

The Influence of the Marketing Mix on Purchase Decisions Mediated by Buyer Satisfaction (Case Study of PT Wijaya Karya Beton, Tbk - Palembang Sales Area)

Riono¹, Sulaiman Helmi^{2*}

^{1,2} Master of Management Study Program, Universitas Bina Darma, Indonesia

Abstrak

Pentingnya penelitian ini terletak pada pemahaman mendalam tentang bagaimana faktor bauran pemasaran mempengaruhi keputusan pembelian konsumen melalui perantara kepuasan pembeli. Tujuan penelitian ini adalah menganalisis hubungan produk, harga, tempat, promosi, kepuasan pembeli, dan keputusan pembelian, serta menguji peran mediasi kepuasan pembeli terhadap hubungan bauran pemasaran dengan keputusan pembelian. Metode penelitian ini melibatkan pengumpulan data melalui survei terhadap responden yang merupakan konsumen PT Wijaya Karya Beton, Tbk di wilayah penjualan Palembang. Temuan menunjukkan bahwa bauran pemasaran mempunyai pengaruh yang signifikan terhadap keputusan pembelian, dengan kepuasan pembeli memediasi hubungan antara variabel-variabel tersebut. Kesimpulannya, penelitian ini menegaskan pentingnya bauran pemasaran dalam membentuk keputusan pembelian, serta menjelaskan peran mediasi yang dimainkan oleh kepuasan pembeli dalam hubungan ini. Temuan ini memberikan implikasi strategis bagi perusahaan dalam merancang strategi pemasaran yang lebih efektif, dengan mempertimbangkan peran penting kepuasan pembeli sebagai perantara antara bauran pemasaran dan keputusan pembelian.

Kata Kunci: *bauran pemasaran; keputusan pembelian; kepuasan pembeli.*

Abstract

The importance of this research lies in the in-depth understanding of how marketing mix factors affect consumer purchasing decisions through the intermediary of buyer satisfaction. The purpose of this study was to analyze the relationship between product, price, place, promotion, buyer satisfaction, and purchase decisions, as well as examine the mediating role of buyer satisfaction in the relationship between marketing mix and purchasing decisions. This research method involves collecting data through a survey of respondents who are consumers of PT Wijaya Karya Beton, Tbk in the sales area of Palembang. The findings indicate that the marketing mix has a significant influence on purchasing decisions, with buyer satisfaction mediating the relationship between these variables. In conclusion, this study confirms the importance of the marketing mix in shaping purchasing decisions, as well as explains the mediating role played by buyer satisfaction in this relationship. These findings provide strategic implications for companies in designing more effective marketing strategies, taking into account the critical role of buyer satisfaction as an intermediary between marketing mix and purchasing decisions.

Keywords: *marketing mix; purchase decisions; buyer satisfaction.*

*Corresponding author :

Email Address : Sulaimanhelmi@binadarma.ac.id (Jl. Jenderal Ahmad Yani No.3, 9/10 Ulu,
Kecamatan Seberang Ulu I, Kota Palembang, Sumatera Selatan)

INTRODUCTION

In the business world, competition is unavoidable. To market their products, companies must be more creative and innovative. The newer products that appear, the prices vary and can be reached by customers, the more intensive promotional activities need to be carried out to be balanced with large distribution revenues (Nugraheni & Widayani, 2021). Companies want their products to be the best choice for consumers, therefore they must create new marketing strategies and continue to make continuous improvements (Nurliza & Oktoriana, 2021). Competitor companies that offer similar products are also a threat in gaining a dominant market share. One of the main ideas in marketing strategy is to change the strategy to be more contemporary through optimizing the application of the marketing mix. The marketing mix includes all the actions a company can take to increase the demand for its product (Sipayung & Sinaga, 2017). Companies cannot market their products without considering product quality and without proper marketing management processes (Tambunan, 2019). By using the new management formula, companies can provide the right advertising by combining marketing methods, product forms, prices, promotions, and sales strategies, as well as distribution recommendations (Liu et al., 2020). Companies will benefit from a combination of these marketing strategies.

Marketing mix is a marketing tool that allows companies to use a controlled strategy to attract customers who have become the target market. This group consists of product, price, place/distribution, and promotion (Khedher, 2014). First, companies must be able to provide goods or services needed by consumers (Pabbajah et al., 2019). Then, the company must determine the price or cost of the product based on the condition of the intended consumer, and then be able to find out how the availability of these goods or services is in the consumer's area (AM et al., 2022). After selecting these three things, the company began to create ways to interact with customers. The main purpose of this communication is to promote the product or service being offered.

One sign that customers are satisfied is that they decide to make repeat purchases because they have experienced the product before. Decision making is part of this buying process. Consumer decision making, also known as consumer decision making, is the process of combining knowledge to evaluate two or more alternative behaviors and selecting one of them (He & Harris, 2020). Customer satisfaction is the result of customer satisfaction after they use goods or services (Demir et al., 2020). Customers will be influenced by every new experience or new transaction. Satisfying customers is a process that knows no bounds. One of the main strategies to attract modern customers is customer satisfaction (Harmen et al., 2022). However, not only the needs and desires of consumers must be met, but every company always tries so that its products can achieve the expected sales goals to meet customer satisfaction (Chang et al., 2015). Among them is by implementing the right marketing mix strategy. This strategy is used to offset and hold competition in the business so that products can attract customers to buy the products produced, which makes it possible to achieve sales targets.

