

**INTERNATIONAL JOURNAL OF  
ENTREPRENEURSHIP AND  
MANAGEMENT PRACTICES  
(IJEMP)**  
[www.ijemp.com](http://www.ijemp.com)



## **THE INFLUENCE OF MARKETING MIX, SERVICE QUALITY AND CONSUMER SATISFACTION ON PRODUCT PURCHASE DECISIONS AT MALILI TEKNO**

Yusnita Yusnita<sup>1\*</sup>, Muhammad Aqsa<sup>2</sup>, Imam Pribadi<sup>3</sup>, Rismawati Sudirman<sup>4</sup>, Duriani Duriani<sup>5</sup>

<sup>1</sup> Postgraduate Student Master of Management, Muhammadiyah University of Palopo, Indonesia  
Email: yusnitamangiwa@gmail.com

<sup>2</sup> Department of Economy and Business, Muhammadiyah University of Palopo, Indonesia  
Email: muhammadaqsa@umpalopo.ac.id

<sup>3</sup> Department of Economy and Business, Muhammadiyah University of Palopo, Indonesia  
Email: rismastiem@gmail.com

<sup>4</sup> Department of Economy and Business, Muhammadiyah University of Palopo, Indonesia  
Email: imampersonal@umpalopo.ac.id

<sup>5</sup> Department of Economy and Business, Muhammadiyah University of Palopo, Indonesia  
Email: duriani@umpalopo.ac.id

\* Corresponding Author

### **Article Info:**

#### **Article history:**

Received date: 29.08.2024

Revised date: 12.09.2024

Accepted date: 15.10.2024

Published date: 28.11.2024

#### **To cite this document:**

Yusnita, Y., Aqsa, M., Pribadi, I., Sudirman, R., & Duriani, D. (2024). The Influence Of Marketing Mix, Service Quality And Consumer Satisfaction On Product Purchase Decisions At Malili Tekno. *International Journal of Entrepreneurship and Management Practices*, 7 (27), 66-81.

DOI: 10.35631/IJEMP.727006.

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)



### **Abstract:**

This research aims to analyze the influence of marketing mix, service quality and consumer satisfaction on product purchasing decisions in Malili in East Luwu Regency. The marketing mix, which consists of product, price, promotion and distribution elements, is an important factor in determining consumer purchasing behavior. Service quality and consumer satisfaction are also considered crucial factors that can influence purchasing decisions. This research uses a quantitative approach with a survey method to collect data from Malili Tekno consumers. A total of 96 respondents were randomly selected to participate in this research. The data obtained was analyzed using the interference method to determine the influence between research variables. The research results show that simultaneously the marketing mix, service quality and consumer satisfaction have a positive and significant effect on product purchasing decisions at Malili Tekno. Partially, marketing mix and consumer satisfaction have a more dominant influence than service quality on purchasing decisions. These findings indicate that Malili Tekno needs to continue to optimize its marketing mix strategy and increase consumer satisfaction to encourage increased purchasing decisions.

### **Keywords:**

Marketing, Service Quality, Satisfaction, Decision, Malili Tekno

## Introduction

In the current era of globalization, competition in the business world is increasingly fierce, especially in the technology sector. Technology companies are required to continue to innovate and provide quality services to consumers to maintain and increase their market share (Wowiling et al., 2019). One of the companies operating in this sector is Malili Tekno, which focuses on providing technology products and services in East Luwu Regency.

Marketing Mix is one of the fundamental concepts in marketing strategy which includes various elements such as product, price, promotion and distribution. Effective marketing mix implementation can influence consumer perceptions and, ultimately, purchasing decisions. On the other hand, service quality also plays an important role in creating customer satisfaction (Dash et al., 2021). Good service quality not only increases consumer satisfaction but also strengthens their loyalty to the company (Kotler & Armstrong, 2023)

Apart from the marketing mix and service quality, consumer satisfaction is a determining factor in purchasing decisions. Consumer satisfaction is the result of a comparison between consumer expectations of a product or service and the actual performance they feel. Satisfied consumers tend to make repeat purchasing decisions and recommend products or services to others, which can ultimately increase a company's market share (Waithaka & Wamalwa, 2020).

Consumer satisfaction is one of the main goals of a successful marketing strategy. Consumers who are satisfied with the products and services they receive will tend to make positive purchasing decisions and recommend the company to others. Therefore, understanding the factors that influence consumer satisfaction and their impact on purchasing decisions is critical to a company's long-term success (Almahasneh et al., 2022).

However, in practice, Malili Tekno faces various challenges in its efforts to improve consumer purchasing decisions. Some of the problems that arise include how to ensure that the marketing mix implemented is in line with consumer needs and preferences, as well as how to maintain service quality amidst increasingly fierce competition.

Many previous studies were conducted in different contexts regarding the relationship between marketing mix, service quality, consumer satisfaction and purchasing decisions (De Bruin et al., 2021). Several previous studies have examined the influence of the marketing mix and service quality on purchasing decisions, but many of these studies were conducted in different industrial contexts, such as the retail, hotel, or financial services industries (Alsayat, 2023). The context of the technology industry, especially companies like Malili Tekno, has not received much attention in previous research.

This problem phenomenon is an important background for further research. This research aims to examine the influence of marketing mix, service quality and consumer satisfaction on purchasing decisions at Malili Tekno. By knowing the most influential factors, it is hoped that companies can formulate more effective strategies to improve consumer purchasing decisions and strengthen their position in the market.

