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## How Product Quality Drives Consumers to Speak: A Study on Word of Mouth

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### Abstract

This study aims to examine how product quality can encourage word of mouth (WOM) through purchase decisions and consumer satisfaction. In the context of increasingly complex business competition, understanding the effect chain from product quality to WOM is essential, especially for micro business actors such as local restaurants. This study uses a quantitative approach with accidental sampling techniques on 120 consumers of Mi Aceh Restaurant in Tebet, South Jakarta. The research instrument is in the form of a Likert scale questionnaire that measures four main variables: product quality, purchase decision, consumer satisfaction, and WOM. Data analysis was carried out using Path Analysis through SmartPLS 3 software. The results of the study show that product quality directly affects purchase decisions, purchase decisions affect consumer satisfaction, and consumer satisfaction affects word of mouth. The indirect influence of product quality affects word of mouth through purchasing decisions and consumer satisfaction. Maintaining and improving product quality is very important because it directly influences purchasing decisions, consumer satisfaction, and encourages positive word of mouth for restaurant businesses. Therefore, business actors need to ensure an easy and pleasant buying experience, as well as provide friendly and responsive services so that consumers feel satisfied and encouraged to recommend products voluntarily. The novelty of this research lies in identifying a serial mediation that links product quality, purchase decision, and consumer satisfaction to the emergence of positive word of mouth. In addition, this study was conducted within the context of traditional culinary micro-businesses, specifically Mie Aceh, which has received limited academic attention, thereby offering new empirical contributions to the development of marketing strategies based on quality and consumer experience in the local culinary sector.

#### KEYWORDS

product quality; purchase decision; customer satisfaction; word of mouth.

### Introduction

Traditional cuisine is an integral part of cultural identity, steeped in historical and social significance. One well-known Indonesian dish is Mie Aceh, distinguished by its strong flavor and diverse use of spices. These noodles reflect the rich culture of the Acehnese people, formed from a blend of various external influences. The curry sauce used reflects the influence of Indian cuisine, while the use of noodles stems from Chinese culinary traditions.

The Acehnese preference for beef and goat meat reflects Islamic principles that emphasize the importance of halal food. Meanwhile, the habit of consuming seafood reflects Aceh's geographic location, surrounded by waters such as the Strait of Malacca, the Andaman Sea, and the Indian Ocean, as well as the lifestyle of its people, who are heavily involved in trade, agriculture, and fishing. Today, Mie Aceh has spread widely and can be found in various cities across Indonesia and in other countries such as Malaysia and Australia (Wikipedia, 2025).

In a contemporary business landscape characterized by increasingly complex competition and increasingly critical consumer behavior, companies are required to not only create visually appealing or price-competitive products, but also to be able to deliver

superior product quality. Product quality has long been recognized as a fundamental element in shaping consumer perception, influencing purchasing decisions, and determining a brand's long-term success (Pasaribu & Hidayat, 2023; Supiandi, 2021).

High-quality products not only meet consumer expectations but also create a satisfying consumption experience, which in turn encourages consumers to engage in interpersonal communication in the form of word of mouth (WOM). WOM is a form of promotion that is voluntary, authentic, and highly trusted by potential consumers because it comes from the real experience of users (González-Viralta et al., 2023; Nguyen et al., 2019). In the digital age, WOM not only happens in person but also spreads through social media, online reviews, and community platforms, making it one of the most influential marketing forces. (Romanisti et al., 2024) confirm that e-WOM on platforms such as TikTok is particularly effective in shaping brand image and encouraging purchase decisions among younger consumers.

Various studies have confirmed the importance of product quality in shaping purchasing decisions, (Pasaribu & Hidayat, 2023) indicate that product quality has a significant influence on purchasing decisions, although the effect may vary depending on the brand and market segmentation. (Supiandi, 2021) revealed that product quality contributes 38.8% to consumer satisfaction, indicating that quality not only impacts the initial decision but also the post-purchase evaluation. (Basri et al., 2023) added that product quality has a direct influence on sales volume through purchasing decisions.

