

REVEALING CUSTOMER SATISFACTION: A STUDY OF THE INTERACTION OF PRODUCT QUALITY AND WORD OF MOUTH ON PURCHASING DECISION

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Abstract

In the midst of a rapidly industrializing world driven by open globalization, competition of business actors has become increasingly intense. This is particularly in the traditional culinary industries, such as MSMEs Nasi Gudeg Yogya Bu Rohmat, it requires MSME business actors in this industries must evaluate the factors that influence business success and determine how to gain a competitive advantage. This study aims to test and analyze the influence of product quality and word of mouth on consumer purchasing decisions of MSMEs Nasi Gudeg Yogya Bu Rohmat and its impact on customer satisfaction. This study is underpinned by an intriguing phenomenon: product quality and word of mouth recommendations remain key factors in attracting customers, and how traditional Gudeg cuisine is able to survive and thrive in the digital era. This study employed a quantitative approach utilizing a survey method administered of 100 customers of Nasi Gudeg Yogya Bu Rohmat, selected through a purposive sampling technique. Data were obtained by distributing questionnaires with a Likert scale of 1-5 and analyzed using IBM SPSS 26.0. The study results demonstrate that product quality significantly influence purchasing decisions positively ($\beta=0.609$, $\text{Sig}<0.05$) and word of mouth also demonstrate a significant positive effect ($\beta=0.283$, $\text{Sig}<0.05$). Furthermore, purchasing decisions have been shown to positively and significantly influence on customer satisfaction ($\beta=0.876$, $\text{Sig}<0.05$). The finding of this study reveal that the success of MSMEs Nasi Gudeg Yogya Bu Rohmat is highly dependent on the consistency of product quality, particularly regarding of taste, presentation, texture, and hygiene. Moreover, the role of word of mouth is also very important in shaping consumer trust so that it will ultimately have an impact on increasing their purchasing decisions. The practical implications of this study can assist other MSMEs actors in developing effective marketing strategies by emphasizing product quality and leveraging the power of word of mouth to enhance purchasing decisions and customer satisfaction.

Keywords: Product Quality, Word of Mouth, Purchasing Decision, Customer Satisfaction, MSMEs Gudeg Yogya

INTRODUCTION

MSME business actors feel increasingly tight business competition, particularly seen in the B2C (Business-to-Consumer) segment in various industries, one of which is the culinary industry. Purchasing decisions is critical role and serve as a determining factor in the sustainability of a business. Purchasing decisions are crucial not only for driving sales but also directly influencing customer satisfaction. Satisfied customers are more likely to make repeat purchases and recommend the product to others, which ultimately creates loyalty and increases long-term profits for a business. Due to intensifying business competition, acquiring new customers has become increasingly challenging, making purchasing decisions and customer satisfaction become a reference for businesses in developing their marketing strategies. This situation encourages a business to continually strive for consistency in retaining existing customers while attracting new ones.

MSMEs Nasi Gudeg Yogya Bu Rohmat is a traditional culinary business established in 2012 in Semarang. Nasi Gudeg is a traditional dish from Yogyakarta, renowned for its rich flavors and historical significance. It attracts enthusiasts from both the local community and abroad, making it accessible to all demographics. In the context of economic development and globalization, Nasi Gudeg Yogya Bu Rohmat encounters several challenges, including competition from a diverse range of modern food products, limited capital, and shifting preferences and trends among millennial and Gen Z consumers. These issues are often faced by MSMEs actors, particularly in the culinary sector. To ensure that every consumer remains satisfied with their purchase, Nasi Gudeg Yogya Bu Rohmat focused on enhancing the quality of its production, including raw materials, taste, service, in order to differentiate itself from competitors.

Table 1. Survey of 30 Customers of Bu Rohmat's Yogya Gudeg Rice

No	Variables	Amount	Percentage(%)
1	Product Quality		
	Good	28	93.3
	Pretty good	2	6.6
	Not good	-	-
2	Word Of Mouth		
	Good	27	90
	Pretty good	3	10
	Not good	-	-
3	Purchasing decision		
	Purchase	30	100
	No Purchase	-	-
4	Customer satisfaction		
	Satisfied	26	86.6
	Quite Satisfied	4	13.3
	Not satisfied	-	-
TOTAL CUSTOMERS		30 customer	

