

PRODUCT QUALITY AND E-WOM ON CONSUMER SATISFACTION THROUGH PURCHASE DECISION: MIRASA JERANGKING CASE STUDY

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Abstract

This study examines the effects of product quality and Electronic Word of Mouth (e-WOM) on consumer satisfaction through purchase decision at Mirasa Jerangking in Magetan Regency. This quantitative study involved 200 respondents and used SPSS 25, path analysis, and the Sobel test. Product quality and e-WOM had positive and significant effects on purchase decision, while neither had a significant direct effect on consumer satisfaction. Purchase decision had a positive and significant effect on consumer satisfaction. The Sobel test confirmed that purchase decision mediates the effects of product quality and e-WOM on consumer satisfaction.

Keywords: product quality, electronic word of mouth, purchase decision, consumer satisfaction, MSMEs

A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy by supporting local economic activity, employment, and community participation. The growing number of MSMEs also creates stronger competition among businesses. In such conditions, business owners need to understand the factors that influence consumers before and after purchase, particularly product quality and information obtained through digital platforms.

One local traditional-food business facing this competitive environment is Mirasa Jerangking in Magetan Regency, East Java. Jerangking is a traditional snack made from glutinous rice and characterized by a thin, crispy, and savory texture. Sales data show a substantial increase from 10,953 pieces with revenue of IDR 175,248,000 in 2021 to 70,163 pieces with revenue of IDR 1,122,608,000 in 2025. The increase indicates strong market potential, but it also places greater importance on maintaining product quality and strengthening consumer confidence.

Product quality is an important consideration in the consumer decision-making process. Kotler and Keller (2016) describe product quality as the ability of a product to perform the functions expected by consumers. In this study, product quality is represented by taste, durability, and packaging. Descriptive

results show an average score of 3.11, categorized as high/agreed. Packaging information received the highest mean score of 3.17, while pleasant and consistent taste received the lowest score of 3.04.

Consumers can also obtain information through Electronic Word of Mouth (e-WOM). Cheung and Thadani (2012) explain e-WOM as informal communication through internet-based technology concerning products or services, while Goyette et al. (2010) emphasize consumer opinions and reviews in electronic media. At Mirasa Jerangking, e-WOM is particularly visible through Google Maps ratings and comments. Such information may help potential consumers evaluate a product before making a purchase decision.

Previous studies have reported inconsistent findings regarding the relationships among product quality, e-WOM, purchase decision, and consumer satisfaction. Kadi et al. (2021) found that e-WOM significantly affected purchase decision and consumer satisfaction and that purchase decision could mediate the relationship. Prasetyo and Purwanto (2024) reported that e-WOM and product quality were related to customer satisfaction through purchase decision. Haryadi and Henryanto (2025) also found that product quality and promotion were related to customer satisfaction through purchase decision. These differences indicate a research gap, particularly in traditional-food businesses and in the role of purchase decision as a mediating variable.

This study applies the Stimulus-Organism-Response (S-O-R) framework. Product quality and e-WOM are treated as stimuli (S), purchase decision represents the consumer's internal evaluation process (O), and consumer satisfaction represents the response (R). Accordingly, this study aims to examine: (1) the effects of product quality and e-WOM on purchase decision; (2) their direct effects on consumer satisfaction; (3) the effect of purchase decision on consumer satisfaction; and (4) the mediating role of purchase decision in the relationships between product quality, e-WOM, and consumer satisfaction.

Theoretical Review

Stimulus–Organism–Response (S-O-R) Theory

The S-O-R framework explains how external stimuli are processed internally before producing a behavioral response. In this study, product quality and electronic word of mouth (e-WOM) act as stimuli, purchase decision represents the consumer's internal evaluation process, and consumer

satisfaction represents the response. The framework therefore explains how product-related and digital-information stimuli can influence satisfaction through purchase decision.

Product Quality

Product quality refers to a product's ability to perform its expected functions and provide value to consumers (Kotler & Keller, 2016). For Mirasa Jerangking, product quality is represented by taste, durability, and packaging.

Electronic Word of Mouth (e-WOM)

Electronic word of mouth is informal product-related communication distributed through internet-based media (Cheung & Thadani, 2012). It is measured through intensity, opinion valence, information content, and information credibility (Goyette et al., 2010).

Purchase Decision

Purchase decision is the consumer's process of selecting and deciding to buy a product after evaluating available alternatives. The indicators are product choice, purchase confidence, purchase priority, and decision to buy.

Consumer Satisfaction

Consumer satisfaction reflects the consumer's evaluation after purchasing and consuming a product in relation to expectations and experience. It is measured through expectation conformity, consumption experience, positive product evaluation, and willingness to recommend.