The use of marketing mix is one type of marketing strategy that can assist in marketing products with the aim of increasing consumer satisfaction. Companies use this strategy to determine how they sell their products. This strategy is combined with additional strategies such as pricing, promotion, and channel distribution. To achieve sales targets, the marketing mix strategy will be used to convince customers to buy goods and services. Marketing is one very important way to influence buying decisions. A very important marketing tool to achieve this goal is the marketing mix, which consists of a combination of product, price, distribution, and promotion. Companies must consider the role of the combination of product, price, distribution, and promotion components in terms of the effect of these components on customer satisfaction, which will ultimately influence their purchasing decisions. Based on this background, the research aims to analyze the effect of the marketing mix on purchasing decisions mediated by buyer satisfaction.

Conceptual framework

The framework of thought is the relationship between the variables studied and is a requirement to solve research problems and formulate hypotheses in the form of flowcharts complete with explanations. Then the framework of thought in this study can be described as follows:

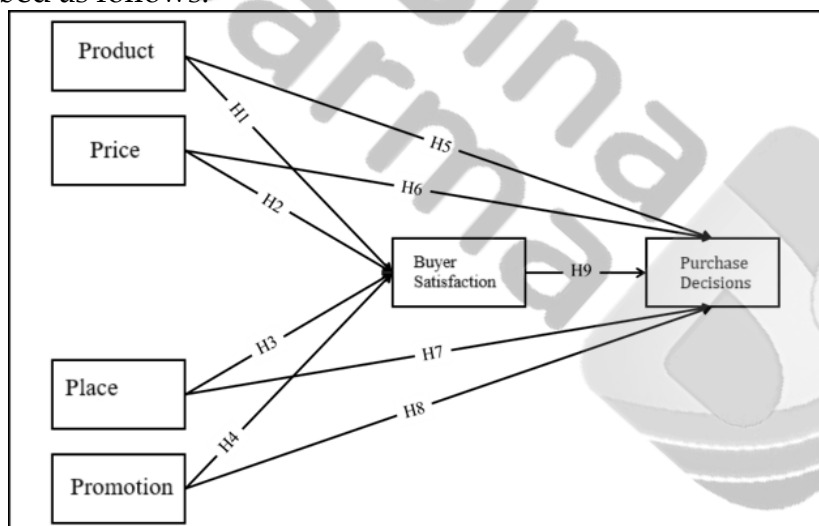


Figure 1. Thinking Framework

From Figure 2.3 above it can be seen that the variables in this study consist of independent variables (Independent) variable (X) is the variable that is the cause of changes that will explain or influence positively or negatively the dependent variables in the relationship pattern, namely X1 and X5 (Product), X2 and X6 (Price), X3 and X7 (Place), and X4 and X8 (Promotion). Intervening variables are variables that theoretically affect the relationship between the independent variables. and the dependent becomes a relationship that is not direct and cannot be observed and measured. The intervening variable in this study is Z (Purchase Satisfaction). The dependent variable is a variable that is caused or influenced by the presence of independent variables or independent variables. The dependent variable is bound to this research is Y (Purchasing Decision). The theoretical framework of thinking that has been put forward; the research hypothesis can be formulated as follows:

H1: Product influences Satisfaction.

H2: Price influences Satisfaction.

H3: Place influences satisfaction.

H4: Promotion influences Purchases.

H5: Product influences Purchasing Decisions.

H6: Price influences Purchasing Decisions.

H7: Place influences Purchase Decision.

H8: Promotion influences purchasing decisions.

H9: Satisfaction has a significant effect on purchasing decisions.

METHOD

This study used a cross-sectional survey design or a sample survey research design. This design was chosen because it allows information collection to be carried out once (Creswell & Clark, 2011). This research was conducted at PT Wijaya Karya Beton, Tbk sales area II – Palembang, which is located at Jl. Rama Kasih Raya No. 957, Duku, Kec. Team Ilir. II, Palembang City, South Sumatra 30163. The choice of location for this study was based on the consideration that Palembang City is the center of PT Wijaya Karya Beton, Tbk Region II, as well as a sales priority in the southern part of Sumatra. The research was conducted on consumers who had purchased PT Wijaya Karya, Tbk products from elements of the Palembang City Government, particularly from the Public Works and Spatial Planning Office, both as direct users and beneficiaries of development carried out by other parties. The research sample is 52 customers who have made purchases in 2022. The table of construct variables can be seen in more detail below.

Table 1. Operational Definition of Exogenous Variables

No	Exogenous Variables	Indicator	Symbol
1.	Product	<ul style="list-style-type: none"> ▪ Product packaging ▪ Product brand ▪ Product quality ▪ Product compatibility ▪ Product diversity 	<ul style="list-style-type: none"> ▪ X₁₁ ▪ X₁₂ ▪ X₁₃ ▪ X₁₄ ▪ X₁₅
2	Price	<ul style="list-style-type: none"> ▪ Product price ▪ Price discount ▪ Payment methods 	<ul style="list-style-type: none"> ▪ X₂₁ ▪ X₂₂ ▪ X₂₃
3	Place	<ul style="list-style-type: none"> ▪ Location ▪ Store design ▪ Delivery method 	<ul style="list-style-type: none"> ▪ X₃₁ ▪ X₃₂ ▪ X₃₃
4	Promotion	<ul style="list-style-type: none"> ▪ Sales promotions ▪ Service ▪ Advertising 	<ul style="list-style-type: none"> ▪ X₄₁ ▪ X₄₂ ▪ X₄₃
5	Buyer Satisfaction	<ul style="list-style-type: none"> ▪ Feelings of pleasure after purchasing the product ▪ The product has met expectations. ▪ Good experience when purchasing the product. ▪ The product is the right choice 	<ul style="list-style-type: none"> ▪ X₅₁ ▪ X₅₂ ▪ X₅₃ ▪ X₅₄
6.	Purchase Decisions	<ul style="list-style-type: none"> ▪ Interested in buying products through electronic catalogs. ▪ Only buy products through electronic catalogs ▪ Recommend buying products through the electronic catalog. 	<ul style="list-style-type: none"> ▪ Y₁₁ ▪ Y₁₂ ▪ Y₁₃