Source: Customer survey questionnaire for Nasi Gudeg Yogya Bu Rohmat, 2023

From Table 1 above, after conducting a satisfaction survey to 30 customers, the results showed that in terms of product quality, 28 people (93.3%) rated it good and 2 people (6.6%) rated it quite good. In terms of Word of Mouth, 27 people (90%) rated it good and 3 people (10%) rated it quite good. In terms of Purchasing Decision, 30 people (100%) decided to buy. In terms of Customer Satisfaction, 24 people (86.6%) rated it satisfied and 4 people (13.3%) rated it quite satisfied. Therefore, based on the survey of 30 customers, it can be concluded that Nasi Gudeg Yogya Bu Rohmat continues to attract many consumers, as indicated by a significant percentage across various assessment indicators and remains a viable option for purchasing decision despite the presence of numerous competitors in the same sector.

A successful product is a product that can attract many existing consumers and continue to increase market share and number of customers (Yolanda, 2017). Purchasing decisions are a primary focus for companies and business actors to continuously innovate their products (Duana et al., 2024). Purchasing decisions involve a process of merging information to evaluate multiple options and selecting one from the available choices (Purwanto and Sahetapy, 2022). The right purchasing decision will enhance the likelihood of customer satisfaction and brand loyalty. Customers who are satisfied are more likely to make repeat purchases than those who are dissatisfied. Customer satisfaction is a person's assessment of the perceived performance of a product in relation to expectations (Kotler and Keller, 2016). When performance surpasses expectations, customers will feel delighted, if it meets expectations, customers will be satisfied, and if it falls significantly short, customers will be disappointed. This aligns with the research by (Djan & Rubbiah Adawiyah, 2020), (Putra et al., 2017), (Putri, 2014), and (Bowo et al.,

2013) which proves that purchasing decisions have a positive and significant impact on customer satisfaction. Without purchasing decisions and customer satisfaction, companies will find it difficult to face competitive competition because customers will switch to other competing companies. Conversely, research by (Wariki et al., 2015), (Hasanuddin, 2016), and (Andika et al., 2022) states that purchasing decisions do not positively and significantly effect on customer satisfaction.

Several factors influencing purchasing decisions include product quality and word of mouth. Product quality refers to a product's ability to fulfill its intended function, including durability, reliability, and accuracy (Kotler and Keller, 2016). The significance of product quality in influencing purchasing decisions is also acknowledged by (Prakosa & Tjahjaningsih, 2021). High-quality products can increase consumer perception value, which ultimately influences their purchasing decisions. According to previous studies conducted by (Prakosa & Tjahjaningsih, 2021), (Chaerudin & Syafarudin, 2021), (Aldini et al., 2022), and (Ardiansyah, 2022), it was stated that product quality has a positively and significantly effect on purchasing decisions, as product quality improves, purchasing decisions are likely to increase, and conversely, lower the product quality correlates with decreased purchasing decision. However, this is in contrast with research by (Wahyuni, S., & Ginting, 2017), (Ababil, 2019), and (Karina & Sari, 2023) which stated that product quality does not significantly effect on purchasing decisions.

Besides product quality, another factor that influences purchasing decisions is word of mouth. Word of mouth is a form of communication, either verbally, in writing, or electronically between individuals who are related to the advantages of a product and the experience of buying or using the product or service (Kotler dan Keller dalam Haque-fawzi et al., 2022). In summary, word of mouth is an highly effective marketing strategy that encourages many people to talk about aour products and services, and continue to spread because of their uniqueness, advantages, or quality, particularly in the culinary industry, where firsthand consumer experiences significantly influence other's purchasing decisions. First, positive information received through word of mouth can increase consumer trust in a product or brand, thus encouraging them to make a purchase. Conversely, negative word of mouth can reduce purchasing interest and affect the overall brand image. This form of promotion can occur directly (word of mouth) or through digital platforms such as social media and online review sites. Research by Joesiyana (2018), (Tien et al., 2019), (Yasin & Achmad, 2021), and (Publik et al., 2023) states that word of mouth has a positive effect on purchasing decisions. However, in contrast to research by (Yunita, 2012), (Larasati & Chasanah, 2022), and (Muammar Afif Al Qusaeri , Wiliyanto, M. Wahab Khasbulloh & Muthi'atul Khasanah, 2024) states that word of mouth does not positively and significantly effect on purchasing decisions.

