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## The Effect of Product, Price, and Promotion on Purchase Decision-Mediated by Customer Satisfaction of Oriflame M3 Network Community

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### ABSTRACT

This study aimed to analyze the effect of product, price, promotion, customer satisfaction, and purchase decision. The study participant was 125 people. data were collected by questionnaires and a structural equation model (SEM) was applied as an analysis technique. The results analysis showed that product quality, price, and personal selling have a positive and significant effect on customer satisfaction and customer loyalty. The implication is product quality, price, and personal selling need to be increased in order to customer satisfaction and customer loyalty.

### 1. Introduction

The competition between the personal care and cosmetics industry markets is increasingly competitive. This is proven by the many types of cosmetics in circulation, both domestic and foreign production (Ikanita, 2012). The cosmetics and body care industries compete to win the competition and devise strategies to attract consumers' wants and meet expectations. Along with the times, technology, and changes in human lifestyles, the types, and levels of consumer needs and desires also develop dynamically. The development of cosmetic products on the market affects a person's attitude towards purchasing decisions and using goods. The purchase of a product is no longer to fulfill a need, but out of desire. In

addition, consumers decide to choose to use certain products (cosmetics) in order to clarify their identity so that they are considered good in certain communities. Cosmetics are a unique product because apart from having the ability to fulfill women's basic needs for beauty. Often it becomes a means for consumers to clarify their social identity in the eyes of the community.

The use of cosmetics is a need with multiple priorities, starting with primary needs, secondary needs (complementary), and tertiary needs (luxury goods). Increasing people's purchasing power and increasing purchasing power per individual can push the level of cosmetic use from a complementary level



to a more prioritized level, thereby increasing the volume growth of cosmetic use.

On the other hand, to be able to compete in the cosmetic industry. Companies must be able to give a good impression to their consumers with regard to products, for example, the relationship between price and product, product quality, product benefits, product characteristics, product design, type of product, and halal products, offered, considering Indonesia as a Muslim majority country, of course, this is a top priority in determining consumer purchasing decisions for products.

Purchasing decisions according to Sciffman and Kanuk (2008: 485), can be interpreted as the selection of two or more alternative purchasing decisions. This means that before making a purchase, there are several alternative options available, so he must choose one of them. According to Kotler and Keller (2009: 356), purchasing decisions are influenced by marketing stimuli consisting of products, prices, distribution, and promotions. Furthermore, Promotion is a form of marketing communication, whereas what is meant by marketing communication is a marketing activity that seeks to spread information, influence or persuade, and then remind the target market of the company and its products, so that they are willing to accept, buy, and be loyal to the products offered. by the company concerned.

The competition in the cosmetics industry in Indonesia is very tight. The intense competition is due to the opportunity for Indonesia's large population of around 250 million to become a market share in the cosmetics industry. One of the well-known cosmetic brands and its wide marketing in Oriflame. Oriflame is a cosmetic s company from Sweden, and is currently experiencing fairly rapid development. The marketing process for Oriflame products is carried out through the formation of members where Oriflame members are consumers and at the same time marketing Oriflame products to other consumers. Thus, the development of Oriflame product marketing is highly

dependent on active members in buying products as well as marketing them. This study aims to analyze the effect of products, prices, and promotions on purchasing decisions and customer satisfaction of Oriflame in the M3Network community.

## **2. Literature Review**

### **Marketing**

A marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the response it wants in the target market Kotler and Armstrong, (2008: 62). The marketing mix consists of all the things a company can do to influence the demand for its products. The marketing mix is the core of a marketing system. Analysis of the marketing mix is very important to be able to adjust market desires with the products to be sold. Based on the above theories, it can be concluded that a marketing mix is a group of marketing components consisting of 4Ps: product, price, place, and promotion which are interrelated with each other, with the aim of meeting consumer needs and satisfaction and achieving company goals.

Kotler and Keller are quoted by Benyami and Molan (2007: 23), giving the understanding that a marketing mix is a marketing tool that companies use to pursue their marketing goals. Meanwhile, according to Kotler and Armstrong (2008: 62), basically, there is a concept of tactical and controlled marketing tools that are implemented in an integrated manner to get a response from its customers.

