

THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON CUSTOMER SATISFACTION WITH PURCHASE DECISION AS MEDIATION VARIABLE IN SOMETHINC SERUM SKINCARE PRODUCTS IN INDONESIA

Azyyati Muthmainnah¹, Heriyadi², Wenny Pebrianti³, Ramadania⁴, Syahbandi⁵
Faculty of Economics and Business, Universitas Tanjungpura, Indonesia^{1,2,3,4,5}

ARTICLE INFO

ABSTRACT

Keywords:

Price, product quality, customer satisfaction, purchase decision

This research aims to determine and evaluate the direct influence of product quality and price on customer satisfaction and the indirect effect of purchasing decisions as an intervening variable on customer satisfaction. The population of this study consisted of individuals domiciled in Indonesia who had bought and used Somethinc serum skin care products. A total of 203 respondents met the research requirements, including being Indonesian citizens, having purchased and used Somethinc serum skin care products, and being at least 17 years old. On several islands in Indonesia, an online questionnaire was used as a data collection technique. This research uses a purposive sampling strategy. A strategy known as causal design was used to test the hypotheses developed in this research. The AMOS 24 tool is used in Structural Equation Modeling (SEM) testing to determine the relationship between independent and dependent variables. Research findings show that price significantly influences purchasing decisions, as does product quality. Price also has a significant influence on customer satisfaction. Product quality has a considerable impact on customer satisfaction. Purchasing decisions also have a substantial effect on customer satisfaction. However, price does not significantly affect consumer satisfaction through purchasing decisions as an intervening variable. On the other hand, product quality significantly influences customer satisfaction through purchasing decisions as an intervening variable.

E-mail:
B1022201019@student.untan.ac.id

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a Creative Commons Attribution-NonCommercial 4.0
International License (CC BY-NC 4.0)

1. INTRODUCTION

Report [1], the skin care market has recently surpassed the global cosmetics industry, including categories such as facial and body care, cleansers, and sun protection. The global market for cosmetic skin care is estimated to be worth US\$145.3 billion in 2020 and is estimated to increase by 3.6 percent in 2027. Indonesia has experienced growth in the past few years, in line with the development of the global cosmetics market. Indonesian cosmetics exports from 2019 to 2020 increased by 1.5% [2]. The cosmetics industry cannot be separated from attention. To appear by today's beauty standards, a person has to do many things, from salon treatments to the use of drugs. Skincare has become an alternative for skin care and repair, making it a must-have item. Apart from women, men are also becoming aware of their skin health and trying to use skincare. With the emergence of Korean pop, today's beauty standards have changed. White and glowing skin like Korean artists is now the norm. Skincare is a series of actions taken to improve skin health and repair the condition of damaged skin.

The cosmetics industry in Indonesia is experiencing growth accompanied by increasing buyer demand and expanding the cosmetics market. Based on statistics released in 2021, the Central Statistics Agency (BPS) recorded a change in the beauty industry in Indonesia of 9.61%. The Food and Drug Supervisory Agency (BPOM) also registered an increase in the number of companies operating in the cosmetics sector by 20.6%. In the same period, the number of industries focusing on beauty products increased from 819 in 2021 to 913 in July 2022. This significant growth encourages local Indonesian companies to compete and create quality local beauty products. A concrete example of this effort is Somethinc, a brand managed by PT. Royal Pesona Indonesia was founded by Irene Ursula in May 2019. This brand has achieved success and received many awards, successfully competing with its competitors. Some of the awards that Somethinc has won include "Best Newcomer Cosmetic Brand" in the 2021

The Influence Of Price And Product Quality On Customer Satisfaction With Purchase Decision As Mediation Variable In Somethinc Serum Skincare Products In Indonesia. Azyyati Muthmainnah, et al

Watsons HWB Awards, "Best Serum" in the 2021 Tokopedia Beauty Awards, and ranking first in the list of "Top 10 Best Selling Toners" in 2 e-commerce in 2021. As of August 31 2022, Somethinc has reached second place in sales of the best-selling facial serum in Indonesia with a sales rate of 8.94% and revenue of IDR 3.8 billion [3]. Somethinc also leads the serum market in e-commerce during September 2022 with a market share of 16.85% and sales of 64,700 products during that period [4]. Somethinc's total sales reached IDR 53.2 billion [5]. The Somethinc brand has succeeded in stealing attention since it was first released in 2019. The prices of its products are affordable, while the quality remains high and has been proven to be halal and safe for everyday use. Many of Somethinc's products are in great demand by the public, and all of these products go through a process of research, development, testing, and the use of the latest materials and technology that guarantees high quality and has received halal certification. Somethinc continues to develop innovative ways to package its products to give customers more for less. As a result, customers can purchase Somethinc products at a reasonable price and still receive high-quality goods that keep pace with industry advances.

Satisfaction is the perceived difference between perceived performance and expectations before and after using a product or service. Customers not only have an overall feeling of satisfaction when they purchase a product or service, but they also have an experience while using it [6]. Satisfaction is also called comparing the progress of a product with the hope that it will cause feelings of satisfaction or disappointment [7]. Social and behavioral studies have focused on customer satisfaction. Customer satisfaction is the company's primary goal to maintain sustainability and profits [8]. Consumer satisfaction with products does not occur instantly. The part related to the level of customer satisfaction with a product is price; this determines whether consumers will get the best results from the product according to their level of expenditure [9]. Customers indirectly consider the price set for the product they want to buy to see whether the price is high or low. This shows that customers have a willingness to pay high fees. This is what can affect customer satisfaction when they pay a certain amount of money to buy certain goods at a set price. Experts have looked at how customer satisfaction is influenced by perceived price, price awareness, and price fairness [10]. If the price of a product or service is reasonable and the quality is good, customers will return to buy and even recommend it to others [11]. According to research [12], price positively impacts customer satisfaction.

Product quality can also influence customer satisfaction levels. Product quality and purchasing experience are closely related to customer satisfaction [13]. Satisfaction is a way to ensure that consumers will not be disappointed and will return to buy the advertised goods. In this case, businesses must be able to identify, fulfill, and provide good service and quality to meet customer needs and increase sales [14]. The quality of the product delivered will influence the customer or user experience when using or consuming the product. Product quality greatly influences customer satisfaction. The ability of a product to perform various functions, such as completeness, accuracy, ease of use, reliability, and reparability, is closely related to product quality [15]. Product quality inspection is essential for customer satisfaction [16]. A product is accepted or rated as excellent or satisfactory if it exceeds customer expectations; this proves that it is fantastic and high-quality. On the other hand, the product received does not meet expectations, proving that the product is of poor quality. Customer satisfaction with product quality, especially in the business market, can be said to be the most critical component that increases the competitive position of an organization. Research result [16] shows that the quality of a product has a positive effect on customer satisfaction. If buyers feel satisfied or their expectations are met with a product, they will likely feel interested in owning the product and ultimately suggest other people buy it too.

