

ANALYZING THE IMPACT OF WORD OF MOUTH AND SERVICE QUALITY ON CUSTOMER SATISFACTION WITH PURCHASING DECISIONS AS A MEDIATOR AT JAIT CONVECTION

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ABSTRACT

This study determine the effect of product quality and service quality, effect of word of mouth and service quality on customer satisfaction through purchasing decisions with Jait Convection as the object of research. The spread of corona is a systematic risk factor that companies cannot avoid and face future conditions that tend to be uncertain and difficult to predict. The variables used in this study were word of mouth and service quality as the independent variables, purchasing decisions as the mediating variable and customer satisfaction as the dependent variable. The method used is quantitative mediation with SEM PLS. The sample used in this study used a non-probability sampling method with a purposive sampling technique and a sample of 97 respondents. Data collection techniques in this study were carried out by distributing questionnaires using a Likert scale. Based on the results of data analysis, it can be interpreted that purchasing decisions have an influence on customer satisfaction. Word of mouth has an influence on purchasing decisions. Word of mouth has an influence on customer satisfaction. Service quality has an influence on purchasing decisions. Service quality has an influence on customer satisfaction. Word of mouth has an influence on customer satisfaction mediated by purchasing decisions. Service quality has an influence on customer satisfaction mediated by purchasing decisions and practical implications of implementing standard operation procedures in serving customers.

Keywords: Word of Mouth, Service Quality, Purchase Decision, Customer Satisfaction

INTRODUCTION

One of the business fields that has a very high level of competition is the business in the field of convection. The development of existing technology makes all convection production processes easier, so that producers are easier in the production process. Convection is a medium-sized home industry that produces apparel with a high market share as the population increases every year. Generally, convection businesses get large orders and quantities at certain moments, such as before Eid, and the turn of the new school year. This specification makes it easier for convection businesses to develop their business because clothing is categorized as a basic need and according to the development of clothing, it becomes a characteristic for the wearer.

The same thing also hit the growth of Jait Convection. Jait Convection is one of the convections located in Denpasar, Bali which started its business in 2019. Jait Convection provides a wide selection of apparel such as shirts, pants, shirts, jackets, and even hats. Jait Convection has a characteristic where the raw materials used in production are quality raw materials that are different from other convections because the main advantage of Jait Convection is the quality of the fabric that can satisfy consumers. The production system at Jait Convection is a PO (Pre Order) system where there is a purchase and then the company will produce according to customer orders. The spread of the Corona virus at the end of 2019 caused sales of apparel from textile industry, especially convection businesses, to fluctuate every month because it depends on the purchasing power of consumers who are adjusted based on the needs of both individuals and groups. This condition makes the company try to dig deeper into the potential to maximize the final results to be achieved and at the same time develop the ability to adapt to very rapid environmental changes.

In order to remain competitive with competitors, business actors are required to try more, for that business

actors need to do a good marketing effort. One form of marketing that can be done is by doing Word Of Mouth (WOM). Word of mouth is a person-to-person communication between a message source and its recipient regarding a product, brand, or service (Alves et al., 2016). Word of mouth becomes a reference that shapes customer expectations of a product (Martin et al., 2015). Word of mouth is one of the communication channels that is often used by companies that produce both goods and services because communication and word of mouth are considered very effective in expediting the marketing process and being able to provide benefits to the company (Wibowo et al., 2022).

All activities carried out by the company will ultimately lead to the value that consumers will give regarding their perceived satisfaction. Consumer satisfaction is an after-purchase evaluation where the alternatives chosen are at least the same or exceed consumer expectations, while dissatisfaction arises if the results (outcomes) do not meet expectations. Consumer satisfaction with the product formed will occur when consumers have made a purchase decision. The satisfaction felt by consumers will provide benefits to the company in the long term. Based on the background description that has been described, the problem formulations in this study find The Effect of WOM and Service Quality on Customer Satisfaction mediated by Jait Convection Purchasing Decision

LITERATURE REVIEW

Consumer Behavior Theory

According to Swasta and Handoko (2019), consumer behavior is the activities of individuals directly involved in the acquisition of goods and/or services and is closely related to the decision-making process. In The American Marketing Association in Peter and Olson (2012) defines consumer behavior as the dynamics of interaction between influence and awareness and the environment in which humans carry out transactions or exchange aspects of life. According to Rahman (2020) consumer behavior is an action that is directly involved in obtaining, consuming and spending products and services, including preceding and following this action.

