

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas produk dan kualitas layanan terhadap keputusan pembelian melalui kepuasan pelanggan sebagai variabel intervening pada konsumen PT PTL Coffee Bean di Solok Selatan. metode analisis yang digunakan adalah *Structur Equation Modelling* (SEM) dengan *Partial Least Square* (PLS) 3.0. Dengan menyebarkan kuesioner sebanyak 100 responden. Hasil analisis data menyimpulkan, terdapat pengaruh positif dan signifikan antara variabel kualitas produk terhadap kepuasan pelanggan. Terdapat pengaruh positif dan signifikan antara variabel kualitas layanan terhadap kepuasan pelanggan. Terdapat pengaruh positif dan signifikan antara variabel kualitas produk terhadap keputusan pembelian. terdapat pengaruh positif yang tidak signifikan antara variabel kualitas layanan terhadap keputusan pembelian. Terdapat pengaruh positif dan signifikan antara variabel kepuasan pelanggan terhadap keputusan pembelian. terdapat pengaruh positif yang tidak signifikan antara kualitas produk terhadap keputusan pembelian melalui kepuasan pelanggan sebagai variabel intervening dan kepuasan pelanggan tidak memediasi kualitas produk terhadap keputusan pembelian. terdapat pengaruh positif dan signifikan antara variabel kualitas layanan terhadap keputusan pembelian melalui kepuasan pelanggan sebagai variabel intervening dan kepuasan pelanggan memediasi kualitas layanan terhadap keputusan pembelian

Kata kunci: Kualitas Produk, Kualitas Layanan, Keputusan Pembelian, Kepuasan Pelanggan

ABSTRACT

This study aims to determine how much influence product quality and service quality have on purchasing decisions through customer satisfaction as an intervening variable for PT PTL Coffee Bean consumers in Solok Selatan. The analytical method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) 3.0. By distributing questionnaires to 100 respondents. The results of data analysis concluded, there is a positive and significant effect between product quality variables on customer satisfaction. There is a positive and significant influence between service quality variables on customer satisfaction. There is a positive and significant influence between product quality variables on purchasing decisions. There is a positive and insignificant effect between service quality variables on purchasing decisions. There is a positive and significant influence between customer satisfaction variables on purchasing decisions. There is a positive and insignificant effect between product quality on purchasing decisions through customer satisfaction as an intervening variable and customer satisfaction does not mediate product quality on purchasing decisions. There is a positive and significant influence between quality variables service on purchasing decisions through customer satisfaction as an intervening variable and customer satisfaction mediates service quality on purchasing decisions

Keywords: *Product Quality, Service Quality, Purchase Decision, Customer Satisfaction*