"Purchase decision" is a term used to describe a person's decision to acquire a particular product or service. Internal and external factors influence marketing activities. Internal factors include knowledge, beliefs, attitudes, personality, perceptions, lifestyle, roles, and status, while external factors include culture, social class, and group membership [17]. A decision is a choice made between two or more options. The prerequisites for decision-making depend on the options available. Consumers will make their purchasing choices based on their chosen criteria and their desire to purchase the brands they like. These are the things that make consumers feel the urge to purchase: (a) needs: buyers buy products because they suit their needs; (b) benefits: the product that has been purchased provides tangible benefits for the user; (c) customer needs: the product that has been purchased meets customer needs; and (d) repeat purchases: when customers are satisfied with a previous purchase which encourages them to purchase again in the future. Consumer satisfaction is directly correlated with purchasing decisions that result in repeat purchases [18]. This shows that the value of the product offered by the company to

meet customer demand greatly influences customer purchasing decisions [19]. Therefore, if customers are satisfied with a product, they are likely to make better purchasing choices. According to research [20]. Customer satisfaction greatly influences ethical purchasing decisions. The researchers above are relevant because they discuss the influence of price, product quality, and purchasing decisions on consumer satisfaction. However, empirical evidence in this context is still limited, so this research specifically explores new aspects, namely examining price, product quality, and customer satisfaction with Somethinc skin care serum which is mediated by purchasing decisions.

Literature Review

Price

[21]emphasizes that price is one component of the marketing mix that can be changed at any time and with flexibility, and plays a significant role in dominating the market. Businesses should provide high-quality goods at a cost commensurate with the quality of the goods. By developing distinctive products and employing innovative marketing techniques, many companies effectively avoid low-price competition and persuade customers to purchase more expensive goods and services. Companies must decide on the initial price of a new product when developing it, and they must consider how the product will be positioned in terms of quality and price when bringing it into new distribution channels or regions[22]. Customers often compare prices offered by different businesses. In product exchange, price can also be viewed as a value that influences customer satisfaction.

Product Quality

The term "product quality" describes the function and condition of a product and service, whether the goods or services are as expected. This includes features intended to meet user or customer needs and satisfaction, such as ease of use, repairability, durability, and reliability. Business people and consumers can better understand each other's needs and expectations through a mutually beneficial relationship [23]. To ensure customer satisfaction, product quality is very important. Businesses that own a particular brand concentrate on the quality of their product and how it compares to other brands [24].

Customer Satisfaction

Customer satisfaction is a person's evaluation that arises after comparing how a product performs with their expectations, resulting in feelings of delight or disappointment [25]. Consumer satisfaction is critical in product marketing, especially if the product is of high quality and is known through a trusted brand. The main idea is to provide convenience in marketing efforts and build consumer confidence in the quality and benefits of the product after they evaluate it. This shows how satisfied customers tend to stay with a brand. Even in the face of competing products that may be better or more affordable, brand-loyal customers will still choose their preferred supplier. Thus, it can be said that product quality and price have a significant influence on customer satisfaction [26].

Purchase Decision

According to[27], the purchasing decision is the stage where customers decide to buy a product. The process of identifying options to meet a need, assessing those options, and considering recommendations that might influence potential advantages and disadvantages can also be used to explain purchasing decisions. Before deciding to buy and use a product or service, a person must carry out an evaluation, seek information about it, consider other options that are directly related to the effort required to obtain it and take other actions [28]. It includes the processes people use to solve problems and choose the best course of action from a variety of options. Often this involves going through several stages in the decision-making process [29].

Price and Purchase Decision

The primary determinant of customer purchasing decisions is the price of goods. Price plays a huge role in creating customer value and their purchasing decisions [30]. Consumers often consider price to be the main factor in their decision to buy something [31]. Demand for a product will increase rapidly, and price figures can influence buyers' choices [32]. Price is an essential factor in marketing that determines whether users will make a final purchasing decision on an item [33]. Price is considered one of the most critical attributes in consumer choice and is prominent in consumer purchasing behavior [34]. Price and product characteristics majorly impact customer purchase intentions [35]. Today's consumers are more careful when choosing the goods they will use. Customers begin purchasing by identifying their needs, studying options, assessing, and selecting specific goods and services. This will be used to weigh customer interest in the products the company offers and determine whether it achieves its goals. Therefore, a consumer's actions before purchasing are known as a purchase decision. According to [36], Many factors shape purchasing decisions, including what product to buy, when and where to buy it,

how many products to buy, or what type you want, and what means of payment to use. A study [37] found that price significantly affects consumer purchasing decisions. Research [38] shows that price influences product purchasing decisions. In addition, research [30] found that price influences consumers' decisions about what they buy.

Product Quality and Purchase Decision

Quality is a collection of features and characteristics of goods or services that impact the product's usefulness for a particular purpose. When they choose to purchase a product, consumers make a purchasing decision and have a strategy to obtain the best product that complements their desires and satisfaction [39]. According to [40], purchasing decisions are the entire process of studying, selecting, using, and purchasing a product. The value of the item to be evaluated influences the decision to buy. If the benefits that will occur are more significant than the costs required to obtain it, then the incentive to accept it becomes stronger. Meanwhile, if the prices needed to get benefits are more important than the benefits received, consumers will usually refuse to buy the product and prefer to buy similar products. A product is considered quality if it meets customer expectations [41]. This shows that consumers' decisions to buy a product are influenced by its quality; Consumers' perceptions of product quality can influence their decision to purchase the product. Customers should consider product quality before making a transaction. They can find out the quality of the product by reading reviews of other people who have bought the product. As a result, this can influence purchasing decisions [42]. Results from research [43] show that product quality affects purchasing decisions.

Price and Customer Satisfaction

According to [44], Customers pay a price to the seller or manufacturer for the products they receive. For consumers, price is all forms of money, both monetary and non-monetary, that are spent to obtain and use a mixture of values associated with a product. Price is an essential component of seller performance, and recent research shows that customer satisfaction is influenced by price. The concept of customer satisfaction relates to fulfilling consumer expectations for a particular product or service, both before and after its use [45]. The concept of customer satisfaction relates to consumers' subjective perception of satisfaction resulting from alignment between the performance of a product and their initial expectations [46]. According to [47], customer satisfaction is achieved when the seller is able to meet or exceed customer expectations. When the required level of consumer benefit has been completed, implementing a price-matching strategy can contribute to increasing customer satisfaction. This phenomenon grows consumer confidence and encourages increased purchasing behavior. If consumers have an unfavorable perception of a product, they will most likely feel dissatisfied, thereby reducing the possibility of repurchasing the item. According to [48], Customer satisfaction can be achieved when the costs incurred are proportional to the value received, or when the price of an item is commensurate with the profits obtained. Research conducted by [49] shows that price has a positive and significant effect on customer satisfaction. However, other research conducted by [10] shows that the effect of price does not have a significant effect on customer satisfaction.

Product Quality and Customer Satisfaction

Customers' feelings about the goods and services they receive are represented by customers' feelings of happiness [50]. This idea can be considered a subjective judgment related to pleasure or disappointment. Consumers tend to evaluate the performance or quality of a product compared to their expectations [51]. "Consumer feelings, attitudes or desires after using a service or product" is what consumer satisfaction means [52]. According to [53], There is a positive correlation between consumer satisfaction and the possibility of purchasing products from competing companies, thus having an impact on increasing company revenue. Determining product quality depends on the product's ability to meet consumer needs and desires. The level of customer satisfaction after or during product use determines the quality of the company's products [54]. Product quality is positively correlated with customer satisfaction levels, allowing customers to choose whether or not they are satisfied with the product [55]. Therefore, we can conclude that consumer satisfaction will increase if the product has high and acceptable quality. Previous studies [56] have found that customer satisfaction is closely related to product quality; Other research shows that customer satisfaction is related to product quality [57].

