

THE ROLE OF SATISFACTION IN MEDIATING PRODUCT QUALITY AND PRICE FAIRNESS TOWARDS WORD OF MOUTH: STUDY OF PELINGGIH PRODUCTS IN GIANYAR REGENCY, INDONESIA

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Abstract

Hindus generally make pelinggih in the yard they occupy which is called Sanggah. Pelinggih products are usually made of stone material. This study aims to explain the role of satisfaction in mediating the effect of product quality and price fairness on word of mouth. The population of this study were people who had bought pelinggih in Gianyar Regency, Indonesia. Sampling technique chosen was purposive sampling. The data analysis method used is descriptive analysis and inferential statistical analysis. The tool used in this study is Warp PLS 3.0. The results of this study are product quality, price fairness and satisfaction have a positive and significant effect on word of mouth. Product quality and price fairness have a positive and significant effect on customer satisfaction. Customer satisfaction partially mediates the relationship between product quality and price fairness towards word of mouth. This means that product quality and fairness of prices will encourage word of mouth if supported by customer satisfaction. The practical implications in this study relate to the factors that influence word of mouth on product quality, price fairness and customer satisfaction. Product quality and fairness of prices can encourage consumer satisfaction so that it will cause word of mouth. This happens because if the quality of the pelinggih is good and the price offered is reasonable then consumers will feel satisfied. Satisfied consumers will do word of mouth by recommending or telling the shopping experience to the people around them.

Keywords: Product quality, Price Reasonableness, Satisfaction, WoM

INTRODUCTION

Bali is one of the 34 provinces in Indonesia, and has an area of 5,632.86 km (<https://bali.bps.go.id>). Administratively, the province of Bali consists of 8 districts and one city, namely Badung, Gianyar, Bangli, Klungkung, Karangasem, Tabanan, Singaraja, State and one Denpasar City. The majority of the Balinese population are Hindus where in their belief Hindus in Bali in carrying out religious activities or worship activities use a means of worship called *Pelinggih*. *Pelinggih* is a means of worship as an embodiment that is worshiped or ceremony.

In addition to Pura, the Hindu community generally also makes *peinggih* in every yard they occupy called Sanggah . Sanggah can be interpreted as a holy place for a Hindu family. The number of *peinggih* in each sanggah house is different, but the most common number according to lontar sundarigama usually consists *peinggih* Padma Sari, *peinggih* Kemulan, *peinggih* Taksu, and *peinggih* Sedahan Karang . Seeing the magnitude of *peinggih* needs in the community causes the number of requests for *peinggih* products to continue to increase. This is certainly a very promising opportunity in the business of making *peinggih*. To win the competition in the business of selling *peinggih* products, of course the entrepreneurs are required to produce *peinggih* products that have excellent quality and design.

Pelinggih products are usually made from lava stone, the Balinese side is combined with red brick, sea sand, the face of Jogja, and Taro's face. The better the quality of the product, judging from the neatness, the type of material used, and the complexity of the process will lead to differences in the price offered, the higher the quality of the material used seen from the durability and shape will cause the price offered will also increase. Here the businessmen are required to provide reasonable prices that can be accepted, meaning that the prices set are in accordance with the quality of the products provided. The better the quality of the product and the fairness of the price given will cause the level of customer satisfaction to increase, because they get the quality of the product and the fairness of the price exceeds the expectations they expect. Satisfied customers will certainly have a very good effect on the company where customers who feel satisfied with the product received indirectly they will convey this positive information to colleagues, relatives and friends, so that it can lead to *word of mouth* (WOM) . At this time, the entrepreneurs really expect a positive WOM so that the businesses initiated will be able to grow rapidly.

Gianyar Regency is the *home* of Balinese artists, most of the people have jobs related to the art world. This area is also one of the centers of *peinggih* craftsmen, both made from wood, lava stone or red brick. The number of players in an industry will have an impact on competition. Satisfaction, product quality, fairness of price are the main key to life and

development of a business. To give satisfaction to customers, a business should be able to run its business without defects (*zero defect or error free services*) and able to take the right action from the start to get significant benefits for the organization, both consumer evaluation and shipping costs. According to Wahjono (2010: 88) everything that can meet the needs and desires of the community is a function of a product. Machfoedz (2005: 125) defines product quality as the ability of a product to carry out its functions which include durability, reliability, ease of use and improvement as well as other properties. Keller and Kotler (2009: 4) state that in order to satisfy a desire or need the company offers a product to the market. Kotler and Armstrong (2012: 283) views on product quality, namely products that are capable of demonstrating functions properly to consumers.