According to the inconsistency of the results of several studies above, the researcher propose this study is to analyze and test the influence of product quality and word of mouth on purchasing decisions of MSMEs Nasi Gudeg Yogya Bu Rohmat in Semarang City and as well as their impact on customer satisfaction.

THEORETICAL BASIS AND HYPOTHESIS DEVELOPMENT

Decision Making Process

Kotler and Keller (2016) explain purchasing decisions as the level at which consumers build plans to purchase desired products by considering various aspects of risk that may arise, thus influencing consumers in making decisions to change, postpone, or avoid. There are five stages that are passed through in the purchasing decision process, namely problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior.

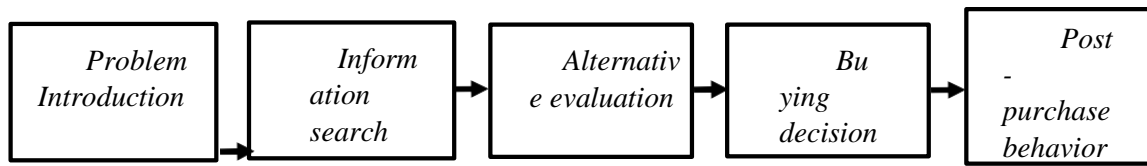


Figure 1. Stages of the Purchasing Decision Process
Source: Kotler and Keller (2016)

From Figure 1 above, it can be explained as follows :

1. Problem Introduction

The purchasing decision process begins when consumers recognize and become aware of a need or problem that requires resolution. Problem recognition can be triggered by internal and external stimuli. Internal stimuli, such as hunger, thirst, or emotional desires. While external stimuli, such as advertising, promotions, or recommendations from others.

2. Information Search

The information search stage is the stage where consumers start searching and collecting as much information as possible that can help them solve problems and/or meet their needs. To obtain information sources depends on the product and its characteristics. Customers can obtain information from various sources including:

- a. Personal sources: Family, friends, and neighbors.
- b. Commercial sources: Advertising, salespeople, websites, dealers, packaging, displays.
- c. Public sources: Mass media, consumer warning organizations, internet searches.
- d. Source of experience: Handling, inspection, and use of the product.

3. Alternative Evaluation

At the evaluation stage, consumers will utilize the collected information to make their final product choices. Consumers begin to assess the various options available based on certain criteria, such as price, quality, features, brand, and product benefits.

4. Buying decision

At this stage, it is influenced by two factors. The first factor is the attitude of others, namely the role played by the intermediary who conveys the information. This makes consumers consider the level of negative attitudes of others towards their alternative choices, as well as the consumer's motivation to agree with other people's alternatives. Meanwhile, the second factor is a condition where unexpected circumstances and risks to the decision alternative, such as price changes, attractive promotions from competitors, product availability, urgent needs, and so on. This makes consumers reconsider the alternatives they actually want to decide on.

5. Post Purchase Behavior

At this stage, consumer behavior occurs in assessing a product after making a purchase. Consumers will compare expectations with real experiences using the product. If the product meets expectations, consumers will feel satisfied. Conversely, if the product does not meet expectations, consumers will feel disappointed. If consumers feel satisfied, they are likely to buy the product again. In contrast, if consumers feel disappointed, consumers may ignore or even return the product they have purchased. This post-purchase behavior is important because it can influence consumers to eventually buy the product again or recommend it to others.

Purchase Decision Factors

According to Kotler and Keller (2021), several factors that influence consumer behavior in making purchasing decisions, including :

1. Cultural Factors

The fundamental basis of a person's behavior and desires in determining purchasing decisions is culture. Culture and social class are very important for consumer purchasing behavior. According to Suryani (2012) in (Hudani, 2020). Culture is something that is comprehensively complex including understanding, beliefs, art, law, manners, freedom, and habits (traditions) held by individuals as part of the community itself. Culture grows in a society by studying basic values, perceptions, desires, and behaviors learned from society, family members, and others.

2. Social Factors

Social factors can also influence consumer behavior, such as reference groups, benchmarks, and status.

3. Personal Factors

Personal factors such as age and life cycle stage, economic circumstances, occupation and income, lifestyle, and personality can also influence purchasing decisions.

4. Psychological Factors

- a. Motivation, namely the needs or drives that direct behavior. According to Abraham Maslow's theory, humans have hierarchical needs, starting from basic needs (food, safety) to psychological needs (self-actualization).
- b. Perception, namely how someone understands and interprets information about a product or service. Perceptions of brands, product quality, or prices can greatly influence decision making.

