

## **ABSTRACT**

*Many companies are competing to set strategies to win market competition and utilize the development of information technology to increase and retain their consumers. The development of information technology and the internet has encouraged the emergence of electronic word of mouth (e-WOM) as a new marketing communication medium. In the context of marketing, electronic word of mouth (e-WOM) plays an important role in influencing consumer perceptions of the quality of a product. This study aims to see how the quality of a product and electronic word of mouth affect satisfaction and its impact on customer loyalty. This research is descriptive and verification research using a quantitative approach. The target demographic is respondents with a sample size of 100 people. The results of this study indicate that product quality and electronic word of mouth have a positive effect on satisfaction simultaneously and partially, satisfaction has a positive effect on customer loyalty and satisfaction can mediate the relationship between product quality and electronic word of mouth on customer loyalty.*

**Keywords:** *Product Quality, Electronic Word of Mouth (E-WOM), Satisfaction, Customer Loyalty*