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## The Influence of Marketing Mix Variables on Purchasing Decisions and Its Impact on Post-Purchase Customer Satisfaction of Royal Garden Residence Bali Housing (Study at PT Properti Bali Benoa)

Edi Sugiono<sup>1</sup>, Andini Nurwulandari<sup>1</sup>, Christiani Junita<sup>1\*</sup>

<sup>1</sup> Department of Management Science, Faculty of Economy and Business, Universitas Nasional, Jakarta, Indonesia

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#### Corresponding author:

Christiani Junita

E-mail address:

[christianijunita@gmail.com](mailto:christianijunita@gmail.com)

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### ABSTRACT

The research objective is to determine the effect of: marketing mix variables (product, price, location and promotion) on purchasing decision variables, marketing mix variables on customer satisfaction variables, purchasing decision variables on customer satisfaction variables at Royal Garden Residence Bali housing with purchase decisions as a mediating variable. This research was conducted in the city of Bali, with the object of research being the residential consumers of Royal Garden Residence Bali as the population in this study, with a sample size of 150 respondents and using random sampling techniques. The data collection method is in the form of an online questionnaire via google form and whatsapp due to the situation in Indonesia which is currently being hit by the Covid-19 pandemic. The results of this study indicate that respondents have a good perception of the variable marketing mix, purchase decisions and post-purchase satisfaction Royal Garden Residence Bali. This is because the average value for all research variables is greater than 4 on the Likert scale. The results showed that the marketing mix variable both simultaneously and partially had a positive and significant effect on housing purchase decisions and the marketing mix variable had a positive and significant effect both simultaneously and partially on consumer satisfaction after purchasing Royal Garden Residence Bali housing, and purchasing decisions had a positive and significant effect. significant on consumer satisfaction after purchasing the Royal Garden Residence Bali housing. Then the research also proves that there is an indirect influence of the marketing mix variable on consumer satisfaction after purchasing the Royal Garden Residence Bali housing through the purchase decision. Promotion is the most dominant variable in increasing consumer purchasing decisions for Royal Garden Residence Bali housing.

### 1. Introduction

The level of need to own a place to live (house) is currently increasing. Where population growth continues to increase coupled with the flow of urbanization that never recedes, the need for housing becomes one of the basic human needs that are felt to be very urgent. Apart from its main function as a residence for its residents, it is also a measure of the existence of the owner's social status. People often buy houses for economic purposes, which are apart from being a place to live, as well as a place to carry out business activities.

As the largest tourist city in Indonesia, Bali is a large city that is visited by people from various regions and foreign tourists in various countries with different interests. This situation will of course affect the increasing need for housing. The government in this case has attempted to increase the number and build as much housing as possible and to open the widest possible opportunity for every citizen and private companies to participate in the provision of housing and settlements. The marketing concept assesses the success of a company if the company can meet consumer needs well, this



indicates that the company has entered the era of competition. Therefore, developer entrepreneurs use precise strategies to attract consumers, the strategy used is the marketing mix strategy.

Purchasing decisions made by consumers are expected to lead to customer satisfaction with products and services that have been purchased by customers. Because customer satisfaction will be felt if the results felt or obtained match or exceed customer expectations. Customer satisfaction obtained by the company is able to generate positive responses from customers. This is certainly an advantage for the company because it gets a positive image in the eyes of customers. The purchase decision process begins with the introduction of needs where at this stage consumers will identify the product / service to meet their needs. Furthermore, consumers will search for information related to the products / services they need. The more information that is obtained, the level of knowledge and consumer awareness of the product will also increase. After buying a product, consumers will experience a certain level of satisfaction or dissatisfaction. The marketer's task does not end there when the product is purchased. Marketers must monitor post-purchase satisfaction, post-purchase actions and post-purchase product usage. So it can be concluded that the more effective the company applies the marketing mix, it will increase purchasing decisions which have an impact on increasing customer satisfaction.

Based on Edi Sugiono and Sri Widiastutik in Kotler (2001), consumer satisfaction is a function of how close the buyer's expectations are for a product with the perceived usefulness of the product. Therefore, purchasing decisions have a positive and significant effect on consumer satisfaction after purchasing a product. If the product performance is lower than expectations, the buyer will

disappointed. Conversely, if the product performance is higher than consumer

expectations, the buyer will be satisfied. These feelings will decide whether consumers will buy back the product they have bought and decide to become a customer of the product or refer the product to others.

The following is a discussion of some of the results of previous research relating to the influence of marketing mix variables consisting of product, price, location and promotion on customer satisfaction through purchasing decisions:

#### **The influence of marketing mix variables on purchasing decisions**

Research on Marketing Mix on Purchasing Decisions based on research conducted by Finnann Aditya Ajie Nugraha (2015) proves that the marketing mix component in the property business has a significant influence on purchasing decisions. Research conducted by Isoraite (2017) has also succeeded in proving that the strategies used in maintaining relationships with customers including the use of marketing mix strategies have a positive and significant effect in building buyer interest which has an impact on post-purchase satisfaction of a product.