However, the purchase decision is not only the end point of the consumer evaluation process, but also the starting point of a consumption experience that will be assessed emotionally and functionally. (Djan & Adawiyah, 2020) show that purchasing decisions have a significant direct influence on consumer satisfaction. This indicates that the right decisions will result in a satisfying experience. This is reinforced by the findings of (Febrianti & Hasan, 2022), which state that buying interest and purchase decisions simultaneously contribute to consumer satisfaction.

Consumer satisfaction itself is an important variable that plays a role in shaping word of mouth. Satisfied consumers tend to recommend products to others, either directly or through digital media (González-Viralta et al., 2023; Nguyen et al., 2019). Satisfied consumers tend to recommend products to others, either directly or through digital media. (Sudrajat et al., 2022). It even places satisfaction as a mediating variable that bridges the relationship between digital service experience and consumer communication behavior. Meanwhile, (Nurmansyah & Abdurahman, 2022) highlight that WOM can also be influenced by customer loyalty, which is formed from repeated satisfaction and an emotional connection with the brand.

However, although the relationship between product quality, purchase decisions, consumer satisfaction, and WOM has been extensively researched, most studies are still fragmentary. These studies tend to test the relationships between variables partially, without integrating the four elements in a single complete conceptual model. (Manurung et al., 2024) emphasize the necessity of a holistic approach, analyzing not only internal marketing strengths but also external opportunities and threats to maximize WOM effectiveness in attracting new customers. In fact, in practice, the purchase decision does not stand alone, but is part of a series of psychological and emotional processes that lead to consumer satisfaction and communication behavior (Djan & Adawiyah, 2020; Febrianti & Hasan, 2022).

This condition shows a research gap, especially in the context of local consumers and MSME products that have unique characteristics in terms of quality perception, loyalty, and communication patterns. A deeper understanding of how product quality can trigger WOM through the path of

purchasing decisions and consumer satisfaction is essential, not only for the development of consumer behavior theories, but also for practical marketing strategies oriented towards experience and long-term relationships.

#### Literature Review

Social Network Theory explains that social relationships between individuals in a network play an important role in the dissemination of information and influence (Scott, 1991). When consumers feel satisfied with the product they purchase, they tend to share their positive experiences with others through social networks, either directly in private conversations or through social media. This WOM then becomes a very effective communication tool in influencing the purchase decisions of other consumers. Based on Social Network Theory, WOM can spread through consumer social relationships, which transform individual satisfaction into broader social influence. Thus, WOM not only serves as a form of communication but also as a main channel in the spread of influence that starts from consumer satisfaction and impacts other people's purchasing decisions. This social role suggests that the satisfaction felt by consumers can have a broader effect, influencing the decision of other consumers in their social networks to buy the same product, based on recommendations or experiences shared through WOM.

#### Product Quality

Product quality is one of the main factors that influences consumer purchasing decisions. In various studies, product quality is defined as the ability of a product to meet or exceed consumer expectations, both in terms of functionality, aesthetics, and durability. The quality of food products includes various important aspects such as taste, consistency, texture and shape, nutritional content, visual appeal and aroma, and serving temperature. All these elements support each other to create dishes that are not only delicious and interesting, but also healthy and safe to consume. The use of quality ingredients, proper processing techniques, and attractive presentation play a role in maintaining the quality and consumer satisfaction of food products (Marsum, 1991). Product quality has a positive and significant influence on purchase decisions on the Shopee marketplace, with a contribution of 86.9% to the purchase decision variable (I. P. I. Putra et al., 2024). This emphasizes that even in a digital environment, product quality remains the main consideration for consumers in making choices.

(Akbari et al., 2022) it also confirms that product quality has a direct effect on purchase decisions, meaning that consumer perception of brands can strengthen the impact of product quality on purchase decisions. Meanwhile, (Febrianti & Hasan, 2022) found that product quality not only influences purchasing decisions directly, but also through buying interest as an intervening variable. The high quality of the product increases buying interest, which ultimately encourages consumers to make a purchase.