Indifference Theory

This study uses a mediating variable, namely purchasing decisions, which are assumed to directly influence customer satisfaction after being closely linked to word of mouth and service quality. A consumer responds to changes in economic variables, such as information obtained from fellow customers and the quality of service provided by the place where they shop, ultimately resulting in the use of the goods or services to meet their needs. In other words, the focus is on studying the consumer decision-making process using a behavioral model that allows consumers to consider what they will buy and how they will react to changes in product prices, income, inventory, and promotions. This model does not require the model to represent how consumers actually make purchasing decisions. There are two factors that influence consumer behavior, as follows Internal factors are the internal psychological elements inherent in each individual consumer, consisting of: perception, personality, learning, motivation, and attitude and External factors are all events that develop dynamically within the consumer's environment, including demographics, family, social class, and reference groups. Consumption is not solely influenced by individuals, but also by social phenomena, influenced by culture and the social environment with prevailing value systems.

Word of mouth (WOM)

Word of mouth (WOM) is communication between people who have consumed goods or services for their own evaluation who are then interested in using these goods or services. word of mouth refers to sharing opinions to convince other consumers to use the product or service. WOM is product-related information that is spread from one person to another. Effective word of mouth communication can support consumers in making decisions in choosing or buying products and services offered by various companies (Rukhiana, 2017). According to Kotler (2016), purchasing decisions are actions from consumers to buy or not to buy products. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and

products that are well known to the public. Before consumers decide to buy, consumers usually go through several stages first, namely, (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) decision to buy or not, (5) post-purchase behavior.

Service Quality

Essentially, every human being needs service; in extreme cases, it can be said that service is inseparable. Service, in the general Indonesian dictionary, means helping and providing everything another person needs, such as guests or purchases. According to Kotler, service is an activity or result that can be offered by an institution to another party which is usually invisible, and the results cannot be owned by the other party (Kotler, 2018). Service quality is considered one of the components that need to be realized by the company because it has an influence on bringing in new customers and can reduce the possibility of old customers to move to other companies. With more and more competitors, there will be more choices for consumers to make choices. This makes it increasingly difficult to retain old consumers, because service quality must be improved as much as possible. According to Indrasari (2019: 92) there are three indicators used to measure customer satisfaction, namely consumer expectations for the goods to be purchased, consumer interest in the goods to be purchased and recommendations from previous consumers.

Customer Satisfaction

Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perception or impression of performance to expectations. If performance falls short of expectations, the customer is dissatisfied. However, if performance exceeds expectations, the customer is highly satisfied and delighted. If perceived performance falls short of expectations, the customer will feel disappointed. If performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be highly satisfied. This satisfaction is naturally felt after the customer consumes the product. Customers are satisfied when their expectations are met or highly satisfied when they exceed them. There are four main dimensions of customer satisfaction price, service quality, product quality, and efficiency.

Purchasing Decision

A consumer purchasing decision is an action taken by a consumer to purchase a product. Every manufacturer employs various strategies to help consumers decide whether to purchase their product. According to Kotler (2002), a purchasing decision is a consumer's decision to purchase a product or service. Among the various factors that influence consumers in purchasing a product or service, consumers typically consider quality, price, and the product's familiarity with the product. Before deciding to purchase, consumers typically go through several stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) decision to purchase, and (5) post-purchase behavior. Another definition of a purchasing decision, according to Schiffman and Kanuk (2000: 437), is the selection of an option from two or more alternative choices. A purchasing decision can be interpreted as a person's choice of one of several available alternatives. Based on the above definition, it can be concluded that a purchasing decision is the action taken by a consumer to purchase a product. Therefore, consumer purchasing decision-making is the process of selecting one of several alternative solutions to a problem with concrete follow-up. After that, consumers can evaluate their choices and then determine their next course of action. The Role of Consumers in Purchasing Decisions.