According to Tjiptono (2009: 68), the indicators of product quality consist of: *performance, features, conformance to specification, reliability, durability, easthetica, perceived quality, and serviceability*. Quality standardization is used to achieve the desired product quality. Suwarni and Mayasari (2011) stated that, in strengthening the product position in the minds of consumers, improving the quality of products with the best services as a way to satisfy consumers. Price is the most important factor in satisfying consumers (Virvilaite, 2009). Prices according to Saladin (2007: 95) are determinants of value in the minds of consumers by issuing exchange rates as a way to get a product. The results of the study by Consuegra *et al.* (2007) shows that the fairness of prices can be said to affect customer satisfaction itself. In the study of Bei *et al.* (2001) that "the perceived fairness of prices is related to customer satisfaction. The higher the level of fairness of prices perceived by customers, satisfaction will increase. "Prices according to Kotler *et al.* (2010: 314) are the "*amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service.*" Because prices are factors that influence consumers in making purchases then the price charged to consumers is expected to be in accordance with the quality of the product received, so as to realize customer satisfaction. The view of Dapkevicius and Melnikas (2009) states that price and quality are important factors for customer satisfaction. According to Fata (2015) some understanding of customer satisfaction which states that satisfaction is how consumers feel satisfied that satisfaction is satisfied or exceeded expectations (Bayraktar *et al.* , 2012; Jian *et al.*, 2009; Shahin *et al.* , 2011). Thus customer satisfaction is the right choice to do. This is in accordance with the premise of marketing basics which states that marketers should try to create customer satisfaction (Blodget *et al*, 1993).

In creating positive *word of mouth* from consumers, of course, companies must work hard to fulfill aspects that are in line with consumer expectations and demands for improvement

that must be considered in various aspects. The ability of the company to meet consumer demands itself is influenced by the level of quality provided by the company including product quality and price fairness. The higher the level of quality provided by the company to consumers, the higher the fulfillment of customer needs which is commonly referred to as customer satisfaction. However, if there is a gap between the quality provided by the company and the actual needs of the customer, then there will be a problem of customer dissatisfaction which is a problem that the company must solve because it can lead to negative *word of mouth*. Customer perception is basically influenced by physical stimuli related to the surrounding environment and the circumstances of the individual concerned. By knowing consumer behavior from perceptions that arise, companies can find out the next strategy that will be taken so that customer satisfaction can always be fulfilled, in the end satisfied customers will spread positive *word of mouth* so that it will have a good impact on the company. Based on the results of a survey before the research conducted by researchers on ten *Pelinggih* customers, it was found that product quality, fairness of price, and satisfaction were closely related to *word of mouth* activities carried out by customers to communicate about *pelelinggih* products they bought, seven of them declared themselves tells of the superiority of *pelelinggih* that they buy to others, recommends *pelelinggih* bought to others and encourages others to buy *pelelinggih* where they buy *pelelinggih*. This reflects the loyalty of *Pelinggih* customers.

LITERATURE REVIEW

According to Kotler and Armstrong (2012: 248) product as anything can be offered to market for attention, acquisition, use, or consumption that might satisfy a want or need. Therefore, products are easily seen and compared to consumers. According to Garvin in Foster (2007: 5), Indicators used to measure the quality of the product, i.e. Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics, and Perceived Quality.

Prices according to Tjiptono *et al.* (2008: 67) can be interpreted as a sum of money (monetary units) and or other aspects (non-monetary) that contain certain utilities / uses needed to get a product. According to Amryanti *et al.* (2013) defines the fairness of price as an assessment of a result and how a process will get an acceptable result and certainly in a sense in other sense makes sense.

