

THE EFFECT OF PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE DECISIONS AND CUSTOMER SATISFACTION AS INTERVENING VARIABLES AT RODALINK JAKARTA OUTLETS

Yonggi Noval Rezal^{a*)}, Hari Muharam^{a)}, Agus Setyo Pranowo^{a)}

^{a)}Universitas Pakuan, Bogor, Indonesia

^{*)}Corresponding Author: yonggi.noval.rezal@gmail.com

DOI: <https://doi.org/10.33751/jssah.v3i1.7419>

Abstract.

Article history

received 02 January 2023
revised 23 January 2023
accepted 16 February 2023

In general, this study aims to find ways and strategies to improve purchasing decisions so that they can be input and recommendations for related parties, namely Rodalink Jakarta and consumers. The method used in this study is a survey method with a correlational approach. Information from the survey results was collected from respondents using a questionnaire for all variables, both the Purchase Decision (Y), Product Quality (X1), Price Perception (X2), and Customer Satisfaction (Z) variables. The population in this study is a member of the Polygon Xtrda Indonesia Community Jakarta totaling 278 people. The sampling technique in this study used a proportional random sampling technique using the Slovin formula with an error margin of 5%, a sample of 165 people. Data processing in this study used descriptive analysis techniques and inferential analysis with a correlational approach. The results obtained that Product Quality has a direct and very significant positive effect on Purchase Decisions through Customer Satisfaction so that strengthening Product Quality through Customer Satisfaction can indirectly improve Purchase Decisions with a beta value of 0.190 while the indirect effect of Product Quality on Purchase Decisions through Customer Satisfaction namely: $0.190 \times 0.093 = 0.018$ then the total effect given is: $0.190 + 0.018 = 0.208$, this shows that Product Quality indirectly significantly influences Purchase Decisions through Customer Satisfaction.

Keywords: product quality; price perception; purchase decision; customer satisfaction.

I. INTRODUCTION

Customer satisfaction can be determined by the quality of products and services desired by customers, so that quality assurance is the main quality for a company. For customer satisfaction with services, there are two main things that are closely related to each other, namely customer expectations of service quality and consumer perceptions of service quality [1]. Customers always assess a service received compared to what is expected or desired. The modern outlet concept developed by Rodalink Jakarta has a philosophy of "one stop shopping center for cycling experiences" which aims to satisfy and meet consumer bicycle needs [2]. Every product that Rodalink Jakarta provides is guaranteed to be guaranteed, even for every bicycle product purchased by Rodalink Jakarta, you will get 3 times free service which is valid for 1 year from the date of purchase. This makes Rodalink Jakarta the current and future shopping choice for consumers who prioritize the best service and quality. In this case, the first time you buy a bicycle, the customer will automatically become a member of Rodalink Jakarta. In this case, the benefits that you get every time you make a purchase will get an easier or special price.

With the large market potential in Indonesia, quite a number of companies have entered the business sector,

especially meeting the needs for bicycle equipment. The distribution of outlets is still uneven in Indonesia, especially on the island of Java. Java Island has many places or enthusiasts in cycling. The price of bicycles from PT Roda Pasifik Mandiri is more expensive than bicycles produced by other companies. Product quality in this case which can be seen in general both from raw materials, models and durability is the main focus of the company. Product quality is one of the important policies in increasing product competitiveness which must provide satisfaction to consumers that exceeds or best regards the quality of competitors' products [3]. The general goal of establishing product quality itself is to convince consumers that the best product according to consumer needs. Even to be more convincing, there are companies that mean to provide compensation guarantees if the product is not of good quality or does not match the promotion that is conveyed [4].

In the era of free trade like today, where product competition is increasingly widespread, it is very important to highlight the quality of products and services. Because if this is not highlighted, the logical consequence is that the quality of the products and services offered can be displaced by the quality of other similar products and services that are more convincing to consumers [5]. Service quality also has a close influence on customer satisfaction. Service quality provides a boost to customers who establish strong ties with

the company. In the long term, this kind of bond allows the company to thoroughly understand customer expectations and their needs. Thus the company can increase customer satisfaction where the company maximizes a pleasant customer experience. The purchase decision is a high commitment to repurchase the preferred product or service in the future (Oliver [6]). According to Cant & Toit [7] loyalty can be defined as an emotional bond with a company by making repurchases from time to time and recommending the company to others, even though they have other options. Gee et al. [8] states that the advantages of purchasing decisions are that the cost of maintaining loyal customers is less than the costs incurred to acquire new customers, loyal customers are willing to pay higher fees for a set of products or services offered and loyal customers will act. as a word-of-mouth marketing agent.

