

ABSTRACT

THE INFLUENCE OF E-WOM, E-PROMOTION, LOCATION AND PRICE ON CUSTOMER SATISFACTION MEDIATED BY PURCHASING DECISIONS FOR CONSUMERS OF JEPARA CARVED FURNITURE IN MADE VILLAGE LAMONGAN SUB-DISTRICT LAMONGAN

Eka Dian Nita Agustin

NIM: 041910265

This study aims to determine the direct effect between e-wom, e-promotion, location and price on consumer satisfaction are mediated by purchasing decisions for consumers of Jepara carved furniture, Ibrahim Jaya. This type of research is a quantitative approach with a sample of 123 respondents using the method survey through the distribution of questionnaires as a method of data collection. The method used to analyze is SEM with tools Smart PLS version 3.0. The test used is test-outer model, inner- model, and mediation test.

In addition, the research results show that variables e-wom (X1), e-promotion (X2), location (X3), and price (X4) positive and significant effect on consumer satisfaction (Y). It can also be concluded that the variables e-promotion (X2), location (X3), and price (X4) have a positive and significant effect on purchasing decisions (Z). While variable e-wom (X1) has a negative and significant effect on purchasing decisions (Z). The relationship between the purchasing decision variable (Z) has a negative and significant effect on consumer satisfaction (Y).

In conclusion, in variable mediation e-wom (X1) and e-promotion (X2) to consumer satisfaction (Y) mediated purchasing decisions (Z) is said partial mediation. Location (X3) and price (X4) variables on consumer satisfaction (Y) mediated by purchasing decisions (Z) are said to be non mediation.

Keywords: e-wom, e-promotion, location, price, and jepara carving furniture

RINGKASAN

PENGARUH *E-WOM*, *E-PROMOTION*, LOKASI DAN HARGA TERHADAP KEPUASAN KONSUMEN DIMEDIASI KEPUTUSAN PEMBELIAN PADA KONSUMEN MEBEL UKIR JEPARA DESA MADE KECAMATAN LAMONGAN KABUPATEN LAMONGAN

Eka Dian Nita Agustin

NIM : 041910265

Penelitian ini bertujuan untuk mengetahui pengaruh langsung antara *e-wom*, *e-promotion*, lokasi dan harga terhadap kepuasan konsumen dimediasi keputusan pembelian pada konsumen mebel ukir *Jepara Ibrahim Jaya*. Jenis penelitian ini adalah pendekatan kuantitatif dengan jumlah sampel sejumlah 123 responden dengan menggunakan metode *survey* melalui penyebaran kuesioner sebagai metode pengumpulan data. Metode yang digunakan untuk menganalisis yaitu SEM dengan alat *Smart PLS versi 3.0*. sedangkan, uji yang digunakan adalah uji *outer model*, *inner model*, dan uji mediasi.

Hasil penelitian menunjukkan bahwa variabel *e-wom* (X1), *e-promotion* (X2), lokasi (X3), dan harga (X4) berpengaruh positif dan signifikan terhadap kepuasan konsumen (Y). Dapat disimpulkan juga bahwa variabel *e-promotion* (X2), lokasi (X3), dan harga (X4) berpengaruh positif dan signifikan terhadap keputusan pembelian (Z). Sedangkan variabel *e-wom* (X1) berpengaruh negatif dan signifikan terhadap keputusan pembelian (Z). Hubungan variabel keputusan pembelian (Z) berpengaruh negatif dan signifikan terhadap kepuasan konsumen (Y).

Dalam uji mediasi variabel *e-wom* (X1) dan *e-promotion* (X2) terhadap kepuasan konsumen (Y) dimediasi keputusan pembelian (Z) dikatakan *partial mediation*. Variabel lokasi (X3) dan harga (X4) terhadap kepuasan konsumen (Y) dimediasi keputusan pembelian (Z) dikatakan *Non Mediation*

Kata kunci : e-Wom, e-Promotion, Lokasi, Harga, dan Mebel ukir Jepara