In addition, many previous studies only focused on the direct relationship between the marketing mix or service quality and purchasing decisions, without considering the role of consumer satisfaction in this relationship (Muhammad Alfarisyi, 2023). This research will fill

this gap by examining how consumer satisfaction mediates the relationship between marketing mix, service quality, and purchasing decisions in the context of the technology industry, especially at Malili Tekno in East Luwu Regency.

This research aims to provide a new contribution to the marketing literature by exploring the complex relationship between the marketing mix, service quality, consumer satisfaction, and purchasing decisions. Through a quantitative approach with a survey of Malili Tekno consumers, this research is expected to provide practical insight for companies in formulating more effective marketing strategies, as well as enrich academic understanding of marketing dynamics in the technology industry.

This research will use quantitative methods with a survey approach to collect data from Malili Tekno consumers in East Luwu Regency. It is hoped that the results of this research can provide a practical contribution to Malili Tekno management in making strategic decisions as well as provide a theoretical contribution to the development of marketing science, especially in the context of the technology industry. By understanding and overcoming existing research gaps, it is hoped that the results of this research can provide relevant recommendations for Malili Tekno in an effort to improve consumer purchasing decisions and strengthen its position in a competitive market.

## Literature Review

### *Marketing Mix*

Marketing originate from human activities that occur in connection with markets. Marketing is a human activity directed at fulfilling needs and desires through an exchange process. The exchange process involves work. The seller must find buyers, identify their needs, design the right product, promote it, store and transport it, carry out price negotiations and so on. Activities such as product development, communications research, distribution, pricing, and service are the core of marketing (Kotler & Armstrong, 2023).

One marketing strategy, namely the marketing mix, is a marketing activity carried out in an integrated manner. This means that this activity is carried out simultaneously among the elements in the marketing mix itself. Each element cannot run independently without support from other elements. The marketing mix is the marketing components utilized by management in sales activities.

Marketing mix according to Wowiling et al., (2019) is a marketing tool used by companies to convince the target marketing object or target market. To support these needs, companies can implement policies consisting of: product, price, place and promotion.

In addition, the marketing mix is a framework for variable marketing decisions in each company. These opinions are in principle the same where the ultimate goal is, namely, how a tool can determine the level of marketing success for the company and everything is shown to provide satisfaction to the selected market segment or consumer.

From the explanations above, this research uses several indicators from the marketing mix proposed by (Kotler & Armstrong, 2023) namely: product, price, place and promotion. The

selection of four indicators from the marketing mix is in accordance with the need for research conducted at Malili Tekno, Kab. East Luwu.

### ***Service Quality***

A quality product can provide complete satisfaction to consumers, that is, in accordance with what consumers expect from a product/service. Ma, (2022), states that quality is a dynamic condition related to products, people/labor, processes and tasks as well as the environment that meets or exceeds customer or consumer expectations.

Service is also defined as service, service quality is a very complex discussion because assessing service quality is different from product quality, especially its intangible nature and production and consumption taking place simultaneously. So, service quality is how customers respond to the services they consume or feel (Chang & Cheng, 2021).

Ali et al., (2021), stated that the meaning of service quality is the delivery of good or very good services, when compared with customer expectations. Alsharari, (2020), reveals that the definition of service quality is the expected level of perfection and the reliance on that perfection to fulfill customer desires. Meanwhile, according to Pakurár et al., (2019) Service quality is a comparison between services that are felt to be the same or exceed the expected service quality, so the service can be said to be quality and satisfying.

Based on the definition above, it can be concluded that service quality is all forms of service carried out by a person or service provider optimally with all excellence in order to meet customer needs and expectations. Service quality can be measured using measures, namely Reliability, Responsiveness, Assurance, Empathy, Tangible.

From the explanations above, this research used several indicators of service quality proposed by Lee et al., (2021) namely: reliability, responsiveness, guarantee, empathy and physical products. The selection of indicators for service quality is in accordance with the needs of research conducted at Malili Tekno, Kab. East Luwu.

### ***Consumer Satisfaction***

Customer satisfaction according to Sun & Bunchapattanasakda, (2019) is the accumulation of consumer results in using products and services. Customers feel satisfied if after purchasing a product and using the product the customer feels the product is good or in accordance with what the consumer expects. Every new transaction or experience will have an influence on customer satisfaction. A satisfied customer is a customer who will share satisfaction with the producer or service provider and will share experiences with other customers.

According to Wowiling et al., (2019) Customer satisfaction is the extent to which the benefits of a product are felt (perceived) in accordance with what the customer expects. If what the customer feels is the same or better than expected, then the customer will feel satisfied (satisfaction). If what is felt is lower than expected, the customer will say they are dissatisfied (dissatisfaction). Basically, customer satisfaction is what should be the goal of every marketing.

According to Malelak et al., (2021) Customer satisfaction is influenced by the positive and negative feelings that consumers associate with the products they have purchased and consumed. This theory suggests that customer satisfaction and dissatisfaction is the impact of

a comparison between customer expectations before purchasing and actual performance. When purchasing a product or service, customers have expectations about the performance of a product, such as having better performance than expected; has performance as expected; or perform worse than expected.

