

ABSTRAK

**PENGARUH KUALITAS PRODUK DAN KUALITAS LAYANAN
TERHADAP KEPUTUSAN PEMBELIAN DENGAN *ELECTRONIC WORD
OF MOUTH* (e-WOM) SEBAGAI VARIABEL MEDIASI
(Studi pada Konsumen Mie Gacoan Cabang Gejayan)**

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ABSTRACT

This research aims to determine the influence of product quality and service quality on purchasing decisions with electronic word of mouth as a mediating variable on consumers of Mie Gacoan Gejayan. This study uses a quantitative approach with data collection through questionnaires measured using a Likert scale. The sample in this study was 200 consumers of Mie Gacoan Cabang Gejayan who were selected using a purposive sampling technique. Data were analyzed using SEM-PLS on SMART PLS 4.1.1.6 software. The results showed that: 1) Product quality has a significant positive effect on e-WOM. 2) Product quality has a significant positive effect on purchasing decisions. 3) Service quality has a significant positive effect on e-WOM. 4) Service quality has a significant positive effect on purchasing decisions. 5) E-WOM has a significant positive effect on purchasing decisions. 6) E-WOM significantly mediates the influence between product quality on purchasing decisions. 7) E-WOM significantly mediates the influence between service quality on purchasing decisions.

Keywords: *product quality, service, quality, e-WOM, purchase decisions.*