

The Influence of Customer Satisfaction on Consumer Purchasing Decisions on Catering Products at CV. Wery Group Gunungsitoli City

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Article Info	ABSTRACT
Keywords: Customer Satisfaction, Purchasing Decision	This study aims to determine the influence of customer satisfaction on consumer purchasing decisions for catering products at CV. Wery Group Gunungsitoli City. The research method used is a quantitative approach with statistical analysis to measure the relationship between customer satisfaction (X) and purchasing decisions (Y). Based on the determination test results, the Adjusted R Square value was found to be 0.672. This indicates that the customer satisfaction variable (X) explains 67.2% of the purchasing decision variable (Y) after adjusting for the sample size and independent variables used. Meanwhile, the remaining 32.8% is influenced by other factors not included in this study. The findings of this study suggest that the higher the level of customer satisfaction, the greater the likelihood of repeat purchases of catering products from CV. Wery Group. Therefore, the company must continuously improve service quality and product standards to maintain and enhance consumer purchasing decisions.
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INTRODUCTION

Globalization supported by technological developments has made competition in the business world increasingly fierce. This competition requires companies or business actors to compete in the market in order to attract customers and maintain their loyalty. Changes that occur in the business world require companies to continue to innovate in building their company strategies. Therefore, competition between similar companies will increase. Through marketing activities, it is hoped that companies will be able to adapt to the times so that company goals can be achieved.

With the current business conditions, every company is required to bring out all its best abilities and strategies in order to survive and be able to compete to win the market competition. All business actors are also required to be more creative and innovative in developing a product according to the needs of consumers so that their products can be chosen by the public. So companies are required to always carry out various marketing strategies in order to survive in the flow of business competition so that companies are required to be able to choose the right marketing strategy. A company can be a winner in increasingly tight business competition if the company is able to attract as many consumers

as possible and of course the company can also obtain great profits according to the goals of the company.

Various ways to produce products that have more value are actively carried out by companies. In order to build these conditions, management begins to formulate strategic decisions in correlating the opportunities and strengths of the products or services offered. The steps that can be taken are to create what is called customer satisfaction. Customer satisfaction can influence thinking in attracting customer purchasing decisions. According to Peter J. Paul Jerry C (2010) in research (Cesariana., 2022: 213), stated that customer satisfaction can be defined as an overall evaluation based on the experience of purchasing and consuming a product or service so far. Customer satisfaction is relative, meaning it depends on customer expectations. Customer satisfaction can influence future consumer behavior, such as repurchase intentions and word of mouth communication. So overall, customer satisfaction is the result of a comparison between customer expectations of a product or service and the reality they experience after consuming it. If product performance exceeds expectations, customers will be satisfied. Customer satisfaction is very important for companies because it can influence future purchasing decisions and positive word of mouth communication.

According to Fandy Tjiptono (2012) in (Hendra Poerwanto, 2018:4), customer purchasing decisions can be defined as a process in which consumers recognize their problems, seek information about certain products or brands, and evaluate how well each alternative can solve their problems, which then leads to a purchasing decision. Tjiptono also said that there are several factors that can influence customer purchasing decisions, namely External factors, such as friends, family, and social class. Internal factors, such as perception, personality attitudes, and lifestyle. In addition, Tjiptono also emphasized that the consumer purchasing decision process consists of five (five) stages, namely problem recognition, information search, alternative evaluation, purchasing decisions, post-purchase behavior.

Purchasing decision making is influenced by how companies attract people. Purchasing decisions are understood as consumer behavior in choosing whether or not to make a purchase. The factor that is considered by an individual before choosing whether or not to buy a product is the brand image that is already known to the public, to better understand the purchasing decision is the stage in the decision-making process where consumers actually buy (Kotler, 2001). There are many ways that companies can influence a customer's purchasing decision. One of them is by improving the company's brand image according to the product being sold. In addition, packaging design is also a consumer spotlight.