However, in this study there are still many differences in the results of the research. In research conducted by Ansar (2013) it is proven that there are marketing mix variables that have a negative and insignificant effect on purchase intention and customer satisfaction. As has been explained that before consumers decide to buy, the stages that must be passed are the purchase decision structure. There is a purchase decision structure in consumers that is not significant, such as product purchases not in accordance with expectations or what is desired. In addition, the results of research conducted by Shrivastava (2017) also prove that the marketing mix has a positive and significant silmutan effect on repurchase behavior. However, only partially price has a significant positive effect on repurchasing behavior, while products, distribution channels, and promotions have a negative and



insignificant effect on purchasing decisions.

### **The influence of marketing mix variables on customer satisfaction**

According to Sanober, et al (2017), not all elements in the marketing mix such as product, price, location and promotion have a positive and significant effect in creating purchase desires from consumers and the impact does not cause the satisfaction felt in the product purchased. Trio Hendhi Saputra (2010) also shows that there is a direct negative effect and an indirect positive effect on the marketing mix variable on consumer satisfaction through purchasing decisions as an intervening variable.

Meanwhile, research conducted by Naami (2017) shows that the marketing mix variable has a positive and significant effect on consumer satisfaction through purchasing decisions as an intervening variable. Likewise with Ali, et al (2011) showing that someone with positive intentions to buy a product shows a higher level of actual purchase is influenced by the right marketing mix strategy, also competitive prices and product quality have a positive impact on consumers if they have high intentions. and positive to decide to buy it. These results imply that the service marketing mix (4Ps) has a strong impact on purchasing decisions and customer satisfaction.

### **The effect of purchasing decisions on customer satisfaction**

Based on research by Imam Suroso (2013), purchasing decisions have a direct effect on consumer decisions. Similar to previous studies, purchasing decisions also have the greatest influence on customer satisfaction compared to other variables. This explains that after buying a house at the Royal Garden Residence Bali, consumers experience satisfaction because consumers feel the benefits after buying a house have met and even exceeded consumer expectations when buying a house. Likewise, the research results of Zarrad and Debabi (2015) stated that purchase intention is a motivational factor that has a significant influence on a

person's behavior to decide to purchase a product in order to get perceived satisfaction.

However, Lukman (2014) has a different opinion, namely that purchasing decisions have an insignificant impact on customer satisfaction because product quality, price and location applications are not in accordance with the expectations and desires of consumers after purchasing products and have an impact on consumer dissatisfaction. Based on the results of research conducted by Wulandari (2013), it is also stated that after buying a product a consumer may find deficiencies, defects and so on, resulting in a feeling of dissatisfaction with the product. So the purchase decision has no significant effect on customer satisfaction.

### **The influence of marketing mix variables on customer satisfaction through purchasing decisions**

As the results of the analysis of Calvo-Porrall and Lévy-Manginb (2017) also state that the marketing strategy of the company / producer is positively and significantly strengthened by consumer purchase intention (consumer decision) in influencing consumer satisfaction. So, a satisfaction is a result of the process of choosing from several options that exist. Taking satisfaction, there are several types of satisfaction, one bias affects other satisfaction, including the choice of channel or place to buy. Likewise, Engel, et al (2001) provides a definition of satisfaction which is a post-consumption evaluation in which an alternative chosen meets or exceeds expectations. Whereas dissatisfaction is the result of expectations being affirmed negatively.

But there are studies whose research results are different from the results of the research above. In the research conducted by Aris Tri Haryanto (2016), it shows that product and price have no significant effect on consumer satisfaction, distribution and promotion have a significant effect on customer satisfaction. Then, based on the results of subsequent research that the purchase decision has no direct effect on



post-purchase consumer satisfaction because there is no satisfaction in the product due to various factors. In line with that, Lamb et al., (2001) also stated that the marketing mix variable did not have a significant effect on consumer satisfaction through purchasing decisions because the product quality was not in

accordance with consumer expectations and desires.

Based on several previous research results that have been described above, it shows that there are differences or gaps in the conclusions of the research. The differences or gaps can be seen in the following table:

Table 1. Research Gap

No.	Variable	Influence	Researcher & Year
1.	Marketing Mix Variables consist of Product, Price, Location and Promotion of Purchasing Decisions	Positive and significant	Finnan Aditya Ajie Nugraha (2015)
		<i>Positive and significant</i>	Isoraite (2017)
		Not significant	Ansar (2013)
		<i>No significant</i>	Shrivastava (2017)
2.	Marketing Mix Variables consist of Product, Price, Location and Promotion of Customer Satisfaction	<i>Positive and significant</i>	Naami (2017)
		<i>Positive and significant</i>	Ali, et al (2011)
		Not significant	Sanober, et al (2017)
		<i>No significant</i>	Trio Hendhi Saputra (2010)
3.	Purchasing Decisions on Customer Satisfaction	<i>Positive and significant</i>	Zarrad dan Debabi (2015)
		<i>Positive and significant</i>	Imam Suroso (2013)
		Not significant	Wulandari (2013)
		<i>No significant</i>	Lukman (2014)
4.	Marketing Mix Variables consist of Product, Price, Location and Promotion of Customer Satisfaction through Purchasing Decisions	Positif dan signifikan	Calvo-Porrall dan Levy-Manginb (2017)
		<i>Positive and significant</i>	Engel, et al (2001)
		Not significant	Lamb, et al (2001)
		<i>No significant</i>	Aris Tri Haryanto (2016)

Source: Collected from various sources, 2020

Based on table 1 above regarding the results of previous studies, it shows inconsistencies with one another. Where this creates a research gap, then in this study, the purchasing decision variable is used as a mediation or an intervening variable.