Product Quality

One of the important factors in forming consumer perceptions of a product or service is product quality. Heizer and Render (2015) defines quality as a means as a whole which is also a characteristic of a product or service that has an ability to meet needs that can be provided through the product itself and is conveyed implicitly. This definition explains that product quality is the specification of a product or service created by a company in meeting consumer needs. Meanwhile, a different definition was put forward by Kotler and Armstrong (2018), according to whom product quality is characteristics of a product or service as seen in its ability to meet customer needs, whether stated directly or implied. Quality directly influences the performance of a product or service. Therefore, quality is closely related to customer value and satisfaction. Product quality is linked to customer satisfaction, which is a primary objectives of the company's marketing efforts.

According to Gasperz (2008), there are eight dimensions of product quality indicators that are often used as measurements in company evaluations and research in the culinary industry, including the following:

1. Taste, is the most important element in assessing a culinary product, because it reflects the taste of the product itself that will be received by consumers.
2. Portion Size, is the size or amount of food served to consumers. The appropriate portion provides satisfaction because it provides value that is commensurate with the price, and creates an impression of fullness or satisfaction after enjoying the product.
3. Aroma, is a stimulus to the sense of smell that signals the brain about the quality and freshness of food ingredients. An appealing aroma can enhance appetite, whereas an unpleasant aroma may diminish a product's attractiveness.
4. Presentation, in the form of a visual display of food that includes color, layout, and overall aesthetics. An attractive presentation can increase the perceived value of the product and arouse consumer appetite.
5. Texture, refers to the physical sensation felt when chewing food. A good texture is one that suits the type of food, providing a pleasant experience when consumed.
6. Cleanliness, includes the hygienic conditions of the serving area, cutlery, and food ingredients. Good hygiene is essential to maintaining consumer health and the reputation of the culinary business.
7. Freshness of Ingredients, the condition of the raw materials used in the cooking process, which affects the taste, aroma, and texture of the food. Fresh ingredients will produce more delicious and healthier food.

Word of Mouth

According to Kotler and Keller in Kiki Joesyiana (2018) word of mouth is a marketing activity through person-to-person intermediaries either verbally, in writing, or via electronic communication devices connected to the internet based on experience of a product or service. Word of mouth is the art and science of building active and profitable consumer-consumer and consumer-marketer communication (The Word of Mouth Marketing Association, 2009). Meanwhile, according to Mowen and Minor, word of mouth is the exchange of comments, thoughts, or ideas between two or more consumers, none of whom are marketing sources.

Types of Word of Mouth

Hughes (2015) stated that the types of word of mouth communication can be grouped into two types, namely positive word of mouth and negative word of mouth.

1. Positive word of mouth, is the process of conveying information by word of mouth from one individual to another based on positive experiences with a product, service or company.
2. Negative word of mouth, is a word of mouth interaction process that is based on bad experiences obtained from one individual to another regarding a product, service or company.

The Influence of Product Quality on Purchasing Decisions

According to Kotler and Keller (2016), product quality is the ability of a product to perform its desired function, including durability, reliability, and accuracy. Product quality and purchasing decisions are two interrelated things. The better the product quality, the more it increases purchasing decisions. Research conducted by (Prakosa & Tjahjaningsih, 2021), (Chaerudin & Syafarudin, 2021), (Aldini et al., 2022), and (Ardiansyah, 2022) demonstrates that product quality positively and significantly influence on purchasing decisions. Higher product quality, enhances the consumer's purchasing decision process. Based on the description above, the following hypothesis can be formulated:

H1: Product quality positively and significantly influence on purchasing decisions

The Influence of Word of Mouth on Purchasing Decisions

According to Kotler and Keller in Haque-fawzi et al., (2022), word of mouth is a form of communication, either verbally, in writing, or electronically, between individuals relating to the advantages and/or experience of purchasing and using a product or service. Word of mouth has the ability to influence consumer perceptions of brands and products, serving as a highly effective marketing tool, where firsthand experiences from consumers significantly influence the purchasing decisions of others. Research by Joesiyana (2018), (Tien et al., 2019), (Yasin & Achmad, 2021), and (Publik et al., 2023) demonstrates that word of mouth positively influence on purchasing decisions. Based on the description above, the following hypothesis can be formulated:

H2: Word of mouth positively influence on purchasing decisions

The Influence of Purchasing Decisions on Customer Satisfaction

According to (Tjiptono, 2018) purchasing decision is a process of recognizing a problem by consumers which is continued by searching for information about a particular product or brand that is considered to be able to solve the problem and evaluating it first which then leads to a purchasing decision. Purchasing decision is the stage where consumers actually buy in the decision-making process (Holwati et al., 2021). Customer satisfaction is a person's assessment of the perceived product performance in relation to expectations (Kotler and Keller, 2016). To fulfill these expectations and ensure customer satisfaction with the products offered, the company can make several initiatives to enhance customer satisfaction, ultimately impacting purchasing decisions. Research conducted by (Djan & Rubbiah Adawiyah, 2020), (Putra et al., 2017), (Putri, 2014) and (Bowo et al., 2013) demonstrates that purchasing decisions

positively and significantly influence on customer satisfaction. Based on the description above, the following hypothesis can be formulated:

H3: *Purchasing decisions positively and significantly effect on customer satisfaction*

RESEARCH METHODS

A. Research Design

The methodology employes in this study is a quantitative approach utilizing a survey to analyze and test how the causal relationship among the studied variables: product quality as the first independent variable (X1), word of mouth as the second independent variable (X2), purchasing decisions as the first dependent variable (Y1) and customer satisfaction as the second dependent variable. This method is used to explain the direct influence of product quality and word of mouth on purchasing decisions, as well as their impact on customer satisfaction.

B. Research Target

In this study, the researcher used multiple regression analysis. The population in this study were customers of MSMEs Nasi Gudeg Yogya Bu Rohmat in Semarang. These customers were chosen because they have direct experience with the products of the MSMEs, so they can provide assessments related to product quality, word of mouth, purchasing decisions, and customer satisfaction. The sample number in this study consisted of 100 respondents, where the respondents were selected with certain criteria, namely having made a purchase at least once and being at least 17 years old. The determination of this age range was chosen with the consideration that customers have actually used the product and can provide mature and responsible assessments.

C. Data Collection Technique

This study uses a survey approach with a self-administered questionnaire as the main data collection tool. Respondents are asked to choose answers to the questions given which are arranged using a 5-point Likert scale, where respondents are asked to provide an assessment from "Strongly Disagree" to "Strongly Agree" to questions and statements related to product quality, word of mouth, purchasing decisions, and customer satisfaction.

D. Measurement Models

The measurement model uses validity and reliability tests. Validity tests are carried out using factor analysis where each question item will be declared valid if it meets the criteria of KMO value > 0.5 and has a factor value (matrix component) > 0.55 . Furthermore, reliability tests are carried out using the Cronbach's alpha method. to test internal consistency, Where alpha value > 0.7 is considered reliable (Ghazali, 2016).

E. Structural Model Evaluation

The coefficient of determination test is conducted to measure and assess the ability of independent variables to explain dependent variables well. This can be seen from the R² value which ranges from 0 to 1, the closer R² is to 1, the stronger the influence of the independent variables on dependent variables (Ghazali, 2016). Furthermore, the F test is conducted to determine the relationship between variables in each model. If the significance value is < 0.05 , there is a simultaneous influence between independent variables on dependent variables (Ghazali, 2016).

F. Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study to explain the influence between independent variables and dependent variables. The equation model can be explained in the following formula:

Equation I: $Y_1 = \beta_1 X_1 + \beta_2 X_2$

Equation II: $Y_2 = \beta_3 X_3$

Where :

Y_1 = Purchase Decision

Y_2 = Customer

Satisfaction X_1 = Product

Quality

X_2 = Word of Mouth

G. The Testing of Hypothesis (t – test)

T-test is used to see the partial influence of each independent variable on the dependent variable. There are three hypotheses tested in this study. Using a significance level of 5%, the hypothesis is accepted if the calculated t value <0.05. This means that there is a significant influence between the independent variables on the dependent variable. Likewise, if the calculated t value > 0.05, then the independent variable has no effect on the dependent variable.