Rita et al., (2019) believes that creating customer satisfaction can provide several benefits, including a harmonious relationship between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty, and providing word of mouth recommendations that are profitable for the company. To determine the level of customer satisfaction, there are five main factors that companies must pay attention to.

From the explanations above, this research uses several indicators of consumer satisfaction proposed by Luthan et al., (2019) namely: reliability satisfaction, responsive satisfaction, confidence satisfaction, empathy satisfaction and tangible satisfaction. The selection of indicators is in accordance with the needs of research conducted at Malili Tekno, Kab. East Luwu.

### ***Buying decision***

One fact that cannot be denied is that everyone is a consumer, therefore companies must study consumer behavior in order to understand consumer desires. In simple terms, consumer behavior refers to the behavior shown by individuals in purchasing and using goods and services. The consumer's decision to make a purchase itself consists of stages such as pre-purchase, consumption and post-purchase evaluation.

For this reason, companies should pay attention to aspects of consumer behavior such as who will buy (who), what they buy (what), why they buy the product or service (why), when they buy it (when), where they buy it (where), what is the process? decision to stay (how), how often or use the product/service (how often), so that the company can know what consumers want so that consumers are willing to purchase the product/service (Al-Gasawneh et al., 2022).

According to Kotler & Armstrong, (2023), purchasing decisions are the actions of consumers whether they want to buy or not a product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price and product familiarity before consumers decide to buy it.

Based on the definition above, it can be concluded that a purchasing decision is a consumer decision as a result of taking action from two or more alternative choices regarding the process, method, act of purchasing, taking into account other factors regarding what to buy, when to buy, where to buy it and the method of payment. When buying products, consumers generally follow a decision-making process. These processes are need recognition, information search, alternative evaluation, purchase, and post-purchase behavior.

All consumer purchasing decisions are generally divided into three measures or indicators: routine response behavior, limited decision making, and extensive decision making. Types of purchasing decisions can be described as follows (S., Ligery, F., & Swastika, 2020):

From the explanations above, this research uses several indicators of purchasing decisions proposed by S., Ligery, F., & Swastika, (2020) namely: routine response behavior, limited

decision making, and extensive decision making. The selection of indicators is in accordance with the needs of research conducted at Malili Tekno, Kab. East Luwu.

### **Hypothesis Development**

Previous research consistently shows that the marketing mix has a significant influence on purchasing decisions. According to (Kotler & Armstrong, 2023), marketing mix elements such as product, price, promotion, and place (distribution) play an important role in attracting consumers' attention and influencing them to make purchasing decisions. Another study by Gu, (2023) in the retail context, it shows that a well-managed marketing mix can significantly increase consumer buying interest. Based on previous research and variable relationships, the hypothesis can be formulated as follows:

***H1: Marketing mix has a positive and significant effect on purchasing decisions***

Service quality is a key factor influencing purchasing decisions. Research by Ludwina et al., (2022) which shows that service quality can influence consumer perceptions and their purchasing decisions. Research by Saut, (2022) confirms that consumers who receive high quality service are more likely to make repeat purchases and recommend products or services to others. Based on previous research and variable relationships, the hypothesis can be formulated as follows:

***H2: Service quality has a positive and significant effect on purchasing decisions***

Consumer satisfaction often functions as a determining factor in consumer decision making. Research by Mishra & Ashfaq, (2023) shows that consumers who are satisfied with products and services are more likely to make positive purchasing decisions. Another study by Bustami et al., (2020) in finding that consumer satisfaction mediates the relationship between service quality and customer loyalty, which can be interpreted as a repeat purchase decision. Based on previous research and variable relationships, the hypothesis can be formulated as follows:

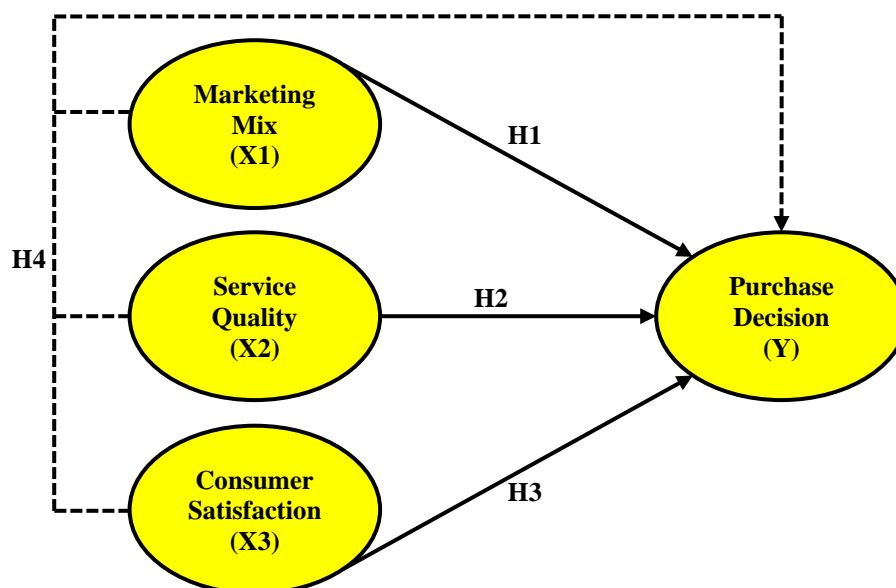
***H3: Consumer satisfaction has a positive and significant effect on purchasing decisions***