The purchasing decision-making process is influenced by various factors, both from within the internal consumer and from outside the external consumer. Here are some factors that influence the purchasing decision-making process. A comprehensive understanding of these factors will help marketers design marketing strategies that are in accordance with consumer characteristics and needs. Thus, marketers can be more effective in attracting, retaining, and satisfying consumers. CV. Wery Group is a company engaged in the food industry, which produces various products such as cakes, cookies, chips, dodol, tarts, and

especially its flagship product, namely Catering. Although this company strives to maintain the quality of its products so that they are well received by customers, they face significant challenges that affect customer satisfaction and consumer purchasing decisions. Some of the challenges faced by CV. Wery Group related to their Catering products include food that changes taste or is different from before, as well as late delivery. Although CV. Wery Group tries to highlight the characteristics and benefits of its Catering products to influence customer purchasing decisions, these inadequate quality and service issues result in a decrease in the number of purchases and damage the company's reputation. In order to understand and influence customer purchasing decisions, CV. Wery Group strives to improve the unique taste received by consumers, which then CV. Wery Group must overcome this challenge in order to maintain and increase its customer base, and compete effectively in the market.

Based on the results of research conducted by researchers, researchers found several major problems faced by CV. Wery Group related to the "Catering" product. Where CV. Wery Group faces a number of serious problems with their catering products that have a negative impact on customer satisfaction and consumer purchasing decisions. These problems include product quality, namely changes in the taste of food that are different from before, and untimely delivery. This shows imperfection in providing services and this has an impact on purchasing decisions, in addition, late delivery services add to customer dissatisfaction. These problems collectively reduce customer satisfaction, which has a direct impact on consumer purchasing decisions.

These problems have collectively decreased customer satisfaction with CV. Wery Group's catering products. This then has a direct impact on consumer purchasing decisions, which tend to decrease due to their dissatisfaction. The decline in customer satisfaction and purchasing decisions is certainly a serious challenge for CV. Wery Group to be able to maintain and improve its catering business. Comprehensive improvement efforts are needed in various aspects, ranging from product quality management, operational processes, to cleanliness and sanitation standards, in order to restore customer trust and satisfaction, and increase consumer purchasing decisions for their catering products. The objectives of this study are as follows: 1) To determine the effect of Customer Satisfaction on consumer purchasing decisions on Catering products at CV. Wery Group Gunungsitoli City. 2) To determine how much influence customer satisfaction has on consumer purchasing decisions on Catering products at CV. Wery Group Gunungsitoli City.

METHODS

The type of research used in this study is quantitative research. Quantitative research methods are systematic approaches used to collect and analyze numerical data with the aim of testing hypotheses, measuring variables, and generalizing the results obtained. This method focuses on objective measurement and statistical analysis, allowing researchers to draw reliable and valid conclusions. In this context, quantitative research often involves collecting data through surveys, experiments, or secondary data analysis, and using statistical tools to analyze the data (Zelfina & Nurmina, 2023).

One of the characteristics of quantitative research methods is the use of standardized data collection instruments, such as questionnaires or tests, designed to measure certain variables accurately. The advantages of quantitative research methods include their ability to produce data that can be measured and analyzed statistically, allowing researchers to generalize and replicate research. However, this method also has limitations, such as the inability to capture the complexity of social phenomena that often require a qualitative approach for deeper understanding (Hariyadi & Dewi, 2024). Therefore, the selection of the right research method must consider the purpose of the research and the nature of the phenomenon being studied. Overall, quantitative research methods are an important tool in scientific research, providing a systematic framework for collecting and analyzing data, and allowing researchers to answer research questions in an objective and measurable manner.

RESULTS AND DISCUSSION

Data Validity Test

According to Sugiyono (2019: 267), validity testing is the similarity of data reported by researchers with data obtained directly that occurs in research subjects. This validity test is carried out to measure the validity or otherwise of a questionnaire obtained by researchers from respondents, the validity test that will be used by researchers is by using SPSS, SPSS is an application for analyzing statistical data. The validity test was carried out using Pearson Product Moment correlation, and involved 50 respondents outside the research sample.

In order to measure validity, the Corrected Item-Total Correlation value is compared with the rtable value of 0.278. This comparison value is used to check whether the calculated value (r count) of the Corrected Item-Total Correlation is greater than the rtable value (of 0.278). If the calculated r value is greater than 0.278, then the questions in the questionnaire are considered valid.