Purchase Decision and Customer Satisfaction

According to [58], purchasing decisions are made by individuals who decide to buy and use a product they are happy can meet their needs and are willing to accept the risks that may arise from the decision. According to [59], When the goods purchased match consumer expectations and desires, it will increase customer happiness and reduce consumer dissatisfaction. Research conducted by [60] revealed

a significant correlation between the buyer's decision-making process and subsequent satisfaction with the item purchased. Additionally, empirical evidence shows a solid and positive relationship between customers' purchasing decisions and their level of satisfaction [61].

Price, Customer Satisfaction and Purchase Decision

Know that the price factor is a significant determinant in shaping consumer behavior toward purchasing goods and services. Consumers' views about price reductions will be related to their decisions to buy these goods and services. As a result, businesses strive to offer appropriate and attractive prices to reach more customers and meet consumer expectations and their long-term satisfaction [62]. For buyers, price is an essential factor in purchasing decisions, ultimately influencing their satisfaction with the product. The price of a product affects how buyers view the product [49] Increasing purchasing decisions and consumer satisfaction can be achieved by setting cheaper prices that are in line with consumer expectations. Some research [63] and [64] shows a relationship between price and consumer satisfaction with purchasing decisions.

Product Quality, Customer Satisfaction and Purchase Decision.

Suppose a customer feels enthusiastic about the quality of a particular product. In that case, the customer will think about continuing to choose that product because the product always presents the latest innovations that cannot be found in other products. Good product quality is a factor that drives consumers' decisions to continue using products they are familiar with. The greater the quality of the product offered, the more it meets consumer expectations, the more likely they will decide to buy again, and ultimately increase the level of consumer satisfaction [63]. A number of studies, such as those carried out by [65] and [66], support the view that the quality of a product is closely related to consumer satisfaction and has a direct influence on purchasing decisions. However, according to research conducted [67], a contrasting perspective shows a negative relationship between product quality and consumer satisfaction in the context of purchasing decisions.

Conceptual framework

The following research framework can be constructed based on the above description:

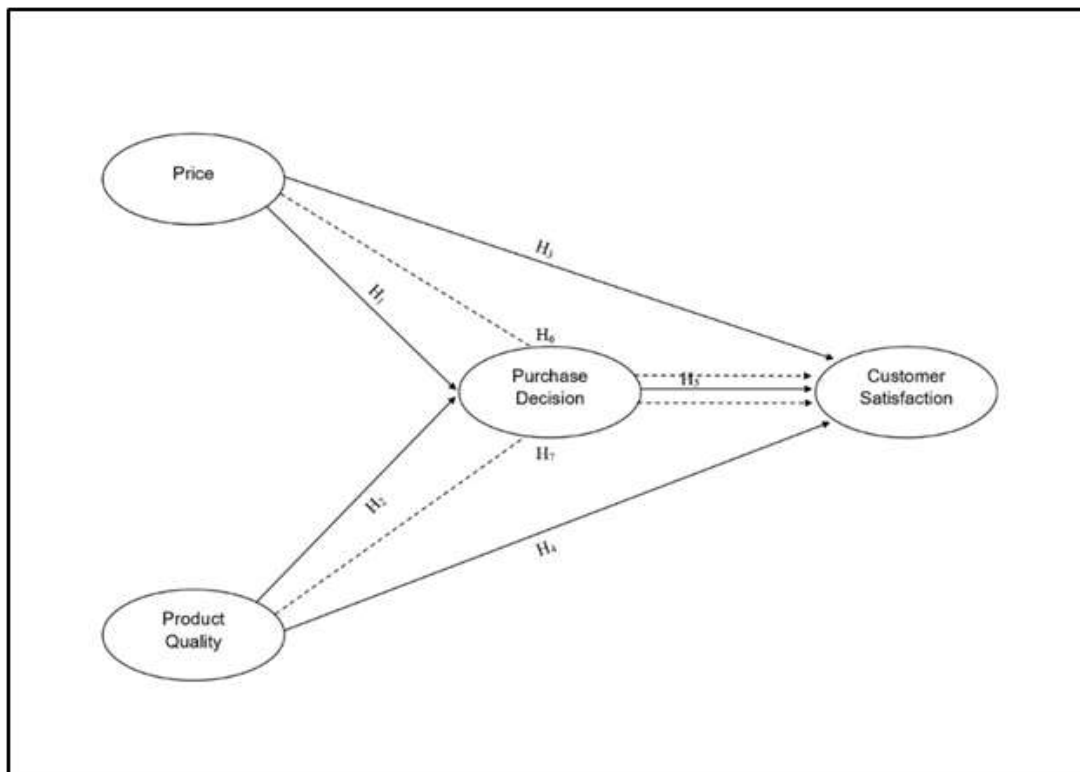


Figure 1. Research Framework

Research Hypothesis

1. Price has a positive and significant effect on the Purchase Decision of Somethinc skincare serum consumers.

The Influence Of Price And Product Quality On Customer Satisfaction With Purchase Decision As Mediation Variable In Somethinc Serum Skincare Products In Indonesia. Azyyati Muthmainnah, et.al

2. Product Quality has a positive and significant effect on the Purchase Decision of Somethinc skincare serum consumers.
3. Price has a positive and significant effect on Customer Satisfacion of Somethinc skincare serum consumers.
4. Product Quality is positively and significantly related to Customer Satisfacion of Somethinc skincare serum consumers.
5. Purchase Decision has a positive and significant effect on Customer Satisfaction of Somethinc skincare serum consumers.
6. Price has a positive and significant effect on Customer Satisfaction with the Purchase Decision variable as a mediating variable.
7. Product Quality has a positive and significant effect on Customer Satisfaction with the Purchase Decision variable as a mediating variable.

2. METHOD

In this research, causal research is the research design used. To conduct this research, questionnaires were distributed to participants who met predetermined criteria and were deemed appropriate. A Likert scale with a range of 1 to 5 was used to assess the questionnaire. The ratings were then categorized into five groups as follows: Strongly disagree ranked 1, disagree ranked 2, somewhat agreeable ranked 3, agree rated 4, and strongly agree rated 5. A series of 4 questions was made by [68] used to evaluate price variables. A collection of 8 question items [69] was used in this research to assess the second independent variable, which is also referred to as product quality. The dependent variable measured is customer satisfaction, calculated using 3 question items created by [70]. The model developed by [17] was used to measure purchasing decisions as a mediating variable.

This research was conducted in several regions of Indonesia, including Kalimantan, Java, Sulawesi, Sumatra, Bali, and Papua. The quantitative data used in this research comes from primary data sources. Techniques used to collect data included a literature review and a digitally distributed survey distributed via the Google Form platform. People who had previously purchased and used Somethinc serum skin care products were the targets of this research. This research used a non-probability sampling technique with a purposive sampling strategy. The sample used in this research consisted of 203 respondents who were required to be Indonesian citizens and were at least 17 years old. We also collect and analyze respondents' demographic data, which includes age, gender, place of residence, education level, occupation, and income.