Research by Pereira et al., (2024) shows that the marketing mix and service quality can simultaneously influence purchasing decisions. An effective marketing mix, which includes product, price, promotion, and distribution, along with superior service quality, can collectively strengthen consumers' positive perceptions of a company. Research by Pavlović-Höck, (2022) shows that the marketing mix and service quality together influence consumer satisfaction, which then has an impact on purchasing decisions. Based on previous research and variable relationships, a hypothesis can be formulated as follows:

***H4: Marketing mix, service quality and consumer satisfaction simultaneously have a positive and significant effect on purchasing decisions***

## Conceptual Framework

The results of previous research and the relationship between research variables mean that the conceptual framework of this research can be described as follows:



**Figure 1: Conceptual Framework**

Source: Primary Data is Processed, 2024

## Methodology

### *Research Approach*

The type of research carried out is explanatory research using a quantitative approach, which uses data in the form of numbers as a tool to analyze information about what you want to know. The research was conducted for 3 months from February – May 2024.

### *Population and Sample*

The population in this research is Malili Tekno consumers in East Luwu Regency. The sampling technique in this research is incidental sampling where consumers who are met directly are used as samples. Because the population is large and the actual number is unknown, the MOE formula is used to determine the number of samples for a large population and the number is unknown. So that the number of samples obtained was 96 research samples.

### *Data Collection*

Data was collected through observations, interviews and distributing questionnaires to respondents. Some of the data processing techniques used include validity and reliability tests, namely to test whether the indicators used are good or not in measuring a variable.

### *Data Analysis*

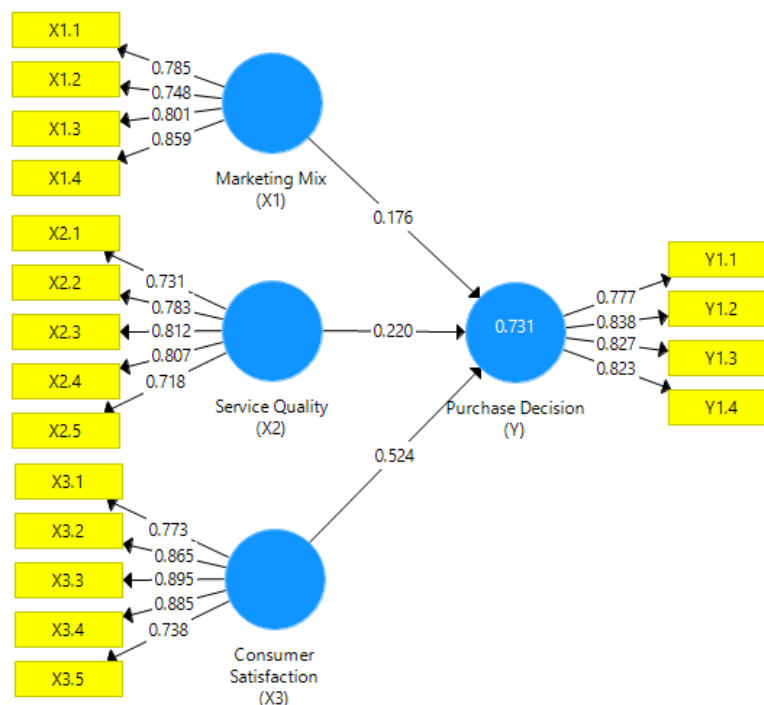
Some of the data processing techniques used include validity and reliability tests, namely to test whether the indicators used are good or not in measuring a variable.

Descriptive statistical analysis is analysis that shows the development and growth of a situation and only provides an overview of a particular situation by describing the characteristics of the research object.

Correlation analysis is a study discussing the degree of closeness of relationship between variables which is expressed by the correlation coefficient value. The relationship between these variables can be positive and negative. Data analysis in this research uses correlation analysis through the SmartPLS program.

## Results

The results of data processing on the relationship between marketing mix variables (X1), service quality (X2), consumer satisfaction (X3) and purchasing decisions (Y) that have been made can be seen in full in the picture below:



**Figure 2: Outer Loading Analysis**

Source: Primary Data is Processed by SmartPLS, 2024

Validity testing uses two methods, namely outer loading and AVE value. In Figure 1 above we can see the factor loading value of each variable, the required factor loading value is  $> 0.6$ . The validity test carried out shows that all outer loading values are in accordance with the requirements. Expected AVE value  $> 0.5$ . The results of the AVE value validity test are shown in table 1 below, showing the values are in accordance with the requirements.