However, not all studies show a strong mediating effect, (Y. P. Putra et al., 2022) reveal that product quality does not affect purchasing decisions through buying interest, although quality improvement still increases interest and purchase decisions separately. This suggests that the relationship between product quality and purchasing decisions can be influenced by the context and characteristics of consumers.

In the MSME and traditional products sector, as researched by (Ramadhan & Kurniawati, 2024), Product quality has also been proven to have a significant effect on purchasing decisions. Consumers tend to choose products that have good taste, texture, and cleanliness, and are presented with attractive packaging. This research confirms that product quality is an indicator of trust and competitiveness, especially in the souvenir and regional food industry.

### Purchase Decision

Consumers' decisions in choosing goods or services are the result of a series of systematic processes. This process starts from the recognition of needs, which is when consumers realize that some shortcomings or desires need to be met. Furthermore, consumers will look for information from various sources to find out the options available. After that, an alternative evaluation is carried out, where consumers compare various products or services based on certain criteria such as price, quality, and benefits. The next stage is the purchase decision, which is when consumers choose and buy the products that they consider most suitable. Finally, consumers will exhibit post-purchase behavior, which includes satisfaction or dissatisfaction with the product, as well as the possibility of making a repeat purchase or spreading opinions to others (Kotler et al., 2018). Literature review shows that there is a strong relationship between purchasing decisions and consumer satisfaction.

(Ramadhan & Kurniawati, 2024) show that purchasing decisions act as a mediating variable that links product and packaging quality to consumer satisfaction. This means that while product quality and packaging are important, the purchase decision remains a crucial point that determines whether or not consumers are satisfied. This is in line with the findings of (Djan & Adawiyah, 2020), which states that the purchase decision has a direct influence on consumer satisfaction, where the right decision will result in a more satisfying consumption experience.

(Suwarno, 2022) It also emphasized that purchasing decisions are a determining factor in shaping consumer satisfaction, especially in the context of electronic products such as air conditioners. Consumers who feel their purchasing decisions are in line with expectations tend to show higher levels of satisfaction. Meanwhile, (Sinaga & Husda, 2023) In the context of education, it was found that purchasing decisions for school services have a significant effect on parental satisfaction as consumers, suggesting that this relationship applies across sectors.

However, not all studies show a consistent relationship, (Khanifah & Budiono, 2022) reveal that although purchasing decisions affect consumer loyalty, consumer satisfaction is not always a determining factor in that loyalty. This suggests that the relationship between purchasing decisions and satisfaction can be influenced by other variables such as promotional perception, location, or previous experiences.

Overall, the available literature suggests that purchasing decisions play an important role in shaping consumer satisfaction. Decisions that are taken with careful consideration and in accordance with expectations tend to result in higher satisfaction. Therefore, understanding the consumer decision-making process is key in designing an effective marketing strategy that is oriented towards customer satisfaction.

### Consumer Satisfaction

Efforts to meet consumer needs involve the process of creating products or services that are able to optimally meet their expectations and desires. This is characterized by the conformity of expectations, namely the extent to which the product or service is able to provide an experience that meets or even exceeds consumer expectations. When expectations are met, consumers are more likely to have an interest in

revisiting, showing loyalty to a brand or service provider. In addition, the satisfaction felt also encourages the willingness to recommend the product or service to others, which is an important indicator in building a positive image and expanding market reach through word-of-mouth promotion (Tjiptono & Chandra, 2017). WOM is a form of informal communication that is very influential in shaping consumer perceptions and other purchasing decisions.

Various studies show that consumer satisfaction has a strong and significant relationship with WOM. (Nurmansyah & Abdurahman, 2022) show that consumer satisfaction has a positive effect on WOM, either directly or through customer loyalty as a mediating variable. This confirms that the positive experience that consumers feel can encourage them to recommend a product or service to others.