Relationship between Variables

Purchasing Decisions on Customer Satisfaction

Tirtayasa et al. (2021) in their research found that purchasing decisions have an influence on customer satisfaction. The results of the data analysis test using the alternative Partial Least Square (PLS) method show a significant positive influence on the purchasing decision variable on customer satisfaction. Kadi et al. (2021) in their research found that purchasing decisions have an influence on customer satisfaction. The test results used a quantitative

method with path analysis and the results showed a significant influence of purchasing decisions on customer satisfaction.

H1: purchasing decisions affect customer satisfaction

Word of Mouth on Purchasing Decisions

Astaki and Purnami (2019) found that word of mouth has an influence on purchasing decisions. The study used path analysis and the Sobel test to find that word of mouth influences purchasing decisions. Kadi et al. (2021) tested using path analysis and in their research provided empirical evidence that E-WOM has a positive and significant effect on purchasing decisions. Putra et al. (2022) found that there is an influence between WoM (word of mouth) on purchasing decisions. The test used multiple linear regression analysis, and their results showed a positive effect of word of mouth on purchasing decisions.

H2: word of mouth affects purchasing decisions

Word of mouth on Customer Satisfaction

Nugraha et al. (2015) found that word of mouth influences customer satisfaction. The research method used was explanatory research, which found that word of mouth had a positive and significant effect on customer satisfaction. Magfiroh (2019) analyzed the effect of word of mouth on customer satisfaction using the Sobel test. The results showed that word of mouth influences customer satisfaction.

H3: word of mouth affects customer satisfaction

Service Quality on Purchasing Decisions

Manoy et al. (2021) found that service quality influences purchasing decisions. The research method used was qualitative, and the results provided empirical evidence that service quality influences purchasing decisions. Putra et al. (2022) provided evidence that service quality influences purchasing decisions. Their research used quantitative methods with multiple linear regression analysis and found that service quality had a positive and significant effect on purchasing decisions.

H4: service quality affects purchasing decisions

Service Quality to Customer Satisfaction

Sukmawati and Massie (2015) found that service quality influences customer satisfaction. They used a quantitative research method, and empirical results showed that service quality significantly influences customer satisfaction. Muhtarom et al. (2022) found that service quality influences customer satisfaction. Their research method was quantitative, and the results showed that service quality has a positive and significant influence on customer satisfaction.

H5: service quality affects customer satisfaction

Word of Mouth on Customer Satisfaction mediated by Purchasing Decisions

Magfiroh's (2019) research found that word of mouth influences customer satisfaction through purchasing decisions. The research method used was quantitative, and the results provide empirical evidence that purchasing decisions can mediate the relationship between word of mouth and customer satisfaction. Kadi et al. (2021) found that purchasing decisions play a role in mediating the relationship between e-WOM and customer satisfaction. The study used a 5-point Likert Scale and Path Analysis for analysis and hypothesis testing, and the results showed that purchasing decisions can indeed mediate the relationship between word of mouth and customer satisfaction.

H6: word of mouth has an effect on customer satisfaction mediated by purchasing decisions.

Service Quality on Customer Satisfaction mediated by Purchasing Decisions

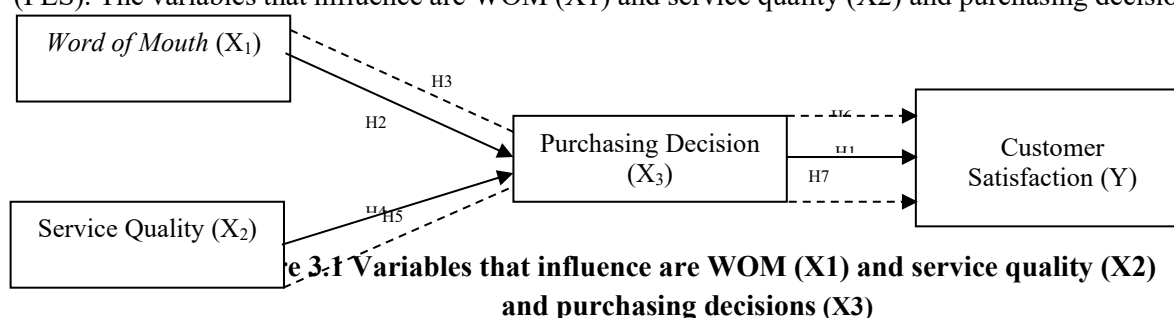
Muhtarom et al.'s (2022) research found a relationship between service quality and customer satisfaction, mediated by purchasing decisions. Their research method used Structural Equation Modeling (SEM) and Partial Least Square