**Table 1: Construct Validity and Reliability**

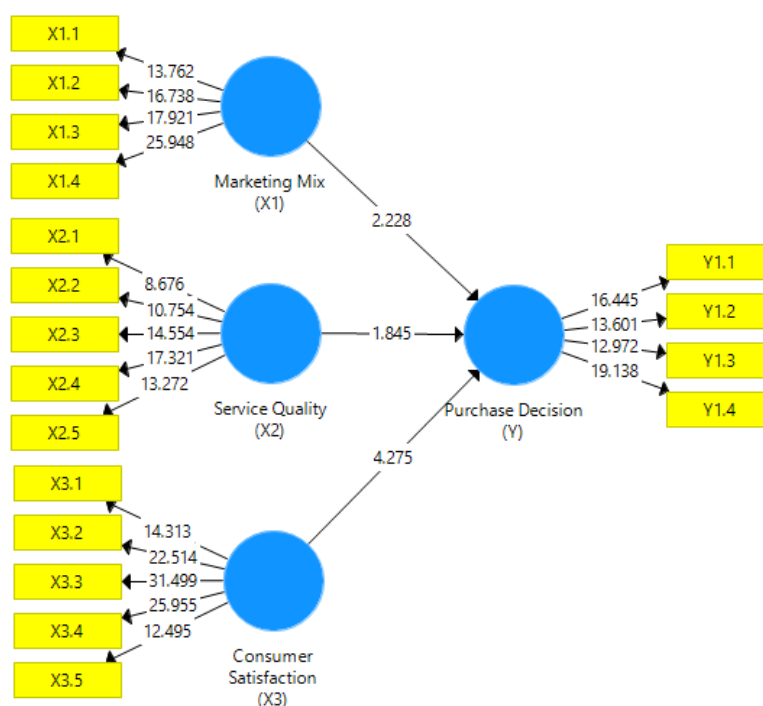
	Cronbach Alpha	Composite Reliability	AVE
<b>Consumer Satisfaction_(X3)</b>	0.888	0.919	0.695
<b>Marketing Mix_(X1)</b>	0.811	0.876	0.639



<b>Purchase Decision_(Y)</b>	0.833	0.889	0.667
<b>Service Quality_(X2)</b>	0.830	0.880	0.595

Source: Primary Data is Processed by SmartPLS, 2024

The values used to determine the level of reliability of the SEM model are Composite Reliability and Cronbach Alpha. The standard Cronbach's Alpha value for a variable so that it is declared reliable is > 0.6, while the standard value for Composite Reliability is > 0.7. Therefore, based on the table above, it is known that all variables have Cronbach's Alpha values and Composite Reliability values have met the requirements so that it can be stated that the SEM model analyzed is reliable. After the model was declared valid, the relationship between the research variables was tested, the complete results of which can be seen in figure 3, table 2 and table 3 below:



**Figure 3: Direct Effect Research Variable**

Source: Primary Data is Processed by SmartPLS, 2024

**Table 2: Direct Effects**

Direct Effects	T-Stat	T-Table	P-Value	Cut Value
Consumer Satisfaction_(X3) -> Purchase Decision_(Y)	4,275	1,661	0,000	0.05
Marketing Mix_(X1) -> Purchase Decision_(Y)	2,228	1,661	0.026	0.05
Service Quality_(X2) -> Purchase Decision_(Y)	1,845	1,661	0.066	0.05

Source: Primary Data is Processed by SmartPLS, 2024

**Table 3: Simultaneous Effects**

Variable	R Square	R Square Adjusted
Purchase Decision_(Y)	0.731	0.723

Source: Primary Data is Processed by SmartPLS, 2024

For the R Square value, categorize the measurement using the construction values ( $< 0.19$  as weak), ( $0.19$  to  $0.33$  as moderate) and ( $> 0.33$  as strong). Based on the table above, the ability of exogenous variables simultaneously to explain endogenous variables is assumed to be at the level of having a strong influence, this can be seen from the results of the smart PLS analysis for R Square which shows a figure of  $0.731 > 0.33$  as a standardization of assessment.

### Hypothesis Testing

- The test results show a positive and significant influence between marketing mix variables and purchasing decisions, indicated by the t-stat value of  $2.228 > t\text{-table}1,661$  and p-value  $0.02 < 0.05$ . The first hypothesis of this research is declared **accepted**.
- The test results show a positive but not significant influence between consumer satisfaction variables and purchasing decisions, indicated by the t-stat value of  $1.845 > t\text{-table}1,661$  and p-value  $0.06 > 0.05$ . The second hypothesis of this study was **rejected**.
- The test results show a positive and significant influence between consumer satisfaction variables and purchasing decisions, indicated by the t-stat value of  $4.275 > t\text{-table}1,661$  and p-value  $0.00 < 0.05$ . The third hypothesis of this research is declared **accepted**.
- Fourth hypothesis: The results of the analysis obtained an r-square value =  $0.731 > > 0.33$  as a standardization of assessment. This means that simultaneously the marketing mix variables, service quality and customer satisfaction simultaneously have a positive and significant influence on purchasing decisions. So the fourth hypothesis is stated **accepted**.

### Discussion

#### *The Influence of Marketing Mix on Purchasing Decisions*

The research results show that there is a positive and significant influence between the marketing mix on purchasing decisions. This is supported by the results of data analysis which shows that the results of statistical T analysis obtained a calculated t value =  $2.228$  and a P-Value of  $0.02$ . The marketing mix is one of the main strategic tools used by companies to influence consumer purchasing decisions. Each element in the marketing mix has an important role in shaping consumer perceptions of the products or services offered.

At Malili Tekno, implementing an effective marketing mix strategy through offering high quality products, competitive prices, attractive promotions and appropriate distribution can increase the attractiveness of products in the eyes of consumers. As a result, consumers are more likely to make positive purchasing decisions. The marketing mix and purchasing decisions influence each other because each element of the marketing mix is directly related to consumer perceptions and preferences.

When marketing mix elements are optimized, consumers will perceive higher value from the product or service offered, which in turn increases their desire to make a purchase. Apart from that, an effective marketing mix also functions as a communication tool that introduces, reminds and convinces consumers about the benefits and advantages of the product, which ultimately influences their decision to buy.