Satisfaction is a feeling of pleasure or disappointment of someone who is obtained from comparing the performance or results felt in a product or service with expectations expected (Kotler and Keller, 2016). When customers are in the process of using a product, they will assess and evaluate the performance of the product based on their expectations or expectations (Assael, 2004). Satisfaction is a function of perceptions of performance and

expectations. If the performance exceeds the expectations of customers, they are very satisfied or happy. Many companies focus on high satisfaction because customers whose level of satisfaction is easy will change their mind if they get a better offer.

WOM basically refers to various opinions from one customer to another. *Word of mouth* communication is an informal communication that occurs between people who have been consuming a good or service and have carried out an evaluation based on individual perception. WOM can also occur among people who are interested in consuming these goods or services. According to Dong and Liu (2012), WOM is a two-way oral communication between customers who have a strong non-commercial relationship to a product or service, or in some cases related to customer behavior.

HYPOTHESES

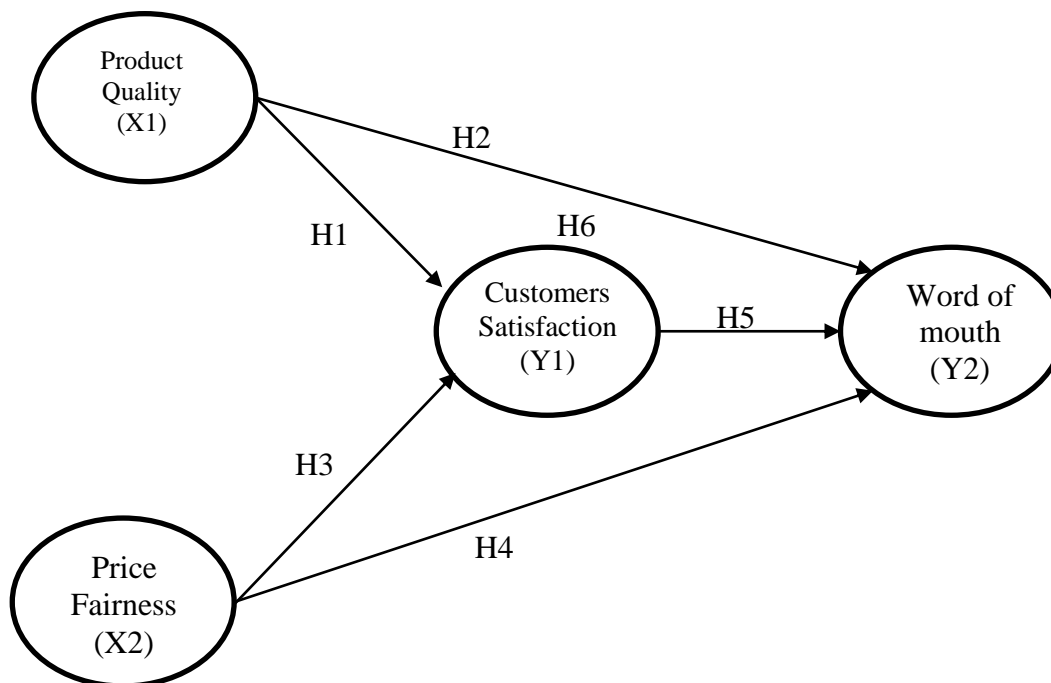


Figure 1. Conceptual framework

H1: Product quality has a positive and significant effect on customer satisfaction

H2: Product quality has a positive and significant effect on *word of mouth*

H3: Fairness of price has a positive and significant effect on customer satisfaction

H4: Fairness of price has a positive and significant effect on *word of mouth*

H5: Customer satisfaction has a positive and significant effect on *word of mouth*

H6: Customer satisfaction is able to mediate product quality against *word of mouth*

H7: Customer satisfaction is able to mediate the effect of fairness on *word of mouth*