In the context of interpersonal relationships, (Nguyen et al., 2019) found that factors such as attention, personal connection, and quality of service contribute to consumer satisfaction, which in turn drives the occurrence of positive WOM. This research highlights the importance of interaction between employees and customers in shaping a satisfying experience and encouraging positive communication.

In the context of local coffee shops in Indonesia, it also shows that consumer satisfaction is influenced by the store atmosphere, and price fairness has a direct impact on WOM (Upekca et al., 2022). In fact, consumer satisfaction also acts as a mediator in the relationship between loyalty and WOM, reinforcing the role of satisfaction as a link between consumer experience and consumer communication behavior.

In the retail sector, (González-Viralta et al., 2023) show that consumer satisfaction resulting from eco-friendly practices has a direct impact on WOM. Consumers who are satisfied with the company's environmental commitments are more likely to spread positive information to others, even showing a willingness to pay more.

Meanwhile, in digital services, (Sudrajat et al., 2022) and (Al Halbusi et al., 2022) highlight that in the context of online shopping, consumer satisfaction contributes to the intention to continue using the service, and this relationship becomes stronger when the WOM is high. These findings show that WOM not only becomes a result of satisfaction but also amplifies its impact on subsequent consumer behavior.

### Word of Mouth

Word of Mouth marketing is a form of communication between individuals, whether oral, written, or electronic, that conveys the experience or advantages of a product or service spontaneously and can occur anytime and anywhere (Kotler & Keller, 2016). To maximize their impact, there are five important elements to consider: Talkers, which are people who actively disseminate information; Topics, in the form of interesting things that are worth talking about; Tools, which are media or means used to spread messages; Taking Part, which is the company's direct involvement in consumer conversations; and Tracking, which is the process of monitoring and analyzing the conversation to understand consumer perception and the effectiveness of marketing strategies.

Product quality is one of the main factors that drives positive WOM (Pohan, 2022) shows that product quality, especially taste, is the most dominant variable in influencing positive WOM communication. This is reinforced by the findings

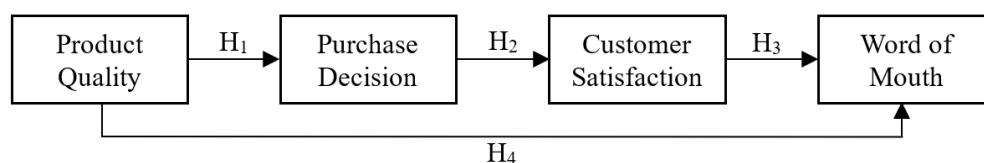


Figure 1. Framework

of (Ramaddini & Silitonga, 2024), which state that product quality has a significant impact on WOM, although it does not directly influence the purchase decision. In this context, WOM acts as a link between the perception of quality and consumer purchasing behavior.

Meanwhile, consumer satisfaction has proven to be the main driver in creating positive WOM. Consumer satisfaction has a direct effect on WOM, either independently or through customer loyalty as a mediating variable (Nguyen et al., 2019; Nurmansyah & Abdurahman, 2022). (Upekca et al., 2022) Consumers' positive experiences of products and services encourage them to recommend them to others.

Moreover, (Tjahjaningsih et al., 2020) added that the quality of service and product diversity not only increase satisfaction and WOM, but also contribute to customer loyalty. WOM and satisfaction act as mediators in the relationship between service quality and loyalty, reinforcing the importance of WOM as an effective marketing strategy (see figure 1).

Hypothesis development:

H<sub>1</sub> There is an influence of product quality on purchase decisions

H<sub>2</sub> There is an influence of purchasing decisions on consumer satisfaction

H<sub>3</sub> There is an influence of consumer satisfaction on word of mouth

H<sub>4</sub> There is an influence of product quality on word of mouth through purchasing decisions and consumer satisfaction.

## Method

### Population and Sample

This study applied a quantitative research method, with data collection taking place in May 2025 at Mi Aceh Restaurant, located in Tebet, South Jakarta. The participants were the restaurant's customers, and the sample size was set at 120, selected using an accidental sampling technique.