### **Product**

Basically, a product is something that is offered by producers to consumers to fulfill their needs and wants. Products can be in the form of goods (something tangible or intangible), which is something that is physical in the form of a production process in an organization or company. In addition, products can also be services (meaning non-physical or intangible). It should also be emphasized that consumers do not



only buy products to satisfy their needs but also aim to satisfy their wants. For example, people who buy a car with a certain model, color, brand, and price are expected to increase their prestige.

Tjiptono (2007: 103) states that product attributes are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. Product attributes include brand, packaging, guarantee (warranty), service, and so on. Meanwhile, Kotler and Armstrong (2004: 347) state that product attributes are the development of a product or service that involves determining the benefits to be provided. This definition shows that a product has the following attributes or dimensions: product brand, product packaging, product label, and product quality. The four attributes or product dimensions have a major influence on decision-making reactions for consumers.

Buchari Alma (2007: 147), states that a brand is a sign or symbol that gives the identity of a particular good/service which can be in the form of words, pictures, or a combination of both. Having a brand allows consumers to better organize their shopping experience, helping them search and find product descriptions. Information about products and brands can be obtained through various sources, it can be obtained through advertising, news, sales, and other sources of information.

The product is the central point of marketing activities because the product is the result of a company that can be offered to the market for consumption and is a tool for a company to achieve its goals of the company. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product.

Product planners must think about products and services at three levels (Kotler and Armstrong, 2003), namely the core product, the actual product, and additional products. The most basic level is the core

product. This level answers the question of what consumers actually buy. The core product is at the center of the total product. The core product contains a variety of benefits for solving problems and those that consumers look for when purchasing a particular product or service

The second level is the actual product. The product planner must build the actual product around the core product. The actual product must have at least five characteristics of quality levels, features, design, brand, and packaging. Furthermore, the product planner must embody the additional product around the core product and the actual product by offering additional services and benefits to consumers.

### **Price**

Price is an element that is different from other elements in the marketing mix. If the other element in marketing (namely product, place/distribution, and promotion) is an expenditure, then the price is an element that has the characteristic of generating or getting income. Buchari Alma (2007: 169) states that price is the value of an item expressed in money. Philip Kotler (2005: 24) states that price in a narrow sense is the amount of money billed for a product or service, while in a broad sense it is the amount of value that consumers exchange for the benefits of owning or using a product or service. According to the definition above, the policy regarding prices is only temporary, meaning that producers must follow price developments in the market and must know the company's position in the overall market situation.

Price is basically a basic theory of the marketing mix and consumer behavior. Both can be used when looking at price perceptions of the purchase decision of a product or service. When consumers are familiar with the goods or services they want or need, consumers will start looking for information about the price of a product or service. The search for information is what is known as a psychological process in consumer behavior, namely perception.



Before deciding to buy a product or service, consumers will perceive whether the price of a product or service is affordable at a low price or a discount (promo), or a bonus (merchandise) (Ali Hasan, 2013). After that, the new consumer makes a purchase decision for a product or service. After buying, consumers will also evaluate the price of a product or service, whether it is in accordance with the price of a product or service or if there is a need for a discount. On this basis, consumers assess their own satisfaction with a product or service. And then, will return to buying goods or services previously purchased as a result of satisfaction with the price offered for a product or service.

### **Promotion**

Promotion is one of the important marketing activities for companies in an effort to maintain continuity and improve sales quality, to increase marketing activities in terms of marketing goods and or services from a company, not only developing products, setting prices, and using distribution channels, but also must be supported e d by promotional activities. Kotler & Armstrong (2001: 62) give the notion that promotion is a function of notification, persuasion, and monitoring of consumer decisions. Tjiptono (2008: 219) states that promotion is essentially a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to spread information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

### **Promotion mix**

A promotion mix is a communication tool between companies and consumers or potential consumers. The promotional mix according to Kotler and Armstrong (2014) is a specific blend of advertising, sales promotion, public relations, personal selling, and

direct marketing tools that companies use to communicate customer value persuasively and build customer relationships, a combination of promotional tools designed to achieve goals and provide information that directs consumers to be persuaded to make a purchase.