RESEARCH METHOD

This study uses quantitative data types and forms associative causality research. Sugiyono (2013: 55) states that causalistic associative research is a research that aims to determine the relationship between two or more variables and this relationship has a causal nature. This study will analyze and explain the role of customer satisfaction in mediating product quality and fairness of prices for *word of mouth*. The variables used in this study are customer satisfaction, product quality, and *word of mouth*, each of which will be described in the appropriate indicators and further downgraded into question items in the research instrument. The sampling technique in this study was *purposive sampling*. Data collection techniques in the form of questionnaires for customers who have bought pelinggih in Gianyar. This research was conducted on pelinggih sales efforts in Gianyar regency. The subjects in this study are customers who have been shopping for Pelinggih in Gianyar. The object examined in this study is satisfaction, product quality, price equity and *word of mouth*. The sampling method used in this study is *purposive sampling*, which is a sample determination technique with certain considerations. The scale that will be used in this study is a *Likert* scale. Instrument testing uses instrument validity and reliability tests. Data collection methods that will be used in this study are questionnaires. Data analysis method uses descriptive statistical analysis and inferential statistical analysis with *Partial Least Square* (PLS) approach analyzed using Warp PLS 3.0 and uses a sobel analysis to examine the influence of mediating variables.

RESULTS

Related to the characteristics of respondents. Referring to the table, it can be seen that male respondents dominate 65.71 percent compared to 34.29 percent of female respondents. Based on the age group of respondents aged 20 to 29 years and age groups 30 to 39 years has the same highest percentage, which is 34.29 percent. Judging from the last level of education of respondents, it can be seen that the level of education of the undergraduate has the highest percentage of 57.14 percent. Based on the type of work obtained data that other occupational groups have the highest percentage of 42.86 percent. Based on monthly income, the data of the respondent group who earns Rp. 3,000,000 to Rp. 5,000,000 has the highest percentage of 37.14 percent. . Based on the validity test shows the 15 indicators used have a correlation value greater than 0.3 so that the overall indicators used are declared valid. Reliability test results show the value of each *cronbach's alpha* is greater than 0.60 so that all research instruments are said to be reliable.

Table 1 Goodness of Fit

Fit model	Index	p-value	Criteria	Information
Average path coefficient (APC)	0.348	P <0.001	P <0.050	Be accepted
Average R-Squared (ARS)	0.632	P <0.001	P <0.050	Be accepted
Average Block Variance Inflation Factor (AVIF)	2,297		<5	Be accepted

Based on the results of the three indicators of the fit model, it can be said that the results of this study can be accepted because they meet the criteria of *goodness of fit*.

Two tests were carried out, namely the first to test the *direct effect* without including mediation variables namely product quality and fairness of prices for *word of mouth*. All indicators have met the criteria for discriminant validity because the cross loading value of each indicator is greater than the value of loading to another construct. Thus, it can be explained that all indicators have met the criteria for convergent validity. *Variance inflation factors* display data from the results of testing vertical verticality, namely between predictor variables. VIF values are presented for each criterion variable which shows the level of collinearity or redundancy between predictor variables. The VIF value in this study was fulfilled because it was less than 3.3.

Table 2 Inter-Variable Coefficient Relations

			Path coefficients	P values
Product quality	→	Word of mouth	0.323	0.002
Price Fairness	→	Word of mouth	0.524	<0.001

Next, do the testing by entering the mediating variable of customer satisfaction into the model, then the following results will be obtained.

Table 3 Inter-Variable Coefficient Relations

			Path coefficients	P values
Product quality	→	Consumer satisfaction	0.475	<0.001
Product quality	→	Word of mouth	0.181	0.041
Fairness of price	→	Consumer satisfaction	0.363	<0.001
Fairness of price	→	Word of mouth	0.382	0.002
Consumer Satisfaction	→	Word of mouth	0.337	0.003

Evaluate combined loadings and cross loadings

The results of the evaluation of *combined loadings and cross loadings* to test the convergent validity of measurement instruments (questionnaires) are presented in Table 4. Based on it, the overall *cross loading* value on the *perceived website quality, e-satisfaction, e-trust and online repurchase intention variables* was valid with the *p value* of each indicator <0.001 .