Conceptual Framework

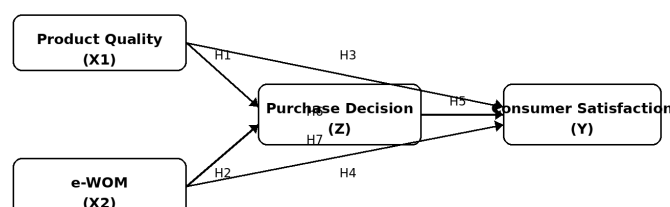


Figure 1. Conceptual Framework

Source: Modified from Hovland et al. (1953), Kotler & Keller (2016), Cheung & Thadani (2012), and Goyette et al. (2010).

Research Hypotheses

- H1: Product quality has a positive and significant effect on purchase decision at Mirasa Jerangking in Magetan Regency.
- H2: e-WOM has a positive and significant effect on purchase decision at Mirasa Jerangking in Magetan Regency.
- H3: Product quality has a positive and significant effect on consumer satisfaction at Mirasa Jerangking in Magetan Regency.
- H4: e-WOM has a positive and significant effect on consumer satisfaction at Mirasa Jerangking in Magetan Regency.
- H5: Purchase decision has a positive and significant effect on consumer satisfaction at Mirasa Jerangking in Magetan Regency.
- H6: Product quality has a significant effect on consumer satisfaction through purchase decision at Mirasa Jerangking in Magetan Regency.
- H7: e-WOM has a significant effect on consumer satisfaction through purchase decision at Mirasa Jerangking in Magetan Regency.

B. METHOD

This study used a quantitative research approach with a case-study design. The research object was Mirasa Jerangking, a traditional food business in Magetan Regency, East Java. The population consisted of consumers who had purchased Mirasa Jerangking products.

Sampling used non-probability sampling with purposive sampling as the main criterion-based technique and accidental sampling during questionnaire distribution. Respondents were required to have purchased Mirasa Jerangking and to meet the research criteria established in the questionnaire. Primary data were collected through a Likert-scale questionnaire distributed using Google Forms.

The research variables consisted of product quality (X1), e-WOM (X2), purchase decision (Z), and consumer satisfaction (Y). Product quality was measured through taste, durability, and packaging. e-WOM was measured through intensity, opinion valence, information content, and information credibility. Purchase decision was measured through product choice, purchase confidence, purchase

priority, and the decision to buy. Consumer satisfaction was measured through expectation conformity, consumption experience, positive product evaluation, and willingness to recommend.

Data analysis was conducted using SPSS 25. The analysis included instrument testing, assumption testing, path analysis, partial significance testing, coefficient of determination, and the Sobel test. Path analysis was used to assess direct relationships among the variables, while the Sobel test was used to determine whether purchase decision significantly mediated the indirect effects of product quality and e-WOM on consumer satisfaction.

C. RESULTS AND DISCUSSIONS

1. Respondent Characteristics

The study involved 200 respondents. Based on purchase frequency, 72 respondents (36%) had purchased the product twice, 58 respondents (29%) more than three times, 40 respondents (20%) three times, and 30 respondents (15%) once. The largest group therefore consisted of consumers who had purchased twice, indicating a tendency toward repeat purchasing after consumers had gained experience with the product.

2. Descriptive Results

Table 1. Descriptive Results of Product Quality

Indicator	Mean	Category
Pleasant and consistent taste	3.04	High/Agree
Remains crispy when stored	3.12	High/Agree
Packaging information is easy to understand	3.17	High/Agree
Average	3.11	High/Agree

Source: Primary data processed (2026)

3. Hypothesis Testing Results

Table 2. Direct Effects of the Research Variables

Relationship	B	t	Sig.	Decision
Product Quality → Purchase Decision	0.255	2.895	0.004	Significant
e-WOM → Purchase Decision	0.367	5.381	0.000	Significant
Product Quality → Consumer Satisfaction	0.126	1.642	0.102	Not significant
e-WOM → Consumer Satisfaction	0.122	1.951	0.053	Not significant
Purchase Decision → Consumer Satisfaction	0.369	6.054	0.000	Significant

Source: Data processed using SPSS 25 (2026)

Product quality has a positive and significant effect on purchase decision ($B = 0.255$; $t = 2.895$; $p = 0.004$). This result indicates that consumers who perceive better taste, durability, and packaging are more likely to decide to purchase Mirasa Jerangking. The finding is consistent with Alfian and Nainggolan (2022), Dextra Saputra (2023), and Syaifuddin (2024), who reported significant positive relationships between product quality and purchase decision. In the context of Mirasa Jerangking, the positive assessment of crispness, consistent taste, and understandable packaging information provides consumers with a basis for choosing the product.

e-WOM has a positive and significant effect on purchase decision ($B = 0.367$; $t = 5.381$; $p < 0.001$). This finding shows that accessible reviews, positive opinions, understandable information, and credible online information can strengthen consumers' confidence before purchasing. The result is consistent with Lestari and Widjanarko (2023) and Agustina Rennie et al. (2023), who found that e-WOM significantly affects purchase decision. Within the S-O-R framework, e-WOM functions as an informational stimulus that is processed through consumer evaluation before the purchase decision is made.