No	Exogenous Variables	Indicator	Symbol
		▪ Looking for information on products purchased through electronic catalogs	▪ Y ₁₄

The data analysis method used in this study was Smart-PLS software version 4.0 which was run on a computer. According to (Hair et al., 2019), SEM models are usually built using a variant or component-based or covariance-based approach. One example of this approach is CB-SEM, or Covariance-Based Structural Equation Model, or PLS-SEM. Structural equation analysis (SEM) based on variance, PLS (Partial Least Square) could test measurement models as well as structural models. The measurement model is used to test validity and reliability, while the structural model is used to test causality. Because PLS (Partial Least Square) is a soft modeling analysis, it does not require specific data measurements, which means that the number of samples can be small. The primary data obtained from the survey results will be processed and tested using descriptive analysis to measure the level of the variables that affect collector performance at MTF, and this study also uses SEM analysis techniques with the Partial Least Square (PLS) method. PLS is used with consideration because the relationship is relatively complex in small quantities. Another consideration is the use of the PLS model because this model is more appropriate for predictions, as an implication of the results of a study of theory. In addition, the PLS model is said to be a powerful analytical method because it can be used on any type of data scale (nominal, ordinal, interval, and ratio) without using many assumptions that must be met.

RESULT AND DISCUSSION

Data Analysis Measurement Model (Outer Model)

In this study, validity and reliability were tested for each indicator using latent variables, namely Product, Price, Place, Promotion, Satisfaction, and Purchase Decision using SmartPLS 4.0 software. The initial research model processed by Smart PLS 4.0 software can be seen in Figure 2.

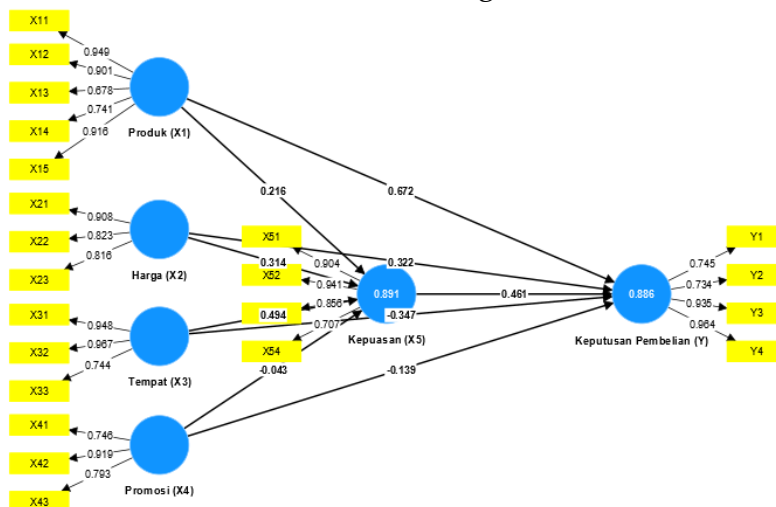


Figure 2. Factor Loading Value from the Initial Outer Model Results

The reflective measure of the indicator is said to be valid if it has a loading factor value (λ) with the latent variable to be measured ≥ 0.7 . If one of the indicators has a loading factor (λ) < 0.7 , then the indicator is not good enough to measure latent

variables precisely. According to Abdillah and Hartono (2015) researchers should not delete indicators that have an outer loading between 0.5 - 0.7 if the Average Variance Extracted (AVE) and the communality of these variables are more than 0.5. Outer loading output results in the initial research model using SmartPLS 4.0 software are presented in Figure 4.6. From the results of processing using SmartPLS 4.0 software, the overall outer loading value is more than 0.7, thus it can be concluded that all the variables used can be said to be good (valid). In full, the results of testing the validity and reliability of each indicator using latent variables, namely Product, Price, Place, Promotion, Satisfaction, and Purchase Decision are shown in Table 2.

Table 2. Outer Loading, Composite Reliability dan Average Variance Extracted Value

Variable	Item	Indicator	Outer Loading	Cronbach's alpha	CR	AVE
Product	X11	Product specifications as needed	0,949	0,896	0,924	0,712
	X12	The product brand is well known	0,901			
	X13	Quality according to expectations	0,678			
	X14	Products according to customer requirements	0,741			
	X15	Products vary according to needs	0,916			
Price	X21	Prices according to the quality obtained	0,908	0,810	0,886	0,722
	X22	The company provides purchase discounts	0,823			
	X23	There are flexible payment methods	0,816			
Place	X31	Products are easy to find in various media	0,948	0,871	0,921	0,796
	X32	The label displays sufficient information	0,967			
	X33	Timely delivery method	0,744			
Promotion	X41	The company conducts sales promotions	0,746	0,760	0,861	0,676
	X42	Services according to the agreement	0,919			
	X43	Advertisements in print/electronic media	0,793			
Buyer Satisfaction	X51	Feelings of pleasure/satisfaction after purchasing a product	0,904	0,876	0,916	0,734
	X52	The product meets user expectations	0,941			
	X53	Good experience after purchasing the product	0,856			
	X54	The product has become the right choice	0,707			
Purchase Decisions	Y1	Interested in buying the product again	0,745	0,868	0,912	0,725
	Y2	Willing to recommend products	0,734			
	Y3	Prioritizing Wika Beton products compared to competing products	0,935			
	Y4	Look for Wika Beton products first to meet your needs	0,964			