Table 4 Output Combined Loading and Cross-Loading Results

Variable	Indicator	Cross loading	SE	P value	Information
Product quality	Pelinggih shape	0.665	0.153	<0.001	Valid
	Pelinggih feature	0.791	0.101	<0.001	Valid
	Pelinggih resilience	0.783	0.095	<0.001	Valid
	Ease of Repair	0.611	0.124	<0.001	Valid
	Gaya Pelinggih	0.749	0.160	<0.001	Valid
	Pelinggih Design	0.730	0.171	<0.001	Valid
Price Fairness	The price set is in accordance with the quality of the product	0.825	0.111	<0.001	Valid
	Price level reference	0.812	0.116	<0.001	Valid
	The price set can be accepted	0.754	0.092	<0.001	Valid
Consumer Satisfaction	Conformity of expectations	0.889	0.084	<0.001	Valid
	Performance Perception	0.911	0.079	<0.001	Valid
	Consumer Assessment	0.894	0.068	<0.001	Valid
Word of Mouth	Talking about	0.850	0.091	<0.001	Valid
	Recommend	0.868	0.083	<0.001	Valid
	Push	0.927	0.066	<0.001	Valid

Table 5 Latent Variable Coefficients Output Results

	Product quality	Price Fairness	Consumer Satisfaction	WOM
<i>R-squared coefficients</i>			0.600	0.665
<i>Composite reliability coefficients</i>	0.868	0.840	0.926	0.913
<i>Cronbach's alpha coefficients</i>	0.816	0.713	0.880	0.857
<i>Average variances extracted</i>	0.525	0.636	0.807	0.778
<i>Full collinearity VIFs</i>	2,567	2,636	2,855	2,825
<i>Q-squared coefficients</i>			0.605	0.666

Source: Appendix 7

Based on these data the value of the R-squared construct is consumer satisfaction amounting to 0.600 shows that the variance of consumer satisfaction can be explained by 60% by product quality variance and price fairness. R-squared construct the word of mouth of 0.665 indicates that the word of mouth variance of 66.5% can be explained by the variance of product quality, fairness of price and consumer satisfaction.

Reliability of research instruments was measured using two measures, composite reliability and Cronbach's alpha where each estimated value was >0.70. Average variance extracted (AVE) for each indicator is more than 0.50, so it can be said that the four constructs meet the convergent validity criteria. Full collinearity VIF is the result of full collinearity testing which includes vertical and lateral multicollinearity. Based on this data the value of full collinearity VIF for each indicator is less than 3.3, then the data is declared free from problems of vertical collinearity, lateral and common method bias. Q-squared is the result of testing predictive validity and the value must be greater than zero. The estimation results of the model show good predictive validity of 0.605 and 0.666, so that the value is above zero.