This is what makes researchers interested in knowing whether there is a marketing strategy that is carried out to influence consumer purchasing decisions and affect the impact of post-purchase consumer satisfaction. Based on the description above, a study was conducted with the title **"The Effect of Marketing Mix**

**Variables on Purchasing Decisions and Their Impact on Post-Purchasing Customer Satisfaction of Royal Garden Residence Bali Housing (Study at PT Properti Bali Benoa)".**

The objectives of this study are (1) To analyze the marketing mix variables consisting of product, price, location and promotion of the Royal Garden Residence Bali housing purchase decision, (2) To analyze the marketing mix variables consisting of product, price, location and promotion as well as satisfaction. consumers after purchasing Royal Garden Residence Bali housing, (3) To analyze the effect



of purchasing decisions on consumer satisfaction after purchasing Royal Garden Residence Bali housing, (4) To analyze whether purchasing decisions mediate the effect of marketing mix variables on consumer satisfaction after purchasing Royal Garden Residence housing Bali.

The objectives of this study are (1) To analyze the marketing mix variables consisting of product, price, location and promotion of the Royal Garden Residence Bali housing purchase decision, (2) To analyze the marketing mix variables consisting of product, price, location and promotion as well as satisfaction. consumers after purchasing Royal Garden Residence Bali housing, (3) To analyze the effect of purchasing decisions on consumer satisfaction after purchasing Royal Garden Residence Bali housing, (4) To analyze whether purchasing decisions mediate the effect of marketing mix variables on consumer satisfaction after purchasing Royal Garden Residence housing Bali.

## 2. Literature Review

### Marketing Mix Variable

Kotler and Armstrong (1997: 48), explain that the Marketing Mix is a tactical marketing tool that can be controlled and matched by the company to produce the desired response in the target market. Stanton which is translated by Swastha (2005) states that: "The marketing mix is a combination of four variables or activities which are the core of the company system, namely: product, price system, distribution and promotion". It can be concluded that the meaning of the marketing mix, according to the author, is a combination of the four variables that form the core of the marketing system where each variable can be controlled and used by the company to influence target market demand.

### Product

According to Payne (2001: 156), products are defined as an overall concept of objects and processes that provide various values to

customers. Then the product has the meaning of a combination of "goods or services" that the company offers to the target market (Kotler and Armstrong 1997: 48). The product is considered very important because in a restaurant, the product begins to be felt by the customer when the customer consumes the product he has bought.

### Price

Price can be one of the determinants in customer purchasing decisions, but in determining the price of a company or restaurant, it must pay attention to its suitability with the product. According to Ratih Anggoro Wilis and Andini Nurwulandari in Kotler (2020), it defines that price is the amount of money that customers have to pay to get a product. According to Budi (2013: 100), price is one of the indicators used as a consideration in choosing a product by customers where price is able to win the hearts of customers and potential customers in making a decision.

### Place

Location is a company activity to make products available to target consumers (Kotler and Armstrong 1997: 49). According to Budi (2013: 104), place is synonymous with distribution channels and location. In marketing, the distribution channel is the most critical decision, because it will influence other marketing decisions. Place is an important component, because even though the company has a good product at an affordable price, its location is difficult for customers to access, this is considered useless.

### Promotion

Kotler and Armstrong (1997: 49) argue that promotion is an activity that communicates product excellence and persuades target customers to buy it. According to Lupiyoadi and Hamdani (2011: 74-75), six points that must be considered regarding the promotion mix:

- 1) Advertising
- 2) Individual Sales (Selling Personnel)
- 3) Sales Promotion (Sales Promotion)



- 4) Public Relations (Public Relations)
- 5) Mouth to Mouth Information (Word of Mouth)
- 6) Notification Letter Direct (Direct Marketing)

### **Buying decision**

Purchasing decision is a process of assessing several options which one, two or more will be selected according to the needs and desires of the customer. According to Private and Irawan (2008: 118), there are seven components of a purchase decision, namely:

- a. Decisions about product types
- b. Decisions about product form
- c. Decisions about brands
- d. Decision about the seller
- e. Decisions about the number of products
- f. Decision about when to buy
- g. Decisions about how to pay

### **Customer Satisfaction**

Satisfaction is a component that is considered important for a company, because the achievement of customer satisfaction will be able to get customer loyalty. According to Gulid (2013: 18), the marketing literature has identified several factors that influence satisfaction, such as product, price, location and promotion. The aforementioned statements

imply that service marketing mix (4Ps) has a strong impact on satisfaction and loyalty. This means that the marketing literature has identified the factors that affect satisfaction: product, price, location and promotion. The report implies that the service marketing mix (4Ps) has a strong impact on satisfaction and loyalty.

### **3. Research Method**

According to Churchill and Hair et al. (1998), a research method or design is a framework for carrying out research. The research design details the procedures that are necessary to produce the information needed to solve the problem. Location This research was carried out at the Royal Garden Residence Bali housing located on Jalan Taman Asri, Mumbul, Nusa Dua Village, District, South Kuta, Bali. The population in this study were 250 buyers of housing in the Royal Garden Residence Bali in 2015. The samples taken in this study were 150 respondents. With a random sampling technique, namely random sampling.