Based on Table 2, the results of the measurement model analysis based on the output of the SmartPLS 4.0 software can be explained as follows:

The product variable is measured by 5 (five) valid measurement items with an outer loading value between 0.678 – 0.949 which means that the five measurement items are valid reflecting product measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.712 > 0.50 met the requirements for good convergent validity. Overall, the variation of measurement items contained by the variables reached 71.2%. Among the five measurement items, measurement items X11 and X15 have the highest outer loading, namely (0.949) and (0.916) which indicate that the two measurement items are related to product specifications according to needs and products vary according to needs. Thus, it can be said that the product is highly reflected in how the company can provide product specifications according to needs and products vary according to needs. While the measurement items that are already good but still need to be accelerated or improved in improving the company's products, namely the measurement items of well-known product brands, products according to customer needs, and quality according to expectations. This condition is in accordance with several theories and research results that have been done before, where the products or services offered by PT Wika Beton Tbk have been able to meet the needs and desires of its customers, both in terms of specifications, brands, quality, and the variety of products offered.

The price variable is measured by 3 (three) valid measurement items with outer loading values between 0.816 – 0.908 which means that the three measurement items are valid reflecting price measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.722 > 0.50 met the requirements for good convergent validity. Overall the variation of the measurement items contained by the variables reached 72.2%. Among the three measurement items, measurement item X21 has the highest outer loading, which is equal to (0.908) which indicates that the measurement item is related to the price in accordance with the quality obtained. Thus it can be said that price is highly reflected in how companies can determine the right price according to the quality of the product offered. Meanwhile, measurement items that are already good but still need to be accelerated or improved in increasing prices are company measurement items that provide purchase discounts and offer flexible payment methods. This condition is in accordance with several theories and research results that have been done previously, pricing is part of strategic and tactical policies, both in determining price levels, discount structures, payment terms, and the level of price discrimination among various customer groups.

The Place variable is measured by 3 (three) valid measurement items with outer loading values between 0.744 – 0.967 which means that the three measurement items are valid reflecting Place measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.796 > 0.50 met the requirements for good convergent validity. Overall, the variation of measurement items contained by variables reaches 79.6%. Among the three measurement items, the X32 measurement item has the highest outer loading, which is equal to (0.967) which indicates that the measurement item is related to the label displaying sufficient information. Thus, it can be said that

place is highly reflected in how companies can provide information on product labels that suit customer needs. Meanwhile, measurement items that are already good but still need to be accelerated or improved in improving company premises, namely product measurement items that are easy to find through various security media and delivery methods in a timely manner. The location determination strategy is how the company can provide easy access for customers to find out and get the products or services offered. At present, there are alternatives to the use of sales places or media, both electronic and direct sales.

The promotion variable is measured by 3 (three) valid measurement items with outer loading values between 0.746 - 0.919, which means that the three valid measurement items reflect promotion measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.676 > 0.50 met the requirements for good convergent validity. Overall, the variation of measurement items contained by the variables reached 67.6%. Among the three measurement items, measurement item X42 has the highest outer loading, which is equal to (0.919) which indicates that the measurement item is related to service in accordance with the agreement. Thus, it can be said that Promotion is highly reflected in how companies can fulfill services that are in accordance with those offered on the promotional media used. While the measurement items that are already good but still need to be accelerated or improved on the Promotion variable, namely items the company has carried out sales promotions and the use of advertisements in print/electronic media. This condition is in accordance with some of the results of previous studies, where the promotion mix can be done through advertising media, sales promotion, direct communication, and developing public relations.

The Satisfaction variable is measured by 4 (four) valid measurement items with outer loading values between 0.707 - 0.941 which means that the four measurement items are valid reflecting Satisfaction measurements. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.734 > 0.50 met the requirements for good convergent validity. Overall, the variation of the measurement items contained by the variables reached 73.4%. Among the four measurement items, the measurement items X52 and X51 have the highest outer loading, namely (0.941) and (0.904) which indicate that the two measurement items are related to the product meeting user expectations and feelings of pleasure/satisfaction after purchasing the product. Thus, it can be said that satisfaction is highly reflected in how companies can apply the right marketing strategy in providing satisfaction to their customers after buying or using a product. While the measurement items that are already good but still need to be accelerated or improved on the Satisfaction variable, namely the product item has become the right choice and the customer feels a good experience after buying/using the product. This condition is in accordance with some of the results of previous studies, where customer satisfaction has a significant positive influence on purchasing decisions. Thus, it becomes important for companies to optimize the marketing mix both from product, price, place, and promotion. Feelings of satisfaction that customers receive psychologically will result in voluntary purchasing decisions and choose to prioritize

using the products offered by the company compared to similar products offered by competing companies.

