
THE EFFECT OF PRODUCT QUALITY, PRICE, PROMOTION AND DISTRIBUTION ON PURCHASE DECISIONS IN MEDIATED CUSTOMER SATISFACTION ON ICE CRYSTALS IN LAMONGAN

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ABSTRACT

At this time a lot of progress and changes that occur in the business world. The changes that occur are marked by the emergence of technological developments and the mindset of developing people who cannot be separated from the influence of globalization. With this progress and change, the community is indirectly required to be able to balance it. Companies that exist today are being faced with a condition of intense competition, only consumer-oriented companies that succeed in attracting consumer interest. The novelty of this study is that there are more variables to study compared to other studies. This type of research is quantitative with a sample size of 286 and the method used to analyze it is SEM-PLS Version 3.3.7. The test used is the outer model test, inner model test as well as mediation and hypothesis testing. Based on the results of the validity test, the loading factor value is more than 0.7 and the AVE value is more than 0.5 which is declared valid, in the reliability test the value of composite reliability and Cronbach alpha above 0.7 is declared reliable. It can be concluded that product quality (X1), price (X2), promotion (X3), distribution (X4) on purchasing decisions (Y) is said to have a significant positive influence. In the mediation test it is said that product quality (X1), price (X2), promotion (X3), distribution of purchasing decisions (Y) through customer satisfaction (Z) is called complementary mediation.

Keywords: Product Quality, Price, Promotion, Distribution, Purchase Decision, Customer Satisfaction

INTRODUCTION

In this day and age there are many advances and changes that occur in the business world. The changes that occur are marked by the emergence of technological developments and the mindset of developing people who cannot be separated from the influence of globalization. With this progress and change, the community is indirectly required to be able to balance it. Companies that exist today are being faced with a condition of intense competition, only consumer-oriented companies that succeed in attracting consumer interest.

Economic growth which is quite stable at this time is indeed starting to have an impact on the revival of various business fields in Indonesia, one of which is the beverage business. The beverage business is currently growing rapidly and many new types of drinks are starting to emerge that people like. Most often we meet in the form of booths selling various drinks such as, cingcau cappuccino, fruit juice, to sweet tea. This business creativity is the main target of this crystal ice cube business.

Then there is also a bigger market than booth drink vendors, namely cafes and restaurants. Of course, it is a must for them to provide a more exclusive drink menu. The reason is that the selling price in places like this is also generally more expensive. So using ice crystals is mandatory for every cold drink they offer.

Crystal ice is ice cubes that are usually used in the beverage culinary business. The ice cubes are used as a mixed ingredient for the drinks that will be sold, the ice crystals function to cool the drinks that are sold. Crystal ice is preferred by many people because it has advantages compared to block ice. For culinary business people, crystal ice is considered more practical. Because no longer need to break the ice manually. Just take some ice crystals and pour it into a glass.

Crystal ice is generally packaged in special plastic by the ice crystal business people so that it looks neat and clean. The raw materials used are also pure mineral water so that cleanliness is guaranteed. Because of these advantages, consumers prefer the use of crystal ice. Because of the advantages of crystal ice earlier, it attracts the interest of consumers and culinary business actors. This advantage is also the selling point. Even though the price is slightly more expensive than block ice, many culinary entrepreneurs prefer crystal ice. The demand for crystal ice does not only come from big restaurants but also from small culinary businesses, coffee shops, event organizers, to small booths selling various drinks.

The development and improvement of services at crystal ice companies in Lamongan from year to year is increasingly becoming a public concern. This can be seen from the intense competition in terms of product quality, price, promotion and distribution from the many crystal ice companies in Lamongan. Intense competition causes a company to make the best service effort to its consumers, this causes existing companies to compete with each other to provide products that are in accordance with the wishes of consumers to achieve purchasing decisions. In this case the entrepreneurs also need a strategy for marketing. The marketing strategy is a form of a directed plan in the field of marketing, to obtain maximum results. The measure of the company's success in implementing its marketing strategy is being able to provide satisfaction to customers. The more customers who receive the product or service offered, the more satisfied they are, and this means that the strategy being implemented has been quite successful.