This finding is in line with the results of previous research such as research Waithaka & Wamalwa, (2020) shows that the right marketing mix strategy can increase product attractiveness in the market and significantly influence consumer purchasing decisions. Other research by Wang, (2022) also supports these findings, where it was found that a well-designed marketing mix is able to influence consumer perceptions and encourage them to make quicker purchasing decisions.

### ***The Influence of Service Quality on Purchasing Decisions***

The research results show that there is a positive but not significant influence between service quality on purchasing decisions. This is supported by the results of data analysis which shows that the results of statistical T analysis obtained a calculated t value = 1.845 and P-value 0.06. Although theoretically service quality is expected to improve purchasing decisions, in the context of this research, this effect is not significant. These findings illustrate that although there is a positive relationship between service quality and purchasing decisions, this factor is not the main determinant in consumers' decisions to purchase products at Malili Tekno.

Although the quality of service at Malili Tekno is considered positive by consumers, its influence on purchasing decisions is not strong enough to be considered significant. This could be due to several reasons related to Malili Tekno's specific context and consumer preferences in the region. Consumers may be more influenced by other factors such as price, promotions, or product quality in making purchasing decisions. In this context, although good service is valued, consumers may focus more on the value offered by the product or financial incentives such as discounts and special offers.

If the quality of service across various technology product providers in the region is similar, then service quality may not be a strong differentiator for consumers in choosing where to buy. Consumers may feel that they can get similar service elsewhere, so that service quality is not a major determining factor in purchasing decisions.

In some cases, consumers purchasing technology products may focus more on technical specifications, price, or product brand than on service quality. For example, purchasing technology products is often based on specific needs such as product features, compatibility, or price, which take precedence over the service provided.

The finding that service quality has a positive but not significant influence on purchasing decisions is supported by several previous studies. Research by De Bruin et al., (2021) shows that in some contexts, service quality can indeed influence purchasing decisions, but this influence can be minimized by other factors such as price or promotion. Research by Ali et al., (2021) also indicates that although service quality is important, its influence on purchasing decisions may not be significant if consumers focus more on other factors that are considered more important in the purchasing process.

### ***The Influence of Consumer Satisfaction on Purchasing Decisions***

The research results show that there is a positive and significant influence between consumer satisfaction and purchasing decisions. This is supported by the results of data analysis which shows that the results of statistical T analysis obtained a calculated t value = 4.275 and a P value of 0.00. High consumer satisfaction not only reflects that the products and services

offered have met or even exceeded consumer expectations, but also increases their trust and loyalty to the company, which in turn influences purchasing decisions positively.

Consumer satisfaction is a key measure that reflects how well consumers' expectations for a product or service are met. When consumers are satisfied, they tend to buy the same product again, recommend it to others, and become loyal customers. At Malili Tekno, a high level of consumer satisfaction shows that the products and services provided have succeeded in meeting consumer expectations, thereby encouraging them to make repeat purchasing decisions.

Consumer satisfaction acts as a key variable in the purchasing decision making process. Satisfied consumers feel that they are getting value that is comparable to or exceeds what they expected from the product or service they purchased. This increases their trust in the company and motivates them to continue purchasing products from the same company. On the other hand, consumer dissatisfaction tends to reduce purchasing intentions and can even cause consumers to switch to competitors.

Research by Blom et al., (2021) found that consumer satisfaction is a major predictor of purchasing decisions, especially in competitive business contexts. Study Kazungu & Kubenea, (2023) found that consumers who are satisfied with the service they receive tend to make more positive and repeat purchasing decisions.

### ***Simultaneous Influence of Marketing Mix, Service Quality and Consumer Satisfaction on Purchasing Decisions***

The research results show that there is a positive and significant influence between consumer satisfaction and purchasing decisions. This is supported by the results of data analysis which shows an R Square analysis result of 0.731. These findings emphasize the importance of integrating these three variables in marketing strategies to encourage consumer purchasing decisions. The positive and significant effect simultaneously shows that the combination of an effective marketing mix, quality service, and high consumer satisfaction can increase purchasing decisions substantially.

When the marketing mix is well designed, the products offered meet consumer needs and expectations, while appropriate pricing, promotion, and distribution make the products more accessible and more attractive to consumers. When this is balanced with high quality service, consumers not only get the products they want but also feel valued throughout the purchasing process. The result is a high level of consumer satisfaction, which increases the likelihood of a purchasing decision.

Good service quality can strengthen the positive effects of the marketing mix. For example, attractive promotions may draw consumers into the store, but high-quality service ensures that those consumers are satisfied and ultimately make a purchase. Likewise, consumer satisfaction can strengthen the effects of the other two variables, as satisfied consumers are more likely to respond positively to marketing strategies and services provided, which in turn drives purchasing decisions.

This finding is in line with various previous studies which emphasize the importance of synergy between the marketing mix, service quality and consumer satisfaction in influencing purchasing decisions. Research by Aliata et al., (2017) shows that an effective marketing mix,

when combined with quality service, can create high consumer satisfaction, which directly influences purchasing decisions. Research by Pramesty et al., (2022) also supports these findings, stating that service quality is an integral part of a successful marketing strategy. Naewkhamdee et al., (2022) in his research found that consumer satisfaction is an important mediating variable between service quality and purchasing decisions.

