic was 2.541 and the p value was 0.011 with a coefficient value of 0.148. The statistical value is  $2,541 > 1.96$  or p value is  $0.011 < 0.50$ , and the coefficient value shows a positive value of 0.148. Price through customer satisfaction with word of mouth. Statistical value  $3.823 > 1.96$  or p value  $0.000 < 0.50$ , and the coefficient value shows a positive value of 0.307. Then the influence of product quality and price variables on consumer satisfaction is 0.721 or 72.1% and the influence of product quality and price variables on word of mouth is 0.683 or 68.3%.*

**Keywords:** Product quality, price, consumer satisfaction, word of mouth

Libraries : 44

Publication Years : 2003 – 2021