Business actors certainly want the business they run to have an increase in their purchasing decisions. In this case, many ice crystal entrepreneurs make good quality products starting from raw materials to the production process, besides that entrepreneurs also provide prices ranging from 5,000-6,000, entrepreneurs also promote their products through social media to offer their products directly to consumers. and entrepreneurs are also willing to distribute their products directly to consumers. The main factor that determines the increase in purchasing decisions is customer satisfaction.

LITERATURE REVIEW

Alharbi & Alhider (2018) in Iswati & Lestari (2021) defines customer satisfaction as "the extent to which the perceived performance of a product or service meets the expectations of the buyer". If product performance is lower than customer expectations, then the customer is dissatisfied, if performance matches or exceeds customer expectations, then the customer is satisfied. Agustine & Koeshartono (2014) in Iswati & Lestari (2021) define customer satisfaction as "an emotional response to evaluating the experience of consuming a product or service". This crystal ice cube company in Lamongan itself is expected to be able to achieve customer satisfaction by creating good product quality.

According to Anwar & Satrio (2015) in Gunawan & Ardyan (2021) product quality is one of the most important factors in a product so that it can be accepted and can meet the needs of consumers who will buy the product. According to Kotler & Keller (2012) in Gunawan & Ardyan (2021) Quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to Kotler and Armstrong (2008) in Gunawan & Ardyan (2021) product quality can be a combination of durability, reliability, timeliness, ease of maintenance, and other attributes of a product. Many ice cube companies still deliver products by using motorbikes which can reduce product quality. because this is what can cause the ice cubes to melt. In addition to product quality, price is also one of the things that can determine purchasing decisions.

According to Aristo (2016) in Hidayat & Paramita (2021) price is the nominal amount of money that must be paid by consumers to obtain products from producers. Price is considered as one of the determinants of the success of producers because it determines how much profit is generated in a company. Rahman (2013) in Hidayat & Paramita (2021) explains that price is a series of price levels issued by consumers to obtain certain benefits

obtained from a product that is consumed. The price of crystal ice in Lamongan itself starts from 5,000 to 6,000 depending on the number of purchases. In addition, promotions must also be carried out by a company so that the products of the company can be known by many consumers.

According to Ernawati (2019) in Maulana (2021) promotion is another factor that influences purchasing decisions. Promotion is an important factor that must be carried out by a company. Promotion is also an activity or activities that aim to communicate product superiority and persuade customers to buy that product. According to Kotler & Armstrong (2014) in Maulana (2021) said there are five types of promotion indicators namely, advertising, personal selling, publicity, sales promotion and direct marketing. Most ice crystal companies in Lamongan carry out promotions through social media to offer directly to consumers, and always make observations every day, by looking at market or consumer needs and determining a suitable target market for this crystal ice business.

According to Daryanto (2011) in Nunung, et al (2021) distribution is "an organizational device that is interdependent in providing one product for use or consumption by consumers/users". At this crystal ice company in Lamongan, the distribution is done quickly and can meet every need of consumers, from agents to places where drink sellers are distributed using box cars and many still use motorbikes.

Among the several journals that have been published by Farisdon (2018) there are 4 variables, namely pricing, promotion, distribution and purchasing decisions; Gunawan & Ardyan (2021) there are 4 variables, namely product quality, price. Promotions and purchasing decisions; Darma (2020) there are 4 variables, namely price perception, product quality, customer satisfaction and intention to repurchase. , where one of the variables is used as a mediating variable or intermediary between the independent variable and the dependent variable.

METHODS

This research is located in Lamongan district, this type of research is quantitative, the test tool used is the outer model test to measure validity and reliability, inner model, mediation test and hypothesis testing, the population taken is crystal ice consumers in Lamongan. The number of samples is 286 and the method used to analyze it is SEM-PLS version 3.3.7.