The structural model of the research being built and the measurement model will be analyzed and evaluated using Structural Equation Modeling (SEM) together with the AMOS 24 statistical tool. Quality of fit index parameters, such as chi-square (χ^2), CMIN/DF, mean root error of approximation - mean square (RMSEA), root mean square residual (RMR), goodness of fit index (GFI), Tucker Lewis index (TLI), incremental fit index (IFI), Comparative Fit Index (CFI) and Normative Fit Index were used to evaluate usage model. For validity evaluation, the standard filling factor (SLF), whose value is at least 0.50 (Hair et al., 2014: 618), and construct reliability (CR) evaluation will depend on the results of the tabulation of construct reliability (CR) values and the average variation that extracted (AVE). Next, SEM analysis was carried out on the structural model to assess the validity of the research hypothesis. The t-calculated value for each coefficient will be displayed through SEM analysis. The idea can be said to have a causal relationship if the t value \geq t table (1.96) with a significant level of α (usually $\alpha = 0.05$).

3. RESULT AND DISCUSSION

Respondent Characteristics

The profile analysis of respondents in this survey is based on the following demographics:

Table 1. Presents an overview of the characteristics of the respondents

Category	Item	f	%
Gender	Male	61	30%
	Female	142	70%
	Total	203	100.00%
Age	17 – 21 years old	78	38,4%
	22 – 26 years old	74	36,4%
	27 – 31 years old	37	18,2%
	32 – 36 years old	10	5%

Category	Item	f	%
	>36 years old	4	2%
	Total	203	100.00%
Domicile	Sumatra	38	18,7%
	Jawa	77	37,9%
	Kalimantan	31	15,3%
	Sulawesi	33	16,3%
	Maluku and Papua	4	2%
	Bali and Nusa Tenggara	20	9,9%
	Total	203	100.00%
Education	Elementary school	0	0%
	Junior High School	1	0,5%
	Senior Highschool	111	54,7%
	Diploma (D1/D2/D3)	42	20,7%
	Bachelor degree	42	20,7%
	Postgraduate	7	3,4%
	Total	203	100.00%
Jobs	Student	8	4%
	University Student	88	43,3%
	Private sector employee	75	36,9%
	Entrepreneur	24	11,8%
	Other	8	4%
	Total	203	100.00%
Monthly Income	<Rp 1.000.000	44	21,7%
	Rp 2.000.000 – Rp 2.999.999	50	24,6%
	Rp 3.000.000 – Rp 3.999.999	52	25,6%
	>Rp 4.000.000	57	28,1%
	Total	203	100.00%

Measurement Models

The results of the suitability, validity, and reliability tests are as follows.

Table 2. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
Price	The price of Somethinc skincare products is affordable for me.	0,893	0,787	0,643
	For me, the price of Somethinc skincare products is in accordance with the quality of the product.	0,740		
	Somethinc skincare products are priced competitively with other products.	0,707		
	Somethinc skincare products are priced according to the benefits.	0,854		
	I believe that Somethinc skincare products are good for beauty care.	0,869		
	I know that Somethinc skincare products are different from other products.	0,815		
Product Quality	I believe that Somethinc skincare products absorb well into the skin.	0,853	0,807	0,699
	I believe that the ingredients in Somethinc skincare products can maintain healthy skin.	0,864		
	I believe that using Somethinc skincare products can last up to 12 hours.	0,801		
	I believe that Somethinc skincare products are easy on the skin.	0,839		
	I know that Somethinc skincare product designs are attractive.	0,832		
	I believe that Somethinc skincare products are in line with	0,816		

	Items	SLF	CR	AVE
	my needs and wants.			
	I feel happy with my decision to buy Somethinc skincare products.	0,898		0,697
Purchase Decision	I often buy Somethinc skincare products.	0,749	0,820	
	I would positively recommend this Somethinc skincare product to others.	0,793		
	I usually repurchase Somethinc skincare products.	0,892		
	Based on my experience using Somethinc skincare products, I am very satisfied.	0,880		
Customer Satisfaction	I am interested in purchasing Somethinc skincare products again.	0,877	0,815	0,767
	I recommend my friends or relatives to buy Somethinc skincare products.	0,872		

Based on the data in Table 2, the results of the validity and reliability tests show that the indicators used in the construction model all meet the validity and reliability standards. Each hand with a standardized stress factor (SLF) value greater than 0.50 shows that all the metrics used are valid and reliable in measuring the overall model structure. This is indicated by the average variance extracted (AVE) reaching above 0.50, and the construct reliability (CR) test score exceeding 0.70, meaning that all instruments can be considered reliable and consistent tools for measuring model components, which was developed.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
X ²		434.643
DF		147
X ² - Significance Probability		0.000
CMIN/DF	≤ 3.00	2.957
RMSEA	≤ 0.08	0.098
NFI	≥ 0.90	0.865
IFI	≥ 0.90	0.907
TLI	≥ 0.90	0.890
CFI	≥ 0.90	0.906
Goodness of Fit Index	Cut off Value	Results
X ²		434.643

The model suitability test shown in Table 3 shows that the model suitability requirements are accepted, and suitability can be stated. Three measurements indicate goodness of fit. There are 3-4 measurements with a good level of agreement or above the cut-off value, then the research model configuration can be declared adequate and accepted.

Hypotheses Testing

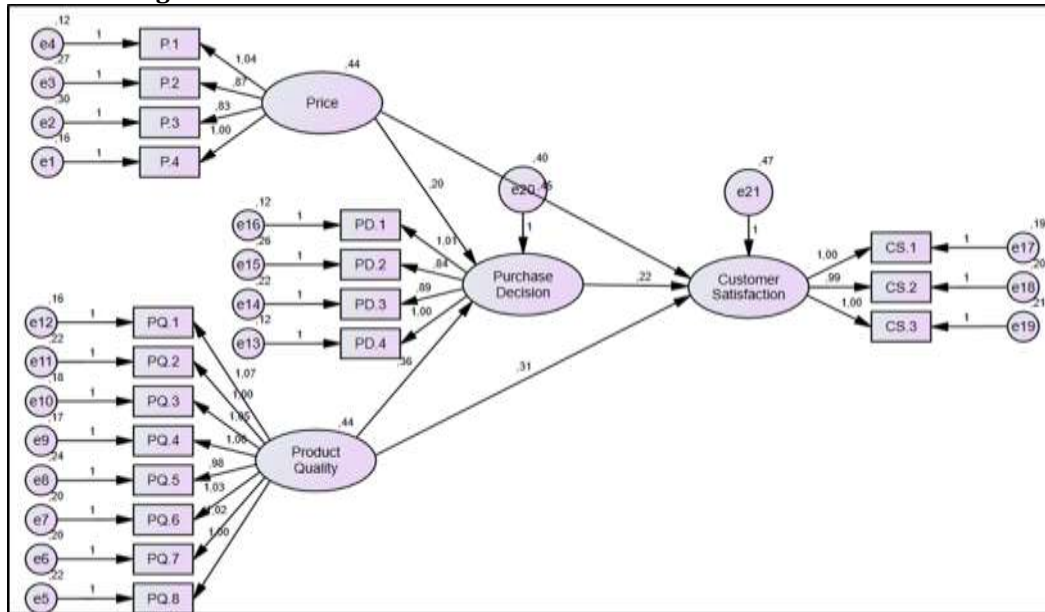


Figure 2. Full Model Testing

The results of testing the influence of the relationship between variables in the research configuration built in this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E.	C.R.	P - Value	Conclusion
H ₁	Purchase Decision <--- Price	0.197	0.076	2.586	0.010	Significant positive
H ₂	Purchase Decision <--- Product Quality	0.363	0.076	4.746	***	Significant positive
H ₃	Customer Satisfaction <--- Purchase Decision	0.221	0.088	2.521	0.012	Significant positive
H ₄	Customer Satisfaction <--- Price	0.454	0.089	5.117	***	Significant positive
H ₅	Customer Satisfaction <--- Product Quality	0.308	0.089	3.450	***	Significant positive