### **Hypothesis Model**

The hypothesis model used is:



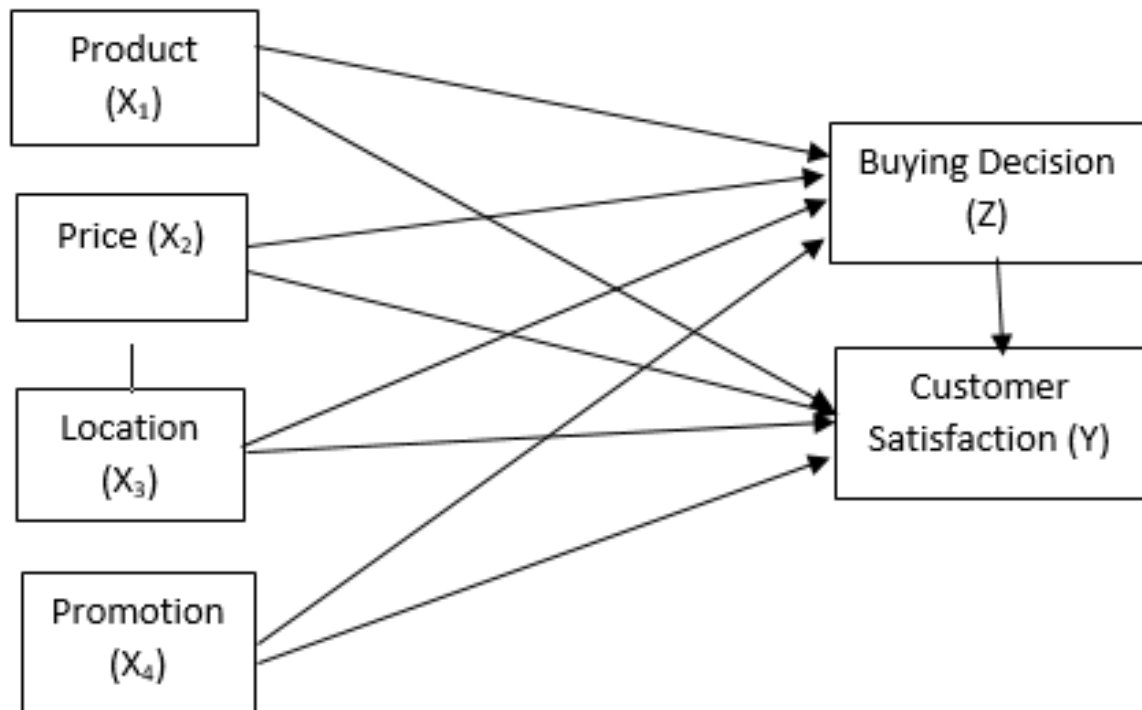


Figure 1. Framework



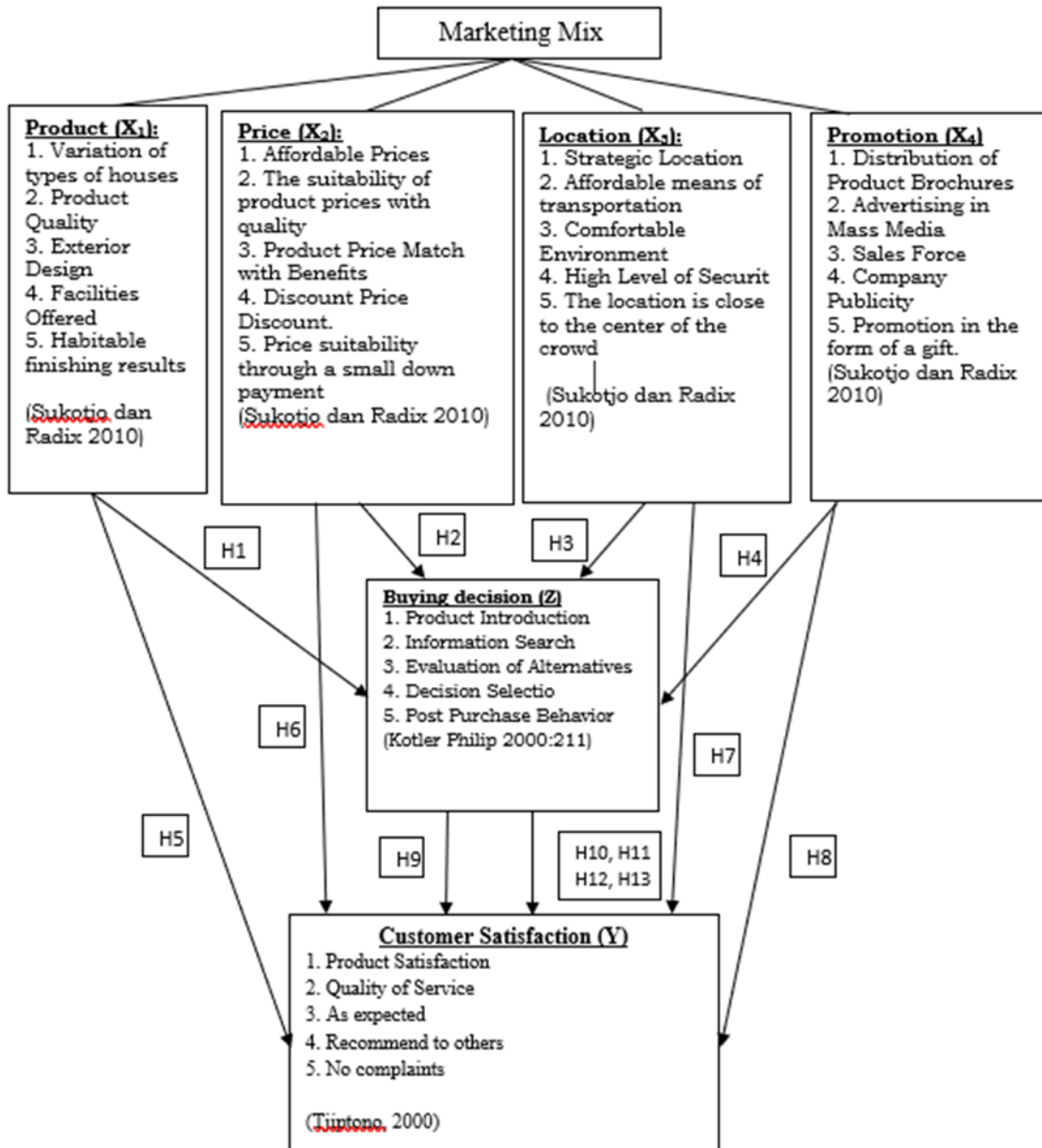


Figure 2. Research Model Framework

#### 4. Research Method

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#### 5. Result

##### Description of Respondent Identity Frequency Distribution.

Respondent	Identity	Frequency
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##### Distribution by Gender.

As many as 79 or 53% of the respondents were male. Furthermore, for respondents with female gender amounted to 71 or 47%. This





shows that the male respondent group is the largest group.

**Respondent Identity Frequency  
Distribution by Age**

Respondents aged <30 years were 11 or 7%. Furthermore, the age range of 30-40 years is 62 or 41%. In the age range 41 - 50 years the number is 55 or 37%, while those aged 51 - 60 years are 22 or 15%. This shows that the consumers of Royal Garden Residence Bali housing are dominated by the age range of 30-40 years.

**Respondent Identity Frequency  
Distribution Based on Job Status**

Respondents with civil servant jobs amounted to 35 or 23%. The second is private employee jobs as much as 51 or 34%. Furthermore, respondents with jobs as entrepreneurs / self-employed were 36 or 24%. The number of respondents in professional work was 28 or 19%. Based on this data, it can be seen that the identity of the respondent based on the status of the job is the most dominant in the respondent with a private employee job.

**Test the Validity and Reliability of Research Instruments (CFA)**

The data analysis used in this research is the Structural Equation Model (SEM). However, several stages of analysis will be carried out to form the best model. The data input used in this study is the variance / covariance matrix. Covariance matrices are considered to have the