RESULTS

Measurement Model (Outer Model)

Convergent Validity

According to Ghazali (2015) in Suryani (2022) *Covergent Validity* is to measure the validity of reflexive indicators as a measure of the variable which can be seen from the outer loading of each variable indicator. An indicator is said to have good reliability, if the outer loading value is above 0.70. The average variance inflation factor (AVE) value must be greater than 0.5 (Ghozali, 2019: 113). In the convergent validity test table1 it can be concluded that the outer loading values of all variables meet the recommended value requirements, which are more than 0.70. The smallest value from the table is 0.788 from the promotion variable. So that all indicators in this study are valid or have met Covergent Validity.

Reliability Test

In the reliability test there are 2 tests, namely composite reliability and Cronbach's alpha, the value of the test can be said to be reliable if it is above 0.7. A variable is said to be reliable if the Composite Reliability value must be greater than 0.70, in table 2 above the composite reliability value of all variables is more than 0.70 and the smallest composite reliability value is the price variable (X2) with a value of 0.913. A construct or variable is said to be reliable if it gives a Conbarch Alpha value > 0.60. In table 2 above it can be

concluded that all variables are declared reliable because it is greater than 0.60 and the Cronbach Alpha value. The smallest is the price variable (X2) 0.872.

Table 1. Convergent Validity Test

Variable	Indicator	Outer Loading	AVE	Information
Product Quality (X1)	X1.1	0.924	0.778	Valid
	X1.2	0.838		
	X1.3	0.881		
	X1.4	0.882		
Price (X2)	X2.1	0.912	0.724	
	X2.2	0.834		
	X2.3	0.832		
	X2.4	0.903		
Promotion (X3)	X3.1	0.903	0.751	
	X3.2	0.869		
	X3.3	0.900		
	X3.4	0.788		
Distribution (X4)	X4.1	0.885	0.736	
	X4.2	0.809		
	X4.3	0.847		
	X4.4	0.889		
Customer Satisfaction (Z)	Z1.1	0.900	0.779	
	Z1.2	0.814		
	Z1.3	0.867		
	Z1.4	0.897		
Purchase Decision (Y)	Y1.1	0.929	0.757	
	Y1.2	0.808		
	Y1.3	0.940		
	Y1.4	0.886		

Source: Data Processed, 2023

Table 2. Composite Reliability Test and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Information
Product quality	0.933	0.905	Reliable
Price	0.913	0.872	
Promotion	0.923	0.888	
Distribution	0.918	0.880	
Customer satisfaction	0.934	0.905	
Buying decision	0.926	0.892	

Source: Data Processed, 2023

Structural Model (Inner Model)

The inner model is a model that is used to predict the causal relationship between the internal variables. Here is a picture of the structural model at figure 1.

R-Square

According to Ghazali (2014) in Suryani (2022) R-Square is a test used to show how far the influence of the relationship between variable X and variable Y. According to Ghazali (2014) in Suryani (2022) if the R-Square value is 0.75, it can be said to be strong, a value of 0.5 is said to be moderate and a value of 0.25 is said to be weak (Table 3).