Based on Table 4, the t-score value of the effect of price on purchase decision is 2.586, exceeding the value found in the t table (1.96). In addition, the p value is < 0.05 ($\alpha = 0.05$). The results show that price is related to purchase decision. For the second hypothesis, the t-score value on the product quality link to purchasing decisions is 4746 and the three-star p-value is less than 0.05 ($\alpha = 0.05$). The results show that product quality is related to purchasing decisions. For the third hypothesis, the t-score value on the link between purchasing decisions and customer satisfaction is 2.521 and the p-value of 0.012 is less than 0.05 ($\alpha = 0.05$). The results show that purchasing decisions are related to customer satisfaction. For the fourth hypothesis, the t-score value for the price link to customer satisfaction is 5.117 with a p-value of less than 0.05 ($\alpha = 0.05$), which means that price is related to customer satisfaction. For the fifth hypothesis, the t-score value for the product quality link to customer satisfaction is 3.450 with a p-value of less than 0.05 ($\alpha = 0.05$), which means that product quality is related to customer satisfaction.

Table 5 shows the results of the sobel test to confirm the indirect effect on the effect of the innate mediating variable.

Table 5. Sobel Test - Significance of Mediation

	Sobel test statistic	Two- tailed probability
(H ₆) Price --> Purchase Decision --> Customer Satisfaction	1.803	0.071
(H ₇) Product Quality--> Purchase Decision--> Customer Satisfaction	2.222	0.026

The Influence Of Price And Product Quality On Customer Satisfaction With Purchase Decision As Mediation Variable In Somethinc Serum Skincare Products In Indonesia. Azyyati Muthmainnah, et al

In the sixth hypothesis, the Sobel test statistic value is 1.803 and the P-Value is 0.071. These results indicate that the statistical value of the Sobel test is smaller than the t-table (1.96), and also the p value obtained is greater than 0.05 ($\alpha = 0.05$), which means that purchasing decisions cannot mediate price to customer satisfaction. In the seventh hypothesis where the statistical value of the Sobel test is 2.222 greater than 1.96 and the P-value of 0.026 is less than 0.05 ($\alpha = 0.05$). Thus purchasing decisions can mediate product quality on customer satisfaction.

Discussion

This study found that there is a positive and significant correlation between price and customer satisfaction regarding Somethinc skincare serum. The results of this study are consistent with previous research conducted by [9] and [71]. The price match with the benefits obtained by customers contributes to customer satisfaction, which in turn encourages them to maintain their trust and make repeat purchases. In addition, this study also revealed that price has a positive and significant impact on purchasing decisions. This finding is in line with the results of research conducted by [42] and [72]. The importance of pricing in consumer purchasing decisions is an important consideration. This study also confirms that product quality affects customer satisfaction positively and significantly. The results of this study are in accordance with the findings of previous research conducted by [60]. The higher the product quality, the higher the level of consumer satisfaction with the product. In addition, the results also show that product quality has a positive and significant influence on purchasing decisions, in accordance with research conducted by [54]. This study also noted that purchasing decisions have a positive and significant impact on customer satisfaction. The results of this study are in line with previous research conducted by [18] and [73]. Consumer purchasing decisions have an impact on the level of satisfaction if the product purchased matches expectations and fulfills consumer desires. In addition, this study shows that product quality affects customer satisfaction through purchasing decisions, in accordance with the findings of previous research conducted by [74] [75]. If consumers are satisfied with product quality, they tend to continue to buy the product because the product always presents better innovations compared to similar products. However, it should be noted that purchasing decisions are not able to link the effect of price on customer satisfaction. This is due to consumer preferences that lean more towards products with high quality, even if they are more expensive, as shown by research [76].

4. CONCLUSION

The results of the study can be used as decisions taken by the company in a more strategic effort to find ways to increase customer satisfaction and purchasing decisions. In addition to improving product quality, brands can increase profits by offering prices that match product quality. In addition, the current product quality of Somethinc serum must be maintained so that customers remain confident in purchasing the product. The brand can also change its latest product or add product variations to reach a wider market segment. By conducting effective marketing through improvements in terms of product quality and price, the product can become increasingly popular, especially now that the Somethinc brand already has a positive image in the minds of consumers. That way, consumers will show more curiosity about the product and become interested in making a purchase. For future researchers, it is suggested that they can develop other variables and strengthen the research by making this research a comparative reference in order to obtain varied results in accordance with developments in the world of digitalization. In addition, this study only focuses on serum. In future studies, researchers can further examine things that may be related to customer satisfaction, as well as examine Somethinc products as a whole. By conducting a more comprehensive research, it is hoped that this research can provide useful guidance or reference benefits for related parties, including sellers. Researchers expect this research to provide increased sales volume by utilizing effective marketing strategies and having a positive impact on customer satisfaction.

REFERENCES

- [1] "Research And Markets 2023." [Online]. Available: <https://www.researchandmarkets.com/report/skincare>
- [2] Atase Perdagangan KBRI Tokyo, "Laporan analisis intelijen bisnis produk kosmetik atase perdagangan KBRI tokyo 2021," *Kementrian Perdagangan. Republik Indones. 2021*, pp. 6–8, 2021.
- [3] GoodStats, "10 Merek Serum Wajah Terlaris di E-commerce 2022," *GoodStats. 2022*. [Online]. Available: <https://goodstats.id/article/10-merek-serum-wajah-terlaris-di-ecommerce-2022-mVkmx>