The results of the validity test of the variables in this study are as follows:

Customer Satisfaction Validity Test (Variable X)

To calculate the validity of the customer satisfaction variable, the researcher prepared the results of the questionnaire items with the following table:

Table 1. Validity of Customer Satisfaction Variable (X)

No Item	r count	r table	Descriptionn
1	0.860	0.278	Valid
2	0.941	0.278	Valid
3	0.924	0.278	Valid
4	0.937	0.278	Valid
5	0.787	0.278	Valid
6	0.714	0.278	Valid

Source: processed from primary data through SPSS Statistics 26,2024

Based on Table 1, it is known that all statements used in the questionnaire for the customer satisfaction variable are declared valid, because all question items have a Pearson Correlation value (r count) greater than r table (0.278).

2. Validity Test of Purchase Decision Variables

Table 2. Validity of Purchase Decision Variable (Y)

No Item Agriculturey	r count	r table	Descriptionn
1	0.882	0.278	Valid
2	0.882	0.278	Valid
3	0.864	0.278	Valid
4	0.869	0.278	Valid
5	0.869	0.278	Valid
6	0890	0.278	Valid
7	0.760	0.278	Valid

Source: processed from primary data through SPSS Statistic26, 2024

Based on Table 2, it is known that all statements used in the questionnaire for the purchasing decision variable are declared valid, because all question items have a Pearson Correlation value (r count) greater than r table (0.278).

Reliability Test

Reliability testing is carried out on question items that are stated as valid, a variable is said to be reliable if the answers to the questions are always consistent. Reliability is concerned with the degree of consistency and stability of data or findings, to see the accuracy or clarity of the questionnaire. The high or low reliability is expressed by a value called the reliability coefficient, which ranges from 0-1. In this study, the researcher tested reliability with a modelCronbach's alpha, where researchers used the help of the SPSS version 26 program. The results of the instrument reliability testing are contained in

Table 3. Calculation of Reliability of Each Variable

Variablel	Cronbach's Alpha	N of Item
Latar Educational	0.936	6
Teacher Performance	0.940	7

Source: processed from primary data through SPSS Statistic26, 2024

The results of the reliability test on the instrument produced a Cronbach Alpha number greater than 0.7, which was 0.936 for the customer satisfaction variable, and 0.940 for the purchasing decision variable. The reliability of the questionnaire on these two variables is declared reliable if it provides a Cornbach alpha value > 0.7. Referring to the information above, it can be stated that the statements in this research questionnaire have sufficient reliability and are suitable for use in the context of this research.

Classical Assumption Test

Normality Test

In this study, data normality was tested using SPSS for Windows software. The normality test used was the Kolmogorov-Smirnov test. The criteria used were significance for two-tailed tests. If the calculation result is greater than 0.05, then it can be concluded that the data is normally distributed.

Table 4. Calculation of Reliability of Each Variable

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		
ers ^{a,b}		
Most	Absolute	.140
DifferentNegative ces		

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: processed from primary data through SPSS Statistic 26, 2025

Based on the results of the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.016. In the Kolmogorov-Smirnov test, a significance value greater than 0.05 indicates that the data is not significantly different from the normal distribution. With a significance value of 0.016, which is greater than 0.05, it can be concluded that there is insufficient evidence to reject the null hypothesis. This means that the residual data follows a normal distribution and the normality test does not show significant deviations from normality.

4.4.2 Multicollinearity Test. According to Ghozali (2017) explains that this test aims to investigate whether there is a significant correlation between independent variables in the regression model. In an effective regression model, there should be no strong correlation between independent variables. Detection of multicollinearity in the regression model can be done by looking at the tolerance value or variance inflation factor (VIF). Detection of multicollinearity in this model has several steps as follows:

1. The R² value is very high, but there are individual independent variables that do not have a significant influence on the dependent variable.
2. Analysis of the correlation matrix between independent variables. If there is a fairly high correlation (>0.9) between independent variables, this indicates the possibility of multicollinearity.
3. Look at the VIF and Tolerance values. If the Tolerance value is <0.10 and VIF >10, this indicates multicollinearity.