(PLS) and provided empirical evidence that service quality influences customer satisfaction through purchasing decisions. Sujanto and Widyanti (2022) examined the relationship between service quality and customer satisfaction through purchasing decisions. Their research used quantitative methods and obtained empirical evidence that service quality, mediated by purchasing decisions, influences customer satisfaction.

H7: service quality affects customer satisfaction through purchasing decision

RESEARCH METHODS

This research type and approach used is quantitative research using purposive sampling techniques in the search for information from specific target people and has certain characteristics. From the results of the sample calculation above, it was found that the number of samples needed by researchers to continue the research was 96 people. This study analyzes the variables that influence Jait Convection's customer satisfaction. Research hypothesis testing was carried out with a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The variables that influence are WOM (X1) and service quality (X2) and purchasing decisions (X3).



Based on the problem formulation and literature review above, the following hypotheses are proposed by the researcher:

H1: Purchasing decisions influence Jait Convection customer satisfaction.

H2: Word of mouth influences purchasing decisions.

H3: Word of mouth influences customer satisfaction.

H4: Service quality influences purchasing decisions.

H5: Service quality influences customer satisfaction.

H6: Word of mouth influences Jait Convection customer satisfaction, mediated by purchasing decisions.

H7: Service quality influences Jait Convection customer satisfaction, mediated by purchasing decisions.

Research Variables and Operational Definitions of Variables

Table 3.1 Research Variables and Operational Definitions

Variable	Operational Definition of Variables	Indicator	Reference	Questionnaire
Word of Mouth (X1)	Provision of information	1. Closeness of relationship between consumers	Humaira dan Wibowo (2022)	1,2
	Information that is done by consumers who have used existing products to consumers other consumers who considered not to have have never tried the product previously	2. Alignment of mindset		3
		3. Trust		4
		4. Mindset		5
		5. Activeness		6
Service Quality (X2)	Efforts made by the company to assist consumers inmeeting their needs	1. Cleanliness	Sigit dan Soliha (2017)	1
		2. Employee Appearance		2
		3. Security		3

		4. Efficiency		4
		5. Friendliness		5
Purchase Decision (X3)	Is an action taken by consumers to buy a product.	1. Stability of buying decisions 2. Buying habits 3. Confidence in the decision	Yurindera (2020)	1 2,3 4
Customer Satisfaction (Y)	Is an action where the estimated product performance is in accordance with expectations consumers	1. Expectation 2. Intention 3. Recommendation	Indrasari (2019)	1 2 3,4

RESULT AND DISCUSSION

Before entering the inner model test, the following is the structural model in this study before the inner model is carried out. The entire outer model test has been carried out and has met the requirements in accordance with the basis for decision making in this study. *Variable Description*

Descriptive Analysis of *Word of Mouth* Variables

Table 4.1 Variable Description *Word of Mouth*

No	Statement	Mean	Std. Dev
1	Through fellow buyers, it helps me to get information about Jait Convection's product selection.	4.062	0.859
2	Through fellow buyers, I get information about the quality of Jait Convection products	4.093	0.788
3	Through fellow buyers, I get recommendations related to Jait Convection's production.	4.144	0.849
4	Through fellow buyers, I get information that Jait Convection products are the right choice to use	4.072	0.750
5	Through fellow buyers, I get information about people's positive experiences about purchasing Jait Convection products.	4.082	0.845
6	I can feel that communication among buyers is an effective tool to help the promotion process of Jait Convection's products.	4.144	0.885
Overall Average Value of <i>Word of Mouth</i>		4,099	