It can be said that loyalty has arisen. If from their experience, it is not as expected, the customer will not stop trying to find a shopping experience elsewhere until they get a product or service that meets their expectations. Bloemer [9] stated that loyalty can be understood from two perspectives, namely a behavioral perspective and an attitude perspective. The behavioral perspective looks at the behavior shown by repeated purchases and is based on purchase history (Zins [10]). Meanwhile, the attitude perspective is closer to the attitude that a person has. Consumer perceptions of the same product may not necessarily result in the same judgment because not all consumers have complete knowledge about the condition of the product, which will have an impact on purchasing decision patterns. Therefore, in order to continue to be able to provide superior value to consumers and to win the competition, it is necessary to know consumer ratings/perceptions of competitors' products, so that consumers' preferences for product design, lifestyle, and brand image can also be known based on consumer perceptions..

The process of making purchasing decisions is strongly influenced by consumer behavior; the process is actually a problem-solving process in order to fulfill consumer wants or needs. According to Kotler [11] states that, "Consumer buying behavior refers to the buying behavior of final consumers, individuals and households who buy goods and services for personal consumption." Linguistically, customer satisfaction comes from the Latin, *satis*, which means enough (enough) and can also mean to do (to do or make). So, satisfaction in the sense of the product is what makes customers feel enough with what they get or feel more than what they expected. The opposite of satisfaction is dissatisfaction, which has the opposite meaning, namely customers are not satisfied with what they get. There is no match between what is expected and what is obtained. (Gerson [12])

According to the definition above, there are two sizes included. The first measure is customer expectation which serves as a comparison for the second measure, namely product performance. Another definition only uses one measure in the form of satisfaction that is obtained by customers after buying and using a product. In this case, the performance score is used as a customer satisfaction score. (Aritonang [13]) According to Gerson [12], customer

satisfaction is when a product or service meets or exceeds customer expectations, customers usually feel satisfied. (Gerson [12]) Customer (customer) is the keyword for the success of the company. Such an important role has forced every company to try to devise tips or strategies to attract them, so that they become buyers of their products. Not only that, with all the tips the company continues to strive for customers to become heavy buyers or even loyal customers. To achieve this goal, the company developed a strategy that is still considered reliable, namely "Creating the best service for customers" so that they are specifically needed. If the customer has felt this way and has a positive perspective on the service, then the customer will always visit the company's outlets every opportunity.

A satisfied customer is a customer who feels that he is getting value from suppliers, manufacturers or service providers. This value can come from products, services, systems or something that is emotional. If customers say that value is a quality product, then satisfaction occurs if the customer gets a quality product. If the value for the customer is convenience, then satisfaction will come if the service obtained is truly comfortable. If the value of the customer is a low price, then the customer will be satisfied with the producer who provides the most competitive price. Meanwhile, if the value of the customer is the service obtained is truly comfortable. (Irawan [14]). The level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, the customer will be disappointed. Satisfied customers will be loyal longer, less sensitive to price and give good comments about the company. To create services as mentioned above, the company is guided by a belief that service quality is largely determined by the company's ability to listen to consumers' voices. That is, the ability and sensitivity of the company in capturing what is the customer's expectation is very determining whether the service provided is good or bad.

Meanwhile, customer dissatisfaction is a negative assessment of customer satisfaction, due to the company's failure to provide good customer expectations. The nature or criteria of customer satisfaction is relative, meaning that the level of satisfaction of a person with other people is not the same for something. Satisfaction is not always measured by money, but is based more on fulfilling one's feelings about what one needs. Money is not always the primary motive for someone, but pride and great interest in something will give satisfaction to him. (Tjiptono [15]). Regarding the impact of customer dissatisfaction can be seen in Tjiptono's [15] statement, which states that companies that fail to satisfy their customers will face more complex problems, generally dissatisfied customers will convey their bad experience to many people. (Rangkuti [16])