Evaluation of indirect output and total effect

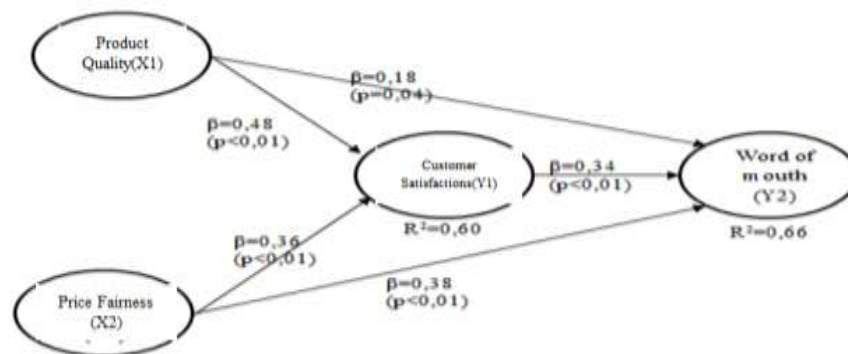


Figure 2 Test results of *indirect effect* models

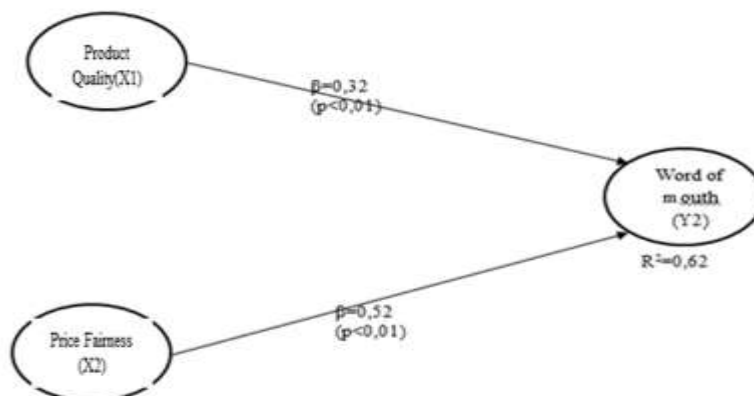


Figure 3 Results of Testing the Model without Mediation

Based on Figure 2, it can be seen that the path coefficients on product quality on WOM are significant and the price fairness path coefficients on WOM are significant. Based on Figure 3, it can be seen that the quality of the product and the fairness of the price of the WOM value of the path coefficient is greater than that of Figure 2. So variable customer satisfaction can be regarded as mediating variable part (*partial mediation*).

Table 6 Indirect Effects of 2 Segments

<i>Indirect effects for paths with 2 segments</i>				Coefficient	<i>P Value</i>	
Product quality	→	Consumer Satisfaction	→	<i>Word of mouth</i>	0.160	0.008
Fairness of price	→	Consumer Satisfaction	→	<i>Word of mouth</i>	0.123	0.011

Based on Table above, it can be seen that the coefficient value of each mediation path is positive and significant because of the value of *P value* for each path.

Sobel test

$$Z = \sqrt{\frac{0.475 * 0.337}{0.337^2 * 0.102^2 + 0.475^2 * 0.120^2 + 0.102^2 * 0.120^2}}$$

$$Z = \sqrt{\frac{0.475 * 0.337}{0.114 * 0.010 + 0.226 * 0.014 + 0.010 * 0.014}}$$

$$Z = \sqrt{\frac{0.475 * 0.337}{0.00118 + 0.00325 + 0.0015}}$$

$$Z = \sqrt{\frac{0.160}{0.005}}$$

$$Z = \sqrt{34.948}$$

$$Z = 5.9$$

Based on the results of the double test calculation above, the z value is 5.9. Therefore the z value obtained is $5.9 > 1.98$ with a significance level of 5%, thus proving that consumer satisfaction is able to mediate the relationship of product quality influence on *word of mouth*.

$$Z = \sqrt{\frac{0.363 * 0.337}{0.337^2 * 0.093^2 + 0.363^2 * 0.120^2 + 0.093^2 * 0.120^2}}$$

$$Z = \sqrt{\frac{0.363 * 0.337}{0.114 * 0.009 + 0.132 * 0.014 + 0.009 * 0.014}}$$

$$Z = \sqrt{\frac{0.363 * 0.337}{0.0010 + 0.0019 + 0.0001}}$$

$$Z = \sqrt{\frac{0.122}{0.003}}$$

$$Z = \sqrt{40.719}$$

$$Z = 6.4$$

Based on the results of the double test calculation, the z value is 6.4. Therefore the z value obtained is $6.4 > 1.98$ with a significance level of 5%, thus proving that consumer satisfaction is able to mediate the relationship of the effect of fairness of prices on *word of mouth*.

DISCUSSIONS

Effect of product quality on customer satisfaction

Based on the results of the first hypothesis testing found that there is a positive and significant influence on product quality with customer satisfaction. These results give the better the quality of a product, the satisfaction that consumers will feel for *pelinggih* products will increase.

This is consistent with research from Mulyono, et al (2007) regarding the effect of product quality and customer satisfaction on the Puri Mediterranean Housing in Semarang. The results of the study stated that product quality has a positive and significant influence on customer satisfaction. It can be concluded that the higher the product quality, the higher the customer satisfaction. In addition, research conducted by Kusuma, et al (2014) regarding the effect of product quality on customer satisfaction on customers of Bojonegoro Marely Jaya batik. The results showed that product quality had a positive and significant influence on customer satisfaction.

