Penelitian ini bertujuan untuk menguji pengaruh Kualitas Produk, *Word Of Mouth* Dan Citra MerekTerhadap Kepuasan Pelanggan dengan Pembelian sebagai Variabel Intervening dengan menggunakan data primer yang diperoleh dengan menyebarkan kuesioner kepada 98 orang mahasiswa Upi Yptk Padang sebagai responden. Dalam penelitian ini menggunakan alat analisis Structural Equation Modeling (SEM) dengan menggunakan Partial Least Square (PLS).

Hasil penelitian menunjukkan bahwa : Terdapat pengaruh positif dan signifikan Kualitas Produk terhadap Kepuasan pelanggan melalui pembelian teh pucuk harum,Terdapat pengaruh positif dan signifikan Word of Mouth terhadap Kepuasan Pelanggan melalui pembelian teh pucuk harum, Terdapat pengaruh positif dan tidak signifikan Citra Merek terhadap Kepuasan Pelanggan melalui pembelian teh pucuk harum, Terdapat pengaruh positif dan signifikan Kualitas Produk terhadap Pembelian melalui pembelian teh pucuk harum,Terdapat pengaruh positif dan tidak signifikan Word of Mouth terhadap Pembelian melalui pembelian teh pucuk harum , Terdapat pengaruh positif dan tidak signifikan Citra Merek terhadap Pembelian melalui pembelian teh pucuk harum,Terdapat pengaruh positif dan tidak signifikan Kepuasan Pelanggan terhadap pembelian melalui pembelian teh pucuk harum, Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan melalui pembelian melalui pembelian teh pucuk harum, Word Of Mouth berpengaruh positif dan signifikan terhadap kepuasan pelanggan melalui pembelian melalui pembelian teh pucuk harum dan Citra merek berpengaruh positif dan tidak signifikan terhadap kepuasan pelanggan melalui pembelian melalui pembelian teh pucuk harum

Kata kunci: Kualitas Produk, Word Of Mouth, Citra Merek, Kepuasan Pelanggan, Pembelian

ABSTRACT

This study aims to examine the effect of product quality, word of mouth and brand image on customer satisfaction with purchases as intervening variables using primary data obtained by distributing questionnaires to 98 Upi Yptk Padang students as respondents. In this study using the analysis tool Structural Equation Modeling (SEM) using Partial Least Square (PLS).

The results showed that: There was a positive and significant influence on product quality on customer satisfaction of fragrant shoot tea, There is a positive and significant influence of Word of Mouth on Customer Satisfaction of the purchase of fragrant shoot tea, There is a positive and insignificant effect of Brand Image on Customer Satisfaction of the purchase of fragrant shoot tea, There is a positive and significant influence on Product Quality on Purchases for purchase of fragrant shoot tea. There is a positive and insignificant effect of Word of Mouth on Purchases of purchase of fragrant shoot tea, There is a positive and insignificant effect of Brand Image on Purchases of the purchase of shoot tea,There is a positive and insignificant effect on customer satisfaction on purchases of the purchase of fragrant shoots tea, Product quality has a positive and significant effect on customer satisfaction through purchases purchase fragrant shoot tea, Word of Mouth has a positive and significant effect on customer satisfaction through purchases of the purchase of fragrant shoot tea and Brand image has a positive and insignificant effect on customer satisfaction through purchases through the purchase of fragrant shoot tea

Keywords: Product Quality, Word Of Mouth, Brand Image, Customer Satisfaction, Purchase

KATA PENGANTAR