Aspects that need to be considered about the product is the quality of the product. According to Goeth and Davis quoted by Tjiptono [15], quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. Kotler and Armstrong [17] state product quality as "the product's ability to perform its functions. Its includes the product's overall durability, reliability, precision, ease of operation and repair

and other valued attributes. meaning that product quality is closely related to the product's ability to perform its functions including the overall product, reliability, accuracy, ease of operation and repair and other valued attributes of a product. The products offered by each business entity will be different and must have characteristics that distinguish the same product so that the product has uniqueness, special features, and advantages in reaching the target market. Quality is the key to creating value and customer satisfaction. Deming in Yamit [18] defines, "quality is whatever the consumer needs and wants". Still in Yamit [18], Davis explains that "quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations". Wijaya [19] defines: the quality of goods and services is the overall combination of the characteristics of goods and services according to marketing, engineering, production, and maintenance which make the goods and services used meet customer or consumer expectations. Quality is something that is decided by the customer. That is, quality is based on the customer's or consumer's actual experience of goods and services as measured based on certain requirements or attributes. In relation to products, Tjiptono [15] there are eight product dimensions, namely: a. Performance (performance). b. Features (Features). c. Reliability, d. Confirmation (conformance), e. Durability f. Serviceability, g. Aesthetics, h. perception of quality, Consumer perception of price is an overall evaluation of the usefulness of a product based on consumer perceptions of the number of benefits to be received compared to the sacrifices made or in general, in the minds of consumers, value is known as "value for money", "best value", and "you". get what you pay for". (Moris & Moris [20]).

II. RESEARCH METHODS

The method used in this study is a survey method with a correlational approach. Information on survey results was collected from respondents using a questionnaire for all variables, both Purchasing Decision (Y), Product Quality (X1), Perceived Price (X2), and Customer Satisfaction (Z). Data processing in this study uses descriptive analysis techniques and inferential analysis with a correlational approach. This data analysis sequentially discusses the normality test, homogeneity test, linearity test, and correlation.. Descriptive analysis was carried out to find standard deviation prices, frequency distribution, frequently occurring values, averages, median values and constructing histograms from the scores obtained on the variables Purchase Decision, Customer Satisfaction, Product Quality, and Perceived Price.

Inferential analysis in this study was used with the aim that the results of the study could be concluded to be generalized based on testing the hypotheses that had been formulated. Before the correlation analysis was carried out, the hypothesis analysis requirements test was carried out first, using the normality test, homogeneity and regression analysis. Data collection techniques are the most important step in research, because the main purpose of research is to get data. Without knowing data collection techniques, researchers will not get data that meets the established data

standards. The data collection technique chosen by the researchers in this study was to use a questionnaire [21]

III. RESULTS AND DISCUSSION

Based on the results of hypothesis testing, in general all alternative hypotheses are accepted meaning that all independent variables have a significant positive impact on the dependent variable, namely Purchase Decision. In addition, the variable Customer Satisfaction functions effectively as a mediator for the influence of Product Quality and the influence of Perceived Price on Purchasing Decisions. The results of the empirical and theoretical median comparison analysis on the Product Quality variable also show that the distribution of Product Quality scores in this study is relatively high. However, there are still indicators that have not reached an average score of 4, namely the individual attention indicator (3.82). Strengthening of individual attention indicators is still needed if you want to optimally improve purchasing decisions. In the descriptive analysis of the variable Price Perception, when referring to the empirical and theoretical median comparison, it shows that the distribution of Price Perception scores in this study is relatively high, however, there are indicators with an average below four, namely working conditions (3.98), superior support (3, 96) and organizational rewards (3.70).

Discussion of research results regarding the influence between variables can be explained as follows.

The positive direct effect of product quality on purchasing decisions

Based on the results of the first hypothesis test, it was concluded that there was a very significant positive direct effect on product quality on purchasing decisions. This causal effect can be described by the equation $\hat{Y} = 93.248 + 0.260X_1$, which means that every one level increase in Product Quality will result in an increase in Purchase Decision of 0.260 at a constant of 93.248. Based on calculations, the strength of the direct influence of Product Quality on Purchasing Decisions is obtained by the path coefficient β_{y1} of 0.190, significant at an error rate of 1%, and this strength is classified as moderate. That is, it can be said that strengthening product quality will have a direct impact on increasing purchasing decisions. This research is in line with the findings of the Primary Topic research (2020) entitled The Influence of Product Quality and Product Design on Purchase Decisions of Yamaha NMAX Motorcycles in the Baleendah Yamaha NMAX Motorcycle Community, Bandung Regency, it is known that a person's buying behavior towards a product is influenced by many factors. Each individual has different desires and tastes. Product quality Product design is a factor that greatly influences purchasing decisions, besides that there are many other factors that influence purchasing behavior. This study aims to analyze the influence of product quality and product design on purchasing decisions for Yamaha NMAX motorcycle products and to analyze the variables that have the most dominant influence on purchasing decisions for Yamaha NMAX motorcycle products in the Baleendah