Effect of product quality on word of mouth

Based on the results of the second hypothesis testing found that product quality has a positive and significant effect on *word of mouth*. This result gives the meaning that the better the product

quality, the higher the *word of mouth* will be done by consumers when they feel the good quality of a product

This is supported by the results of research from Puspasari (2014) which states that the quality of prepaid electric products has a significant effect on *Word of Mouth*. In addition, Saifudin (2016) in his research stated that product quality has a positive effect on word of mouth on the Twitter social networking site. Pamenang and Soesanto (2016) found that there was a positive and significant influence between product quality and *word of mouth* on catfish cracker products in one of the SMEs in Central Java. Likewise with Mism Iwati (2016) shows that product quality variables have a positive influence on *word of mouth* at Sabibul HAQ printing.

The effect of price fairness on consumer satisfaction

Based on the results of the third hypothesis test, it is found that the fairness of the price to customer satisfaction. This result gives the meaning that the price of a *pelelingih* product is more reasonable the consumer will be increasingly satisfied with the consumer will increase when using the *Pelelingih*.

This is supported by research conducted by Fata (2015) which states that price variables simultaneously have a significant effect on customer satisfaction. The price formed according to the researcher must be high, so that later with high fairness the price will make a high value on the product, so that the product quality image and high trust will be formed. Suwarni and Mayasari (2011) also emphasize that in their research prices have a significant and positive influence on customer satisfaction.

The effect of fairness of prices on *word of mouth*

Based on the results of the fourth hypothesis test, it is found that the price is reasonable have a positive and significant effect on *word of mouth*. This result gives the meaning that the more reasonable the price of a *pelelingih* product, the more *word of mouth* behavior that is done by consumers in relation to the *pelelingih* product will increase the loyalty of the customer.

This is supported by research conducted by Consuegra *et al.* (2007) states that perceived fairness of prices is positively related to customer loyalty. Bei and Chiao (2001) in their research found that the fairness of prices has a significant relationship with customer loyalty, the results of this study are also supported by Virvilaite *et al.* (2009) who found that price fairness has an influence on customer loyalty.

Effect of customer satisfaction on *word of mouth*

Based on the results of the fifth hypothesis test found that customer satisfaction has a positive and significant effect on *word of mouth*. These results give meaning to the more consumers feel satisfied with a *pelelinggih* product, the more *word of mouth* behavior by consumers will increase. This is supported by the results of research from Pranastiti (2012) in his research on consumer behavior of cellular telephones found a positive and significant relationship between satisfaction with WOM behavior. Saraswulandari and Santika (2013) found that customer satisfaction positively and significantly affected WOM behavior. When there is an increase in customer satisfaction, the potential for the emergence of word of mouth behavior will also increase (Babin *et al.*, 2005). Casalo *et al.* (2008), also found the same results in his research where consumer satisfaction will influence *word of mouth* behavior.

The influence of product quality on *word of mouth* is mediated by satisfaction customer

Based on the results of the sixth hypothesis test found that customer satisfaction mediates partially the relationship between product quality and *word of mouth*. This result gives the better meaning of *pelelinggih* product quality, it will improve *word of mouth* behavior through the satisfaction of the customer that is derived from his decision to buy the *pelelinggih* product.

This is supported by research conducted by Puspasari (2014). The results of the study show that product quality affects word of mouth through customer satisfaction. This is supported by the results of Irwanto *et al.* (2011) research which states that product quality has a positive and significant effect on customer satisfaction and customer satisfaction has a positive and significant effect on positive word of mouth. Research by Rusadi and Sujito (2012) which states that product quality has a positive effect on customer satisfaction and customer satisfaction has a positive effect on positive word of mouth.

The influence of fairness of prices on *word of mouth* is mediated by customer satisfaction

Based on the results of hypothesis testing, it was found that customer satisfaction partially mediating the effect of fairness on *word of mouth*. This means that the more the consumer feels that the price of a *pelelinggih* product is reasonable, it will further enhance the customer's word of mouth behavior through customer satisfaction derived from his decision to buy the *pelelinggih* product. This is consistent with research from Wijaya *et al.* (2008) in the Study on Bali Hospitality LPK found Price (Education Cost) had a positive and significant influence on the *Word of Mouth* through Student Satisfaction as an Intervening Variable. Amryyanti *et al.* (2012), Fairness of prices has a positive and significant effect on customer satisfaction at

LnC Skin Care Singaraja. In Adi's (2013) study, the fairness of prices has a direct positive effect on the loyalty of consumers of jenang karomah.