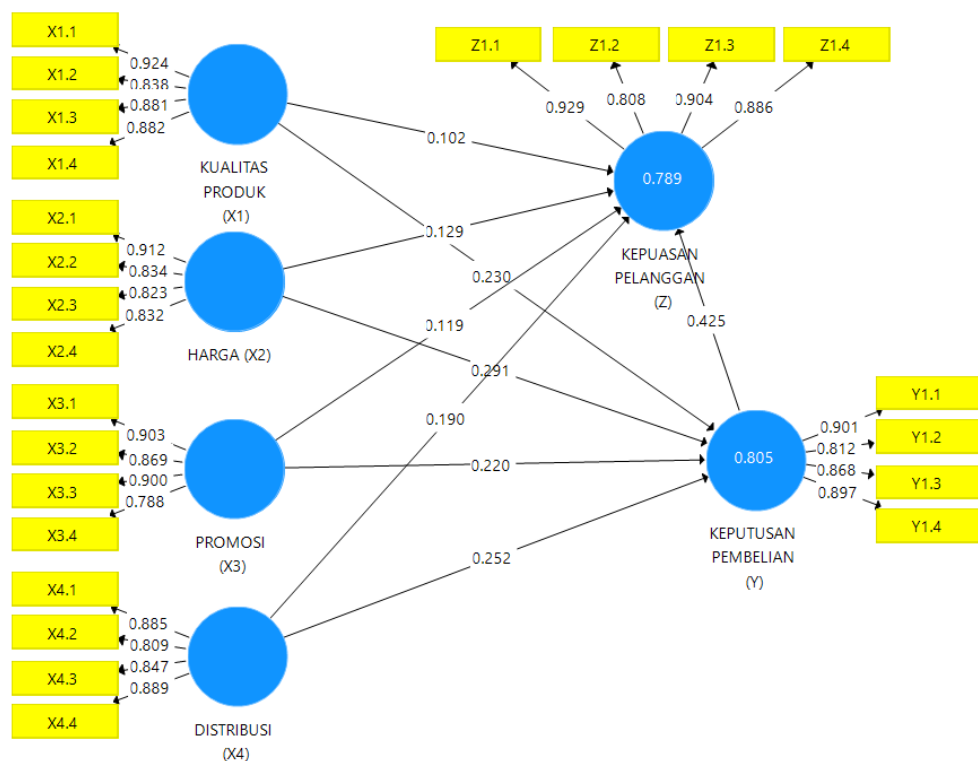


Figure 1. Structural Model
Source: Data Processed, 2023

Table 3. R-Square Test

Variable	R-Square	R-Square Adjusted
Customer Satisfaction (z)	0.789	0.785
Purchase Decision (Y)	0.805	0.802

Source: Data Processed, 2023

Based on table 5.12 above, it can be concluded that the R-Square value simultaneously influences the variable X1 (product quality), X2 (price), X3 (promotion), X4 (distribution), to variable Y (purchasing decision) is 0.805 with Adjusted R-Square value of 0.802. So, it can be explained that all exogenous construct variables X1 (product quality), X2 (price), X3 (promotion), X4 (distribution) simultaneously affect the variable Y (purchasing decision) by 0.805 or 80.5%. Therefore the R-Square value of 0.805 is said to be strong.

Mediation Test

In this test there are 3 groupings in mediation, namely: Non-Mediation if the relationship between exogenous and endogenous variables is positive and the mediating variable is negative. Full Mediation occurs if the oxogen, endogenous variables are negative and the mediating variables are positive, Partial Mediation occurs if the exogenous and endogenous variables are positive and the mediating variables are also positive. And it can also be seen if the P Values on the Specific Indirect Effect > 0.05 are negative and vice versa.

Based on tables 4 and 5, it can be concluded that:

Product quality variable on purchasing decisions in mediating customer satisfaction

Product quality variable to purchasing decision variable shows a positive relationship because P Value = 0.003 < 0.05, and in table 5.14 Specific Indirect Effect product quality variable to purchasing decision variable is mediated by customer satisfaction variable.

There is a positive relationship because P Value = 0.000 which means <0.05 . So in this connection can be referred to as *Complementary mediation*.

Table 4. Path Coefficient

Variable	Original Sample (O)	Sample Means (M)	Standard Deviations (STDEV)	T Statistics (O/S TDEV)	P Values
X1 -> Y	0.163	0.162	0.055	2,971	0.003
X1 -> Z	0.200	0.203	0.049	4,062	0.000
X2 -> Y	0.205	0.206	0.073	2,812	0.005
X2 -> Z	0.253	0.248	0.073	3,442	0.001
X3 -> Y	0.148	0.147	0.051	2,910	0.004
X3 -> Z	0.212	0.209	0.065	3,257	0.001
X4 -> Y	0.153	0.154	0.049	3.118	0.002
X4 -> Z	0.298	0.302	0.068	4,391	0.000
Z -> Y	0.337	0.336	0.055	6.133	0.000

Source: Data Processed, 2023

Table 5. Specific Indirect Effects

Variable	Original Sample (O)	Sample Means (M)	Standard Deviations (STDEV)	T Statistics (O/S TDEV)	P Values
X1 -> Z -> Y	0.067	0.068	0.019	3,558	0.000
X2 -> Z -> Y	0.085	0.084	0.028	3,046	0.002
X3 -> Z -> Y	0.071	0.071	0.026	2,723	0.007
X4 -> Z -> Y	0.100	0.101	0.029	3,505	0.000

Source: Data Processed, 2023

The price variable on purchasing decisions mediates customer satisfaction

The price variable on the purchase decision variable shows a positive relationship because P Value = 0.009 <0.05 , and in Table 5.14 the Specific Indirect Effect of the price variable on the purchase decision variable is mediated by the customer satisfaction variable. There is a positive relationship because the P Value = 0.003, which means <0.05 . So in this connection it can be called *Complementary mediation*.