### Research Instruments

A Likert scale was utilized as the primary tool for measurement, aiming to assess validity, reliability, and to test the hypotheses. The instruments focused on four key variables: Product Quality, Purchase Decision, Customer Satisfaction, and Word of Mouth.

### Data Analysis Techniques

Path Analysis was employed to evaluate the proposed hypotheses, allowing for the assessment of both direct and

indirect relationships. The analysis was performed using Smart PLS 3 software, which facilitated the evaluation of validity, reliability, Discriminant Validity, R<sup>2</sup> (R-Square), Q<sup>2</sup> (Q-Square), SRMR (Standardized Root Mean Square Residual), and hypothesis testing (Muhson, 2022).

## Result and Discussion

### Respondent characteristics

Of the total 120 respondents, 117 people (97.5%) were men, while only 3 people (2.5%) were women (see Table 1). This shows that male participation in this survey is very dominant, while female participation is very low.

Table 2 shows that the majority of respondents were in the age range of 21–30 years, which is 78 people (65%), indicating the dominance of the young, productive age group in this survey. The age group of 31–40 years followed with 30 respondents (25%), showing significant participation from adults. Meanwhile, the age of 41–50 years was recorded as many as 8 respondents (6.7%), and the 16–20 year group had only 3 respondents (2.5%), who could be students or students. Finally, only 1 respondent (0.8%) came from the age of over 50, indicating a very low participation of the elderly group. The total number of respondents was 120 people.

Out of a total of 120 respondents, the Javanese ethnic group dominated with 52 people (43.3%), showing a very large representation in this survey (see table 3). Followed by Sundanese with 14 respondents (11.7%), then Batak with 8 respondents

**Table 1.** Sex characteristics

		Frequency	Percent
Valid	Man	117	97.5
	Woman	3	2.5
	Total	120	100.0

Source: author

**Table 2.** Age characteristics of respondents

		Frequency	Percent
Valid	16-20 years	3	2.5
	21-30 years	78	65.0
	31-40 years	30	25.0
	41-50 years	8	6.7
	Over 50 years old	1	.8
	Total	120	100.0

Source: author

**Table 3.** Characteristics of respondents by ethnicity

Frequency		Percent	Frequency		Percent
	1	.8	Makassar	3	2.5
Aceh	1	.8	Maluku	1	.8
Ambon	1	.8	Maluku Utara	1	.8
Bali	1	.8	Mandar	1	.8
Banjar	1	.8	Melayu	7	5.8
Batak	8	6.7	Minang	3	2.5
Betawi	1	.8	Muna	2	1.7
Bima	6	5.0	NIAS	1	.8
Bugis	5	4.2	palembang	1	.8
BUTON	1	.8	Papua	2	1.7
Dayak	1	.8	Sasak	1	.8
Gayo	2	1.7	Sunda	13	10.8
Jawa	52	43.3	Jawa barat	1	.8
Komering	1	.8	Timor	1	.8
			Total	120	100.0