The Satisfaction variable is measured by 4 (four) valid measurement items with an outer loading value between 0.964 – 0.935 which means that the four measurement items are valid reflecting a purchase decision measurement. The variable reliability level is acceptable as indicated by the Cronbach's Alpha and Composite Reliability values above 0.70 (reliable). The level of convergent validity indicated by the Average Variance Extracted (AVE) value of 0.725 > 0.50 met the requirements for good convergent validity. Overall, the variation of the measurement items contained by the variables reached 72.5%. Among the four measurement items, Y4 and Y3 measurement items have the highest outer loading, namely (0.964) and (0.935) which indicate that the two measurement items are related to customers who have searched for Wika Beton products first to meet their needs and prioritize Wika Beton products. compared to competing products. Thus, it can be said that the Purchase Decision is highly reflected in how the company can apply the right marketing strategy in encouraging customers to voluntarily prioritize finding and using Wika Beton's products first compared to competing products. While the measurement items that are already good but still need to be accelerated or improved on the Purchase Decision variable, namely the customer item is interested in buying the product again and the customer is willing to recommend the product to others. This condition is in accordance with some of the results of previous studies, where customer purchasing decisions on an ongoing basis determine the continuity and development of the company's business. Tight competition in similar product commodities among competing companies is also a condition that must be anticipated. Therefore, it is important for companies to maintain their purchasing decisions through strategies to identify customer needs and provide an optimal marketing mix. Not only stop at purchasing decisions, but companies also need to analyze consumer behavior after purchasing activities so that purchases occur on an ongoing basis.

Hypothesis Test

Based on the results of the evaluation of the inner model, the researcher drew conclusions about the hypothesis put forward at the beginning of the study. The results of hypothesis testing in this study are as follows:

Table 3. Table of Hypothesis Testing (Direct Effect)

Hypothesis	Path Coefficient	p-value	95% intervals		f square	Information
			Trust Coefficient	Path		
			Lower	Upper		
Price (X2) → Satisfaction (X5)	0,314	0,025	0,027	0,484	0,083	Significant
Price (X2) → Purchase Decision (Y)	0,322	0,056	-0,024	0,519	0,077	Significant
Satisfaction (X5) → Purchase Decision (Y)	0,461	0,035	0,196	0,887	0,202	Significant
Product (X1) → Satisfaction (X5)	0,216	0,537	-0,403	0,721	0,032	Not significant
Product (X1) → Purchase Decision (Y)	0,672	0,064	-0,091	1,079	0,285	Significant
Promotion (X4) → Satisfaction (X5)	-0,043	0,810	-0,327	0,247	0,001	Not significant

Hypothesis	Path Coefficient	p-value	95% intervals		f square	Information
			Trust Coefficient	Path Coefficient		
			Lower	Upper		
Promotion (X4) → Purchase Decision (Y)	-0,139	0,450	-0,394	0,214	0,011	Not significant
Place (X3) → Satisfaction (X5)	0,494	0,097	0,211	1,138	0,207	Significant
Place (X3) → Purchase Decision (Y)	-0,347	0,377	-0,669	0,500	0,080	Not significant

Based on Table 3, it can be concluded that the first hypothesis (H1) is rejected, that is, there is no significant effect between products on increasing satisfaction with the Path Coefficient (0.216) and p-value (0.537 > 0.1). Any changes to the product have no effect on increasing customer satisfaction. Within the 90% confidence interval, the influence of the product mix in increasing customer satisfaction lies between -0.403 to 0.721. Even so, the existence of the Product variable in increasing customer satisfaction has a low influence at the structural level (f square = 0.032). These results are different from research conducted by (Siswadi, SE., MM, 2020) which concluded that product variables show a partially significant effect on consumer satisfaction. Then the research conducted by (Hamzah & Shamsudin, 2020) also concluded that among the four marketing mix variables, the product variable is the variable that has the most influence on consumer satisfaction. The test results in this study indicate that it is necessary to evaluate the products or services owned by PT Wika Beton Tbk. It is necessary to conduct more in-depth interviews with customers to explore expectations or expectations that have not been met. Thus, the company can find out what improvement efforts need to be made to improve the quality of products or services that will be offered to customers, to provide customer satisfaction.

Based on Table 3, it can be concluded that the second hypothesis (H2) is accepted, namely that there is a significant positive effect of the product on increasing customer purchasing decisions with Path Coefficient (0.672) and p-value (0.064 < 0.1). Any changes to the Product will increase the customer's Purchase Decision. Within the 90% confidence interval, the influence of the Product on increasing Purchase Decision lies between -0.019 to 1.079. Even so, the existence of a product in increasing purchasing decisions has a moderate effect at the structural level (f square = 0.285). The need for a product improvement program is considered very important where when there is a company policy in increasing the product mix, the purchasing decision will increase up to 1.079. The results of this study are in line with research conducted by (Wibowo et al., 2019) which states that the marketing mix, including product variables, has a significant positive effect on purchasing decisions. Then it was strengthened by research conducted by (Binsar Kristian P. & Panjaitan, 2014) which concluded that the product variable as a component of the marketing mix shows a significant positive influence on purchasing decisions. The results of this study indicate that companies need to maintain or improve the quality of the products offered to their customers. Thus, the customer will respond by making a purchase decision which will ultimately benefit the company financially for business continuity.