Yamaha NMAX Motorcycle Community, Bandung Regency. The population in this study were all members of the Baleendah Yamaha NMAX Motorcycle Community, Bandung Regency. The sample used was 65 respondents with the Accidental Quota Sampling technique. The data collection technique used a questionnaire, while the data analysis technique used multiple linear regression analysis, classical assumptions (normality test, multicollinearity test, heteroscedasticity test), statistical tests (t test, F test and coefficient of determination). Based on the results of multiple linear regression analysis from the t test, it was found that partially product quality has a significant effect on the decision to purchase Yamaha NMAX motorcycle products and design has a significant effect on the 5% level. From the results of the F test that simultaneously product quality and product design have a significant effect on the decision to purchase Yamaha NMAX motorcycle products where the value of F count > F table. Buying decisions for Yamaha NMAX motorbikes in the Baleendah Yamaha NMAX motorbike community, Bandung Regency, obtained an R square value of 0.980, which means that product quality and product design have a very strong influence on purchasing decisions for Yamaha NMAX motorbikes in the Baleendah Yamaha NMAX motorbike community, Kabupaten Bandung. While the remaining 2% is influenced by factors that are not examined, which are the influence of other variables outside the two variables of product quality and product design.

Gee et al. [8] stated that the advantages of purchasing decisions are that the costs of maintaining loyal customers are less than the costs incurred to acquire new customers, loyal customers are willing to pay a higher fee for a set of products or services offered and loyal customers will act as a word-of-mouth marketing agent. According to Kotler [11] the definition of a product is: "A product is anything that can be offered to a market to satisfy a want or need". This means that a product is anything that is offered to a market to satisfy a want or need. Meanwhile, according to Stanton quoted by Kristianto (2018: 98) states that a product is a complex characteristic, both tangible and intangible including packaging, color, price, company and retailer prestige. From the definition above it can be concluded that the product is everything that is created by the company so that it can be offered to get attention in satisfying the wants and needs of consumers. "The product concept proposes that customers favor products offering the most quality, performance, or innovative features." With good product quality, consumers will feel their needs are fulfilled and become loyal to the product. Product quality has various dimensions which become a factor of a customer's loyalty to the product, these dimensions are (Product Variety) product diversity, (Form) form, (Features) features, (Quality) performance quality, (Services) service, (Durability) resilience, (Warranties) guarantees, (Design) designs, (Returns) rewards.

Positive Direct Effect of Perceived Price on Purchasing Decisions

From the results of the third hypothesis test it was concluded that the influence of price perceptions on purchasing decisions is very significant positive as indicated

by the tcount of 4.317 at the level of $\alpha=0.05$. The resulting correlation equation is $Y=95.689+0.224X_2$, which means that every one level increase in Price Perception will result in an increase in Purchase Decision by 0.224 at a constant of 95.689. Based on calculations, the strength of the direct influence of Price Perception on Purchasing Decisions is obtained by the path coefficient β_2 of 0.251, significant at an error rate of 1%, and this strength is classified as moderate. That is, it can be said that strengthening Price Perception will have a direct impact on increasing Purchasing Decisions. It can be said that loyalty has arisen. If from their experience, it is not as expected, the customer will not stop trying to find a shopping experience elsewhere until they get a product or service that meets their expectations. Bloemer[9] stated that loyalty can be understood from two perspectives, namely a behavioral perspective and an attitude perspective. The behavioral perspective looks at the behavior shown by repeated purchases and is based on purchase history (Zins [10]). Meanwhile, the attitude perspective is closer to the attitude that a person has. Consumer perceptions of the same product may not necessarily result in the same judgment because not all consumers have complete knowledge about the condition of the product, which will have an impact on purchasing decision patterns. Therefore, in order to continue to be able to provide superior value to consumers and to win the competition, it is necessary to know consumer ratings/perceptions of competitors' products, so that consumers' preferences for product design, lifestyle, and brand image can also be known based on consumer perceptions.

Rahmat [22] explains that: "Perception is the experience of objects, events or relationships that are obtained by inferring information and interpreting messages." Walgito [23] explains that: "Perception is a sensing process, namely the process of receiving a stimulus by an individual through the senses." Wijaya research [19] entitled The Influence of Brand Image, Product Quality and Price on Purchase Decisions for Polygon Brand Sports Bicycle Products with a Healthy Lifestyle as a Moderating Variable. It is known from the research results that this study aims to determine the effect of brand image, product quality, and price on purchasing decision of Polygon sports bike product with a healthy lifestyle as a moderating variable. This study uses primary data with a total sample of 140 respondents, with non-probability sampling method and sampling technique using purposive sampling. Data collection was carried out through distributing questionnaires. The data analysis used is Multiple Linear Regression Test and Moderated Regression Analysis (MRA) with the help of SPSS 23 software. The results of this study indicate that brand image, product quality, and price partially have a significant positive effect on purchasing decisions. The results show that a healthy lifestyle strengthens the influence of brand image, product quality, and price on purchasing decisions. The results show that brand image, product quality, and price simultaneously have a significant positive effect on purchasing decisions.