### **Research Implications**

Malili Tekno management needs to continue to evaluate and optimize marketing mix elements such as product, price, promotion and distribution. Innovative product development, competitive pricing, effective promotions, as well as broad and easily accessible distribution channels, can increase product attractiveness and encourage consumer purchasing decisions.

Although service quality is an important aspect, it may not be the key factor in influencing purchasing decisions at Malili Tekno. Therefore, companies can consider strengthening other factors such as product offerings, pricing strategies, or promotions to improve consumer purchasing decisions

Malili Tekno must continue to focus on increasing and maintaining consumer satisfaction as the main strategy to encourage purchasing decisions. By understanding the factors that most influence customer satisfaction, such as product quality, price, and service, companies can ensure that their customers remain satisfied and loyal.

Malili Tekno needs to continue to integrate and optimize the marketing mix, service quality and consumer satisfaction in their marketing strategy. By ensuring that all of these elements work synergistically, companies can significantly improve consumer purchasing decisions

### **Conclusion**

The marketing mix is a crucial factor in influencing purchasing decisions. An effective marketing mix strategy not only attracts consumers' attention but also increases the perceived value of the product, which ultimately influences their decision to purchase.

Service quality has a positive influence, its impact on purchasing decisions at Malili Tekno is not significant. Companies may need to emphasize other aspects of the marketing mix or adjust their service approach to better suit consumer preferences.

Consumer satisfaction has a positive and significant influence on product purchasing decisions at Malili Tekno. These findings emphasize the importance of consumer satisfaction as the main factor that encourages consumers to make purchases.

Marketing mix, service quality and consumer satisfaction simultaneously have a positive and significant effect on purchasing decisions. A strategy that integrates these three variables is key to achieving long-term success and building strong customer loyalty.

### **Acknowledgment**

A big thank you to the Regent of East Luwu for giving permission to the researchers to continue their studies and conduct research. Thank you to the management and all Malili Tekno staff who have given permission and the opportunity for me to conduct research. A big thank you to the supervisory team who have provided guidance, advice and full support throughout this

research process. I also express my sincere gratitude to my beloved family and friends who have always provided moral support, enthusiasm and motivation in completing this research.

## Reference

- Al-Gasawneh, J. A., Al Khoja, B., Al-Qeed, M. A., Nusairat, N. M., Hammouri, Q., & Anuar, M. M. (2022). Mobile-customer relationship management and its effect on post-purchase behavior: The moderating of perceived ease of use and perceived usefulness. *International Journal of Data and Network Science*, 6(2). <https://doi.org/10.5267/j.ijdns.2021.12.010>
- Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Ismael, N. B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3). <https://doi.org/10.22161/ijebm.5.3.2>
- Aliata, V. L., Ojera, P. B., & Mise, J. K. (2017). Moderating Effect of Marketing Mix Strategy on the Relationship Between Service Quality and Customer Satisfaction of Commercial Bank Customers, Nairobi Kenya. *IJARS International Journal of Economics and Commerce*, 3(1). <https://doi.org/10.20908/ijarsijec.v3i1.7077>
- Almahasneh, Y. A. S., Rahman, M. S. B. A., Omar, K. B., & Zulkiffli, S. N. 'Atikah. (2022). The Relationship Between Job Satisfaction And Affective Commitment Toward Organizational Behavior. *Corporate Governance and Organizational Behavior Review*, 6(4 Special Issue). <https://doi.org/10.22495/cgobrv6i4sip7>
- Alsayat, A. (2023). Customer decision-making analysis based on big social data using machine learning: a case study of hotels in Mecca. *Neural Computing and Applications*. <https://doi.org/10.1007/s00521-022-07992-x>
- Alsharari, Y. A. (2020). Service Quality Of Hotels Serving Saudi Tourism Industry. *International Journal for Quality Research*, 14(4). <https://doi.org/10.24874/IJQR14.04-02>
- Blom, A., Lange, F., & Hess, R. L. (2021). Omnichannel promotions and their effect on customer satisfaction. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-12-2018-0866>
- Bustami, T., Risal, M., & Aqsa, M. (2020). *Plus Marketing Mix Model and Buying Decision Of Consumer Loyalty*. <https://doi.org/10.4108/eai.5-8-2020.2301162>
- Chang, Y. Y., & Cheng, C. C. (2021). Evaluating the strategic implications of the service quality in green hotels from a new insight. In *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2020.1868414>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- De Bruin, L., Roberts-Lombard, M., & De Meyer-Heydenrych, C. (2021). Internal marketing, service quality and perceived customer satisfaction: An Islamic banking perspective. *Journal of Islamic Marketing*, 12(1). <https://doi.org/10.1108/JIMA-09-2019-0185>
- Gu, Y. (2023). Implement of the Marketing Mix Theory in Increasing Customer Satisfaction at Internet-famous Restaurant. *Advances in Economics, Management and Political Sciences*, 48(1). <https://doi.org/10.54254/2754-1169/48/20230428>
- Kazungu, I., & Kubenea, H. (2023). Customer satisfaction as a mediator of service facility and word of mouth in higher learning institutions. *Journal of Applied Research in Higher Education*. <https://doi.org/10.1108/JARHE-04-2022-0128>