Source: author

Table 4. Validity &amp; reliability test results

Variable	Indicator	Statement	Outer Loading	Alpha	Composite Reliability	Average Variance Extracted (AVE)
Product Quality	<i>Flavor</i>	Makanan dan minuman di Warung Aceh Bang Ari memiliki rasa yang sangat lezat.	0.935	0.961	0.968	0.812
	<i>Consistency</i>	The food and drinks at Warung Aceh Bang Ari have a very delicious taste	0.916			
	<i>Texture</i>	The product does not change texture quickly, even if enjoyed at home.	0.882			
	<i>Nutritional Content</i>	With a variety of toppings that show high nutrition	0.806			
	<i>Visual appeal</i>	The food served is arranged in such a way that it is appetizing.	0.920			
	<i>Aromatic appeal</i>	The food and drinks sold at Warung Aceh Bang Ari have a distinctive aroma.	0.910			
	<i>Temperature</i>	When serving food, it is always served hot.	0.931			
Purchase Decision	Recognition	I bought the product at Warung Aceh Bang Ari because of my desire.	0.965	0.971	0.977	0.896
	Information search	The information I got from friends, Instagram, and Facebook motivated me to buy at Warung Aceh Bang Ari.	0.955			
	Evaluation of alternatives	After comparing it with products from other brands, I decided to buy it at Warung Aceh Bang Ari.	0.951			
	Purchase decision	After considering many things, I decided to buy products at Warung Aceh Bang Ari.	0.930			
	Post-purchase behaviour	I am satisfied with the completeness of the products or menus available at Warung Aceh Bang Ari.	0.930			
Customer Satisfaction	Conformity to expectations	I have gotten what I need according to my expectations.	0.938	0.965	0.972	0.876
		What Warung Aceh Bang Ari gave was in line with my expectations.	0.933			
	Return intention	I want to return to Warung Aceh Bang Ari to meet my needs.	0.939			
		I feel satisfied eating at Warung Aceh Bang Ari and will decide to go back to buying my necessities.	0.954			
	Willingness to recommend	If any of my friends want to buy Aceh noodles or other products, I would suggest Warung Aceh Bang Ari.	0.916			
Word of Mouth	Talkers	I got recommendations from other consumers who had experience eating at Warung Aceh Bang Ari.	0.936	0.975	0.979	0.868
		The informant conveyed the message clearly and directly so that I could understand the meaning of what was being conveyed.	0.955			
	Topics	I visited Warung Aceh Bang Ari because the information and advice given by others was trustworthy.	0.898			
	Tools	I get more accurate information about Warung Aceh Bang Ari through Instagram or Facebook.	0.913			
	Taking Part	I read and learned information from social media reviews about the opinions of customers who tried the food at Warung Aceh Bang Ari.	0.930			
		I got information from customers who had experience eating at Warung Aceh Bang Ari.	0.950			
	Tracking	I want to visit Warung Aceh Bang Ari based on a reference guide from Instagram or Facebook because it has the right information in photos or videos.	0.937			

Source: author

**Table 5.** Fornell-Larcker

	Customer Satisfaction	Product Quality	Purchase Decision	Word of Mouth
Customer Satisfaction	0.936			
Product Quality	0.880	0.901		
Purchase Decision	0.894	0.841	0.947	
Word of Mouth	0.906	0.898	0.890	0.932

Source: author

**Table 6.** R-Square

	R Square	R Square Adjusted
Customer Satisfaction	0.799	0.797
Purchase Decision	0.708	0.706
Word of Mouth	0.821	0.820

Source: author

(6.7%), and Malay with 7 respondents (5.8%). Other ethnicities, such as Bima (5.0%), Bugis (4.2%), Makassar and Minang (2.5% each), as well as several other ethnicities, such as Gayo, Muna, and Papua, each have 2 respondents (1.7%). The rest, such as Aceh, Ambon, Bali, Banjar, Betawi, Buton, Dayak, Komering, Maluku, Mandar, Nias, Palembang, Sasak, Timor, and those who call themselves West Java, each have only 1 respondent (0.8%), showing diversity but with a small representation.

#### Validity & Reliability Test

The evaluation of external models, also known as the measurement model assessment stage, aims to test the validity and consistency of the indicators and constructs used. Based on Table 4, the external loading value of all indicators exceeded the recommended minimum limit, which is 0.70, so it can be ensured that each indicator in this study is valid. To measure the reliability of the measuring instrument, the Composite Reliability (CR) and Cronbach's Alpha (CA) values are used. The results in Table 4 show that all latent constructs have CR and CA values above 0.70, as well as Average Variance Extracted (AVE) values that exceed 0.5. These findings indicate that the constructs in the model have high reliability and that the data used are consistent and reliable.