Source: Data processed

Descriptive Analysis of Service Quality Variables

Table 4.2 Description of Service Quality Variables

No	Statement	Mean	Std. Dev
1	Jait Convection employees always look clean, well-groomed, tidy	4.093	0.813
2	Jait Convection employees look neat and have a warm impression	4.072	0.922
3	Jait Convection employees never forget to give shopping strikes to consumers	4.113	0.772
4	Jait Convection employees always serve swiftly by not wasting time	4.082	0.833

5	Jait Convection employees serve friendly and with a smile	4.072	0.828
Overall Average Value of <i>Service Quality</i>		4,086	

Source: Data processed

Descriptive Analysis of Customer Satisfaction Variables

Table 4.3 Description of Customer Satisfaction Variables

No	Statement	Mean	Std. Dev
1	Being a loyal customer of Jait Convection products even though I have experienced various positive and negative things.	4.155	0.912
2	By knowing Jait Convection's production which is very satisfying to me, I always follow the development of other latest products from Jait Convection.	4.196	0.808
3	By feeling satisfied with the services provided by Jait Convection, I always recommend its products to others to buy products provided by Jait Convection.	4.186	0.889
4	Jait Convection's production is a recognized brand in Denpasar, so it is easy to recommend it to others.	4.216	0.899
Overall Average Value of <i>Customer Satisfaction</i>		4,188	

Source: Data processed

Descriptive Analysis of Purchasing Decision Variables

Table 4.4 Description of Purchasing Decision Variables

No	Statement	Mean	Std. Dev
1	I get more detailed information before determining the purchase of Jait Convection products	4.278	0.796
2	I feel used to buying production from Jait Convection	4.289	0.896
3	I feel better benefits from Jait Convection's production so the product I take is the same	4.216	0.955
4	I make the right decision when buying Jait Convection products	4.299	0.851
Overall Average Value of <i>Purchasing Decisions</i>		4,271	

Source: Data processed

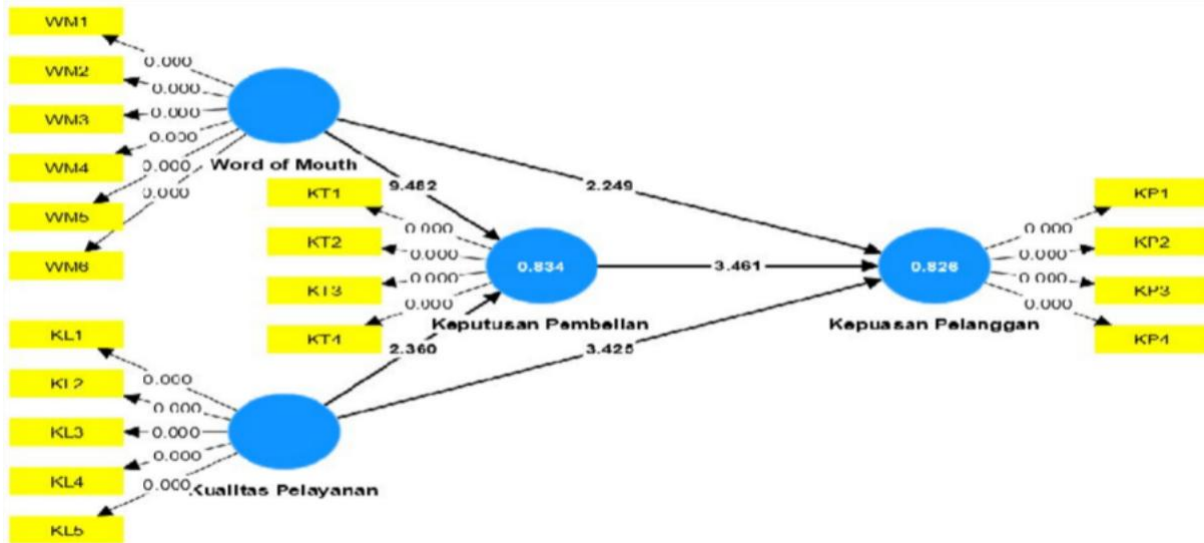


Figure 4.1 PLS Research Model

Accuracy and Relevance of Model Prediction

Based on Table 5.10, the R Square value obtained by customer satisfaction is 0.826, while the R Square value obtained by the purchase decision is 0.834. Both have a high value because they have a value of more than 0.75. Therefore, it can be stated that it has a strong relationship. Q^2 measures whether or not the observation value generated by the model and its parameter estimates is good or bad.