Promotional variables on purchasing decisions in mediating customer satisfaction

The promotion variable on the purchase decision variable shows a positive relationship because P Value = 0.003 <0.05 , and in table 5.14 Specific Indirect Effects the promotion variable on the purchase decision variable is mediated by the customer satisfaction variable. There is a positive relationship because the P Value = 0.008, which means <0.05 . So in this connection can be referred to as *Complementary mediation*.

Distribution variables on purchasing decisions mediate customer satisfaction

The distribution variable to the purchase decision variable shows a positive relationship because P Value = 0.003 <0.05 , and in Table 5.14 Specific Indirect Effect the distribution variable to the customer satisfaction variable is mediated by the purchase decision variable. There is a positive relationship because the P Value = 0.000, which means <0.05 . So in this connection can be referred to as *Complementary mediation*.

Hypothesis testing

Hypothesis testing is done by looking at the calculated value of the Path Coefficient on the inner model test. Testing the hypothesis can be seen through the value of the t-statistic and the probability value. To test the hypothesis using statistical values, for alpha 5%, with a t-table value of 1.976, so that the criteria for accepting or rejecting the hypothesis are H1 accepted and H0 rejected if $t\text{-table} > 1.976$. To reject/accept the hypothesis using probability, H_a is accepted if the p value <0.05 .

Table 6. Hypothesis Testing

No	Hypothesis	Analysis
1	Product quality => purchase decision	Coefficient Value = 0.163
		P values = 0.002
		T-statistic = 3.103
		T-table = 1.976
		T-statistics > T-table
2	price => purchase decision	Coefficient Value = 0.205
		P values = 0.005
		T-statistics = 2,794
		T-table = 1.976
		T-statistics > T-table
3	Promotion => purchase decision	Coefficient Value = 0.148
		P values = 0.002
		T-statistics = 3,039
		T-table = 1.976
		T-statistics > T-table
4	Distribution => purchasing decision	Coefficient Value = 0.153
		P values = 0.002
		T-statistic = 3.143
		T-table = 1.976
		T-statistics > T-table
5	Product quality => customer satisfaction	Coefficient Value = 0.200
		P values = 0.000
		T-statistic = 4.245
		T-table = 1.976
		T-statistics > T-table
6	Price => customer satisfaction	Coefficient Value = 0.253
		P values = 0.001
		T-statistics = 3,379
		T-table = 1.976
		T-statistics > T-table
7	Promotion => customer satisfaction	Coefficient Value = 0.212
		P values = 0.002
		T-statistic = 3.170
		T-table = 1.976
		T-statistics > T-table
8	Distribution => customer satisfaction	Coefficient Value = 0.298
		P values = 0.000
		T-statistics = 4,286
		T-table = 1.976
		T-statistics > T-table
9	Purchase decision => Customer satisfaction	Coefficient Value = 0.337
		P values = 0.000
		T-statistics = 6,437
		T-table = 1.976
		T-statistics > T-table

Source: Data Processed, 2023

DISCUSSION

Hypothesis 1: Variable product quality on purchasing decisions

The results of the analysis in the table above show that the Original Sample value (Coefficient) is 0.163 > 0.000 with T-statistics > T-table (3.103 > 1.560) and P-value 0.002 < 0.05 then H₀ is rejected and H₁ is accepted, meaning that the product quality variable

has an influence positive and significant to the purchasing decision variable on crystal ice in Lamongan.