- [4] Kompas.co.id, "Data Penjualan Serum: Lagi, Brand Lokal Kokoh Pimpin Pasar Periode 1-15 September!," *Kompas.co.id*. 2022. [Online]. Available: <https://kompas.co.id/article/data-penjualan-serum-brand-lokal/>
- [5] Kompas, "10 Brand Skincare Terlaris di E-commerce," *Kompas.co.id*. 2022. [Online]. Available: https://kompas.co.id/wp-content/uploads/2021/04/31-10-22_2_Article-beauty-02-1536x798.jpg
- [6] C. N. Opata, W. Xiao, A. A. Nusenu, S. Tetteh, and E. Asante Boadi, "The impact of value co-creation on satisfaction and loyalty: the moderating effect of price fairness (empirical study of automobile customers in Ghana)," *Total Qual. Manag. Bus. Excell.*, vol. 32, no. 11–12, pp. 1167–1181, 2019, doi: 10.1080/14783363.2019.1684189.
- [7] C. Shen and Y. Yahya, "The impact of service quality and price on passengers' loyalty towards low-cost airlines: The Southeast Asia's perspective," *J. Air Transp. Manag.*, vol. 91, no. November 2020, p. 101966, 2021, doi: 10.1016/j.jairtraman.2020.101966.
- [8] M. S. Farooq, M. Salam, A. Fayolle, N. Jaafar, and K. Ayupp, "Impact of service quality on customer satisfaction in Malaysia airlines: A PLS-SEM approach," *J. Air Transp. Manag.*, vol. 67, no. December 2017, pp. 169–180, 2018, doi: 10.1016/j.jairtraman.2017.12.008.
- [9] Pribanus et al., "ITHJ International Tourism and Hospitality Journal The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik," 2019. [Online]. Available: <https://rpajournals.com/ithj>; <https://rpajournals.com/ithj>
- [10] U. Suhud, M. Allan, S. F. Wibowo, E. Sabrina, and G. Willson, "Measuring customer satisfaction of a café and coffee shop colony at a traditional market," *J. Foodserv. Bus. Res.*, vol. 23, no. 1, pp. 78–94, 2019, doi: 10.1080/15378020.2019.1686897.
- [11] Albari and A. Kartikasari, "Impact of Service Quality, Product Quality and Price on Customer Satisfaction and loyalty," *AJEFB - Asian J. Entrep. Fam. Bus.*, vol. 3, no. 4, pp. 49–64, 2019.
- [12] S. Ali Qalati, W. Li, S. Iqbal, R. Yassir Hussain, L. Wen Yuan, and S. Ali, "Impact of Price on Customer Satisfaction; mediating role of Consumer Buying Behavior in Telecoms Sector mediating role of Consumer Buying Behaviour in Telecom Sector View project International Journal of Research Impact of Price on Customer Satisfaction;," *Int. J. Res. Impact Price Cust. Satisf.*, vol. 06, no. 04, pp. 150–165, 2019, [Online]. Available: <https://journals.pen2print.org/index.php/ijr/>
- [13] H. Wang, H. Liu, S. J. Kim, and K. H. Kim, "Sustainable fashion index model and its implication," *J. Bus. Res.*, vol. 99, no. December 2017, pp. 430–437, 2017, doi: 10.1016/j.jbusres.2017.12.027.
- [14] Afriapollo Syafarudin, "The Effect of Product Quality on Customer Satisfaction Implications on Customer Loyalty in the Era Covid-19," *Ilomata Int. J. Tax Account.*, vol. 2, no. 1, pp. 71–83, 2021, doi: 10.52728/ijtc.v2i1.204.
- [15] B. Clara K, F. Margaretha, S. Wirawan, and W. Wowor, "The Influence of Service Quality Toward Customer Loyalty at Five-star Hotel in Bali," *Int. J. Soc. Manag. Stud.*, vol. 3, no. 2, pp. 175–186, 2022, [Online]. Available: <https://ijosmas.org/index.php/ijosmas/article/view/145>
- [16] M. Jasin and A. Firmansyah, "The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products," *Uncertain Supply Chain Manag.*, vol. 11, no. 1, pp. 383–390, 2023, doi: 10.5267/j.uscm.2022.9.004.
- [17] J. R. Hanaysha, "Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator," *Int. J. Inf. Manag. Data Insights*, vol. 2, no. 2, p. 100102, 2022, doi: 10.1016/j.jjime.2022.100102.
- [18] H. Ali, V. Rivai Zainal, and R. Rafqi Ilhamalimy, "Determination of Purchase Decisions and Customer Satisfaction: Analysis of Brand Image and Service Quality (Review Literature of Marketing Management)," *Dinasti Int. J. Digit. Bus. Manag.*, vol. 3, no. 1, pp. 141–153, 2021, doi: 10.31933/dijdbm.v3i1.1100.
- [19] J. Steinhauser, M. Janssen, and U. Hamm, "Consumers' purchase decisions for products with nutrition and health claims: What role do product category and gaze duration on claims play?," *Appetite*, vol. 141, no. June, p. 104337, 2019, doi: 10.1016/j.appet.2019.104337.
- [20] H. D. F. Carvalho, E. D. S. Saldanha, and A. M. Amaral, "The Mediation Effects of Customer Satisfaction on the Relations Between Product Price, Service Quality and Purchasing Decision," *Timor Leste J. Bus. Manag.*, vol. 2, no. 1, pp. 14–26, 2020, doi: 10.51703/bm.v2i2.18.
- [21] Y. D. Kurniawan, "PENGARUH KUALITAS PELAYANAN, KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN Prijati Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya," *J. Ilmu dan Ris. Manaj.*, vol. 11, no. 1, pp. 1–18, 2022.
- [22] A. Rasjid and A. Laksono, "Pengaruh Persepsi Harga Dan Citra Merek Terhadap Kepuasan