Table 4.5 Inner Model Test Results *R Square*

	R Square	R Square Adjusted
Customer Satisfaction	0,826	0,820
Purchase Decision	0,834	0,831

Source: SmartPLS Processed Data

The Q-square result is 0.966707, which means that it can be interpreted that the model has good *predictive relevance* because it has a high value and is close to 1.

Table 4.6 Inner Model Test Results *Q Square*

	$Q^2 (=1-SSE/SSO)$
Customer Satisfaction	0,803
Purchase Decision	0,831

Source: SmartPLS Processed Data

Test t statistic

Table 4.7 t statistic

	t Statistics	P Values	Description
Purchase Decision -> Customer Satisfaction	3,461	0,001	Positive & Significant
Word of Mouth -> Purchase Decision	9,482	0,000	Positive & Significant
Word of Mouth -> Customer Satisfaction	2,249	0,025	Positive & Significant
Service Quality -> Purchase Decision	2,360	0,018	Positive & Significant
Service Quality -> Customer Satisfaction	3,425	0,001	Positive & Significant

Word of Mouth -> Purchase Decision -> Customer Satisfaction	3,314	0,001	Positive & Significant
Service Quality -> Purchase Decision -> Customer Satisfaction	2,156	0,031	Positive & Significant

Source: SmartPLS Processed Data

Based on Table 4.3, it is found that the greatest influence is on *word of mouth* on purchasing decisions. When compared between direct and mediated effects, it shows that *word of mouth* on customer satisfaction looks stronger if through mediation, while service quality is stronger directly or without mediation. A detailed explanation of the t statistic results is as follows:

The effect of Purchasing Decisions on Customer Satisfaction, the t statistic value obtained is 3.461, which is greater than 1.96, besides that it has a p value of 0.001 which is less than 0.05, so it can be concluded that it is significant.

1. The effect of *Word of Mouth* on Purchasing Decisions, the t statistic value obtained is 9.482, which is greater than 1.96, besides that it has a p value of 0.000 which is less than 0.05, so it can be concluded that it is significant.
2. The effect of *Word of Mouth* on Customer Satisfaction, the t statistic value obtained is 2.249, which is greater than 1.96, besides that it has a p value of 0.025 which is less than 0.05, so it can be concluded that it is significant.
3. The effect of service quality on purchasing decisions, the t statistic value obtained is 2.360, which is greater than 1.96, besides that it has a p value of 0.018 which is less than 0.05, it can be concluded that it is significant.
4. The effect of service quality on customer satisfaction, the t statistic value obtained is 3.425, which is greater than 1.96, besides that it has a p value of 0.001 which is less than 0.05, so it can be concluded that it is significant.
5. The effect of *Word of Mouth* on Customer Satisfaction through Purchasing Decisions, the t statistic value obtained is 3.314, which is greater than 1.96, besides that it has a p value of 0.001 which is less than 0.05, so it can be concluded that it is significant.
6. The effect of Service Quality on Customer Satisfaction through Purchasing Decisions, the t value statistic obtained is 2.156, which is greater than 1.96, besides that it has a p value of 0.031 which is less than 0.05, it can be concluded that it is significant.