The results of this study are also in line with research conducted by Gunawan & Ardyan (2021) with the title influence of product quality, price, and promotion on purchasing decisions for Mark.on.id products. the results of this study product quality has a positive and significant effect on purchasing decisions. Product quality influences purchasing decisions, so that crystal ice in Lamongan has clear and durable characteristics, taking into account product durability, product features and product appearance will determine purchasing decisions.

Hypothesis 2: Variable price on purchasing decisions

The results of the analysis in the table above show that the Original Sample value (Coefficient) is $0.205 < 0.000$ with T-statistics $> T$ -table ($2.794 > 1.560$) and P-value $0.005 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the price variable has a positive influence and significant to the purchasing decision variable on crystal ice in Lamongan.

This research is in line with research conducted by Gunawan & Ardyan (2021). the results of this study price has a positive and significant effect on purchasing decisions. Price affects purchasing decisions, because customers will make purchasing decisions if the price given is in accordance with product quality, competitiveness with other companies and services provided to consumers.

Hypothesis 3: Promotion variable on purchasing decisions

The results of the analysis in table 5.15 above show that the Original Sample value (Coefficient) is $0.148 > 0.000$ with T-statistics $> T$ -table ($3.039 > 1.560$) and P-value $0.002 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the Promotion variable has an influence positive and significant to the purchasing decision variable on crystal ice in Lamongan.

Promotion affects purchasing decisions, so crystal ice cube companies in Lamongan are expected to make appropriate promotions between the products offered through promotional media and actual products, and carry out direct promotions so that customers are more familiar with these products.

Hypothesis 4: Variable distribution of purchasing decisions

The results of the analysis in table 5.15 above show that the Original Sample value (Coefficient) is $0.153 > 0.000$ with T-statistics $> T$ -table ($3.143 > 1.560$) and P-value $0.002 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the distribution variable has an influence positive and significant to the purchasing decision variable on crystal ice cubes in Lamongan.

The research results are in line with the research conducted by Fernando & Aksari (2018) Results from this study the distribution variable has a positive and significant effect on purchasing decisions. Distribution greatly determines purchasing decisions, therefore it is hoped that crystal ice companies in Lamongan will make it easy for their customers to place orders, easy-to-reach locations and distribute these products quickly to consumers.

Hypothesis 5: Product quality variable on customer satisfaction

The results of the analysis in table 5.15 above show that the Original Sample value (Coefficient) is $0.200 > 0.000$ with T-statistics $> T$ -table ($4.245 > 1.560$) and P-value $0.000 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the product quality variable gives positive and significant influence on customer satisfaction variables on crystal ice cubes in Lamongan.

Based on previous research conducted by Arianty (2018) concluded that product quality affects customer satisfaction, where product quality attributes need more attention in

improving purchasing decisions. Product quality is closely related to purchasing decisions, because consumers prioritize good product quality before buying these products, therefore it is expected that crystal ice companies in Lamongan must be able to provide good performance to customers, product quality must pay attention to product durability and appearance. products in accordance with the wishes of consumers and still maintain good product quality.

Hypothesis 6: Price variable on customer satisfaction

The results of the analysis in table 5.15 above show that the Original Sample value (Coefficient) is $0.253 > 0.000$ with T-statistics $> T$ -table ($3.379 > 1.560$) and P-value $0.001 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the price variable influences positive and significant to the variable customer satisfaction on crystal ice cubes in Lamongan.

Based on previous research conducted by Nasution (2014) concluded that price has a significant influence on purchasing decisions, which shows that there is indeed an effect of price on purchasing decisions. Consumers will calculate the price before buying crystal ice products in Lamongan, so that in giving prices, crystal ice companies in Lamongan are expected to provide prices that are in accordance with product quality, and have competitive prices with similar products elsewhere.

Hypothesis 7: Promotion variable on customer satisfaction

The results of the analysis in table 5.15 above show that the Original Sample value (Coefficient) is $0.253 > 0.000$ with T-statistics $> T$ -table ($3.379 > 1.560$) and P-value $0.001 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the price variable influences positive and significant to the variable customer satisfaction on crystal ice cubes in Lamongan.

