

Wijaya, Ayu Surasti (2026), Peran *Brand Image* Memediasi Pengaruh Kualitas Produk dan *Electronic Word of Mouth* terhadap Keputusan Pembelian, Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: kualitas produk, *electronic word of mouth*, *brand image*, keputusan pembelian.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan *electronic word of mouth* (e-WOM) terhadap keputusan pembelian dengan *brand image* sebagai variabel mediasi pada konsumen Dedari Studio Jembrana. Penelitian menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner terhadap 100 responden. Analisis data dilakukan menggunakan *Structural Equation Modeling* berbasis PLS. Hasil penelitian menunjukkan bahwa kualitas produk dan e-WOM berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara langsung maupun melalui *brand image*. *Brand image* terbukti mampu memediasi pengaruh kualitas produk dan e-WOM terhadap keputusan pembelian. Temuan ini menegaskan pentingnya menjaga kualitas produk dan mengelola e-WOM untuk memperkuat citra merek dan meningkatkan keputusan pembelian konsumen.



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Abstract

Keywords: product quality, electronic word of mouth, brand image, purchase decisions.

This study aims to analyze the influence of product quality and electronic word of mouth (e-WOM) on purchase decisions with brand image as a mediating variable among consumers of Dedari Studio Jembrana. The research employed a quantitative approach with data collection conducted through questionnaires distributed to 100 respondents. Data analysis was carried out using Partial Least Squares-based Structural Equation Modeling (PLS-SEM). The results showed that product quality and e-WOM had a positive and significant influence on purchase decisions, both directly and through brand image. Brand image was proven to mediate the influence of product quality and e-WOM on purchase decisions. These findings emphasize the importance of maintaining product quality and managing e-WOM in order to strengthen brand image and improve consumer purchase decisions.