

**The Effect of Word Of Mouth, Product Quality, Innovation, Service and Pricing on Consumer Satisfaction (Study on Mie Kober Lamongan Branch), Kurnia Agustarini, Ali Muhajir, Ana Fitriyatul Bilgies, 2023, Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan Islamic University.**

### **ABSTRACT**

*This study aims to determine the effect of word of mouth, product quality, innovation, service and pricing on customer satisfaction at Mie Kober Branch Lamongan either partially or simultaneously. This study used a quantitative approach with a sample of 100 respondents, while the technique used in sampling was purposive sampling. From the results of the analysis obtained by the partial t test results, word of mouth variable  $T_{count} = 14.972 > T_{table} = 1.661$  it can be stated that word of mouth partially has a positive effect on consumer satisfaction. Product quality variable  $T_{count} = 4.669 > T_{table} = 1.661$  it can be stated that price partially has a positive effect on consumer satisfaction. Innovation variable  $T_{count} = 3.705 > T_{table} = 1.661$  it can be stated that innovation partially affects consumer satisfaction. Service variable  $T_{count} = -8.209 < T_{table} = 1.661$  it can be stated that service partially has a negative effect on customer satisfaction. Pricing variable  $T_{count} = 4.142 > T_{table} = 1.661$  it can be stated that partial pricing has a positive effect on consumer satisfaction. Based on the simultaneous F test, it can be seen that  $F_{count} = 192.820 > F_{table} = 2.31$  it can be stated that simultaneously word of mouth (x1), product quality (x2), innovation (x3), service (x4), and pricing (x5) effect on consumer satisfaction (Y).*

*Keywords: word of mouth, product quality, innovation, service, pricing, and consumer satisfaction*

**Pengaruh *Word Of Mouth*, Kualitas Produk, Inovasi, Pelayanan Dan Penetapan Harga Terhadap Kepuasan Konsumen (Studi Pada Mie Kober Cabang Lamongan), Kurnia Agustarini, Ali Muhajir, Ana Fitriyatul Bilgies, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *word of mouth*, kualitas produk, inovasi, pelayanan dan penetapan harga terhadap kepuasan konsumen pada Mie Kober Cabang Lamongan baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden, sedangkan teknik yang digunakan dalam pengambilan sampel yakni purposive sampling. Dari hasil analisis yang didapat hasil uji t parsial, variabel *word of mouth*  $T_{hitung} = 14,972 > T_{tabel} = 1,661$  dapat dinyatakan bahwa *word of mouth* secara parsial berpengaruh positif terhadap kepuasan konsumen. Variabel kualitas produk  $T_{hitung} = 4,669 > T_{tabel} = 1,661$  dapat dinyatakan bahwa harga secara parsial berpengaruh positif terhadap kepuasan konsumen. Variabel inovasi  $T_{hitung} = 3,705 > T_{tabel} = 1,661$  dapat dinyatakan bahwa inovasi secara parsial berpengaruh terhadap kepuasan konsumen. Variabel pelayanan  $T_{hitung} = -8,209 < T_{tabel} = 1,661$  dapat dinyatakan bahwa pelayanan secara parsial berpengaruh negatif terhadap kepuasan konsumen. Variabel penetapan harga  $T_{hitung} = 4,142 > T_{tabel} = 1,661$  dapat dinyatakan bahwa penetapan harga secara parsial berpengaruh positif terhadap kepuasan konsumen. Berdasarkan Uji F simultan, terlihat bahwa  $F_{hitung} = 192,820 > F_{tabel} = 2,31$  dapat dinyatakan bahwa secara simultan *word of mouth* (x1), kualitas produk (x2), inovasi (x3), pelayanan (x4), dan penetapan harga (x5) berpengaruh terhadap kepuasan konsumen (Y).

Kata kunci : *Word of mouth*, Kualitas produk, Inovasi, Pelayanan, Penetapan harga, dan Kepuasan konsumen