- Pelanggan Pengguna Jasa Transportasi Ojek Online (Studi Kasus Pelanggan Grab Di Kota Palembang)," *J. Manaj.*, vol. 9, no. 4, pp. 1–16, 2021, doi: 10.36546/jm.v9i4.499.
- [23] Ermini, Suryati, M. Najib, and D. S. Nindiati, "Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Promosi Penjualan Terhadap Minat Beli Konsumen Pada The Hungry Burger," *J. Media Wahana Ekon.*, vol. 20, no. 1, pp. 36–51, 2023, doi: 10.31851/jmwe.v20i1.9814.
- [24] R. Wijaya and H. Habiburahman, "Pengaruh Kualitas Produk, Harga, Dan Lokasi Terhadap Keputusan Pembelian Martabak Along 89 Lampung," *J. Maneksi*, vol. 12, no. 2, pp. 253–258, 2023, doi: 10.31959/jm.v12i2.1536.
- [25] W. Mufidah, "Pengaruh kelengkapan produk, harga dan kualitas pelayanan terhadap kepuasan konsumen pada toko tugu gede mayong," *J. Ekon. Mhs.*, vol. 2, no. 3, p. 149, 2021, [Online]. Available: <https://books.google.co.id/books?id=MvI3EAAAQBAJ&hl=id>
- [26] R. Aprita Nur Maharani and I. Ali Alam, "Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Konsumen Selama Pandemi Covid-19 Pada Kebab Salahuddin," *SIBATIK J. J. Ilm. Bid. Sos. Ekon. Budaya, Teknol. dan Pendidik.*, vol. 1, no. 4, pp. 235–242, 2022, doi: 10.54443/sibatik.v1i4.22.
- [27] C. M. Gunarsih, J. A. F. Kalangi, and L. F. Tamengkel, "Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang," *Productivity*, vol. 2, no. 1, pp. 69–72, 2021, [Online]. Available: <https://ejournal.unsrat.ac.id/index.php/productivity/article/view/32911>
- [28] Z. Efdison, A. N. Lova, Yelnim, D. Yadewani, and E. F. Harahap, "Pengaruh Harga Dan Kualitas Produk Pengaruh Terhadap Keputusan Pembelian Konsumen Di Kopi Nur," *Jisos*, vol. 2, no. 1, pp. 1293–1304, 2023.
- [29] M. K. Hafidzi, F. Rizqi, and A. Jumani, "Literature Review Pengaruh Harga, Kualitas Produk Dan Lokasi Terhadap Pengambilan Keputusan Pembelian," *J. Ilmu Multidisiplin*, vol. 1, no. 1, pp. 203–214, 2022, [Online]. Available: <https://doi.org/10.38035/jim.v1i1>
- [30] M. R. H. K. Rakib, S. A. K. Pramanik, M. Al Amran, M. N. Islam, and M. O. F. Sarker, "Factors affecting young customers' smartphone purchase intention during Covid-19 pandemic," *Heliyon*, vol. 8, no. 9, 2022, doi: 10.1016/j.heliyon.2022.e10599.
- [31] Z. Hauck, B. Rabta, and G. Reiner, "Joint quality and pricing decisions in lot sizing models with defective items," *Int. J. Prod. Econ.*, vol. 241, no. July, p. 108255, 2021, doi: 10.1016/j.ijpe.2021.108255.
- [32] L. E. En and B. Balakrishnan, "Smartphone Purchase Intention by Nilai University Students Living in the City of Nilai Malaysia," *Sriwij. Int. J. Dyn. Econ. Bus.*, vol. 6, no. 2, p. 131, 2022, doi: 10.29259/sijdeb.v6i2.131-146.
- [33] Y. Zheng, C. Gao, X. He, Y. Li, and D. Jin, "Price-aware recommendation with graph convolutional networks," *Proc. - Int. Conf. Data Eng.*, vol. 2020-April, pp. 133–144, 2020, doi: 10.1109/ICDE48307.2020.00019.
- [34] G. R. D. Levrini and M. J. Dos Santos, "The influence of price on purchase intentions: Comparative study between cognitive, sensory, and neurophysiological experiments," *Behav. Sci. (Basel)*, vol. 11, no. 2, 2021, doi: 10.3390/bs11020016.
- [35] B. Rai and P. B. Budhathoki, "Factors affecting brand choice behavior of laptop purchases of university students in Nepal," *Cogent Arts Humanit.*, vol. 10, no. 1, 2023, doi: 10.1080/23311983.2023.2194126.
- [36] M. Z. Salem, "Effects of perfume packaging on Basque female consumers purchase decision in Spain," *Manag. Decis.*, vol. 56, no. 8, pp. 1748–1768, 2018, doi: 10.1108/MD-04-2017-0363.
- [37] D. A. Harahap and D. Amanah, "Determinants of Consumer Purchase Decision In SMEs," *Int. J. Sci. Technol. Res.*, vol. 9, no. 03, pp. 3981–3989, 2020, [Online]. Available: www.ijstr.org
- [38] L. Sun, Y. Zhao, and B. Ling, "The joint influence of online rating and product price on purchase decision: An EEG study," *Psychol. Res. Behav. Manag.*, vol. 13, pp. 291–301, 2020, doi: 10.2147/PRBM.S238063.
- [39] H. Malini, "The Influence of Beauty Vloggers, Brand Image, and Product Quality on Lipstick Purchase Decisions," *KELUWIH J. Sos. dan Hum.*, vol. 2, no. 2, pp. 58–68, 2021, doi: 10.24123/soshum.v2i2.4698.
- [40] L. Zhixuan, G. Hanchen, and L. Feifan, "Analysis of influencing factors of Chinese female college students' lipstick purchasing decisions," *2019 Int. Conf. Emerg. Res. Manag. Business, Financ. Econ. (ERMBFE 2019)*, no. Ermbfe, pp. 898–905, 2019, doi: 10.25236/ermbfe.2019.170.
- [41] Muaidy Yasin et al., "T He R Ole of," *Rev. Lit. Arts Am.*, vol. 178, no. August, pp. 173–178, 2021, doi:

- 10.1093/ajae/aau104.
- [42] E. Zuliawaty Rajasa, A. Manap, P. Doddy Heka Ardana, M. Yusuf, and Harizahayu, "Literature Review: Analysis Of Factors Influencing Purchasing Decisions, Product Quality And Competitive Pricing," *J. Ekon.*, vol. 12, no. 01, p. 2023, 2023, [Online]. Available: <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- [43] I. Setiawan, D. Mulyana, A. Prianto, M. Desi, and R. P. Setyaningrum, "The Effect Of Brand Image and Product Quality On Consumer Purchase Decisions On 'Skincare Ine' Cosmetic Product At The Cikarang Skin Center Mediated By Word Of Mouth," *J. Ekon.*, vol. 12, no. 03, p. 2023, 2023, [Online]. Available: <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- [44] E. Listiana and W. Pebrianti, "Measuring the Domestic and Foreign Tourists' Satisfaction Towards the Tourism Marketing Mix in the Equator City," *Tanjungpura Int. J. Dyn. Econ. Soc. Sci. Agribus.*, vol. 1, no. 1, pp. 49–65, 2020.
- [45] Njei Zephan, "Relationship Between Customer Satisfaction and Loyalty," *SSRN Electron. J.*, no. May, 2018, doi: 10.2139/ssrn.3913161.
- [46] T. Y. R. Syah and D. Olivia, "Enhancing Patronage Intention on Online Fashion Industry in Indonesia: The Role of Value Co-Creation, Brand Image, and E-Service Quality," *Cogent Bus. Manag.*, vol. 9, no. 1, 2022, doi: 10.1080/23311975.2022.2065790.
- [47] K. Akbari and U. Wagner, "Playing When Paying and What Happens Next: Customer Satisfaction and Word-of-Mouth Intention in Gambled Price Promotions," *Schmalenbach J. Bus. Res.*, vol. 73, no. 2, pp. 243–271, 2021, doi: 10.1007/s41471-021-00110-y.
- [48] Djumarno, S. Anjani, and S. Djamaluddin, "Effect of Product Quality and Price on Customer Loyalty through Customer Satisfaction," *Int. J. Bus. Manag. Invent. ISSN*, vol. 7, no. 8, pp. 13–20, 2018, [Online]. Available: [www.ijbmi.org/papers/Vol\(7\)8/Version-1/C0708011320.pdf](http://www.ijbmi.org/papers/Vol(7)8/Version-1/C0708011320.pdf)
- [49] M. T. Herawaty *et al.*, "The Influence of Service Quality and Price on Alfamart Consumer Loyalty with Customer Satisfaction As Mediation Variables," *Int. J. Soc. Manag. Stud.*, vol. 3, no. 2, pp. 246–257, 2022.
- [50] J. Bridges and C. Vásquez, "If nearly all Airbnb reviews are positive, does that make them meaningless?," *Curr. Issues Tour.*, vol. 21, no. 18, pp. 2065–2083, 2016, doi: 10.1080/13683500.2016.1267113.
- [51] M. Camilleri and R. Filieri, "Customer Satisfaction and Loyalty With Online Consumer Reviews: Factors Affecting Revisit Intentions," *SSRN Electron. J.*, no. September, 2023, doi: 10.2139/ssrn.4531301.
- [52] H. T. Yi, C. K. Yeo, F. E. Amenuvor, and H. Boateng, "Examining the relationship between customer bonding, customer participation, and customer satisfaction," *J. Retail. Consum. Serv.*, vol. 62, no. May, p. 102598, 2021, doi: 10.1016/j.jretconser.2021.102598.
- [53] L. Chikazhe, C. Makanyeza, and B. Chigunhah, "Understanding mediators and moderators of the effect of customer satisfaction on loyalty," *Cogent Bus. Manag.*, vol. 8, no. 1, 2021, doi: 10.1080/23311975.2021.1922127.
- [54] H. A. Rahman and A. Sitio, "the Effect of Promotion and Product Quality Through Purchase Decision on the Customer Satisfaction of Bohemian Project.Id Products," *Int. J. Eng. Technol. Manag. Res.*, vol. 6, no. 1, pp. 55–72, 2019, doi: 10.29121/ijetmr.v6.i1.2019.346.
- [55] I. G. A. W. Diputra and N. N. Yasa, "the Influence of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty," *Am. Int. J. Bus. Manag.*, vol. 4, no. 01, pp. 25–34, 2021.
- [56] Y. M. Ginting, T. Chandra, I. Miran, and Y. Yusriadi, "Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation," *Int. J. Data Netw. Sci.*, vol. 7, no. 1, pp. 329–340, 2023, doi: 10.5267/j.ijdns.2022.10.001.
- [57] sao & Tri, "Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty," *J. Asian Financ. Econ. Bus.*, vol. 8, no. 3, pp. 585–593, 2021, doi: 10.13106/jafeb.2021.vol8.no3.0585.
- [58] W. Pebrianti, A. Arweni, and M. Awal, "Digital Marketing, e-WOM, Brand Awareness Dan Keputusan Pembelian Kopi Milenial," *J. Ilmu Ekon. Sos.*, vol. 11, no. 1, pp. 48–56, 2020, doi: 10.35724/jies.v11i1.2848.
- [59] W. J. Pratiwi, "Pengaruh E-Service Quality dan Information Quality Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Daring di Aplikasi Shopee (Studi pada Konsumen Shopee di Kota Jambi)," *J. Manaj. Terap. dan Keuang. (Mankeu)*, vol. 12, no. 1, pp. 103–114, 2023.

