

ABSTRAK

Kariani, Ni Nengah (2026), *brand image* Memediasi Pengaruh *word of mouth* dan *product quality* terhadap Keputusan Pembelian *Hand and Body Citra* (Studi Kasus Pada Perempuan di Kintamani) Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata kunci : *Word of Mouth*, *Product Quality*, *Brand Image*, Keputusan Pembelian

Penelitian ini bertujuan mengetahui (1) pengaruh *word of mouth* terhadap keputusan pembelian (2) Pengaruh *product quality* terhadap keputusan pembelian (3) pengaruh *brand image* terhadap keputusan pembelian, (4) pengaruh *word of mouth* terhadap *brand image hand and body lotion Citra* (5) pengaruh *product quality* terhadap *brand image hand and body lotion Citra* (6) pengaruh *word of mouth* terhadap keputusan pembelian dengan *brand image* sebagai variabel mediasi (7) pengaruh *product quality* terhadap keputusan pembelian dengan *brand image* sebagai variabel mediasi.

Objek pada penelitian adalah perempuan di Kecamatan Kintamani, dengan metode penelitian menggunakan *SEM-PLS* dengan jumlah sampel sebanyak 110 responden. Hasil pada penelitian ini menunjukkan bahwa *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan t-statistik 2,416 dan p-values 0,016 selanjutnya *product quality* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan t-statistik 2,222 dan nilai p-values 0.026,

brand image berpengaruh positif dan signifikan terhadap keputusan pembelian dengan t-statistik 2,590 dan nilai p-values 0.010, selanjutnya *word of mouth* berpengaruh positif dan signifikan terhadap *brand image* dengan nilai t-statistik 4,196 dan nilai p-values 0.000 selanjutnya *brand image* mampu memediasi pengaruh *product quality* terhadap keputusan pembelian dengan nilai t-statistik 2,398 dan nilai p-values 0,017. dan *brand image* mampu memediasi *word of mouth* terhadap keputusan pembelian dengan nilai t-statistik 2,027 dan p-values 0,043.

ABSTRACT

Kariani, Ni Nengah (2026), *"brand image Mediates the Influence of word of mouth and product quality on Purchasing Decisions for Citra Hand and Body Lotion (A Case Study of Women in Kintamani)" Thesis, Management Science, Postgraduate Program, Ganesha University of Education.*

This thesis has been approved and reviewed by my first advisor: Prof. Putu Indah Rahmawati, SST.Par., M.Bis., Ph.D., and my second advisor: Dr. Komang Endrawan Sumadi Putra, S.E., MM.

Keywords: Word of Mouth, Product Quality, Brand Image, Purchasing Decision

This study aims to determine (1) the influence of word of mouth on purchasing decisions (2) The influence of product quality on purchasing decisions (3) the influence of brand image on purchasing decisions, (4) the influence of word of mouth on the brand image of Citra hand and body lotion (5) the influence of product quality on the brand image of Citra hand and body lotion (6) the influence of word of mouth on purchasing decisions with brand image as a mediating variable (7) the influence of product quality on purchasing decisions with brand image as a mediating variable.

The objects in this study were women in Kintamani District, with the research method using SEM-PLS with a sample of 110 respondents. The results of this study indicate that word of mouth has a positive and significant effect on purchasing decisions with a t-statistic of 2.416 and p-values of 0.016, then product quality has a positive and significant effect on purchasing decisions with a t-statistic of 2.222 and p-values of 0.026,

brand image has a positive and significant effect on purchasing decisions with a t-statistic of 2.590 and p-values of 0.010, then word of mouth has a positive and significant effect on brand image with a t-statistic of 4.196 and p-values of 0.000, then brand image is able to mediate the influence of product quality on purchasing decisions with a t-statistic of 2.398 and p-values of 0.017. and brand image is able to mediate word of mouth on purchasing decisions with a t-statistic of 2.027 and p-values of 0.043.