

ABSTRAK

Toko KSC Cellular Mojokerto merupakan perusahaan yang bergerak di bidang penjualan *Handphone*, aksesoris *handphone* dan *service handphone*. Lokasi outlet ini yang beroperasi di 4 daerah. Salah satunya ada dikawasan jalan Teratai No. 1 Mangelo Sooko, Kota Mojokerto. Toko seluler ini melakukan strategi pemasaran melalui program promosi untuk memperkenalkan keunggulan dari setiap produk yang dijual dan selalu ramai pengunjung dikarenakan produk yang dijual lebih lengkap dibandingkan toko lain. Tujuan diadakan penelitian (1) Untuk ketahu apakah *word of mouth* berpengaruh terhadap kepuasan konsumen. (2) Agar diketahui adakah kualitas produk berpengaruh terhadap kepuasan konsumen. (3) Mengetahui apakah kualitas pelayanan berpengaruh terhadap kepuasan konsumen. (4) Mengetahui adakah *word of mouth*, kualitas produk dan kualitas pelayanan berpengaruh secara bersamaan terhadap kepuasan konsumen. Populasi penelitian adalah konsumen yang membeli *handphone* di toko KSC Cellular Mojokerto. Sampel yang digunakan yaitu 100 responden. Hasil penelitian ini adalah : *Word Of Mouth* (WOM) (X1) berpengaruh signifikan terhadap kepuasan konsumen, Kualitas Produk (X2) berpengaruh signifikan terhadap kepuasan konsumen, Kualitas Pelayanan (X3) berpengaruh signifikan terhadap kepuasan konsumen dan ketiga variabel secara bersamaan berpengaruh signifikan dengan kepuasan konsumen.

Kata Kunci : Word Of Mouth, Kualitas Produk, Kualitas Pelayanan, Kepuasan Konsumen

ABSTRACT

KSC Cellular Store Mojokerto is a company engaged in the sale of cellphones, cellphone accessories and cellphone services. The location of this outlet which operates in 4 areas. One of them is in the area of Jalan Teratai No. 1 Mangelo Sooko, Mojokerto City. This mobile shop carries out a marketing strategy through promotional programs to introduce the advantages of each product sold and is always crowded with visitors because the products sold are more complete than other stores. The purpose of the research is (1) To find out whether word of mouth has an effect on consumer satisfaction. (2) In order to know whether product quality has an effect on consumer satisfaction. (3) Knowing whether service quality has an effect on customer satisfaction. (4) Knowing whether word of mouth, product quality and service quality simultaneously affect consumer satisfaction. The research population is consumers who buy cellphones at the KSC Cellular Mojokerto store. The sample used is 100 respondents. The results of this study are: Word Of Mouth (WOM) (X1) has a significant effect on consumer satisfaction, Product Quality (X2) has a significant effect on customer satisfaction, Service Quality (X3) has a significant effect on customer satisfaction and the three variables simultaneously have a significant effect on customer satisfaction. consumer.

Keywords : *Word Of Mouth, Product Quality, Service Quality, Consumer Satisfaction*