Based on Table 3, it can be concluded that the third hypothesis (H3) is accepted, namely that there is a significant effect of price on increasing customer satisfaction with the Path Coefficient (0.314) and p-value (0.083 < 0.1). Any changes to the price mix

will increase customer satisfaction. Within the 90% confidence interval, the influence of the price mix on increasing customer satisfaction lies between 0.027 and 0.484. Even so, the existence of a price mix in increasing customer satisfaction has a low influence at the structural level ($f^2 = 0.083$). The need for a price mix optimization program is considered very important where when there is a company policy in optimizing the price mix it will increase customer satisfaction by up to 0.484. Based on the test results, the pricing strategy that has been set by the company is appropriate, because it is in accordance with customer expectations. However, it is important for the company to continue to measure the feasibility of the price offered by the company, which must be proportional to the quality of service and operational costs incurred. Thus, there will be a balance to create customer satisfaction and purchasing decisions.

Based on Table 3, it can be concluded that the fourth hypothesis (H4) is accepted, namely that there is a significant effect of Product Attributes on increasing Company Reputation with Path Coefficient (0.322) and p-value ($0.056 < 0.1$). Any changes to the price mix will increase customer purchasing decisions. In the 90% confidence interval, the influence of the price mix in increasing customer purchasing decisions lies between -0.024 to 0.519. Even so, the existence of a price mix in increasing purchasing decisions has a low influence at the structural level ($f^2 = 0.077$). The need for a wealth mix optimization program is considered very important where when there is a company policy in optimizing the price mix it will increase the Purchase Decision by 0.519. The results of this study indicate that customers assess the price that must be spent in obtaining the company's goods or services to be appropriate. However, this price variable needs to be supported by other components of the marketing mix to have a greater impact on customer purchasing decisions.

Based on Table 3, it can be concluded that the fifth hypothesis (H5) is accepted, namely that there is a significant effect of the Place mix on increasing customer satisfaction with Path Coefficient (0.494) and p-value ($0.097 < 0.1$). Any changes to the mix of venues will increase customer satisfaction. Within the 90% confidence interval, the influence of the Place mix in increasing customer satisfaction lies between 0.211 to 1.138. Even so, the existence of a place mix in increasing customer satisfaction has a moderate effect at the structural level ($f^2 = 0.207$). The need for a Place mix strategy is considered very important where when there is a company policy in determining the right Place mix it will increase customer satisfaction by up to 1.138. So, the marketing strategy through the selection of places and distribution is considered appropriate because it can make it easy for customers to know and get the goods/services purchased as expected. Companies can also improve new marketing strategies, for example by offering cooperation to apply supply by owner to maintain the availability of construction materials efficiently and on time.

Based on Table 3, it can be concluded that the sixth hypothesis (H6) is rejected, namely there is no significant effect between the Place mix on increasing customer Purchase Decisions with Path Coefficient (-0.347) and p-value ($0.377 > 0.1$). Any changes to the Place mix have no effect on increasing customer Purchase Decisions. Within the 90% confidence interval, the influence of the Place mix in increasing Purchase Decision lies between -0.669 to 0.500. Even so, the existence of a place mix in increasing purchasing decisions has a low influence at the structural level ($f^2 = 0.080$). Based on the results of this research, companies need to evaluate the effectiveness of the place or distribution strategy used in offering products or services to customers. Marketing methods that have been used so far by making direct sales or

managing buyers who have already made purchases, need to be developed to encourage customer loyalty to make purchases. However, companies also need to develop new sales strategies by utilizing online media to be able to reach new customers more broadly.

Based on Table 3, it can be concluded that the seventh hypothesis (H7) is rejected, that is, there is no significant effect between the Promotion mix on increasing customer satisfaction with Path Coefficient (-0.043) and p-value ($0.810 > 0.1$). Any changes to the promotion mix have no effect on increasing customer satisfaction. Within the 90% confidence interval, the effect of the promotion mixes on increasing satisfaction lies between -0.327 to 0.247. Even so, the existence of the promotion mixes in increasing customer satisfaction has a low influence at the structural level (f square = 0.001). Thus, the company needs to evaluate the promotional programs that have been implemented, the extent of their effectiveness and influence in providing satisfaction to customers. The promotion program should also be balanced with the quality of service in accordance with what has been previously promised. So that commitment is an important thing that must be maintained by the company along with promotions offered to customers.

Based on Table 3, it can be concluded that the eighth hypothesis (H8) is rejected, namely there is no significant effect between the Promotion mix on increasing customer Purchase Decisions with Path Coefficient (-0.139) and p-value ($0.450 > 0.1$). Any changes to the Promotion mix have no effect on increasing customer Purchase Decisions. Within the 90% confidence interval, the influence of the Promotion mixes in increasing Purchase Decision lies between -0.394 to 0.214. Even so, the existence of a promotion mixes in increasing purchasing decisions has a low influence at the structural level (f square = 0.011). The results of this study should be used as a reference for evaluating the promotion strategy that has been implemented at this time. Previously, it is necessary to ensure that the promotion that has been carried out, whether it has been able to reach potential target customers. Purchasing decisions are initiated by the presence of sufficient and interesting information to move customers to decide to use the product or service offered. Companies can develop other promotional strategies, such as ease and flexibility in payment, bundling promotions for customers who purchase a certain minimum quantity, and discounts for products that are no longer produced. This is expected to attract new customers, as well as retain customers who have made purchases before.

Based on Table 3, it can be concluded that the ninth hypothesis (H9) is accepted, namely that there is a significant effect of new satisfaction on increasing customer purchasing decisions with Path Coefficient (0.461) and p-value ($0.035 < 0.1$). Any changes to customer satisfaction will increase customer purchasing decisions. Within the 90% confidence interval, the influence of customer satisfaction in increasing customer purchasing decisions lies between 0.196 and 0.887. Even so, the existence of customer satisfaction in increasing customer purchasing decisions has a moderate effect at the structural level (f square = 0.202). The need for a strategy to increase customer satisfaction is considered very important where when there is a company policy to increase customer satisfaction, it will increase customer purchasing decisions up to 0.887. From the results of research and references from previous studies, satisfaction influences customer purchasing decisions. Therefore, it is important for companies to always meet customer expectations for the quality of service they should get. By improving the combination of optimal marketing mix and guaranteeing

customer satisfaction from the company, customers will respond by making purchasing decisions for the products or services offered by the company.