### **Purchasing decision theory**

The purpose of marketing is to meet and satisfy the needs and wants of target customers. To be successful, marketers must look beyond the various factors that influence buyers and develop an understanding of how consumers make purchasing decisions. Cravens, Hills, and Woodruff (2002) give the understanding that a purchase decision is a decision made to satisfy the needs and desires of consumers by evaluating more than one alternative which is influenced by the main reasons for making a purchase which includes the way of purchase, product, and situation. Purchasing a product is a process of all stages in the consumer buying process. Consumer decisions are determined based on consumer perceptions of the product. A good company will conduct research on its product purchasing decision process, namely to find out how consumers respond to the company's products. Consumers take various stages in fulfilling and satisfying their needs and wants.

According to Kotler and Keller (2009), purchasing decisions are influenced by marketing stimuli consisting of product, price, distribution, and promotion. Furthermore, Promotion is a form of marketing communication, whereas what is meant by marketing communication is a marketing activity that seeks to spread information, influence or persuade, and then remind the target market of the company and its products, so that they are willing to accept, buy, and be loyal to the products offered. by the company concerned.

According to Kotler and Armstrong (2012), consumers will go through five stages in making a



purchase decision. An overview of the purchasing decision process in the form of recognition of needs, information search, evaluation of alternatives, purchasing decisions, and post-purchase behavior.

### **Buying decision**

Purchasing decisions taken by consumers are a set of decisions that have been organized. Each purchase decision is influenced by seven structural components (Kotler and Armstrong, 2008), namely decisions about the type, shape, and quantity of the product, the seller, the time of purchase, and the method of payment. According to Sangadji (2013), the factors that influence purchasing decisions consist of various factors, namely psychological factors, and personal factors. Purchasing decisions can also be influenced by personal characteristics including age and life cycle stage, occupation, economic conditions, lifestyle, and the buyer's personality and self-concept.

### **Consumer satisfaction**

Zeithaml and Bitner (2000) give the understanding that customer satisfaction is an assessment of the characteristics or features of a product or service. This satisfaction is created by quality, service, and customer value. In essence, if the product's performance is smaller than the expected performance, the customer will feel dissatisfied. Meanwhile, if the product performance is the same as the expected performance, the customer will be satisfied. Furthermore, if the product performance is greater than the expected performance, the customer will feel very satisfied. Tjiptono (2008) states that in evaluating satisfaction with a particular product, service, or company, consumers generally refer to various factors or dimensions. According to Lupiyoadi (2001), there are five main factors that need to be considered in relation to customer satisfaction, namely: product quality, service, emotion, product price, and customer costs.

Consumer satisfaction has been transformed into a

mandatory vocabulary for every business and non-profit organization, business consultant, marketing researcher, business executive, and in certain contexts, bureaucrats and politicians. This concept is almost certainly present in standard textbooks dealing with business and marketing strategies. The company's slogan and motto also offend it (Tjiptono, 2012: 310).

### **Consumer satisfaction model**

Basically, the goal of a business is to create satisfied customers. In line with that, various attempts have been made to develop a theoretical framework to explain the determinants, formation processes, and consequences of customer satisfaction. Broadly speaking, customer satisfaction research is based on three main theories, namely: contrast theory, assimilation theory, and assimilation-contrast theory (Tjiptono, 2011, p. 298). Contrast theory assumes that consumers will compare actual product performance with pre-purchase expectations. If the actual is greater than 50 or equal to expectations, the customer will be satisfied. Assimilation theory, states that after-purchase evaluation is a positive function of pre-purchase consumer expectations. Assimilation - contrast theory, holds that the occurrence of the assimilation effect or contrast effect is a function of the level of the gap between expected performance and actual performance.

### **3. Methods**

This research is descriptive research. The population in this study were all customers who use Oriflame cosmetic products, especially 125 members of the M3 Network Community. Collecting data using a self-assessment questionnaire with a Likert scale. With this Likert scale, respondents are asked to complete a questionnaire that requires them to indicate their level of agreement with a series of questions. The data obtained were analyzed by statistical tests using structural equation modeling



(Structural Equation Modeling) or abbreviated as SEM which was operated with the AMOS version 22 program.