An overview of prices is also important. Usually demand and price are inversely related, that is, the higher the

price, the lower the demand for the product. Vice versa, the lower the price, the higher the demand for the product. Where price greatly influences loyalty, with a higher price than competitors, consumers will make the decision to switch to another brand, and vice versa. Price dimensions such as price affordability, price competitiveness, price compatibility with benefits are factors that can determine a consumer's loyalty, which can be seen again in the understanding of the law of demand. Based on this explanation, it can be concluded that strengthening Price Perception has a positive impact on increasing Purchasing Decisions.

Positive Direct Influence of Customer Satisfaction on Purchasing Decisions

Based on the results of the second hypothesis test, it was concluded that the influence of customer satisfaction on purchasing decisions is very significant positive, as indicated by the tcount of 2.732 at the level of $\alpha=0.05$. The resulting correlation equation is $Y=88.910+0.254Z$, which means that every one increase in Customer Satisfaction level will result in an increase in Purchase Decision of 0.254 at a constant of 88.910. Based on calculations, the strength of the direct influence of Customer Satisfaction on Purchasing Decisions is obtained by the βZ path coefficient value of 0.094, significant at an error rate of 1%, and this strength is classified as weak. That is, it can be said that strengthening Customer Satisfaction will have a direct impact on increasing Purchase Decisions. A company that wants its company to operate continuously must be able to provide satisfaction to every customer. Customer satisfaction is a comparison between the reality felt by consumers and what customers expect. If what the customer feels exceeds what is expected, it means that the customer has fulfilled his satisfaction. If the customer is satisfied, he will usually repurchase or recommend the product or service to other parties in the future and the customer will be more loyal to the company. Made Virma Permana's research [24] with the title Increasing Customer Satisfaction Through Product Quality and Service Quality. Journal of Management Dynamics. This study aims to analyze the effect of design quality, product innovation, social competence, technical competence, product quality, service quality on customer satisfaction by developing a research model and 6 hypotheses proposed in this study. The number of samples in this study were 150 respondents, namely Toyota vehicle users in Semarang. The data analysis technique uses Structural Equation Modeling (SEM) from AMOS 16.0 software in the model and hypothesis study. Based on the results of data analysis, it can be concluded that the model is well received and furthermore the results of this study provide theoretical implications that the influence of design quality variables, product innovation variables, social competence variables, technical competence variables, product quality variables, service quality variables on satisfaction variables consumers is positive and significant. The dominant variable that influences product quality is design quality, and service quality is social competence, while customer satisfaction is service quality. Linguistically, customer satisfaction comes from the Latin, satis, which

means enough (enough) and can also mean to do (to do or make). So, satisfaction in the sense of the product is what makes customers feel enough with what they get or feel more than what they expected. The opposite of satisfaction is dissatisfaction, which has the opposite meaning, namely customers are not satisfied with what they get. There is no match between what is expected and what is obtained. (Gerson [12])

According to Hidayat [25] consumer loyalty is a consumer's commitment to a market based on a positive attitude and is reflected in consistent repurchases. Indicators of consumer loyalty are: a. Trust is a response to consumer trust in the market; b. Emotion commitment is a consumer psychological commitment to the market; c. Switching cost is the consumer's response to the burden received when a change occurs; d. Word of mouth is a publicity behavior made by consumers towards the market, and e. Cooperation is consumer behavior that shows an attitude that cooperates with the market. Based on this explanation, it can be stated that strengthening customer satisfaction can have an impact on increasing purchasing decisions.

