

ABSTRAK

Persaingan usaha kuliner yang semakin ketat mendorong pelaku usaha untuk meningkatkan loyalitas konsumen sebagai upaya mempertahankan keberlangsungan usaha. Upaya tersebut memerlukan strategi yang tepat agar konsumen tetap memilih dan melakukan pembelian ulang. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan dan *word of mouth* terhadap loyalitas konsumen melalui kepuasan konsumen pada Pecel Lele Monggo Mampir Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 96 konsumen Pecel Lele Monggo Mampir Tanjungpinang. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif namun tidak signifikan terhadap loyalitas konsumen, sedangkan *word of mouth* berpengaruh positif dan signifikan terhadap loyalitas konsumen. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen, sedangkan *word of mouth* berpengaruh positif namun tidak signifikan terhadap kepuasan konsumen. Selain itu, kepuasan konsumen berpengaruh positif dan signifikan terhadap loyalitas konsumen, serta memediasi pengaruh kualitas pelayanan terhadap loyalitas konsumen, tetapi tidak memediasi pengaruh *word of mouth* terhadap loyalitas konsumen. Penelitian ini diharapkan dapat memberikan kontribusi praktis bagi pengelola Pecel Lele Monggo Mampir dalam meningkatkan kualitas pelayanan dan memperkuat *word of mouth* sebagai upaya meningkatkan loyalitas konsumen, serta menjadi referensi akademis bagi penelitian selanjutnya di bidang manajemen pemasaran.

Kata Kunci: Kualitas Pelayanan, *Word of Mouth*, Kepuasan Konsumen, Loyalitas Konsumen.

ABSTRACT

The increasingly tight competition in the culinary business encourages business actors to increase consumer loyalty as an effort to maintain business continuity. This effort requires the right strategy so that consumers continue to choose and make repeat purchases. This study aims to analyze the effect of service quality and word of mouth on consumer loyalty through consumer satisfaction at Pecel Lele Monggo Mampir Tanjungpinang. This study uses a quantitative approach with a purposive sampling technique on 96 consumers of Pecel Lele Monggo Mampir Tanjungpinang. Data were collected through questionnaires and analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the SmartPLS 4.0 application. The results show that service quality has a positive but not significant effect on consumer loyalty, while word of mouth has a positive and significant effect on consumer loyalty. Service quality has a positive and significant effect on consumer satisfaction, while word of mouth has a positive but not significant effect on consumer satisfaction. In addition, consumer satisfaction has a positive and significant effect on consumer loyalty, and mediates the effect of service quality on consumer loyalty, but does not mediate the effect of word of mouth on consumer loyalty. This research is expected to provide practical contributions for the management of Pecel Lele Monggo Mampir in improving service quality and strengthening word of mouth as an effort to increase consumer loyalty, as well as being an academic reference for further research in the field of marketing management.

Keywords: *Service Quality, Word of Mouth, Customer Satisfaction, Customer Loyalty.*