

**PERAN KEPUASAN KONSUMEN DALAM MEMEDIASI PENGARUH
KUALITAS PRODUK, *BRAND IMAGE* DAN *ELECTRONIC-WORD-OF-
MOUTH* TERHADAP LOYALITAS KONSUMEN**

(Survey pada Konsumen PinkFlash di Kota Yogyakarta)

INES GUSTINA
NIM. 141220180

Email: gustinaines@gmail.com

Dosen Pembimbing:

Dr. Heru Tri Sutiono, S.E., M.Si

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran kepuasan konsumen dalam memediasi pengaruh kualitas produk, *Brand Image*, dan *Electronic Word of Mouth (E-WOM)* terhadap loyalitas konsumen pada konsumen brand Pinkflash di Kota Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 245 responden, dengan pengumpulan data melalui kuesioner dan dianalisis menggunakan metode *Structural Equation Modeling–Partial Least Square (SEM-PLS)* dengan bantuan SmartPLS 4.1.1.6. Hasil penelitian menunjukkan bahwa kualitas produk dan *Brand Image* berpengaruh signifikan terhadap loyalitas konsumen, sedangkan *E-WOM* tidak berpengaruh signifikan secara langsung terhadap loyalitas. Selain itu, kualitas produk, *Brand Image*, dan *E-WOM* berpengaruh signifikan terhadap kepuasan konsumen, serta kepuasan konsumen berpengaruh signifikan terhadap loyalitas. Kepuasan konsumen juga terbukti mampu memediasi pengaruh kualitas produk, *Brand Image*, dan *E-WOM* terhadap loyalitas konsumen. Temuan ini menunjukkan bahwa kepuasan konsumen memiliki peran penting dalam membentuk loyalitas, sehingga perusahaan perlu meningkatkan kualitas produk, membangun citra merek yang positif, serta mengelola *E-WOM* secara efektif.

Kata kunci: Kualitas Produk, *Brand Image*, *Electronic Word of Mouth (E-WOM)*, Kepuasan Konsumen, Loyalitas Konsumen

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ABSTRACT

This study aims to analyze the role of customer satisfaction in mediating the effect of product quality, Brand Image , and Electronic Word of Mouth (E-WOM) on customer loyalty among Pinkflash brand users in the Special Region of Yogyakarta. This study employs a quantitative approach using purposive sampling technique with 245 respondents. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Square (SEM-PLS) with the assistance of SmartPLS 4.1.1.6. The results show that product quality and Brand Image have a significant effect on customer loyalty, while E-WOM does not have a significant direct effect on loyalty. In addition, product quality, Brand Image , and E-WOM significantly affect customer satisfaction, and customer satisfaction significantly affects customer loyalty. Furthermore, customer satisfaction is proven to mediate the effect of product quality, Brand Image , and E-WOM on customer loyalty. These findings indicate that customer satisfaction plays an important role in shaping customer loyalty. Therefore, companies need to improve product quality, build a positive Brand Image , and manage E-WOM effectively.

Keywords: *Product Quality, Brand Image , Electronic Word of Mouth (E-WOM), Customer Satisfaction, Customer Loyalty*