- Kotler, P., & Armstrong, G. (2023). Principles of Marketing, Nineteenth Edition Global Edition. In *Pearson*.
- Le, T. M. H., Nguyen, V. K. L., Nguyen, T. S., Oanh Le, T. H., & Duong, T. N. M. (2021). Assessment of Students' Satisfaction of Facility Service Quality in Private Universities. *Universal Journal of Educational Research*. <https://doi.org/10.13189/ujer.2021.090510>
- Ludwina, E. P., Dimastuty, H., Despina, W., & Yuniarty. (2022). The Influence of Information Quality, System Quality, Service Quality Towards Customer Satisfaction and Trust and Their Impact Towards Finpay Money Continuous Use Intention. *ICBIR 2022 - 2022 7th International Conference on Business and Industrial Research, Proceedings*. <https://doi.org/10.1109/ICBIR54589.2022.9786416>
- Luthan, E., Ali, S., & Hairaty, E. (2019). The Professionalism, Competence, Organizational Commitment & Job Satisfaction On The Performance Of Auditor. *The International Journal of Business Review (The Jobs Review)*, 2(2). <https://doi.org/10.17509/tjr.v2i2.21345>
- Ma, G., & Ma, J. (2022). The Impact of Airport Facility Service Quality on Brand Experience and Passenger Satisfaction: Considering the Mediating Role of Brand Engagement. *Future Transportation*. <https://doi.org/10.3390/futuretransp2020028>
- Malelak, S. L., Setiawan, B., & Maulidah, S. (2021). Analysis of Marketing Mix on Consumer Loyalty: Empirical Study of Customer Satisfaction of Local Product. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(3). <https://doi.org/10.52218/ijbtob.v1i3.88>
- Mishra, M. S., & Ashfaq, D. R. (2023). Influencer Impact: Examining the Effect of Influencers on Consumer Behaviour and Purchase Decisions. *Journal of Production, Operations Management and Economics*, 35. <https://doi.org/10.55529/jpome.35.1.18>
- Muhammad Alfarisyi, & Feri Ferdian. (2023). Guest Decision To Book A Hotel Room Through Social Media : The Mediation Effect Of Behavioural Intention. *Gemawisata: Jurnal Ilmiah Pariwisata*, 19(2). <https://doi.org/10.56910/gemawisata.v19i2.307>
- Naewkhamdee, N., Singhatawat, S., Luengkochanat, D., Bulsathaporn, S., & Sutthiphong, P. (2022). Marketing mix Quality of Service Influencing Customer Satisfaction in Spa Businesses in Bangkok, Thailand. *International Journal of Management Studies and Social Science Research*, 04(05). <https://doi.org/10.56293/ijmsssr.2022.4514>
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability (Switzerland)*, 11(4). <https://doi.org/10.3390/su11041113>
- Pavlović-Höck, D. N. (2022). Herd behaviour along the consumer buying decision process - experimental study in the mobile communications industry. *Digital Business*, 2(1). <https://doi.org/10.1016/j.digbus.2021.100018>
- Pereira, G. V., Dewi, L. K. C., & Soares, A. da C. (2024). The Influence of Marketing Mix and Service Quality on Purchasing Decisions Mediated by Consumer Satisfaction at Timor Telecom. *Journal of Digitainability, Realism & Mastery (DREAM)*, 3(02). <https://doi.org/10.56982/dream.v3i02.204>
- Pramesty, D. P., Sapar, S., & Aqsa, M. (2022). The Effect of the 7P Marketing Mix and Service Quality on Customer Satisfaction. *Quantitative Economics and Management Studies*, 3(2). <https://doi.org/10.35877/454ri.qems928>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10). <https://doi.org/10.1016/j.heliyon.2019.e02690>

- S., Ligery, F., & Swastika, P. (2020). Viral Marketing, E-Wom, and Customer Loyalty. *International Journal of Management (IJM)*, 11(8).
- Saut, M., & song, V. (2022). Influences of airport service quality, satisfaction, and image on behavioral intention towards destination visit. *Urban, Planning and Transport Research*, 10(1). <https://doi.org/10.1080/21650020.2022.2054857>
- Sun, L., & Bunchapattanasakda, C. (2019). Employee Engagement: A Literature Review. *International Journal of Human Resource Studies*, 9(1). <https://doi.org/10.5296/ijhrs.v9i1.14167>
- Waithaka, T. W., & Wamalwa, M. L. (2020). Marketing Mix Strategy And Customer Satisfaction: A Case Of Mini Supermarkets In Nairobi County. *International Journal of Scientific and Research Publications (IJSRP)*, 10(3). <https://doi.org/10.29322/ijsrp.10.03.2020.p99105>
- Wang, H. (2022). Understanding the Marketing Strategies: 4 Ps Marketing Mix or Other Strategies used by Tencent Games in the Video Game Market. *Proceedings of the 2022 7th International Conference on Financial Innovation and Economic Development (ICFIED 2022)*, 648. <https://doi.org/10.2991/aebmr.k.220307.016>
- Wowiling, C. N., Pio, R. J., & Kalangi, J. A. F. (2019). Pengaruh Marketing Mix dan Service Quality Terhadap Consumer Satisfaction Transmart Coarrefour Grand Kawanua dan Trans Studio Mini. *JURNAL ADMINISTRASI BISNIS*, 9(1). <https://doi.org/10.35797/jab.9.1.2019.23513.1-9>