Positive Direct Influence of Product Quality on Customer Satisfaction

Based on the results of the fourth hypothesis test, it was concluded that the effect of product quality on customer satisfaction is positive and very significant, as indicated by the tcount of 2.893 at the level of $\alpha=0.05$. The resulting correlation equation is $Z=114.795+0.159X1$, which means that every one level increase in Product Quality will result in an increase in Customer Satisfaction by 0.159 at a constant of 114.795. Based on calculations, the strength of the direct influence of Product Quality on Customer Satisfaction is obtained by the path coefficient $\beta Z1$ of 0.208, significant at an error rate of 1%, and this strength is classified as moderate. That is, it can be said that strengthening Product Quality will have a direct impact on increasing Customer Satisfaction. According to Durianto [26], "Loyal consumers will generally purchase the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics from various angles. Viewed from various angles of its attributes. If many consumers of a brand fall into this category, it means they have strong brand equity. Brand equity is a set of brand assets and debt related to a brand, name, symbol, which is able to increase or decrease the value provided by a product or service both to the company and to customers. Kotler and Armstrong [17] state product quality as "the product's ability to perform its functions. Its includes the product's overall durability, reliability, precision, ease of operation and repair and other valued attributes. meaning that product quality is closely related to the product's ability to perform its functions including the overall product, reliability, accuracy, ease of operation and repair and other valued attributes of a product. The products offered by each business entity will be different and must have characteristics that distinguish the same product so that the product has uniqueness, special features, and advantages in reaching the target market.

Research by Tarcicius Yudi Haryadi [27] entitled The Influence of Perceived Price and Product Quality on

Consumer Purchase Decisions Mediated by Consumer Satisfaction. *Journal of Business & Applied Management* Vol. 10 No. 1. This study aims to determine how the influence of perceived price and product quality on consumer purchasing decisions mediated by consumer satisfaction at the Indomaret mini market in the Rorotan Cilincing Village, North Jakarta. Indomaret is a retail mini market engaged in buying and selling goods that need to pay attention to consumer behavior in making decisions. This research is a quantitative research with a survey approach that seeks to find out how the influence of perceived price and product quality on consumer purchasing decisions with consumer satisfaction as an intervening variable. The data collection technique is the questionnaire method. For instrument testing using validity and reliability tests. Data analysis techniques using the SEM method. The results of the study are: 1). Price perception has a positive and significant effect on consumer satisfaction, 2). Perceived price has no positive and significant effect on consumer purchasing decisions, 3). Product quality has a positive and significant effect on consumer satisfaction, 4). Product quality has no positive and significant effect on consumer purchasing decisions, 5). Consumer satisfaction has a positive and significant effect on consumer purchasing decisions, 6). Consumer satisfaction has an influence on purchasing decisions that mediate perceptions of price and product quality. A company that wants its company to operate continuously must be able to provide satisfaction to every customer. Customer satisfaction is a comparison between the reality felt by consumers and what customers expect. If what the customer feels exceeds what is expected, it means that the customer has fulfilled his satisfaction. If the customer is satisfied, he will usually repurchase or recommend the product or service to other parties in the future and the customer will be more loyal to the company.

Positive Direct Influence of Perceived Price on Customer Satisfaction

Based on the results of the fifth hypothesis test, it can be concluded that the effect of price perception on customer satisfaction is positive and very significant, as indicated by the t -count of 1.216 at the level of $\alpha=0.05$. The resulting correlation equation is $Z = 60.9140 + 0.175X_2$, which means that every one level increase in Price Perception will result in an increase in Customer Satisfaction by 0.175 at a constant of 60.910. Based on calculations, the strength of the direct influence of Price Perception on Customer Satisfaction is obtained by the path coefficient β_{22} of 0.276, which is significant at an error rate of 1%, and this strength is classified as moderate. That is, it can be said that strengthening Price Perception will have a direct impact on increasing Customer Satisfaction. Perceived price is the least common element of the marketing mix. Price is the only element related to income. Viewed from the consumer's point of view, price is defined as what consumers have to give up to buy a product or service. Indicators of price are 1) Affordable prices; 2) Price conformity with product quality conformity; 3) Price suitability with benefits, and 4) Price according to competitiveness.

Customer satisfaction is a person's emotional response as a customer in the form of an assessment of what is required by buying and consuming a product by comparing perceived performance (results) compared to expectations. The indicators of customer satisfaction are: 1. Polite behavior; 2. Delivery method; 3. Timely delivery, and 4. Hospitality. Price is an indicator considered by consumers in deciding whether to buy a product or not. Prices can be controlled and determine whether or not a service is accepted by consumers. Prices depend solely on company policies, but of course taking into account various things. Cheap or high price of a product is very relative in nature. This can be compared to the prices of similar products or services offered by competing companies. Researchers argue that price can affect consumer satisfaction because the higher the company applies the price, the higher the expectation of benefits that will be obtained by consumers.