H. Research Model

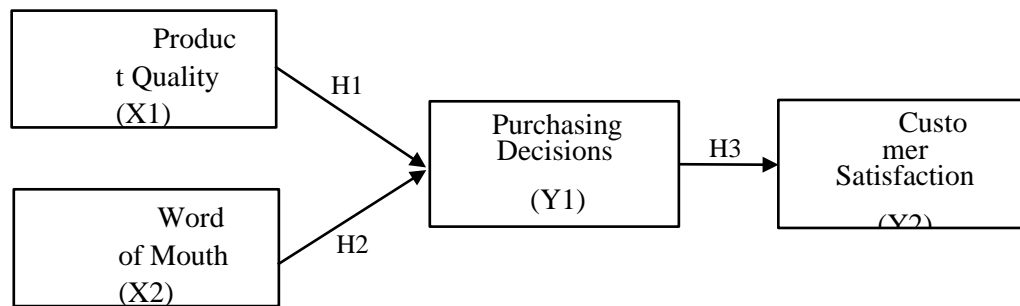


Figure 2.Research Model

RESULTS AND DISCUSSION

A. Respondent Profile

The respondents of the MSMEs Nasi Gudeg Yogya Bu Rohmat customers studied in this study were 100 respondents, with 34 male customers (34%) and 66 female customers (66%).

B. Validity and Reliability Test

The results of the validity test show that the KMO - MSA value of the product quality, word of mouth, purchasing decisions and customer satisfaction variables is > 0.5. These variables have met the standard criteria for sample adequacy so that the data is suitable for further analysis. The loading factor value of each variable indicator has met the standard, which is > 0.55, meaning that each question and statement indicator used as an instrument for this study can be declared valid.

The results of the reliability test show the Cronbach's Alpha value for each variable is > 0.7, namely the product quality variable (X1) of 0.845, the word of mouth variable of 0.833, the purchasing decision variable of 0.824, and the customer satisfaction variable of 0.793. This means that these variables are declared reliable and suitable for use in further research analysis.

C. Regression Analysis

To find out the relationship between research variables, a multiple regression analysis test is used. The results of the regression test are shown in the following table:

Table 2. Regression Test Results

Model	Coefficient of Determination	F Test		T-test			Caption
	Adjusted R	F Count	Sig.	Beta	T	Sig	
Equation I							
Y1 = 0.609X1 + 0.283X2							
Y1 = Purchase Decision	.701	117,044	.000				
The influence of product quality (X1) on purchasing decisions				.609	7,456	.000	H1 Accepted
The influence of word of mouth (X2) on purchasing decisions				.283	3,464	.001	H2 Accepted
Equation II							
Y2 = 0.876Y1							
Y2 = Customer Satisfaction							
The influence of purchasing decisions (Y1) on customer satisfaction	.766	324,225	.000	.876	18,006	.000	H3 Accepted

The regression equation is $Y1 = 0.609X1 + 0.283X2$. This equation shows that the product quality variable has a dominant influence on purchasing decisions. The F Calculation value = 117.044 and the Sig value .000, meaning that the product quality variable (X1) and word of mouth (X2) simultaneously or together positively and significantly influence on purchasing decisions (Y1).

The Adjusted R2 value shows a figure of 0.701. This means that the ability of product quality variables and word of mouth variables in explaining their influence on purchasing decision variables is 70.1% while the remaining 29.9% is influenced by other factors or variables that are not analyzed in this study.

The regression equation is $Y2 = 0.876Y1$. From the regression equation indicates that the purchasing decision variable positively and significantly influence on customer satisfaction. This is indicated by the large value of the beta coefficient of the purchasing decision variable of 0.876 and the Sig value of .000 < 0.05.

D. Hypothesis Testing

1). The influence of product quality on purchasing decisions

The results of the hypothesis test 1 obtained a beta coefficient value of 0.609 and had a significance value of .000 > 0.05. Therefore, it can be concluded that the results of the research hypothesis test prove that hypothesis 1 is accepted. This implies that product quality partially has a positively and significantly influence on purchasing decisions. Thus, the higher product quality will increase the level of purchasing decisions at the MSMEs Nasi Gudeg Yogya Bu Rohmat. The finding align with previous studies which

state that product quality positively and significantly influence on the purchasing decision process. The results of this study corroborated by (Prakosa & Tjahjaningsih, 2021), (Chaerudin & Syafarudin, 2021), (Aldini et al., 2022) and research by (Ardiansyah, 2022) which states that product quality positively and significantly influencing purchasing decisions.

