

ABSTRACT

This study aims to analyze the effect of product quality, service quality, and promotional strategies on customer satisfaction with the role of Word of Mouth (WOM) as a mediating variable. This study was conducted on Converse brand consumers with a quantitative approach through distributing questionnaires and analyzing data using relevant statistical methods. The results showed that product quality, service quality, and promotional strategies have a positive influence on customer satisfaction. High-quality products are able to meet or exceed consumer expectations, while good service can improve customer experience and strengthen loyalty. Effective promotional strategies, such as discounts, advertisements, and loyalty programs, are also proven to increase customer satisfaction by providing added value to them. In addition, this study found that product quality, service quality, and promotional strategies have a positive influence on WOM. Satisfactory products and services encourage customers to share positive experiences, while attractive promotions increase perceived value so that customers are encouraged to recommend the brand to others. Strong WOM plays an important role in shaping purchase decisions and increasing overall customer satisfaction. Then, WOM was shown to function as a mediator in the relationship between product quality, service quality, and promotion strategy on customer satisfaction. This suggests that WOM plays an important role in strengthening the impact of these factors on customer satisfaction and brand image. Therefore, companies need to focus on improving product quality, superior service, and attractive promotions that can maximize positive WOM and increase customer satisfaction in a sustainable manner.

Keywords: *Customer Satisfaction, Product Quality, Service Quality, Promotion Strategy, Word of Mouth*