Model Goodness and Fit Evaluation

PLS is a variance-based SEM analysis with the aim of testing model theory that focuses on predictive studies. Therefore, several measures were developed to declare the proposed model acceptable, such as R Square, Q Square, SRMR, PLS Predict (Hair et al., 2019) and Goodness of Fit Index (GoF Index), as well as examining the robustness of the model with a linearity test relationship between variables, endogeneity, and heterogeneity of the sample model with Fimix PLS.

Table 4. R Square Values

Variable	R-square	Q-square
Bayer Satisfaction (X5)	0.891	0.882
Purchase Decision (Y)	0.886	0.873

The statistical measure R square describes the large variation of endogenous variables that can be explained by other exogenous/endogenous variables in the model. According to (Chin, 1998) qualitative interpretation of R square is 0.19 (low effect), 0.33 (moderate effect), and 0.66 (high effect). Based on the processing results above as shown in Table 4.11, it can be said that the magnitude of the joint effect of Product mix (X1), Price (X2), Place (X3), and Promotion (X4) on customer satisfaction (X5) is 89.1% (high influence). The magnitude of the joint influence of the product mix (X1), price (X2), place (X3), and promotion (X4) on the customer's purchasing decision (Y) is 88.6% (high influence).

Q square describes a measure of prediction accuracy, namely how well each change in exogenous/endogenous variables can predict exogenous variables. This measure is a form of validation in PLS to state the predictive relevance of the model. A Q square value above 0 indicates that the model has predictive relevance but in (Hair et al., 2019) the Q square interpretation values qualitatively are 0 (low effect), 0.25 moderate effect), and 0.50 (high effect). Based on the processing results above, the Q squarer value of the customer satisfaction variable (X5) is $0.882 > 0.50$ (high prediction accuracy), and customer purchasing decisions (Y) are $0.873 > 0.50$ (high prediction accuracy).

Table 5. SRMR

Parameter	Model Estimation
SRMR	0,109

SRMR stands for Standardized Root Mean Square Residual. In Yamin (2022), this value is a measure of model fit (model fit), namely the difference between the data correlation matrix and the estimated model correlation matrix. In (Hair et al., 2019), the SRMR value in Table 4.14 is below 0.08 indicating a fit model. However, in Karin Schmelleh et al (2003), SRMR values between 0.08 - 1.10 indicate an acceptable fit model. The model estimation result is 0.109 which means that the model has acceptable fit. Empirical data can explain the influence between the variables in the model.

CONCLUSION

Overall, the results of the analysis show various findings regarding the influence of the marketing mix on consumer satisfaction and purchasing decisions. Apart from the specific results found, this study provides a deeper understanding of the relationship between marketing mix, satisfaction, and purchasing decisions. First, product mix is proven to have no significant effect on consumer satisfaction, even

though it has a strong impact on purchasing decisions. This indicates that although the product may not always be the main factor in influencing satisfaction, product quality and characteristics still have an important influence in influencing consumer decisions to buy. Meanwhile, the price mix affects consumer satisfaction and has a significant impact on purchasing decisions, indicating that the right price strategy can play an important role in shaping consumer perceptions and decisions. Place mix shows a different effect, where it does not have a significant influence on purchasing decisions but has an influence on consumer satisfaction. These results may illustrate that accessibility and convenience of places play an important role in shaping consumer satisfaction, although they may not directly influence purchasing decisions. Likewise, the promotion mix has no significant effect on satisfaction and purchase decisions, indicating that promotion may not be the main factor influencing consumer perceptions. Finally, another important finding is the positive and significant influence of satisfaction on purchasing decisions, which underscores how crucial it is to keep consumers satisfied with their product or service experience. In conclusion, this research strengthens the understanding of the complexity of the relationship between marketing mix, satisfaction, and consumer purchasing decisions, and the implications for a successful marketing strategy.

Based on these findings, companies can use the results of this research as a consideration in formulating marketing strategies in the following year, especially in determining the marketing mix to achieve targeted customer satisfaction and purchasing decisions. Some suggestions for future research can be made. First, in-depth analysis of different consumer segments will enrich understanding of how the influence of the marketing mix varies among different consumer groups. Second, considering external factors such as the economic situation, culture, and social trends in the analysis of marketing mix, satisfaction, and purchasing decisions can provide a more comprehensive picture. Seventh, complementing research with qualitative approaches, such as in-depth interviews or content analysis, can provide a deeper perspective on consumer perceptions and experiences. Finally, investigation of new concepts or factors that have not been widely explored in relation to the marketing mix can open opportunities for valuable discoveries in the future. By carrying out further research in this area, we can develop a more complete understanding of how to design more effective marketing strategies to meet consumer needs and preferences.