The results of the multicollinearity test are contained in Table 4.10 as follows:

Yesbel 5. Multicollinearity test

Coefficients ^a									
Model		Standardized Coefficients				t	Sig.	Collinearity Statistics	
		Beta							
1	(Constant)	7.319	2.271		3.223	0.002			
	Satisfaction Customer	0.869	0.086	0.824	10.066	0.000	1.000	1.000	

a. Dependent Variable: Purchase Decision

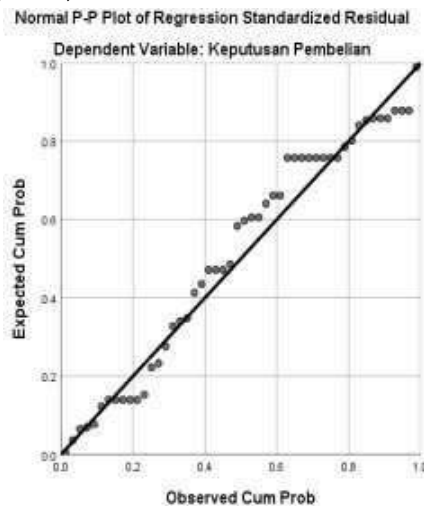
Source: processed from primary data through SPSS Statistic26, 2025

The results of the multicollinearity test in table 5 show the results of the calculation of the tolerance value of the two independent variables which have a tolerance value of >0.1, which means that there is no correlation between the independent variables of more than 95%, as well as the results of the VIF value which is more <5, so it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

The purpose of the heteroscedasticity test is to find out or test whether in the regression model there is or the occurrence of inequality in variance from residuals from one observation to another observation still means that heteroscedasticity occurs.

In the heteroscedasticity test, the researcher used SPSS26.



Source: processed from primary data through SPSS Statistic26, 2025

Based on the image above, we can conclude that the points in the image above are spread at each point 0, so it can be concluded that there is no heteroscedasticity.

Simple Linear Regression Test

The simple linear regression analysis method is used to determine whether or not there is an influence of educational background (X) on teacher performance (Y).

Table 6. Simple Linear Regression

Coefficients ^a						
Model		Beta	Standardized Coefficient	t	Sig.	
	Satisfaction Customer	0.869	0.086	0.8254	10.066	0.000

a. Dependent Variable: Purchase Decision

Source: processed from primary data through SPSS Statistic26, 2024

Based on the SPSS output results above, the regression equation can be formulated as follows:

$$Y = 7.319(a) + 0.869(x) + e$$

The regression models mean:

- constantan (a)=7,319 means that if Customer Satisfaction is constant, then the Purchase Decision is 7,319.
- coefficient towards regression /B (X) = 0.869 (positive value) meaning, if customer satisfaction increases by 1 (one) unit, the purchasing decision will also increase by 0.868.

Coefficient of Determination Test

In this study, adjusted R square is used, where each additional independent variable, then R2 will definitely increase. Therefore, many researchers recommend using adjusted R square when evaluating regression models. Unlike R2, the adjusted R2 value can increase or decrease if one independent variable is added to the model.

Table 7. Determination Test

Model Summary ^a										
Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.824 ^a	0.679	0.67	2.319	0.679	101.337		1	48	0.000

a. Predictors: (Constant), Customer Satisfaction
b. Dependent Variable: Purchase Decision

Source: processed from primary data through SPSS Statistic26, 2025

to the information above, it can be stated that the statements in this research questionnaire have sufficient reliability and are suitable for use in the context of this study. Based on the results of the Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.016. In the Kolmogorov-Smirnov test, a significance value greater than 0.05 indicates that the data is not significantly different from the normal distribution. With a significance value of 0.016, which is greater than 0.05, it can be concluded that there is no sufficient evidence to reject the null hypothesis. This means that the residual data follows a normal distribution and the normality test does not show significant deviations from normality. The results of the multicollinearity test in table 4.11 show the results of the calculation of the tolerance value of the two independent variables that have a tolerance value of >0.1 , which means that there is no correlation between the independent variables of more than 95% as well as the results of the VIF value which is more <5 , then it can be concluded that there is no multicollinearity between the independent in the regression model. Heteroscedasticity test results Based on the image above, we can conclude that the points in the image above are spread at each point 0, so it can be concluded that there is no heteroscedasticity. Simple linear regression test results. based on the SPSS output results above, the regression equation model can be formulated as follows:

$$Y=7.319(a)+0.869(x)+e$$

The regression models mean:

1. constantan (a)=7,319 means that if Customer Satisfaction is constant, then the Purchase Decision is 7,319.
2. coefficient towards regression /B (X) = 0.869 (positive value) meaning, if customer satisfaction increases by 1 (one) unit, the purchasing decision will also increase by 0.868.