advantage of providing valid comparisons between different populations or samples, which is sometimes not possible when using a correlation matrix model. The estimation model used is the maximum likelihood estimation because the amount of data is in the range of 100-200 pieces. Before testing the full model, Hasil Analisis Structural Equation Modeling (Sem)

first the test will be carried out in stages, namely the estimation of the measurement model with the confirmatory factor analysis technique.

Confirmation analysis is used to test a concept that is built using several measurable indicators. The confirmatory model suitability test is tested using the Goodness-of-Fit Index which includes Chi-Square, probability, RMSEA, GFI, CFI, TLI and CMIN / DF. The results of the confirmatory analysis of the six research variables consisting of product, price, location, promotion, purchase decisions and customer satisfaction. The purpose of confirmatory factor analysis is to test the validity of the dimensions forming each of the latent variables. Confirmatory factor analysis will be carried out on each latent variable as well as for the constructs of exogenous and endogenous variables.

The results of the confirmatory analysis of the exogenous variables of the product, price, location and promotion, the intervening variable of purchase decisions, while the endogenous variable is customer satisfaction. This research was built with a total of thirty statement indicators. Where the product variable has 5 statement indicators, the price variable has 5 statement indicators, the location variable has 5 statement indicators, the promotion variable has 5 statement indicators, the purchasing decision variable has 5 statement indicators, and the consumer satisfaction variable has 5 statement indicators. It can be seen through the analysis output graph using the AMOS 22 program as follows:



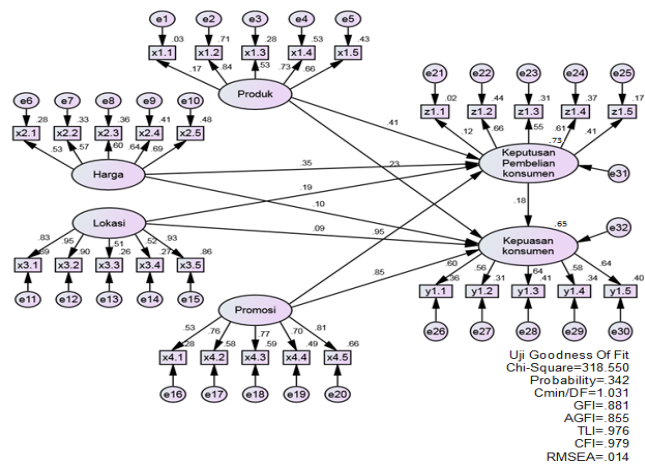


Figure 3. The Results of Full Model Structural Equation Modeling (SEM) Testing

Table 1. Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Consumer Purchasing Decisions	<---	Promotion	.239	.057	4.233	***	par_26
Consumer Purchasing Decisions	<---	Location	.133	.041	3.262	.001	par_27
Consumer Purchasing Decisions	<---	Price	.315	.111	2.831	.005	par_28
Consumer Purchasing Decisions	<---	Product	.238	.073	3.262	.001	par_29
Customer Satisfaction	<---	Consumer Purchasing Decisions	.989	.156	6.362	***	par_25
Customer Satisfaction	<---	Product	.857	.151	5.689	***	par_30
Customer Satisfaction	<---	Price	.658	.186	3.536	***	par_31
Customer Satisfaction	<---	Location	.220	.085	2.588	.010	par_32
Customer Satisfaction	<---	Promotion	.293	.131	2.233	.	par_33
x1.2	<---	Product	1.070	.196	5.472	***	par_1
x1.3	<---	Product	.967	.137	7.077	***	par_2
x1.4	<---	Product	1.151	.214	5.378	***	par_3
x2.2	<---	Price	.979	.198	4.955	***	par_4
x2.3	<---	Price	1.454	.273	5.328	***	par_5
x2.4	<---	Price	1.443	.266	5.423	***	par_6
x3.2	<---	Location	1.221	.083	14.705	***	par_7
x3.3	<---	Location	.765	.119	6.446	***	par_8
x3.4	<---	Location	1.216	.184	6.599	***	par_9
x4.2	<---	Promotion	.713	.089	7.988	***	par_10
x4.3	<---	Promotion	.857	.061	14.019	***	par_11
x4.4	<---	Promotion	.979	.117	8.361	***	par_12

Source: AMOS Calculation Results, 2020



Table 2. Sobel Test

Path	Relationship	Path Coefficient		Indirect influence	Standard Error			t count	t table	Conclusion
		a	b		a.b	directly	Indirect			
					Sa	Sb	Sab			
Pd-KP-KK	Pd - Kp	0.411		0.0719	0.073		0.0170155	4.225	1.65	Signifikan
	Kp - Kk		0.175			0.156				
Ha- KP-KK	Ha - Kp	0.350		0.0613	0.111		0.0227060	2.699	1.65	Signifikan
	Kp - Kk		0.175			0.156				
Lk- KP-KK	Lk - Kp	0.185		0.0324	0.041		0.0080488	4.025	1.65	Signifikan
	Kp - Kk		0.175			0.156				
Pr- KP-KK	Pr - Kp	0.954		0.1670	0.057		0.0322026	5.185	1.65	Signifikan
	Kp - Kk		0.175			0.156				

Source: Appendix 6, Data processed from Amos 2020 calculation results

Based on table 1 and table 2, it is obtained information on the results of hypothesis testing as follows:

**Hypothesis Testing 1**

H1: The product has a positive and significant effect on purchasing decisions.

The test shows significant results with a significance value of 0.001, which means that the probability <0.05, thus hypothesis 1 can be accepted.

**Hypothesis Testing 2**

H2: Price has a positive and significant effect on Purchasing Decisions.

The test shows significant results with a significance value of 0.005, meaning that the probability <0.05, thus hypothesis 2 can be accepted.

**Hypothesis Testing 3**

H3: Location has a positive and significant effect on Purchasing Decisions.

The test shows significant results with a significance value of 0.001, which means that the probability <0.05, thus hypothesis 3 can be accepted.

**Hypothesis Testing 4**

H4: Promotion has a positive and significant effect on Purchasing Decisions.

The test shows significant results with a

significance value of \*\*\* meaning that the probability <0.05, thus hypothesis 4 can be accepted.

**Hypothesis Testing 5**

H5: Products have a positive and significant effect on Customer Satisfaction.

The test shows significant results with a significance value of \*\*\* meaning the probability <0.05, thus hypothesis 5 can be accepted.

**Hypothesis Testing 6**

H6: Price has a positive and significant effect on Customer Satisfaction.

The test shows significant results with a significance value of \*\*\* meaning that the probability <0.05, thus hypothesis 6 can be accepted.

**Hypothesis Testing 7**

H7: Location has a positive and significant effect on Customer Satisfaction.

The test shows significant results with a significance value of 0.010, which means that the probability <0.05, thus hypothesis 7 can be accepted.

**Hypothesis Testing 8**

H8: Promotion has a positive and significant effect on consumer satisfaction.

The test shows significant results with a



significance value of 0.026, meaning that the probability <0.05, thus hypothesis 8 can be accepted.

**Hypothesis Testing 9**

H9: Purchasing Decisions have a positive and significant effect on Customer Satisfaction

The test shows significant results with a significance value of \*\*\* meaning the probability <0.05, thus hypothesis 9 can be accepted.

**Hypothesis Testing 10**

H10: Products have a positive and significant effect on consumer satisfaction through purchasing decisions.

The test shows significant results with the t value of 4.225 (greater than 1.65), thus the hypothesis 10 can be accepted.