#### **4. Results and Discussion**

##### **Respondent characteristics**

The characteristics of the respondent can provide some simple information about the respondent's condition as the object of the research. Respondents in this study were tabulated by gender, education, and age. The general description of the respondent needs to be known because the answers given by the respondent to each of the questions asked may be different due to different backgrounds. Based on the primary data that has been collected, the following characteristics of the respondents have been obtained (Table 1).

##### **Product variable description analysis**

The results of the descriptive analysis of the respondents' answers to each indicator of product variables are presented in Table 2. Table 2 shows that most of the respondents answered strongly agree with "SS" (45%). And the lowest result is the answer strongly disagrees with "STS" (1%).

##### **Analysis of price variable descriptions**

The results of the descriptive analysis of the respondents' answers to each indicator of the promotion variable are presented in table 3. Table shows that most of the respondents answered strongly agree with "SS" (45%). And the lowest result is the answer strongly disagrees with "STS" (1%).

##### **Promotion variable description analysis**

The results of the descriptive analysis of the respondents' answers to each indicator of the promotion variable are presented in table 4. The table shows that most of the respondents answered agreed "S" (40%). And the lowest result is the answer strongly disagrees with "STS" (1%).

##### **Analysis of the description of the purchase decision variables**

The results of the descriptive analysis of respondents' answers to each indicator of the purchasing decision variable are presented in the following table (table 5). Table 5 shows that most of the respondents answered agreed "S" (40%). And the lowest result is the answer strongly disagrees with "STS" (1%). The answers disagree with "TS" (6%), Neutral "N" (23%), Strongly Agree "SS" (30%) with a total of 125 respondents.

##### **Analysis of customer satisfaction data descriptions**

The results of the descriptive analysis of respondents' answers to each indicator of the consumer satisfaction variable are presented in the following table (table 6). Table 6 shows that most respondents answered strongly "SS" (47%). And the lowest result is the answer strongly disagrees with "STS" (1%). The answers disagree with "TS" (6%), Neutral "N" (13%), and Strongly Agree with "SS" (32%) with a total of 125 respondents.

##### **Effect of products on purchasing decisions**

Products have a positive and significant direct effect on purchasing decisions, which means that the better the product is able to increase purchasing decisions. The direct effect regression coefficient value is 0.462 which means it is positive, so it can be interpreted that each increase in the value of one product is able to increase the purchase decision by 0.462. Based on the results of testing hypothesis 1 is accepted.

The results of this study prove that the better the product is able to increase purchasing decisions. Products that the Oriflame M3Netw or k community expects include excellence in design, shape, brand, and quality. It is hoped that Oriflame products are related to the various Oriflame product designs, the forms of products offered areas needed, the products are branded, and the products displayed are of good



quality so that as expected, researchers have conducted research that Oriflame products have a positive and significant effect on purchasing decisions. This is in accordance with the theory of Tjioptono (2007), which states that product attributes are product elements that are considered important by consumers and are used as the basis for making purchasing decisions.

### **The effect of price on purchasing decisions**

Price has a negative and significant direct effect on purchasing decisions, which means that the better the price is able to increase purchasing decisions. The direct effect regression coefficient value is 0.077, which means it is positive, so it can be interpreted that each increase in the value of one in the price can increase the purchase decision by 0.077. Based on the results of testing hypothesis 2 is rejected.

The results of this study prove that a better price can increase purchasing decisions. The prices expected by the Oriflame M3Network or k community include consumers buying Oriflame products because the prices offered are according to the buyer's ability, Oriflame always provides discounts on various products, and consumers feel that the prices and benefits and the quality of the products offered are good enough, and the prices are affordable. So as expected, researchers have conducted research that the Oriflame Price has a positive and significant effect on purchasing decisions.