#### Discriminating Validity Test

The Fornell-Larcker approach is used to assess the validity of discriminators in a model, to ensure that each construct has different characteristics and does not overlap with the other. In the table 5 provided, the diagonal values represent the root of the Average Variance Extracted ( $\sqrt{\text{AVE}}$ ) for each construct, namely Customer Satisfaction (0.936), Product Quality (0.901), Purchase Decision (0.947), and Word of Mouth (0.932). These values are then compared to the correlations between the constructs listed outside the diagonal. Discriminant validity is considered to be achieved if the  $\sqrt{\text{AVE}}$  value of a construct is higher than its correlation with other constructs. Based on these results, all constructs show a greater  $\sqrt{\text{AVE}}$  value than the correlation between constructs, so it can be concluded that the validity of the discriminant has been met, and each construct can measure different concepts clearly.

#### R<sup>2</sup> (R-Square)

Based on Table 6, all R-square values exceed 0.50, namely Customer Satisfaction of 0.799, Purchase Decision of

0.708, and Word of Mouth of 0.821. These results show that the model has a strong ability to explain each variable.

#### Goodness of fit (Q2 and SRMR)

The Q<sup>2</sup> value is used to assess the predictive ability of a statistical model. If the value of Q<sup>2</sup> is greater than 0, then the model is considered to have predictive relevance; On the other hand, a value below 0 indicates low predictive ability (Chin, 1998). Based on Table 7, the values of Construct Cross-validated Communality and Construct Cross-validated Redundancy are both above 0, indicating that the model has good predictive relevance. In addition, the Fit Model is used to assess the extent to which the model matches the data in looking at the relationships between variables. One of the indicators is the SRMR (Standardized Root Mean Squared Residual) value, which is ideally below 0.10 (Muhson, 2022). In Table 7, the SRMR value is recorded as 0.041, which indicates that the model has a good fit level.

#### Direct influence

##### The Effect of Product Quality on Purchase Decisions

Table 8 show the effect of Product Quality on Purchase Decisions showed a t-calculated value of 28.934, which is higher than the critical limit of 1.96, with a significance level of 0.000 ( $p < 0.05$ ). These results support the H<sub>1</sub> hypothesis, which states that Product Quality has a significant influence on Purchase Decisions (Febrianti & Hasan, 2022; I. P. I. P. Putra et al., 2024). Product quality is one of the main factors that influence consumers' decisions in choosing and buying a product, because consumers tend to value it as an indicator of value, reliability, and user satisfaction. Therefore, companies need to make quality the main focus in their marketing and product development strategies, through investment in research and development, the implementation of high production standards, and strict quality control. Marketing strategies must also highlight quality excellence as the main selling point in order to increase competitiveness and encourage sustainable purchasing decisions.

##### The Effect of Purchasing Decisions on Consumer Satisfaction

The effect of purchasing decisions on consumer satisfaction showed a t-calculated value of 34.945, which is higher than the critical limit of 1.96, with a significance level of 0.000 ( $p < 0.05$ ). These results support the H<sub>2</sub> hypothesis, which states that purchasing decisions have a significant influence on consumer satisfaction (Djan & Adawiyah, 2020; Suwarno, 2022). A purchase decision that is right and in accordance with consumer expectations plays an important role in shaping the level of satisfaction with the product or service received. When consumers feel that their decisions are based on accurate information, careful consideration, and satisfactory results, satisfaction tends to increase. This satisfaction not only reflects the product's success in meeting expectations, but it also strengthens the emotional connection between the consumer and the brand. The better the process and outcome of a purchase decision, the more likely consumers are to feel satisfied, which can ultimately drive loyalty, improve brand image, and trigger sustainable repurchases.