**Hypothesis Testing 11**

H11: Price has a positive and significant effect on consumer satisfaction through purchasing

decisions.

The test shows significant results with the t value of 2,699 (greater than 1.65), thus hypothesis 11 can be accepted.

**Hypothesis Testing 12**

H1: Location has a positive and significant effect on customer satisfaction through purchasing decisions.

The test shows significant results with the t value of 4.025 (greater than 1.65), thus hypothesis 12 can be accepted.

**Hypothesis Testing 13**

H13: Promotion has a positive and significant effect on consumer satisfaction through purchasing decisions.

The test shows significant results with the t value of 5.185 (greater than 1.65), so hypothesis 13 can be accepted.

Table 3. Variance Accounted For (VAF) Test

Hypothesis	Path		Path Coefficient	Result
H <sub>10</sub>	Not Live Pd→KP→KK	Pd→KK (by mediation)	0,237	Accepted (partially mediated)
H <sub>11</sub>	Not Live Ha→KP→KK	Ha → KK (by mediation)	0,369	Accepted (partially mediated)
H <sub>12</sub>	Not Live Lk→KP→KK	Lk → KK (by mediation)	0,258	Accepted (partially mediated)
H <sub>13</sub>	Not Live Pr→KP→KK	Pr → KK (by mediation)	0,326	Accepted (partially mediated)

Source: Data processed, 2020

To find out the VAF (Variance Accounted For) value obtained from the following formula:

$$VAF = \frac{\text{indirect influence} \times 100\%}{\text{total influence}}$$

If the VAF value is above 80%, it indicates the role of the mediating variable as full mediation. If the VAF value is between 20% - 80% it is categorized as

partial mediator and if the VAF value is less than 20% it can be concluded that there is almost no mediating effect. Baron and Kenny, Hair et al, Kock (in Hermawan and Hasibuan, 2016).

Based on the amount of the path coefficient of the indirect effect and the total effect in table 3 above, it can be seen that:



On the effect of product variables (X1) on customer satisfaction (Y), the VAF value obtained by purchasing decisions (Z) is 0.237, which means that the role of purchasing decisions as a mediator between products and consumer satisfaction is 23.7% with the partial mediation category because VAF values range from 20% - 80%. It can be concluded that the purchasing decision variable is not the only mediating variable that affects the relationship between product variables and customer satisfaction. There are other influences that can mediate purchasing decisions on customer satisfaction that are not included in this study.

On the influence of the price variable (X2) on customer satisfaction (Y), the VAF value obtained by purchasing decisions (Z) is 0.369, which means that the role of purchasing decisions as a mediator between price and customer satisfaction is 36.9% with the partial mediation category because VAF values range from 20% - 80%. It can be concluded that the purchase decision variable is not the only mediating variable that affects the relationship between price variables and customer satisfaction. There are other influences that can mediate purchasing decisions on customer satisfaction that are not included in this study.

On the influence of the location variable (X3) on

customer satisfaction (Y), the VAF value obtained by the purchase decision (Z) is 0.258, which means that the role of purchasing decisions as a mediator between location and customer satisfaction is 25.8% with the partial mediation category because VAF values range from 20% - 80%. It can be concluded that the purchasing decision variable is not the only mediating variable that affects the relationship between location variables and customer satisfaction. There are other influences that can mediate purchasing decisions on customer satisfaction that are not included in this study.

On the influence of the promotion variable (X4) on customer satisfaction (Y), the VAF value obtained by purchasing decisions (Z) is 0.326, which means that the role of purchasing decisions as a mediator between promotion on customer satisfaction is 32.6% with the partial mediation category because VAF values range from 20% - 80%. It can be concluded that the purchasing decision variable is not the only mediating variable that affects the relationship between promotion variables and customer satisfaction. There are other influences that can mediate purchasing decisions on customer satisfaction that are not included in this study.



Table 4. Recapitulation of Hypothesis Test Results

No	Hypothesis	Proven / Unproven	Information
1	The product has a positive and significant effect on purchasing decisions at the Royal Garden Residence Bali housing	Proven	The C.R value is 3.262 and the significance value is 0.001
2	Price has a positive and significant effect on purchasing decisions at the Royal Garden Residence Bali housing	Proven	The C.R value is 2.831 and the significance value is 0.005
3	Location has a positive and significant effect on purchasing decisions at the Royal Garden Residence Bali housing	Proven	The C.R value is 3.262 and the significance value is 0.001
4	Promotion has a positive and real effect on purchasing decisions at the Royal Garden Residence Bali housing	Proven	The C.R value is 4.233 and the significance value is 0.000 (***)
5	The product has a positive and significant effect on consumer satisfaction after purchasing the Royal Garden Residence Bali housing	Proven	The C.R value is 5,689 and the significance value is 0,000 (***)
6	Price has a positive and significant effect on consumer satisfaction after purchasing a housing estate at Royal Garden Residence Bali	Proven	The C.R value is 3.536 and the significance value is 0.000 (***)
7	Location has a positive and significant effect on consumer satisfaction after purchasing the Royal Garden Residence Bali housing	Proven	The C.R value is 2.588 and the significance value is 0.010
8	Promotion has a positive and significant effect on consumer satisfaction after purchasing a housing estate at Royal Garden Residence Bali	Proven	The C.R value is 2.233 and the significance value is 0.026
9	Purchasing Decision has a positive and significant effect on consumer satisfaction after purchasing Royal Garden Residence housing	Proven	The C.R value is 6,362 and the significance value is 0,000 (***)
10	Products have a positive and significant effect on consumer satisfaction mediated by purchasing decisions at the Royal Garden Residence Bali housing	Proven	The t value is 4,225 (greater than 1, 65 t table value)
11	Price has a positive and significant effect on customer satisfaction mediated by purchasing decisions at the Royal Garden Residence Bali housing	Proven	The t value is 2,699 (greater than 1, 65 t table value)
12	Location has a positive and significant effect on customer satisfaction mediated by purchasing decisions at the Royal Garden Residence Bali housing	Proven	The t value is 4.025 (greater than 1, 65 t table value)
13	Promotion has a positive and significant effect on customer satisfaction mediated by purchasing decisions at the Royal Garden Residence Bali housing	Proven	The t value is 5.185 (greater than 1.65 t table value)

