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The role of customer satisfaction mediation on the influence of digital marketing and word of mouth on the purchase decision of Natural Nusantara products

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ABSTRACT

This study aims to find out how the role of customer satisfaction mediation on the influence of digital marketing and word of mouth on the purchase decision of Natural Nusantara products using PLS-SEM. The type of research used is quantitative. The population in this study is consumers who buy Nusantara Alami products at Stockist N.1827 Sugio with a sample of 48 respondents determined using the Simple Random Sampling method. Data collection was conducted using observation methods and questionnaires. The data analysis technique uses PLS (Partial Least Square) using a supporting instrument, namely SmartPLS 3 software. The results of this study show that Digital Marketing has a positive and significant effect on purchasing decisions. Word of mouth has a positive and significant effect on purchasing decisions. Customer satisfaction cannot mediate Digital Marketing for purchase decisions. And customer satisfaction also can't mediate Word of Mouth into purchasing decisions.

INTRODUCTION

Increasing consumer awareness of economic issues and environmental sustainability is driving changes in making choices when buying something. Consumers tend to buy eco-friendly goods, as well as support responsible business practices. Product introduction is important in attracting consumers to decide to make a transaction, in deciding to buy consumers are confident in the use of the right promotional media such as Digital Marketing and Word Of Mouth. One of the best options in today's internet age is digital marketing, which doesn't require too expensive marketing costs. This is due to the existence of various social media platforms that have many opportunities and contributions to increase the overall sales volume

Promotional development is also carried out through many methods other than digital marketing, such as Word Of Mouth. Word of mouth is used as an option in promotions because there are times when potential consumers experience doubts in deciding to buy by only looking at the advertised offers

or promotions. Word-of-mouth communication is a promotional activity carried out by consumers who offer products voluntarily. The company's development is not spared from how marketing efforts are carried out, after observing that there are still many product distributors who are not aware and understand how to market products and attract consumer interest[1]. This problem is caused by the number of consumers who only see advertisements that do not list benefits and are just advertising images and talks about products that have good quality but do not know the overall usefulness of the product. Marketing through digital media or Word Of Mouth can greatly determine consumer decisions with the right application and application.

RESEARCH METHODS

This research is a type of quantitative research using the survey method. Survey research is a method of collecting data using interview instruments or questionnaires to find out respondents' responses, with data sources coming from primary and secondary data[2]. The population in this study is all consumers of Natural Nusantara products in Stockist N.1827 with a total of 162 people obtained from sales data from September 2024 to November 2024.

The samples taken from this study were calculated using the slovin formula with the sampling technique is simple random sampling, the simple random sampling method includes the determination of location and random samples, the determination of the number of samples, and the provision of sequence numbers for each sample unit. Based on the results of the population calculation, a sample of 47 respondents was obtained. The data collection method uses interviews, observations and questionnaires. The data analysis technique in this study uses the Structural Equation Modelling (SEM) analysis technique is a method used to correct the shortcomings of the regression method assisted by Partial Least Square (PLS) version 3 to analyze data carried out with the Reflective Measurement Model (Outer Model) testing this Outer Model test can also determine indicators related to its [3]latent variables. At this stage, the Outer Model test can be carried out using various kinds of tests, such as the validity convergence test, the validity discrimination test, and the reliability test, then the Structural Model (Inner Model) is a structural model, also referred to as the inner model, explaining the estimation strength or relationship between latent variables or constructs that It was constructed using the core principles of the theory to predict the causal relationship between latent variables with R-square and path coefficient tests, with hypothesis tests using bootstrapping[4].

RESULTS AND DISCUSSION

Description of Respondent Characteristics

Respondents were obtained from consumers who bought natural products from the archipelago randomly as many as 47 people who were then given an online questionnaire with several questions that were then processed to perfect this research.

Table 1
Characteristics of respondents

Respondent Criteria		Sum	Presentase
Gender	Man	15	31%
	Woman	33	69%
Age	13-20 years	12	25%
	21-30 years old	16	33%
	31-40 years old	11	23%
	Other	9	19%

Final education	Junior High School/MTS	2	4%
	High School/Vocational School	29	60%
	Diploma	0	0%
	Bachelor	15	31%
	Other	2	4%
Work	Student/Student	19	40%
	Employees/employees	8	17%
	Self employed	8	17%
	Other	113	27%
Income	< 1 million	25	52%
	< 1-2 million	11	23%
	3-5 million	8	17%
	5 million	4	8%

Based on the table above, the respondents consist of women with a percentage of 69% with a vulnerable age of 21-30 years of age of 33% who have the last education, namely high school/vocational school which has an average job of one student/student with a percentage of 40% with an income of <1 million.