RESEARCH LIMITATIONS

This study has limitations, among others, only to respondents in Denpasar City and only to respondents who bought *pelelinggih* in Gianyar Regency. , so the results do not necessarily represent the entire population of consumers who have bought *pelelinggih* in Indonesia. In addition, this study is only limited in proving the relationship of the influence of product quality, fairness of prices, consumer satisfaction and *word of mouth*, so that the next researcher can examine the influence of promotion on *word of mouth* on a different product at different locations, it can also be examined what is the best marketing mix that can be done by *pelelinggih* sellers so that they can take advantage of the ease of evaluation that can be done by consumers to buy their products and can compete with various other *pelelinggih* sellers .

CONCLUSIONS

Based on the results of the discussion of research that has been done, it can be concluded that product quality has a positive and significant effect on customer satisfaction. These results give the better the quality of a product, the higher the satisfaction that consumers will feel for *pelelinggih* products. Product quality has a positive and significant effect on *word of mouth*. This result gives the meaning that the better the product quality, the higher the *word of mouth* will be done by consumers when they feel the good quality of a product. Price fairness has a positive and significant effect on consumer satisfaction. This result gives more natural meaning the price of a product shrines rated consumers will increasingly to settle an consumers will increase when using *pelelinggih* it. Price fairness has a positive and significant effect on *word of mouth*. This result gives the meaning that the more reasonable the price of a *pelelinggih* product, the more *word of mouth* behavior that is done by consumers in relation to the *pelelinggih* product will increase the loyalty of the customer. Customer satisfaction has significant positive effect on word of mouth. These results give meaning to the more consumers feel satisfied with a *pelelinggih* product, the more behavior will increase *word of mouth* by consumers. Customer satisfaction mediates partially the effect of product quality on *word of mouth*. This result gives the better meaning of *pelelinggih* product quality, it will improve *word of mouth* behavior through the satisfaction of the customer that is derived from his decision to buy the *pelelinggih* product. Customer satisfaction mediates partially the effect of fairness of prices on *word of mouth*. This means that the more the consumer feels that the price

of a *peleling* product is reasonable, it will increase the *word of mouth* behavior the customer through customer satisfaction obtained from his decision to buy the *peleling* product.

SUGGESTIONS

After studying, analyzing, discussing and drawing conclusions, the writer gives some suggestions as a consideration in the future. Based on the results of the research that has been discussed, it is suggested to *peleling* traders to continue to maintain and improve the quality of *peleling*, set reasonable prices and still provide the best for customer satisfaction so that it will encourage *word of mouth* to customers. All variables used in this study have a high score, but the product quality variable has the lowest average score compared to other variables, which is 4.06. Indicator with the lowest score about *peleling* what I bought is easily repaired if it is damaged with a value of 3.70, even though the value is still relatively high, but this figure shows that for respondents, *peleling* is easily repaired if it has damage with the smallest value of all product quality indicators .

Peleling damage is something that customers may experience. This can be used as input for *peleling* traders to provide the best service for their customers, such as providing guarantees for the *peleling*.

The other lowest indicator is the price set can be accepted at the price fairness variable with an average score of 3.96, although it is still relatively high but this value means that for the respondent, setting the acceptable price is the lowest. *Peleling* traders should provide clear information related to the costs incurred later on various things in making *peleling* so that it will help traders in setting prices for their customers.

The lowest indicator is feeling happy when praying in front of the *peleling* purchased, with an average value of 4.07, although it is still relatively high, but the respondents feel happy when praying in front of the purchased *peleling* is considered the lowest. *Peleling* traders will be better if they prioritize customer satisfaction in providing good *peleling* workmanship so that it will increase consumers' happiness when praying in front of the *peleling* they buy. The other lowest indicator is encouraging others to buy *peleling* I bought, with an average value of 4.09, although it was still relatively high, but for respondents, it encouraged others to buy the *peleling* that I bought was rated as the lowest. *Peleling* traders will be better if they give the best service so that it will create *word of mouth*.

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