Indirect Effect of Product Quality on Purchasing Decisions Through Customer Satisfaction

Based on the sixth hypothesis test, it is known that the total effect of product quality on purchasing decisions is 0.2095, which is greater than 0.208, so it can be concluded that customer satisfaction functions effectively as a mediator of the effect of product quality on purchasing decisions. Product quality is product quality is a physical condition, nature and function of the product, be it goods or service products, based on the quality level adjusted for durability, reliability and ease of use, suitability, repair and other components made to meet customer satisfaction. as well as customer needs. with indicators 1) Performance (2) Reliability, (3) Features (4) Durability (5) Consistency (6) Design. Purchasing decisions are customer decisions to buy based on their experiences in learning, choosing, using, and not even using products with an indicator a. Needs are the first stage of the buying decision process where consumers recognize a problem or need; b. Introduction is the stage where consumers know the types of needs to be purchased; c. Information search is the stage of the buyer's decision-making process where consumers are moved to seek additional information, consumers may simply increase attention or may also actively seek information; d. Evaluation is the stage of the buyer's decision process in which consumers use information to evaluate various alternative brands in a series of choices, and e. The decision is the stage of the decision process where the consumer actually purchases the product. Customer satisfaction is a person's emotional response as a customer in the form of an assessment of what is required by buying and consuming a product by comparing perceived performance (results) compared to expectations. The indicators of customer satisfaction are: 1. Polite behavior; 2. Delivery method; 3. Timely delivery, and 4. Hospitality. This presentation supports the allegation that strengthening product quality through customer satisfaction has a significant impact on increasing purchasing decisions.

Indirect Effect of Price Perceptions on Purchase Decisions Through Customer Satisfaction

Based on the seventh hypothesis test, it is known that the total effect of Price Perception on Purchase Decision is 0.2769, slightly greater than 0.276, which means that Customer Satisfaction functions effectively as a mediator of the influence of Price Perception on Purchase Decision. Perceived price is the least common element of the marketing mix. Price is the only element related to income. Viewed from the consumer's point of view, price is defined as what consumers have to give up to buy a product or service. Indicators of price are 1) Affordable prices; 2) Price conformity with product quality conformity; 3) Price suitability with benefits, and 4) Price according to competitiveness. Purchasing decisions are customer decisions to buy based on their experiences in learning, choosing, using, and not even using products with an indicator a. Needs are the first stage of the buying decision process where consumers recognize a problem or need; b. Introduction is the stage where consumers know the types of needs to be purchased; c. Information search is the stage of the buyer's decision-making process where consumers are moved to seek additional information, consumers may simply increase attention or may also actively seek information; d. Evaluation is the stage of the buyer's decision process in which consumers use information to evaluate various alternative brands in a series of choices, and e. The decision is the stage of the decision process where the consumer actually purchases the product. Customer satisfaction is a person's emotional response as a customer in the form of an assessment of what is required by buying and consuming a product by comparing perceived performance (results) compared to expectations. The indicators of customer satisfaction are: 1. Polite behavior; 2. Delivery method; 3. Timely delivery, and 4. Hospitality.

IV. CONCLUSION

The conclusion of this study is that efforts have been made to improve purchasing decisions through strengthening product quality, price perception, and customer satisfaction. The results that support this conclusion are as follows Product quality has a direct and very significant positive effect on purchasing decisions with the effect included in the moderate criteria ($\beta_1 = 0.273$), meaning that strengthening product quality is predicted to increase purchasing decisions. Perceived Price has a direct and very significant positive effect on purchasing decisions with the influence included in the strong criterion ($\beta_2 = 0.320$), meaning that strengthening Price Perception is predicted to have a direct impact on increasing Purchasing Decisions. Customer satisfaction has a direct and very significant positive effect on purchasing decisions with moderate strength ($\beta_3 = 0.209$), meaning that strengthening customer satisfaction is predicted to increase purchasing decisions. Product Quality has a direct and very significant positive effect on Customer Satisfaction, meaning that strengthening Product Quality can directly increase Customer Satisfaction. Perceived price has a direct and very significant positive effect on purchasing decisions with a significant probability value of $0.000 < 0.05$. The regression equation is shown as follows $\hat{Y} = 60.910 + 0.181X_1 + 0.113X_2 + 0.175X_3$. Thus it

can be said that Customer Satisfaction can be predicted based on the score from Price Perception. Product Quality has a direct and very significant positive effect on Purchase Decisions through Customer Satisfaction so that strengthening Product Quality through Customer Satisfaction can indirectly increase Purchase Decisions with a beta value of 0.190 while the indirect effect of Product Quality on Purchase Decisions through Customer Satisfaction is: $0.190 \times 0.093 = 0.018$ then the total effect given is: $0.190 + 0.018 = 0.208$, this shows that Product Quality indirectly influences significantly the Purchase Decision through Customer Satisfaction.