- [60] A. I. Waluya, M. A. Iqbal, and R. Indradewa, "How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers," *Int. J. Serv. Econ. Manag.*, vol. 10, no. 2, pp. 177–193, 2019, doi: 10.1504/IJSEM.2019.100944.
- [61] I. Djan and S. Rubbiah Adawiyah, "The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction," *Int. J. Bus. Econ. Res.*, vol. 9, no. 4, p. 269, 2020, doi: 10.11648/j.ijber.20200904.23.
- [62] G. K. Amoako, "Customer Satisfaction: Role of Customer Service, Innovation, and Price in the Laundry Industry in Ghana," *J. African Bus.*, vol. 23, no. 1, pp. 146–164, 2020, doi: 10.1080/15228916.2020.1826855.
- [63] Naufal & Sri, "Pengaruh Kualitas Produk dan Citra Merek terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Sebagai Variabel Intervening," *J-MAS (Jurnal Manaj. dan Sains)*, vol. 8, no. 1, p. 426, 2022, doi: 10.33087/jmas.v8i1.750.
- [64] C. C. Widayati, F. Dhia Malihah, H. Widjaja, and Y. Yenita, "The Role of Purchasing Decisions in Mediating the Influence of Personal Selling, Price and Product Quality on Customer Satisfaction Using MICE Services," *Dinasti Int. J. Digit. Bus. Manag.*, vol. 4, no. 5, pp. 917–932, 2023, [Online]. Available: <https://creativecommons.org/licenses/by/4.0/>
- [65] H. Manggala and G. P. Adirinekso, "Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Mediasi," *J. Ilmu Manaj.*, vol. 19, no. 1, pp. 39–53, 2022, doi: 10.21831/jim.v19i1.49600.
- [66] Mohammad Hasan et al., "Pengaruh Citra Merek dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Pengguna Sepeda Motor Honda Di Fakultas Ekonomi dan Bisnis Universitas Abdurachman Saleh Situbondo Dengan Keputusan Pembelian Sebagai Variabel Intervening," *J. Mhs. Entrep. FEB UNARS*, vol. 1, no. 7, pp. 1501–1510, 2023.
- [67] Roni Andika et al., "Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Intervening Pada Toko Sembako Barokah Dibesuki Situbondo," *J. Mhs. Entrep. FEB UNARS*, 2022.
- [68] Irfan Arifin, "Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Roti Pada CV. Prima Sari Bakery Kecamatan Rumbai Pesisir Kota Pekanbaru Menurut Ekonomi Syariah," *Duke Law J.*, vol. 1, no. 1, 2019.
- [69] Supiana Putri, "Pengaruh kualitas produk skincare something dan kualitas pelayanan pada store its'gorgeous.co pekanbaru terhadap keputusan pembelian ditinjau dari ekonomi syariah," 2022.
- [70] V. Butkouskaya, O. Oyner, and S. Kazakov, "The impact of omnichannel integrated marketing communications (IMC) on product and retail service satisfaction," *J. Econ. Financ. Adm. Sci.*, no. Imc, 2022, doi: 10.1108/JEFAS-09-2022-0237.
- [71] I. Y. Riassta, E. Kusnadi, and E. Ediyanto, "Pengaruh Harga Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Intervening Pada Rumah Makan Angkringan 813 Bebek Baluran Di Situbondo," *J. Mhs. Entrep.*, vol. 1, no. 7, p. 1501, 2022, doi: 10.36841/jme.v1i7.2343.
- [72] I. H. Susilowati and S. C. Utari, "Pengaruh Harga Terhadap Keputusan Pembelian Di Apotik MAMA Kota Depok," *J. Ecodemica J. Ekon. Manaj. dan Bisnis*, vol. 6, no. 1, pp. 134–140, 2022, doi: 10.31294/eco.v6i1.12806.
- [73] C. Cesariana, F. Juliansyah, and R. Fitriyani, "Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran)," *J. Manaj. Pendidik. Dan Ilmu Sos.*, vol. 3, no. 1, pp. 211–224, 2022, doi: 10.38035/jmpis.v3i1.867.
- [74] N. Rizca Pratiwi, T. Pradiani, A. Rahman Alamsyah, P. Studi Magister Manajemen, and F. Ekonomi dan Bisnis Institut Teknologi dan Bisnis Asia Malang, "Pengaruh Harga Dan Kualitas Produk Terhadap Kepuasan Pelanggan Dengan Keputusan Pembelian Sebagai Variabel Intervening (Studi Kasus Pada Zama HomeeWear Malang)," *JUBIS*, vol. 2, no. 2, 2021.
- [75] Y. Firmawati, "Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Sebagai Variabel Intervening (Studi kasus pada cafe AADK di Malang)," *Suparyanto dan Rosad (2015)*, vol. 4, no. 1, pp. 1–13, 2022.
- [76] A. Shalehah, I. L. O. Trisno, M. Moslehpour, and P. K. Lin Cor, "The effect of Korean beauty product characteristics on brand loyalty and customer repurchase intention in Indonesia," *2019 16th Int. Conf. Serv. Syst. Serv. Manag. ICSSSM 2019*, pp. 1–5, 2019, doi: 10.1109/ICSSSM.2019.8887676.