

ABSTRAK

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Judul Tesis Pengaruh Kualitas Produk Dan Kepercayaan Merek Terhadap Keputusan Pembelian Mobil Avanza Di Kota Langsa Dengan *Word of mouth* Sebagai Variabel Intervening

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan kepercayaan merek terhadap keputusan pembelian mobil Avanza di Kota Langsa dengan *Word of mouth* sebagai variabel intervening. Data diperoleh dari kuesioner yang disebarakan kepada 140 responden. Metode analisis yang digunakan adalah metode kuantitatif dengan model penelitian *Structural Equation Modeling* (SEM). Hasil penelitian menemukan bahwa (1) adanya pengaruh kepercayaan merek terhadap *Word of mouth* berdasarkan hasil stand. estimate diperoleh nilai signifikan yang jauh lebih kecil dari 0,05, artinya variabel kepercayaan merek berpengaruh positif dan signifikan terhadap variabel *word of mouth*. (2) adanya pengaruh kualitas produk terhadap *Word of mouth* berdasarkan hasil stand. estimate diperoleh nilai signifikan lebih kecil dari 0,05, artinya variabel kualitas produk berpengaruh positif dan signifikan terhadap *word of mouth*. (3) adanya pengaruh kepercayaan merek terhadap keputusan pembelian berdasarkan hasil stand. estimate diperoleh nilai signifikan yang jauh lebih kecil dari 0,05 artinya variabel kepercayaan merek berpengaruh positif dan signifikan terhadap keputusan pembelian. (4) Adanya pengaruh *Word of mouth* terhadap keputusan pembelian berdasarkan hasil stand. estimate diperoleh nilai signifikan lebih kecil dari 0,05 artinya variabel *Word of mouth* berpengaruh positif dan signifikan terhadap variabel keputusan pembelian. (5) Adanya pengaruh kualitas produk terhadap keputusan berdasarkan hasil stand. estimate diperoleh nilai signifikansi yang lebih kecil dari 0,05, artinya variabel kualitas produk berpengaruh positif dan signifikan terhadap variabel keputusan pembelian. (6) *Word of mouth* memediasi secara parsial hubungan antara variabel kualitas produk dengan keputusan pembelian. (7) *Word of mouth* memediasi secara parsial hubungan antara variabel kepercayaan merek dengan keputusan pembelian.

Kata Kunci: Kualitas Produk, Kepercayaan Merek, *Word of mouth* dan Keputusan Pembelian.

ABSTRACT

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Title The Influence of Product Quality and Brand Trust on Avanza Car Purchasing Decisions in Langsa City with Word of mouth as an Intervening Variable

This study aims to determine the effect of product quality and brand trust on purchasing decisions for Avanza cars in Langsa City with Word of Mouth as an intervening variable. Data were obtained from questionnaires distributed to 140 respondents. The analysis method used is a quantitative method with a Structural Equation Modeling (SEM) research model. The results of the study found that (1) there is an influence of brand trust on Word of mouth based on the results of the stand. The estimate obtained a significant value that is much smaller than 0.05, meaning that the brand trust variable has a positive and significant effect on the word of mouth variable. (2) there is an influence of product quality on Word of mouth based on the results of the stand. The estimate obtained a significant value that is smaller than 0.05, meaning that the product quality variable has a positive and significant effect on word of mouth. (3) there is an influence of brand trust on purchasing decisions based on the results of the stand. The estimate obtained a significant value that is much smaller than 0.05, meaning that the brand trust variable has a positive and significant effect on purchasing decisions. (4) There is an influence of Word of mouth on purchasing decisions based on the results of the stand. The estimate obtained a significant value that is smaller than 0.05, meaning that the Word of mouth variable has a positive and significant effect on the purchasing decision variable. (5) There is an influence of product quality on decisions based on the results of the stand. The estimate obtained a significant value that is smaller than 0.05, meaning that the product quality variable has a positive and significant effect on the purchasing decision variable. (6) Word of mouth partially mediates the relationship between the product quality variable and purchasing decisions. (7) Word of mouth partially mediates the relationship between brand trust variables and purchasing decisions.

Keywords: *Product Quality, Brand Trust, Word of mouth and Purchasing Decision.*