Product quality does not have a significant direct effect on consumer satisfaction ($B = 0.126$; $t = 1.642$; $p = 0.102$). Although the direction of the relationship is positive, the statistical evidence is insufficient to conclude a direct effect. This finding differs from Mahira et al. (2021) and Masnun et al. (2024), who found significant effects of product quality on satisfaction. In the present context,

consumers may regard basic product quality as a condition that should already be fulfilled, while satisfaction is formed after the consumer evaluates the overall purchase and consumption experience.

e-WOM does not have a significant direct effect on consumer satisfaction ($B = 0.122$; $t = 1.951$; $p = 0.053$). Thus, positive online information alone does not automatically create satisfaction. e-WOM mainly helps consumers during information search and pre-purchase evaluation, whereas satisfaction is assessed after consumers experience the product directly. This result differs from Azzahra and Nainggolan (2022) and Kadi et al. (2021), who found significant direct effects of e-WOM on satisfaction.

Purchase decision has a positive and significant effect on consumer satisfaction ($B = 0.369$; $t = 6.054$; $p < 0.001$). Consumers who are more confident that they have chosen the right product tend to evaluate their post-purchase experience more positively. The result is consistent with Kadi et al. (2021) and Haryadi and Henryanto (2025). In the S-O-R framework, purchase decision represents the internal evaluation process that connects the stimuli received before purchase with the consumer's post-purchase response.

4. Mediation Analysis

The coefficient of determination for Model 1 was $R^2 = 0.241$, indicating that product quality and e-WOM jointly explained 24.1% of the variance in purchase decision. Model 2 produced $R^2 = 0.302$, indicating that product quality, e-WOM, and purchase decision jointly explained 30.2% of the variance in consumer satisfaction.

Table 3. Sobel Test Results

Indirect Path	Sobel z	Critical Value	Decision
Product Quality → Purchase Decision → Consumer Satisfaction	2.613	1.96	Significant
e-WOM → Purchase Decision → Consumer Satisfaction	4.027	1.96	Significant

Source: Sobel test calculation based on primary data (2026)

The Sobel z-values of 2.613 and 4.027 exceed the critical value of 1.96. Therefore, the indirect effects of product quality and e-WOM on consumer satisfaction through purchase decision are

significant. Because the corresponding direct effects are not significant while the indirect effects are significant, the results support the role of purchase decision as the mechanism through which product quality and e-WOM contribute to consumer satisfaction. This finding is consistent with Prasetyo and Purwanto (2024), Haryadi and Henryanto (2025), and Hamza et al. (2025), who also reported the importance of purchase decision in mediating relationships involving product or digital-information variables and satisfaction.

5. Practical Implications

The findings provide several practical implications for Mirasa Jerangking. First, the business should maintain the consistency of taste and crispness because these attributes contribute to consumer confidence before purchase. Second, packaging should be improved by using clearer product information and a more attractive design while continuing to protect product quality. Third, the business should actively encourage customers to leave ratings and reviews on Google Maps and expand the use of digital platforms such as Instagram, TikTok, Facebook, and WhatsApp Business. These activities can strengthen e-WOM and make reliable product information easier to find, thereby supporting consumers during the purchase-decision process.

D. CONCLUSIONS

The study concludes that product quality and e-WOM positively and significantly influence purchase decision at Mirasa Jerangking in Magetan Regency. In contrast, neither product quality nor e-WOM has a significant direct effect on consumer satisfaction. Purchase decision positively and significantly influences consumer satisfaction. The mediation analysis further indicates that purchase decision significantly mediates the relationships between product quality and consumer satisfaction and between e-WOM and consumer satisfaction. These findings support the S-O-R perspective in which product-related and digital-information stimuli are processed through an internal purchase evaluation before producing a post-purchase satisfaction response. A limitation of this study is that the respondents and research object were limited to consumers of one traditional-food business, so the findings may not be generalized to all MSMEs or food products.

E. SUGGESTIONS

Mirasa Jerangking should maintain product consistency, improve packaging quality and information, and strengthen digital communication through customer reviews and social-media content. Future research may examine other traditional-food businesses, use a broader sample, and include additional variables that may explain consumer satisfaction. Comparative studies across different regions or product categories may also provide broader evidence regarding the mediating role of purchase decision.

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