CONCLUSIONS AND PRACTICAL IMPLICATION

Conclusions

Purchase Decision on Customer Satisfaction

The t test results in this study indicate that the purchasing decision variable has an effect on customer satisfaction. The t statistic value obtained is 3.461 which is in accordance with the provisions because it is more than 1.96. In addition, the p value obtained is 0.001 which is smaller than 0.05, so it can be concluded that purchasing decisions have an effect on customer satisfaction. The t statistic value obtained is positive, indicating that purchasing decisions have a unidirectional influence on customer satisfaction. In this study, the statement that got the highest mean answer value was in the fourth statement of 4.271, thus indicating that most respondents agreed with the statement "I made the right decision when buying Jait Convection products", because according to respondents, customers who buy at Jait Convection have made up their minds when they want to make transactions at Jait Convection, and this determination becomes round because customers are satisfied with everything offered or provided by Jait Convection. The results of this study are in line with research conducted by Tirtayasa et al. (2021) and Kadi et al. (2021) which also found that purchasing decisions affect customer satisfaction.

Word of Mouth on Purchasing Decisions

The t test results in this study indicate that the word of mouth variable has an effect on purchasing

decisions. The t statistic value obtained is 9.482 which is in accordance with the provisions because it is more than 1.96. This value is the largest, indicating that the greatest influence in this study is on word of mouth on purchasing decisions. In addition, the p value obtained is 0.000 which is smaller than 0.05, so it can be concluded that word of mouth has an effect on purchasing decisions. The t statistic value obtained is positive, indicating that word of mouth has a unidirectional influence on purchasing decisions. In this study, the statement that got the highest mean answer value was in the third and sixth statements of 4.144, thus indicating that respondents mostly agreed with the statements "Through fellow buyers, I get recommendations related to Jait Convection production" and "I can feel that communication among buyers is an effective tool to help the Jait Convection product promotion process", because according to respondents, customers decide to buy products at Jait Convection because they get recommendations from other people and with good communication among buyers, they can get the information needed by consumers in increasing their decision to buy products at Jait Convection. The results of this study are in line with research conducted by Astaki and Purnami (2019), Putra et al. (2022) and Kadi et al. (2021) which also found that word of mouth has an effect on purchasing decisions.

Word of Mouth on Customer Satisfaction

The t test results in this study indicate that the word of mouth variable has an effect on customer satisfaction. The t statistic value obtained is 2.249 which is in accordance with the provisions because it is more than 1.96. In addition, the p value obtained is 0.025 which is smaller than 0.05, so it can be concluded that word of mouth has an effect on customer satisfaction. The t statistic value obtained is positive, indicating that word of mouth has a unidirectional effect on customer satisfaction. In this study, the statements that get the highest mean answer value are in the third and sixth statements of 4.144, thus indicating that respondents mostly agree on the statements "Through fellow buyers, I get recommendations related to the production of Jait Convection" and "I can feel that communication among buyers is an effective tool to help the process of promoting Jait Convection products", because according to respondents, customers feel the same way from the recommendations they get and it is positive which can satisfy customers. In addition, customers feel comfortable and satisfied with good communication with fellow buyers. The results of this study are in line with research conducted by Nugraha et al. (2015) and Magfiroh (2019) who also found that word of mouth has an effect on customer satisfaction.

Service Quality on Purchasing Decisions

The t test results in this study indicate that the service quality variable has an effect on purchasing decisions. The t statistic value obtained is 2.360 which is in accordance with the provisions because it is more than 1.96. In addition, the p value obtained is 0.018 which is smaller than 0.05, so it can be concluded that service quality has an effect on purchasing decisions. The t statistic value obtained is positive, indicating that service quality has a unidirectional influence on purchasing decisions. In this study, the statement that got the highest mean answer value was in the third statement of 4.113, thus indicating that most respondents agreed with the statement "Jait Convection employees never forget to give shopping strikes to consumers", because according to respondents, Jait Convection employees have fulfilled their obligations to provide proof of purchase (struck) every time a customer makes a transaction, which is one of the things that makes customers decide to buy or not, because with the struck, customers know the real price and feel more confident with Jait Convection. The results of this study are in line with research conducted by Manoy et al. (2021) and Putra et al. (2022) which also found that purchasing decisions affect customer satisfaction.