##### The influence of consumer satisfaction on word of mouth

The effect of consumer satisfaction on word of mouth showed a t-count value of 27.820, which is higher than the critical limit of 1.96, with a significance level of 0.000 ( $p < 0.05$ ). These results support the H<sub>3</sub> hypothesis, which states that consumer satisfaction has a significant influence on word of mouth (Nguyen et al., 2019; Nurmansyah & Abdurahman, 2022; Upekca et al., 2022). Satisfied consumers tend to share their positive experiences with others, either in person or through social media. Word of mouth that comes from satisfied consumers is one of the most effective forms of promotion

**Table 7. Q2 and SRMR Result**

	Q <sup>2</sup> (=1-SSE/SSO) CCC	Q <sup>2</sup> (=1-SSE/SSO) CCR	Saturated Model	Estimated Model
Customer Satisfaction	0.799	0.692		
Product Quality	0.747			
Purchase Decision	0.829	0.626		
Word of Mouth	0.817	0.705		
SRMR			0.041	0.094

CCC=Construct Cross-validated Commuality, CCR=Construct Cross-validated Redundancy

Source: Author

**Table 8. Path Coefficients**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Customer Satisfaction -> Word of Mouth	0.906	0.909	0.033	27.820	0.000
Product Quality -> Purchase Decision	0.841	0.845	0.029	28.934	0.000
Purchase Decision -> Customer Satisfaction	0.894	0.895	0.026	34.945	0.000

Source: Author

**Table 9. Specific Indirect Effects**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Product Quality -> Purchase Decision -> Customer Satisfaction -> Word of Mouth	0.682	0.688	0.053	12.880	0.000

Source: Author

because it is authentic and has a high level of trust in the eyes of potential consumers. Thus, companies need to ensure that the quality of products and services provided is able to meet or even exceed consumer expectations, to encourage the creation of positive and sustainable word of mouth.

#### Indirect influence

The influence of product quality on word of mouth through purchase decisions and consumer satisfaction

Table 9 show the effect of Product Quality on word of mouth through Purchase Decisions and Consumer Satisfaction resulted in a t-count value of 12.880, which far exceeded the threshold of 1.96, with a significance level of 0.000 ( $p < 0.05$ ). These results show that the H4 hypothesis is accepted, and that Product Quality has a significant influence on word of mouth indirectly through Purchase Decisions and Consumer Satisfaction. Good product quality not only encourages consumers to make purchases but also plays an important role in shaping a positive experience after using the product, which ultimately increases consumer satisfaction. This satisfaction is a key element in triggering positive word of mouth, where consumers voluntarily share their experiences with others, both through direct conversations and digital media. This phenomenon creates a chain of effects that starts with product quality as a starting point, continues to purchasing decisions driven by positive perceptions, then produces satisfaction that strengthens consumer trust, and finally leads to indirect promotion through word of mouth. This chain effect shows that product quality not only impacts the internal aspects of the company but also has a great contribution to market expansion, brand image formation, and sustainable competitiveness improvement.

The findings of this study show that maintaining and improving product quality is crucial because it directly influences purchasing decisions, enhances consumer satisfaction, and encourages positive word of mouth for restaurants or small businesses. Therefore, business owners need to ensure an easy, enjoyable purchasing experience and provide friendly, responsive service so that consumers feel

satisfied and are motivated to recommend the products voluntarily. Consequently, businesses must integrate efforts to improve product quality, purchasing processes, and service delivery to build customer loyalty and expand their market reach through consumers' organic promotion.

## Conclusion

Based on the results of the studies that have been conducted, it can be concluded that product quality directly affects purchase decisions, purchase decisions affect consumer satisfaction, and consumer satisfaction affects word of mouth. On the indirect influence that product quality affects word of mouth through purchasing decisions and consumer satisfaction. Based on the results of research that show that product quality has a direct influence on purchase decisions, as well as indirectly affects word of mouth through purchase decisions and consumer satisfaction, companies are advised to continue to maintain and improve the quality of their products. This is important because product quality not only encourages consumers to make purchases but also plays a role in creating satisfaction that has an impact on voluntary promotion from consumers through word of mouth. In addition, companies need to pay attention to the purchasing process to make it smooth and enjoyable, as a positive purchasing experience can strengthen consumers' decisions and increase their satisfaction. High consumer satisfaction will encourage them to recommend products to others, either directly or through social media. Therefore, a marketing strategy that focuses on quality, service, and customer satisfaction is essential to build loyalty and expand market reach.

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