Analysis Results Structural Equation Modeling-Partial Least Square (SEM PLS)

Measurement Model (Outer Model)

To find out how well a model is able to measure or demonstrate a desired construct or variable, the evaluation of the measurement model, also known as the "*Outer Model*," consists of testing the validity and reliability of its latent variables on each of its indicators.

Validity Test

Validitas Konvergen (*Convergent Validity*)

Convergent validity tests, also known as (*Convergent Validity*), are used to measure indicators in each variable. If the *Outer Loading* value is greater than 0.07, the indicator is considered valid. The test results conducted with *SmartPLS 3 Software* are as follows:

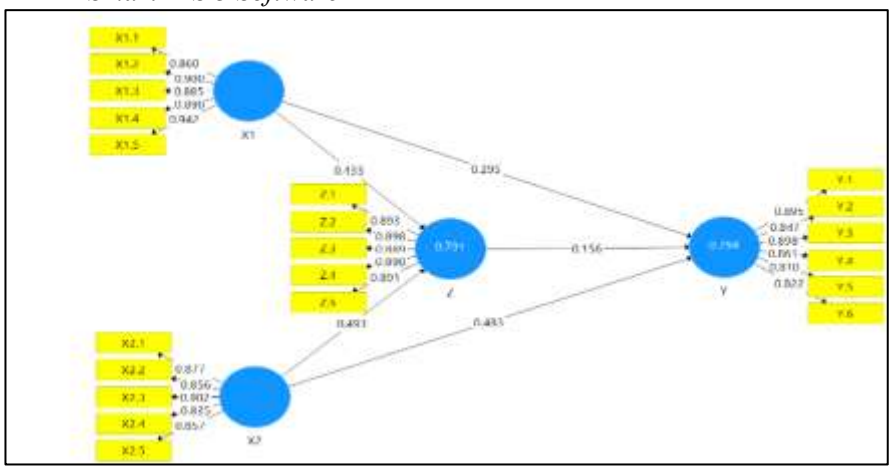

Figure 1 *Outer Model of Digital Marketing* Variables, *Word of Mouth*, Purchase Decisions, and Customer Satisfaction

Figure 1 is the result of *SmartPLS calculations* which shows the specification model of the relationship between variables with their respective indicators and *Outer Loading values*. The following is the *Outer Loading* value of each indicator in the research variable and the explanation is as follows:

Table 2 Outer *Loading Results*

Variabel	Indicator	Outer Loading Results	*Rate of Thumb*	Information
Digital Mareketing (X1)	X1.1	0.860	0.700	Valid
	X1.2	0.900	0.700	Valid
	X1.3	0.885	0.700	Valid
	X1.4	0.890	0.700	Valid
	X1.5	0.942	0.700	Valid
Word Of Mouth (X2)	X2.1	0.877	0.700	Valid
	X2.2	0.856	0.700	Valid
	X2.3	0.902	0.700	Valid
	X2.4	0.835	0.700	Valid
	X2.5	0.857	0.700	Valid
Purchase Decision (Y)	Y.1	0,835	0.700	Valid
	Y.2	0.847	0.700	Valid
	Y.3	0.898	0.700	Valid
	Y.4	0.861	0.700	Valid
	Y.5	0.810	0.700	Valid
	Y.6	0.822	0.700	Valid
Customer Satisfaction (Z)	Z.1	0.893	0.700	Valid
	Z.2	0.898	0.700	Valid
	Z.3	0.889	0.700	Valid
	Z.4	0.890	0.700	Valid
	Z.5	0.891	0.700	Valid

After testing, it was found that each variable indicator had a value of >0.07 as shown in table 2, meaning that each indicator was declared valid and no indicator needed to be removed from the model.

Validitas Diskriminan (*Discriminant Validity*)

Discriminant validity testing can be carried out using *Cross Loading values,* seen in constructs that have a greater value than Cross *Loading* values in other constructs. If the *Cross Loading* value of each indicator of a particular variable is greater than the *Cross Loading value* of the other latent variable, then the construct can be considered valid.