Source: Processing Data, 2020



## 6. Discussion

### **The Effect of Marketing Mix Variables on Purchasing Decisions**

Table 2 shows that the Marketing Mix Variable has a positive path coefficient effect and the probability value and C.R value that are owned are significant towards Purchasing Decisions because  $p < 0.05$  and  $C.R > 1.96$ . As the opinion of Kotler and Armstrong (1997) that the marketing mix is defined as a marketing tool where the tool can be controlled by the company and used as a tool to generate the response the company wants. This response is certainly a positive response in the form of a customer's desire to buy the company's goods or services. According to Prasana (2009) in Budi (2013), the four elements of the service marketing mix are product, price, place and promotion which influence one another. Where these four elements can influence consumers in deciding to buy goods and services.

### **The Effect of Marketing Mix Variables on Customer Satisfaction**

Seeing the results of SEM data processing that the marketing mix variable has a positive effect on the path coefficient value. Probability and Critical Ratio that are owned are stated to be significant on customer satisfaction because  $p < 0.05$   $C.R > 1.96$  indicates that the marketing mix has a direct and significant effect on customer satisfaction. These results are in line with the opinion of the Guild (2013), which states that product, price, location and promotion are factors that affect consumer satisfaction. Some of these factors are referred to as elements of the marketing mix. This statement strengthens the statement that the marketing mix including the 4Ps has an influence on customer satisfaction.

### **The Effect of Purchasing Decisions on Customer Satisfaction**

The purchase decision has a direct effect of 0.175 on the Customer Satisfaction variable. The probability value of 0.000 is obtained, this number means that there is a significant influence. Opinion of Tse and Wilton in Tjipton and Chandra (2011:

295) customer satisfaction in the form of customer response to evaluation of perceptions of the difference between initial expectations and actual product performance as perceived after product consumption. Comparisons between perceptions or impressions of the results of a product can be obtained after customers experience the products and services or make purchases of these products or services. So, customer satisfaction can be felt after customers decide to buy and consume products and services.

### **The Effect of Marketing Mix Variables on Customer Satisfaction with Purchasing Decisions as a mediating variable**

Based on data processing using the sobel test to determine whether or not there is an indirect effect of the independent variable on the dependent variable through the intervening variable. In the study, the path coefficient value contained in the t-count value, where each value of the marketing mix variable has a t-count value greater than the t-table value. So it can be concluded that the purchasing decision variable has a role in the relationship with the marketing mix variable and the consumer satisfaction variable. And it can be strengthened by the theory of Hair et al which shows that if the path coefficient value is below 20% it means that it cannot be included in the Mediation category, then the path coefficient value between the range of 20% to 80% means that it is included in the Partial Mediation category and if the path coefficient value is above. 80% then fall into the Full Mediation category. Therefore, the purchasing decision variable partially mediates the influence of the marketing mix variable on customer satisfaction which is shown in the path coefficient value in the value range of 20% to 80% based on the Variance Accounted For method test in table 3. In addition, according to Kotler and Armstrong (1997: 48), said that the marketing mix is a tactical marketing tool that can be controlled by the company to get the desired response to the target market. The desired response is of course the customer's decision to buy a product or service. Tse and Wilton in Tjipton and Chandra (2011: 295),



argue that customer satisfaction is a customer response to evaluating the perception of the difference between initial expectations (certain performance standards) and the actual perceived performance of the product after product consumption. This means that to be able to feel customer satisfaction, you must first buy and experience the product / service that has been purchased.

## 7. Conclusion

From the results of research on the influence of marketing mix variables on purchasing decisions that have an impact on consumer satisfaction after purchasing housing Royal Garden Residence Bali as follows:

The results showed that the marketing mix variable, either simultaneously or partially, had an effect on the purchase

decision of the Royal Garden Residence Bali housing. The results showed that the marketing mix variable, either simultaneously or partially, had an effect on post-purchase satisfaction at the Royal Garden Residence Bali.

The results also prove that the purchase decision also has an influence on post-purchase satisfaction at the Royal Garden Residence Bali.

The results also prove that there is an indirect effect of marketing mix variables on post-purchase satisfaction at Royal Garden Residence Bali through purchasing decisions.

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