REFERENSI

- [1] Erawati, Sherly Hesti. "Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Pada Bisnis E-Commerce. INSPIRASI". *Jurnal Ilmu-ilmu Sosial*. Vol.17, No.2, 2020.
- [2] Griffin, Jill. *Customer Loyalty, Menumbuhkan dan Mempertahankan. Kesetiaan Pelanggan*, Jakarta: Erlangga. 2018.
- [3] Samosir, Charlie Bernando Halomoan. "Pengaruh Persepsi Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Produk Enervon-C". *Jurnal Ilmiah Manajemen dan Bisnis*, Volume 1, Nomor 3, November 2015.
- [4] Taylor, S.A., Celuch, K. and Goodwin, S. "The Importance of Brand Equity to Customer Loyalty." *Journal of Product & Brand Management*, Vol.3, h.217-227. 2018.
- [5] Lindsay, Peter & Donald A. Norman. *Human Information Processing: An Introduction to Psychology*, New York: McGraw Hill. 2018.
- [6] Oliver, R. L. "Whence Customer Loyalty?". *Journal of Marketing*, Vol 63, pp 34-44. 2019.
- [7] Cant, M. C., & Toit, Michael du. "Identifying The Factors That Influence Retail Customer Loyalty And Capitalising Them". *International Business & Economics Research Journal*, 11 (11). 2018.
- [8] Gee, R., Coates, G., & Nicholson, M. "Understanding And Profitably Managing Customer Loyalty". *Marketing Intelligence & Planning*, 26 (4), 359- 374. 2018.
- [9] Bloemer. "Customer Loyalty in Extended Service Settings", *International Journal of Service Industry Management*, Vol. 10, No. 3. 2018.
- [10] Zins, A. H. "Relative Attitudes And Commitment In Customer Loyalty Models: Some Experiences In The Commercial Airline Industry". *International Journal of Service Industry Management*, Vol 12 Iss: 3, 269 – 294. 2021
- [11] Kotler, Philip. *Manajemen Pemasaran*, Jakarta: Indeks. 2018
- [12] Gerson, Richard F. *Mengukur Kepuasan Pelanggan*, Jakarta: PPM. 2020
- [13] Aritonang, Lerbin R. *Kepuasan Pelanggan*, Jakarta: Gramedia. 2021

- [14] Irawan, Handi. *10 Prinsip Kepuasan Pelanggan*, Jakarta: Elexmedia Komputindo. 2018
- [15] Fandi, Tjiptono. *Service, Quality & Satisfaction*. Yogyakarta: Andi. 2018
- [16] Rangkuti, Freddy. *Riset Pemasaran*, Jakarta: PT. Gramedia Pustaka. 2018
- [17] Kotler, Philip dan Gary Armstrong. *Dasar-dasar Pemasaran*, Jakarta: Indeks. 2018
- [18] Yamit, Zulian. *Manajemen Kualitas Produk dan Jasa*, Yogyakarta: Ekonisia. 2018
- [19] Wijaya. "Kajian Model Empiris Perilaku Berwirausaha UKM DIY dan Jawa Tengah". *Jurnal Manajemen dan Kewirausahaan*. 2018.
- [20] Moris & Moris. *Non-Profit Organization*, New York: Productions Theatre Company. 2018
- [21] Sugiyono. *Metode Penelitian Administrasi*, Bandung: Alfabeta. 2018
- [22] Rahmat, Jalalludin. *Psikologi Komunikasi*, Bandung: Remaja Rosda Karya. 2021
- [23] Walgito, Bimo. *Pengantar Psikologi Umum*, Yogyakarta: Andi Offset. 2018
- [24] Permana, Made Virma. "Peningkatan Kepuasan Pelanggan Melalui Kualitas Produk Dan Kualitas Layanan". *Jurnal Dinamika Manajemen*, 4 (2) 2013, 115-131. 2018
- [25] Hidayat, Imam. "Pengaruh Bauran Pemasaran, Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Kupunya Rumah Mode". *Jurnal Ilmu dan Riset Manajemen*. Vol. 6. No 4. 2019
- [26] Duriyanto, D., Sugiarto, & Sitingjak, T. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, Jakarta: PT. Gramedia Pustaka Utama. 2021
- [27] Haryadi, Tarcicius Yudi. "Pengaruh Persepsi Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Yang Dimediasi Kepuasan Konsumen". *Journal of Business & Applied Management*. Vol. 10 No.1. 2018.