This is in accordance with the theory (Susanto, 2013) that the more attractive the price offered for purchasing the product, the more it will increase consumer decisions to buy the product. Sudharto (2007: 156) states that consumers expect prices that are commensurate with the quality of the product from their purchases. The results of the study prove that there is an influence between price on purchasing decisions. This is in line with the research conducted by Dido Saputra (2005) regarding the price having a positive effect on purchasing decisions. From this

research, it can be concluded that this research contributes to the theory that price has a positive effect on purchasing decisions is correct. Price is also one of the factors that affect the increase in purchasing decisions.

### **The effect of promotion on purchasing decisions**

It is shown that promotion has a positive and significant direct effect on purchasing decisions, which means that the better the promotion is able to increase purchasing decisions. The direct effect regression coefficient value is 0.275 which means it is positive, so it can be interpreted that every increase in the value of one promotion can increase purchasing decisions by 0.275. Based on the results of testing hypothesis 3 is accepted.

The results of this study prove that the better the promotion is able to increase purchasing decisions. Promotions that are expected by the Oriflame M3Network community include Oriflame placing advertisements on social media and catalogs to attract attention because promotions are always given, always getting a detailed explanation on every product offered, and the services provided are good. As well as sales who offer Oriflame products either directly or through digital marketing to increase sales, the higher the promotion level, the higher the sales of Oriflame products. Oriflame also provides many bonuses and discounts for M3Network community members as a result of their hard work on sales. So as expected, researchers have conducted research that the Oriflame Promotion has a positive and significant effect on purchasing decisions.

This is in line with the results of research by Andrew F. Manampiring, Irvan Trang (2016) where the results show that the results of simultaneous promotion have a significant effect on purchasing decisions. etc. One of the ways companies attract consumers is by giving what is usually called a bonus.



### **Product influence on customer satisfaction**

It is shown that the product has a positive and significant direct effect on customer satisfaction, which means that the better the product is able to increase customer satisfaction. The direct effect regression coefficient value is 0.333 which means it is positive, so it can be interpreted that each increase in the value of one product is able to increase customer satisfaction by 0.333. Based on the results of testing hypothesis 4 is accepted.

The results of this study prove that the better the product can increase customer satisfaction. Products that the Oriflame M3Netw or k community expects include excellence in design, shape, brand, and quality. It is hoped that Oriflame products are related to the various Oriflame product designs, the forms of products offered areas needed, the products are branded, and the products displayed are of good quality, so that as expected, researchers have conducted research that Oriflame products are have a positive and significant effect on consumer satisfaction.

This is in line with research (Amanah, 2017) where the results of the study show that the simultaneous results of the product have a significant effect on customer satisfaction. Kotler (in Simamora, 2001: 139) states: "A product is anything that can be offered to the market for attention, purchase, use or consumption that satisfies a need or desire". Amir (2005: 8) defines a product as: "What can be offered to the market so that it can be bought, used or consumed which satisfies their wants or needs". From the above understanding, it can be concluded that consumers buy not just a collection of physical attributes. Basically, they are paying for something that satisfies their desire. So a good product also sells the benefits of the product itself. Consumers buy products with both their function and meaning. According to Kotler (2002: 42), satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing their perceptions/impressions of the

performance (or results) of a product and its expectations. According to Oliver (in Barner, 2001: 64), satisfaction is the response of consumers to their needs met. This means an assessment that a form of privilege from a good or service or the goods or services themselves provide a level of comfort associated with meeting a need.

### **The effect of price on customer satisfaction**

Based on the results of testing hypothesis 5 is rejected. It is shown that the price has a positive and significant direct effect on purchase satisfaction, which means that the better the price can increase customer satisfaction. The direct effect regression coefficient value is -0.022 which means it is positive, so it can be interpreted that each increase in the value of one on the price can increase customer satisfaction by -0.022. The results of this study prove that a better price can increase customer satisfaction. The prices expected by the Oriflame M3Netw or k community include consumers buying Oriflame products because the prices offered are according to the buyer's ability, Oriflame always provides discounts on various products, and consumers feel that the prices and benefits and the quality of the products offered are good enough, and the prices are affordable. So that consumers feel satisfied because as expected, researchers have conducted research that the Oriflame price has a negative and significant effect on customer satisfaction.