2). The influence of word of mouth on purchasing decisions

The results of the hypothesis 2 test obtained a beta coefficient value of 0.283 and had a significance value of $.001 > 0.05$. Therefore, it can be concluded that the results of the research hypothesis test prove that hypothesis 2 is accepted. This implies that word of mouth has a partial positively and significantly influence on purchasing decisions. Thus, it can be said that the better and more positive the word of mouth, the higher level of purchasing decisions at the MSMEs Nasi Gudeg Yogya Bu Rohmat. The finding align with previous studies which state that word of mouth positively influencing purchasing decision process. The results of this study corroborated by Joesiyana (2018), (Tien et al., 2019), (Yasin & Achmad, 2021) and research by (Publik et al., 2023) which states that word of mouth positively influencing purchasing decisions.

3). The influence of purchasing decisions on customer satisfaction

The results of the hypothesis 3 test obtained a beta coefficient value of 0.876 and had a significance value $.000 > 0.05$. Therefore, it can be concluded that the results of the research hypothesis test prove that hypothesis 3 is accepted. This implies that purchasing decisions have a partial positively and significantly influence on customer satisfaction. Thus, it can be said that the higher purchasing decision, the higher level of customer satisfaction felt at the MSMEs Nasi Gudeg Yogya Bu Rohmat. The finding align with previous studies which state that purchasing decisions positively and significantly influencing customer satisfaction. The results of this study corroborated by (Djan & Rubbiah Adawiyyah, 2020), (Putra et al., 2017), (Putri, 2014) and research by (Bowo et al., 2013) which states that purchasing decisions positively and significantly influencing customer satisfaction.

CONCLUSION

For businesses in the B2C segment, particularly in the traditional culinary industry, many customers will complain to the company if it does not provide products that meet their expectations. If the company's response does not meet their expectations, customers will immediately look for alternatives to other vendors or companies and will likely provide bad word of mouth. Furthermore, when the company's response is fast and good with efficient actions, customers will feel satisfied and will further increase purchasing decisions followed by increased customer satisfaction.

Product quality positively and significantly influencing purchasing decisions at MSMEs Nasi Gudeg Yogya Bu Rohmat in Semarang City. The higher and better the product quality, the higher level of purchasing decision taken. Conversely, the lower product quality, the lower level of purchasing decisions. Product quality is closely related to customer goals because product quality has a positive and significant effect on purchasing decisions.

Word of mouth positively and significantly influencing purchasing decisions for customers of MSMEs Nasi Gudeg Yogya Bu Rohmat in Semarang City. The better and more positive word of mouth issued by consumers, the better and higher level of purchasing decisions that will be made. The existence of positive word of mouth given by others has a positive and significant effect on purchasing decisions. This shows the importance of increasing positive word of mouth in an effort to increase purchasing decisions.

Purchasing decisions also positively and significantly influencing customer satisfaction at MSMEs Nasi Gudeg Yogya Bu Rohmat in Semarang City. Customers who decide to make a purchase and feel that their purchasing decision is correct and meets their expectations can increase customer satisfaction.

Satisfied customers will generally provide recommendations to others for the product. This further emphasizes the importance of purchasing decisions in order to increase customer satisfaction. The higher level of purchasing decisions, the higher level of customer satisfaction felt.

LIMITATIONS

This study acknowledge several limitations that may affect the generalization of its findings. First, the limitations of the research location which is only focused on customers of MSMEs Nasi Gudeg Yogya Bu Rohmat in Semarang City, so the results of this study may not be generalized to customers in other areas. Second, the sample size is limited to 100 respondents. Furthermore, this study focuses on only two independent variables. Then more than that, there are limitations of time and research conditions.

SUGGESTIONS

The variables of product quality, word of mouth, purchasing decisions, and customer satisfaction have been proven to influence the purchasing decision process and have an impact on customer satisfaction, so it is necessary to get special attention to be able to increase sales volume at MSMEs Nasi Gudeg Yogya Bu Rohmat by increasing product quality and word of mouth. The findings of this study can also be used for further researchers who conduct research related to the influence of product quality, and word of mouth on purchasing decisions and their impact on customer satisfaction. Judging from the limitations of the study above, further researchers are expected to be able to explain more about the purchasing decision process and customer satisfaction by expanding the scope of the study by adding independent variables such as trust, service quality, and repurchase intentions, so as to obtain more representative and in-depth results regarding the measurement of purchasing decisions and customer satisfaction.

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