

PENGARUH CITA RASA, KUALITAS PELAYANAN DAN *WORD OF MOUTH* (WOM) TERHADAP KEPUASAN KONSUMEN (Studi Pada Konsumen Assafir`s Bakery, Snack, Bread, Cake Cookies & Catering)

ABSTRAK

UMKM menjadi bagian yang sangat penting dalam ekonomi lokal. Salah satunya adalah Assafir's Bakery, Snack, Bread, Cake Cooking & Catering yang terletak di Pasrujambe, sebuah toko kue di wilayah tersebut. Adapun tujuan penelitian ini untuk mengetahui seberapa besar pengaruh dari cita rasa, kualitas pelayanan, dan *word of mouth* (WOM) terhadap kepuasan konsumen di Assafir's. Metode penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner kepada 80 responden menggunakan teknik Purposive sampling. Hasil analisis regresi berganda menunjukkan bahwa cita rasa dan kualitas pelayanan memiliki pengaruh signifikan terhadap kepuasan konsumen, sementara *word of mouth* (WOM) tidak menunjukkan pengaruh signifikan. Koefisien determinasi (R^2) sebesar 0,563 menunjukkan bahwa 56,3% variasi dalam kepuasan konsumen dapat dijelaskan oleh variabel cita rasa, kualitas pelayanan, dan *word of mouth* (WOM).

Kata Kunci: Cita Rasa, Kualitas Pelayanan, *Word of Mouth* (WOM), dan Kepuasan Konsumen

THE INFLUENCE OF TASTE, SERVICE QUALITY AND WORD OF MOUTH (WOM) ON CONSUMER SATISFACTION (Study of Assafir`s Bakery, Snack, Bread, Cake Cookies & Catering Consumers)

ABSTRACT

UMKM are a very important part of the local economy. One of them is Assafir's Bakery, Snack, Bread, Cake Cooking & Catering which is located in Pasrujambe, a cake shop in the area. This research aims to find out how much influence taste, service quality and word of mouth (WOM) have on consumer satisfaction at Assafir's. The research method used was quantitative by collecting data through questionnaires to 80 respondents using purposive sampling techniques. The results of multiple regression analysis show that taste and service quality have a significant influence on consumer satisfaction, while word of mouth (WOM) does not show a significant influence. The coefficient of determination (R^2) of 0.563 indicates that 56.3% of the variation in consumer satisfaction can be explained by the variables taste, service quality, and word of mouth (WOM).

Keywords: Taste, Service Quality, Word of Mouth (WOM), and Consumer Satisfaction.