Determination test results. Based on table 4.13 above, the results show that the Adjuster R Square value is 0.672, this means that the Customer Satisfaction Variable (X) is able to explain the Purchase Decision (Y) by 0.672 with a percentage of 67.2% after being adjusted for the sample and independent variables, while the remaining 32.8% is explained by other variables outside this study. The results of the T test. based on the table above, the interpretation is:

It is known that the sign value of the variable $X_{000} > 0.05$ and the calculated t value is $10.066 < 2.054$ so it can be concluded that H_a is accepted and has an effect on the purchasing decision variable (Y).

Discussion

The Influence of Customer Satisfaction on Consumer Purchasing Decisions on Catering Products at CV. Wery Group, Gunungsitoli City. Customer satisfaction is an important element in business, especially in the service sector such as catering. According to Kotler and Keller (2020), customer satisfaction is the level of a person's feelings after comparing the perceived performance of a product or service with their expectations. In the context of CV. Wery Group, ensuring customer satisfaction is very important to maintain loyalty and encourage repeat purchase decisions. Satisfied customers tend to recommend catering services to others, which directly increases sales. According to Zeithaml et al. (2021), customer satisfaction is an

emotional evaluation made by customers of the consumption experience. CV. Wery Group must pay attention to various aspects of service, such as food quality, timeliness of delivery, and friendliness of staff, to create a positive experience. This satisfaction not only provides short-term benefits, such as increased orders, but also long-term benefits in the form of customer trust in the brand. Consumer purchasing decisions are often driven by the level of satisfaction they previously felt. According to Schiffman and Wisenblit (2019), satisfied customers are more likely to make repeat purchases and share their positive experiences with others.

At CV. Wery Group, customers who are satisfied with the catering service are more likely to re-order for the next event, such as a wedding party or office event. Some of the main factors that influence customer satisfaction in the catering business include food quality, menu variety, price, and customer service. According to Parasuraman et al. (2020), good service quality can significantly increase customer satisfaction. CV. Wery Group can ensure that each of these aspects is maintained to a high standard to win the hearts of customers. In the catering industry, food quality is the main factor that determines the level of customer satisfaction. According to Oliver (2019), customers evaluate food quality based on taste, cleanliness, and presentation. CV. Wery Group must focus on using high-quality ingredients and hygienic cooking processes to ensure customer satisfaction. Competitive prices also have a big influence on purchasing decisions. According to Kotler and Armstrong (2021), consumers are not only looking for quality, but also the best value for their money. CV. Wery Group needs to offer prices that match the quality and service provided to attract more customers. Customer service is one aspect that can differentiate a catering business from competitors. According to Bitner and Zeithaml (2020), direct interaction between staff and customers affects the level of satisfaction.

CV. Wery Group can improve customer experience through employee training to provide friendly and responsive service. Consistent customer satisfaction will create loyalty, which is a valuable asset for the company. According to Homburg et al. (2021), customer loyalty can reduce marketing costs and increase revenue. By maintaining a high level of satisfaction, CV. Wery Group can ensure that customers return to their services. Based on the results of the determination test, the results obtained were that the Adjuster R Square value was 0.672, this means that the Customer Satisfaction Variable (X) is able to explain the Purchasing Decision (Y) of 0.672 with a percentage of 67.2% after being adjusted for the sample and independent variables while the remaining 32.8% is explained by other variables outside this study.

CONCLUSION

Based on the results of the determination test, the Adjusted R Square value was obtained as 0.672. This shows that the Customer Satisfaction variable (X) can explain purchasing decisions (Y) by 67.2%, after being adjusted for the sample and independent variables in this study. Meanwhile, the remaining 32.8% is explained by other factors not covered in this study. In order to measure validity, the Corrected Item-Total Correlation value is compared with the rtable value of 0.278. This comparison value is used to check whether the calculated value (rcount) of the Corrected Item-Total Correlation is greater than the rtable value (0.278). If the

rcount value is greater than 0.278, then the questions in the questionnaire are considered valid.

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