REFERENCES

- AM, M. A., Helmi, S., Kassymova, G. K., Retnawati, H., Hadi, S., & Istiyono, E. (2022). Effect of job satisfaction on service quality mediated by lecturer performance at state universities. *Materials of International Practical Internet Conference "Challenges of Science,"* V, 62-71. <https://doi.org/10.31643/2022.08>
- Binsar Kristian P., F. A., & Panjaitan, H. (2014). Analysis of customer loyalty through total quality service, customer relationship management, and customer satisfaction. *International Journal of Evaluation and Research in Education (IJERE)*, 3(3), 142-151. <https://doi.org/10.11591/ijere.v3i3.6191>
- Chang, Y., Leach, N., & Anderman, E. M. (2015). The role of perceived autonomy support in principals' affective organizational commitment and job satisfaction. *Social Psychology of Education*, 18(2), 315-336. <https://doi.org/10.1007/s11218-014-9289-z>
- Creswell, J. W., & Clark, V. L. P. (2011). Choosing a mixed methods design. In *Designing and Conducting Mixed Methods Research* (pp. 53-106). Sage Publications, Inc.

- Demir, A., Maroof, L., Sabbah Khan, N. U., & Ali, B. J. (2020). The role of E-service quality in shaping online meeting platforms: a case study from higher education sector. *Journal of Applied Research in Higher Education*, 13(5), 1436–1463. <https://doi.org/10.1108/JARHE-08-2020-0253>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hamzah, A., & Shamsudin, M. (2020). Why customer satisfaction is important to business? *Journal of Undergraduate Social Science and Technology*, 2(1), 1–14. <http://blog.clientheartbeat.com/why-customer-satisfaction-is-important/>
- Harmen, H., Lubis, A., Aprinawati, Harahap, L. M., & Indriani, R. (2022). Antecedent affecting chinese ethnic community saving at islamic bank of north sumatra. *Proceedings of the 2nd International Conference of Strategic Issues on Economics, Business and, Education (ICoSIEBE 2021)*, 204(ICoSIEBE 2021), 66–76. <https://doi.org/10.2991/aebmr.k.220104.010>
- He, H., & Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of Business Research*, 116(5), 176–182. <https://doi.org/10.1016/j.jbusres.2020.05.030>
- Khedher, M. (2014). Personal branding phenomenon. *International Journal of Information, Business and Management*, 6(2), 29–41.
- Liu, Q., Zhang, X., Huang, S., Zhang, L., & Zhao, Y. (2020). Exploring consumers' buying behavior in a large online Promotion Activity: The role of Psychological Distance and Involvement. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(1), 66–80. <https://doi.org/10.4067/S0718-18762020000100106>
- Nugraheni, P., & Widayani, F. N. (2021). A study of intention to save in Islamic banks: the perspective of Muslim students. *Journal of Islamic Marketing*, 12(8), 1446–1460. <https://doi.org/10.1108/JIMA-11-2019-0233>
- Nurliza, & Oktoriana, S. (2021). Perceived benefits of social media networks' impact on the competitive behavior of Indonesian SMEs in food and beverage sector. *Economics and Sociology*, 14(3), 146–162. <https://doi.org/10.14254/2071-789X.2021/14-3/8>
- Pabbajah, M., Widianti, R. N., & Widyatmoko, W. F. (2019). The factors of service, religiosity and knowledge in the decision of customers to save funds in sharia banks in Yogyakarta city. *International Journal of Business, Humanities, Education and Social Sciences (IJBHES)*, 1(2), 13–26. <https://doi.org/10.46923/ijbhes.v1i2.37>
- Sipayung, M. L., & Sinaga, A. H. (2017). Marketing mix effect and quality product purchase decision on rice pandaraman in South Tapanuli Region. *IOSR Journal of Business and Management*, 19(3), 85–89. <https://doi.org/10.9790/487x-1903028589>
- Siswadi, SE., MM, F. (2020). Pengaruh kualitas layanan terhadap kepuasan pelanggan dan loyalitas pelanggan. *Jurnal Pustakawan Indonesia*, 18(1), 42–53. <https://doi.org/10.29244/jpi.18.1.42-53>
- Tambunan, T. (2019). Recent evidence of the development of micro, small and medium enterprises in Indonesia. *Journal of Global Entrepreneurship Research*, 9(1), 1–15. <https://doi.org/10.1186/s40497-018-0140-4>
- Wibowo, A. E., Ratnawati, T., & Sardjono, S. (2019). The Influence of Parent's Socio-Economic Status, Financial Governance, Financial Learning in Higher Education on Financial Literacy, Lifestyle and Human Capital Investment of Economics and Business Student in Batam City Indonesia. *Journal of Archives of Business Research*, 7(6), 33–43. <https://doi.org/10.14738/abr.76.6630>

BUKTI PENERIMAAN NASKAH ARTIKEL ILMIAH

Letter of Acceptance (LoA)

Diberitahukan bahwa, Naskah artikel ilmiah dengan judul :

The Influence of the Marketing Mix on Purchase Decisions Mediated by Buyer Satisfaction (Case Study of PT Wijaya Karya Beton, Tbk - Palembang Sales Area)

Yang diserahkan oleh:

Riono¹, Sulaiman Helmi^{2*}

^{1,2} Master of Management Study Program, Universitas Bina Darma, Indonesia

Telah diterima untuk dipublikasikan pada tanggal 20 September 2023 pada Jurnal :

SEIKO : Journal of Management & Business

ISSN : 2598-8301 (Online)

Vol 6, No 2 2023

Terakreditasi SINTA grade 4

Demikian surat ini dibuat dan untuk dapat dipergunakan sebagaimana mestinya.

Makassar, 02 September 2023

OJS Admin,



Amar Sani, S.I.P., M.Hum

This Journal has been indexed by :