Service Quality on Customer Satisfaction

The t test results in this study indicate that the service quality variable has an effect on customer satisfaction. The t statistic value obtained is 3.425 which is in accordance with the provisions because it is more than 1.96. In addition, the p value obtained is 0.001 which is smaller than 0.05, so it can be concluded that service quality has

an effect on customer satisfaction. The t statistic value obtained is positive, indicating that service quality has a unidirectional influence on customer satisfaction. In this study, the statement that got the highest mean answer value was in the third statement of 4.113, thus indicating that most respondents agreed with the statement "Jait Convection employees never forget to give shopping strikes to consumers", because according to respondents, Jait Convection employees have fulfilled their obligations to provide proof of purchase (struck) every time a customer makes a transaction, so that it can make customers feel safe and satisfied. The results of this study are in line with research conducted by Sukmawati and Massie (2015) and Muhtarom et al. (2022) which also found that purchasing decisions affect customer satisfaction.

Word of Mouth on Customer Satisfaction through Purchasing Decisions

The t test results in this study indicate that the word of mouth variable has an effect on customer satisfaction through purchasing decisions. The t statistic value obtained is 3.314 which is in accordance with the provisions because it is more than 1.96. In addition, the p value obtained is 0.001 which is smaller than 0.05, so it can be concluded that word of mouth has an effect on customer satisfaction through purchasing decisions. The t statistic value obtained is positive, indicating that word of mouth has a unidirectional influence on customer satisfaction through purchasing decisions. The results of this study are in line with research conducted by Magfiroh (2019) and Kadi et al. (2021) which also found that word of mouth has an effect on customer satisfaction through purchasing decisions.

Service Quality on Customer Satisfaction through Purchasing Decisions

The t test results in this study indicate that the service quality variable affects customer satisfaction through purchasing decisions. The t statistic value obtained is 2.156 which is in accordance with the provisions because it is more than 1.96. In addition, the p value obtained is 0.031 which is smaller than 0.05, so it can be concluded that service quality has an effect on customer satisfaction. The t statistic value obtained is positive, indicating that service quality has a unidirectional influence on customer satisfaction through purchasing decisions. The results of this study are in line with research conducted by Muhtarom et al. (2022) Sujanto and Widyanti (2022) who also found that service quality affects customer satisfaction through purchasing decisions.

CONCLUSION & IMPLICATION

The findings of this study indicate that purchasing decisions significantly influence customer satisfaction, highlighting the importance of understanding customer needs and preferences in driving satisfaction levels. Word of mouth is found to have a strong impact on purchasing decisions, as well as directly influencing customer satisfaction, demonstrating its role as a powerful communication channel in shaping consumer perceptions. Similarly, service quality exerts a positive influence on both purchasing decisions and customer satisfaction, emphasizing the necessity of maintaining consistent and high service standards. Furthermore, the study reveals that purchasing decisions serve as a mediating factor in the relationship between word of mouth and customer satisfaction, as well as between service quality and customer satisfaction. These results suggest that enhancing word of mouth and service quality, while simultaneously fostering effective purchasing decision processes, can substantially improve overall customer satisfaction, particularly in the context of Jait Convection.

Managerial Implications

Table 5.1 Managerial Implications

Variable	Before Research	After Research
Word of Mouth	Jait Convection customers feel that information received between buyers is less helpful, this is evidenced by the acquisition of the lowest <i>mean</i> on the statement "Through fellow buyers, I am helped to get information about the choice of Jait Convection products"	Jait Convection needs to consider to print small brochures that are easy to carry, so that they can be given to customers every time they make a transaction or just visit. This can make it easier when customers want to <i>share</i> information about Jait Convection to others because the information needed can be included in the brochure.
Service Quality	Jait Convection customers feel that Jait Convection employees do not look good and are less friendly in serving, this is evidenced by the acquisition of the lowest <i>mean</i> on the statements "Jait Convection employees look neat and have a warm impression" and "Jait Convection employees serve friendly and with a smile".	Jait Convection needs to consider making new uniforms in every specified period. Given that this is a convection business, it would be embarrassing if the employees' uniforms look out of date. In addition, Jait Convection needs to enforce SOP in serving customers, so that employees can familiarize themselves with the SOP. Jait Convection can also organize <i>training</i> for employees so that employees can get training in terms of serving customers well.

Source: Processed by researchers (2023)

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