This is in line with the research (Amanah, 2017) where the results show that the simultaneous results of price have a significant effect on customer satisfaction. According to Tjiptono (2006: 178), in simple terms, the term price can be interpreted as the amount of money (monetary unit) and/or other (non-monetary) aspects that contain certain utilities / uses needed to obtain a service. The utility is an attribute or factor that has the potential to satisfy certain needs and wants.



### **The effect of promotion on customer satisfaction**

It is shown that promotion has a positive and significant direct effect on customer satisfaction, which means that the better the promotion is able to increase customer satisfaction. The direct effect regression coefficient value is 0.154 which means it is positive, so it can be interpreted that every increase in the value of one promotion can increase customer satisfaction by 0.154.

The results of this study prove that the better the promotion is able to increase purchasing decisions. Promotions that are expected by the Oriflame M3Network community include Oriflame placing advertisements on social media and catalogs to attract attention because promotions are always given, always getting detailed explanations on every product offered, and the services provided are good. As well as sales who offer Oriflame products either directly or through digital marketing to increase sales, the higher the promotion level, the higher the sales of Oriflame products. Oriflame also provides many bonuses and discounts for M3Network community members as a result of their hard work on sales. So as expected, researchers have conducted research that the Oriflame Promotion has a positive and significant effect on customer satisfaction.

### **Purchasing decisions affect customer satisfaction**

It is shown that purchasing decisions have a positive and significant direct effect on customer satisfaction, which means that the better the purchasing decisions are able to increase customer satisfaction. The direct effect regression coefficient value is 0.380, which means it is positive, so it can be interpreted that each increase in the value of one in a purchasing decision can increase customer satisfaction by 0.380.

This is in line with research (Pardede & Haryadi, 2017) where the results of the study show that the results of simultaneous promotion have a significant effect on consumer satisfaction. This research states

that the higher the promotion, the higher the customer satisfaction. Bei and Chiao (2001) stated that a customer will display repeat buying behavior when they feel that the price of the services and products offered is reasonable. If customers don't feel their sacrifice is worthwhile, they may not make a purchase again, even if they are not satisfied with the product or service. The results of this study, namely the perceived price positively associated with repurchase decisions through customer satisfaction. Another study conducted by Elfri et al. (2014) stated that service quality and customer satisfaction affect consumer purchase decisions.

The research results of Sarini Kodu (2013) state that perceived price, product quality, and service quality have a positive and significant effect on purchasing decisions. Another study conducted by Elfri et al. (2014) stated that service quality and customer satisfaction affect consumer purchasing decisions. Consumer satisfaction is a decision-making process carried out to determine the need for goods and services that need to be purchased and to identify, evaluate and choose between alternative brands. Consumers tend to buy products they like in terms of the most preferred brands, and the task of producers is to fulfill consumer desires in order to attract consumers to buy their products to achieve company goals.

### **Purchasing decisions are able to mediate the effect of the product on customer satisfaction.**

It is shown that purchasing decisions are able to mediate the effect of products on consumer satisfaction and have a positive and significant direct effect, which means that the better the product the better the purchasing decisions can increase customer satisfaction. the value of the critical ratio (CR), the effect of the purchasing decision variable is able to mediate the effect of the product on consumer satisfaction is  $2.215 > 1.96$  (the critical Z value for the 95% degree of confidence) with a probability value (p)



of 0.026 <0.05 which means that it is positive so that it can be interpreted that each increase in the value of one in purchasing decisions is able to mediate the effect of the product on customer satisfaction.

**Purchasing decisions are able to mediate the effect of price on customer satisfaction**

Based on the results of testing hypothesis 9 is rejected. It is shown that purchasing decisions are able to mediate the effect of price on consumer satisfaction and have a negative and significant direct effect, which means that the better the price, the better customer satisfaction is able to increase the purchase decision. the value of the critical ratio (CR) the effect of the purchasing decision variable being able to mediate the effect of the product on customer satisfaction is 2.040 > 1.96 (critical Z value for 95% confidence degree) with a probability value (p) of 0.041 <0.05 which means so that it can be interpreted that each increase in the value of one in purchasing decisions is able to mediate

the effect of price on customer satisfaction.