Based on Nasution's research (2014) concluded that price has a significant influence on purchasing decisions, which indicates that there is indeed an effect of price on purchasing decisions. Consumers will calculate the price before buying crystal ice products in Lamongan, so that in giving prices, crystal ice companies in Lamongan are expected to provide prices that are in accordance with product quality, and have competitive prices with similar products elsewhere.

Hypothesis 8: Variable distribution of customer satisfaction

The results of the analysis in table 5.15 above show that the Original Sample value (Coefficient) is $0.298 < 0.000$ with T-statistics $> T$ -table ($4.286 > 1.560$) and P-value $0.000 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the distribution variable has an influence positive and significant to the variable customer satisfaction on crystal ice cubes in Lamongan.

This research is supported by research conducted by Yakin (2020) with the title analysis of the influence of product quality, price, promotion and distribution on consumer satisfaction for Adeni Packaged Mineral Water products in Pamekasan Regency. The results showed that simultaneously, Product Quality, Price, Promotion and Distribution had a very significant effect on teacher performance. Partially, Product Quality, Price, Promotion and Distribution had a significant influence on Adeni Product Consumer Satisfaction in Pamekasan Regency. Distribution greatly determines customer satisfaction, therefore it is hoped that the crystal ice company in Lamongan will make it easy for its customers to order products, easily reach locations and distribute these products quickly to consumers.

Hypothesis 9: Customer satisfaction variable on purchasing decisions

The results of the analysis in table 5.15 above show that the Original Sample value (Coefficient) is $0.337 > 0.000$ with T-statistics $> T$ -table ($6.437 > 1.560$) and P-value $0.000 > 0.05$ then H_0 is rejected and H_1 is accepted, meaning that the customer satisfaction variable gives positive and significant influence on purchasing decision variables on crystal ice in Lamongan.

This research is in line with research conducted by Demak & Vicdy (2020) Results from this study the variable customer satisfaction has a positive and significant effect on purchasing decisions. Satisfaction felt by consumers will encourage them to continue to make purchases, crystal ice in Lamongan has been able to meet consumer expectations, starting in terms of product quality, price, promotion to distribution, taking into account the high interest in buying the product.

CONCLUSION

In the validity test of product quality, price, promotion, distribution, purchasing decisions and customer satisfaction variables are said to be valid because the results of the outer loading calculation show the value of all variables above 0.70. In the reliability test the variables of product quality, price, promotion, service, customer satisfaction and purchasing decisions are said to be reliable because the results of the Cronbach Alpha calculation show the variable values X1 (Product Quality), X2 (Price), X3 (Promotion), X4 (Distribution), variable Y (Purchasing Decision) and Z (Customer Satisfaction) above 0.60. In the R-Square test the variables Product Quality (X1), Price (X2), Promotion (X3) and distribution (X4) on Customer Satisfaction (Z) are stated to be strong because the R-Square value is 0.789. In the R-Square test of Product Quality (X1), Price (X2), Promotion (X3) and Distribution (X4) the Purchasing Decision (Y) is declared strong because the R-Square value is 0.805. Mediation testing; 1) the product quality variable to the purchasing decision variable is mediated by the so-called purchasing decision variable Complementary mediation, 2) the price variable to the customer satisfaction variable is mediated by the so-called purchasing decision variable Complementary mediation, 3) the promotion variable to the customer satisfaction variable is mediated by the purchasing decision variable Complementary mediation, and 4) the distribution variable to the customer satisfaction variable is mediated by the purchasing decision variable Complementary mediation. Hypothesis testing; 1) Product quality variable has a positive and significant effect on customer satisfaction variable, 2) The price variable has a positive and significant effect on customer satisfaction variables, 3) The promotion variable has a positive and significant influence on customer satisfaction variables, 4) The distribution variable has a positive and significant influence on customer satisfaction variables, 5) The product quality variable has a positive and significant influence on the purchasing decision variable, 6) The price variable has a positive and significant influence on the purchasing decision variable, 7) The promotion variable has a positive and significant influence on the purchasing decision variable, 8) The distribution variable has a positive and significant influence on the purchasing decision variable, and 9) Purchasing decision variable has a positive and insignificant effect on customer satisfaction variable.

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