**Purchasing decisions are able to mediate the effect of promotion on customer satisfaction.**

Based on the results of testing hypothesis 10 is accepted. It is shown that purchasing decisions are able to mediate the effect of promotion on consumer satisfaction which has a positive and significant direct effect, which means that the better the promotion, the better the purchasing decision is able to increase customer satisfaction. the value of the critical ratio (CR) the influence of the variable customer satisfaction is able to mediate the effect of the product on purchasing decisions is 2.075 > 1.96 (critical Z value for the 95% degree of confidence) with a probability value (p) of 0.037 <0.05 which means that it is positive so that it can be interpreted that each increase in the value of one in purchasing decisions is able to mediate the effect of price on customer satisfaction.

Table 1. Characteristics of respondents

Characteristics	Total (n)	Percentage (%)
Gender		
Female	118	94
Male	7	6
Education		
High school	29	23
Diploma	8	6
Bachelor degree	85	68
Postgraduate	3	2
Age		
20-30 y.o.	78	62
31-40 y.o.	39	31
41-50 y.o.	8	7



Table 2. Descriptive analysis of product variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Design	P1	1	1%	6	5%	7	6%	46	37%	65	52%	125
Shape	P2	0	0%	7	6%	14	11%	47	38%	57	46%	125
Brand	P3	3	2%	5	4%	16	13%	48	38%	53	42%	125
Quality	P4	1	1%	7	6%	15	12%	53	42%	49	39%	125
<b>Total</b>		5	1%	25	5%	52	10%	194	39%	224	45%	500

Table 3. Descriptive analysis of price variables

Indicator	Item	Answer Score										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Ability to buy	HR1	1	1%	8	6%	14	11%	45	36%	57	46%	125
Discount	HR2	1	1%	6	5%	17	14%	47	38%	54	43%	125
Price according to quality and benefits	HR3	0	0%	5	4%	21	17%	45	36%	54	43%	125
Affordable prices	HR4	1	1%	7	6%	6	5%	52	42%	59	47%	125
<b>Total</b>		3	1%	26	5%	58	12%	189	38%	224	44%	500

Table 4. Descriptive analysis of promotion variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Advertising	PR1	0	0%	11	7%	39	26%	50	33%	50	33%	150
Sales promotion	PR2	0	0%	11	7%	32	21%	62	41%	45	30%	150
Face to face sales	PR3	1	1%	8	5%	35	23%	65	43%	41	27%	150
Public relations	PR4	2	1%	6	4%	34	23%	65	43%	43	29%	150
<b>Total</b>		3	1%	36	6%	140	23%	242	40%	179	30%	600



Table 5. Descriptive analysis of purchasing decision variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
The quality that is obtained based on the benefits	KP1	0	0%	9	7%	32	26%	42	34%	42	34%	125
Satisfaction	KP2	0	0%	9	7%	28	22%	50	40%	38	30%	125
Recommend	KP3	1	1%	7	6%	31	25%	50	40%	36	29%	125
Make repeat purchases	KP4	2	2%	5	4%	27	22%	56	45%	35	28%	125
<b>Total</b>		3	1%	30	6%	118	23%	198	40%	151	30%	500

Table 6. Descriptive analysis of consumer satisfaction variables

Indicator	Item	Answer score										Total
		(1) STS		(2) TS		(3) N		(4) S		(5) SS		
		F	%	F	%	F	%	F	%	F	%	
Re-Purchase	KK1	1	1%	8	6%	21	17%	46	37%	49	39%	125
Creating word of mouth	KK2	1	1%	11	9%	14	11%	34	27%	65	52%	125
Creating a brand image	KK3	3	2%	5	4%	16	13%	37	30%	64	51%	125
Creating purchasing decisions	KK4	2	2%	6	5%	14	11%	44	35%	59	47%	125
<b>Total</b>		7	1%	30	6%	65	13%	161	32%	237	47%	500

## 5. Conclusion

Based on the analysis test results from this research data, product quality, price, and personal selling have a positive and significant effect on customer satisfaction and customer loyalty. The implication is product quality, price, and personal selling need to be increased in order to customer satisfaction and customer loyalty.

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