In addition to using *the Cross Loading* value , the calculation can be done by looking at *the Avarage Variance Extracted* (AVE) value. The following are the results of the discriminant validity test by comparing *the Cross Loading* values using *SmartPLS* 3:

Table 3 Cross *Loading Values*

Indicator	***Digital Marketing* (X1)**	***Word of Mouth* (X2)**	**Purchase Decision (Y)**	**Customer Satisfaction (Z)**
X1.1	**0.860**	0.655	0.686	0.664
X1.2	**0.900**	0.793	0.744	0.834
X1.3	**0.885**	0.816	0.806	0.799
X1.4	**0.890**	0.751	0.766	0.682
X1.5	**0.942**	0.765	0.740	0.809
X2.1	0.705	**0.877**	0.678	0.681
X2.2	0.674	**0.856**	0.712	0.686
X2.3	0.728	**0.902**	0.816	0.815
X2.4	0.773	**0.835**	0.810	0.681

X2.5	0.780	**0.857**	0.724	0.835
Y.1	0.703	0.863	**0.895**	0.758
Y.2	0.641	0.768	**0.847**	0.695
Y.3	0.792	0.765	**0.898**	0.713
Y.4	0.734	0.767	**0.861**	0.770
Y.5	0.668	0.620	**0.810**	0.667
Y.6	0.763	0.647	**0.822**	0.609
Z.1	0.750	0.740	0.709	**0.893**
Z.2	0.715	0.747	0.709	**0.898**
Z.3	0.765	0.813	0.791	**0.889**
Z.4	0.726	0.719	0.712	**0.890**
Z.5	0.828	0.806	0.738	**0.891**

The results of the calculation in table 3 show that the *Cross Loading* value of each indicator has a high *Cross Loading* value when compared to other latent variables so that it can be concluded that each latent variable can prove its difference with other latent variables and the discriminant validity of each variable meets the validity standard.

Furthermore, the discriminatory validity test by looking at *the Avarage Variance Extracted* (AVE) criteria, namely by comparing the *Average Variance Extracted* (AVE) value of each variable with the correlation that occurred, it can be said that each variable has a good correlation. According to this assessment, the value must be more than 0.5 as evidenced by the test results below:

Tabel 4 Nilai *Avarage Variance Extracted* (AVE)

Variabel	*Average Variance Extracted* (AVE)	Information
Digital Mareketing (X1)	**0,802**	Valid
Word Of Mouth (X2)	**0,749**	Valid
Purchase Decision (Y)	**0,733**	Valid
Customer Satisfaction (Z)	**0,796**	valid

Based on the discriminatory validity test, it was shown that the AVE value of *the Digital Marketing*, *Word of Mouth*, purchase decision, and customer satisfaction variables had a value of >0.5 so that all variables could be said to meet the criteria of discriminatory validity.

Reliability Test

Determining reliability can be done by looking at *the Composite Reliability* and *Cronbact's Alpha* values. If the *Composite Reliability* and *Cronbach's Alpha* values are greater than 0.7, the following *are the Composite Reliability* values and *Cronbach's Alpha* values as described in the table below:

Table 5 Composite *Reliability and Cronbach' Alpha Values*

Variabel	*Cronbach's Alpha*	*Composite Reliability*	Information
Digital Mareketing (X1)	0,938	0,953	*Reliable*
Word Of Mouth (X2)	0,916	0,937	*Reliable*
Purchase Decision (Y)	0,927	0,943	*Reliable*
Customer Satisfaction (Z)	0,936	0,951	*Reliable*

Based on the results of the reliability test in table 5, it can be seen that *the Cronbach's Alpha* and *Composite Reliability* values in each variable, namely *Digital Marketing, Word Of Mouth*, purchase decisions, and customer satisfaction, have a value of >0.7 so that all variables can be said to be reliable.

Model Structure (Inner Model)

Once *the Outer Model* test meets the requirements, the *Inner Model* test can be performed. In this study, the *Inner Model test* is a hypothesis test. The R-Square value and the T-statistic test for each *Path Coefficient* are used to test the hypothesis. A higher R-Square value indicates that the better the prediction model of the proposed research model. The *Path Coefficient value* indicates how significant the hypothesis test is.

Coefficient of Determination (R-Square)

The R-Square value is considered "weak" if the value is 0.25 < 0.5, while it can be said to be "moderate" if the value is 0.5 < 0.75, and "strong" if the value is 0.75. The test results carried out with *SmartPLS* 3 are as follows:

Table 6 R-Square Values

Variabel	R-*Square*	Information
Purchase decision (Y)	0.794	Strong
Customer satisfaction (Z)	0.791	Strong

Based on the results in table 6, it can be explained that the purchase decision variable has a value of 0.794 or equivalent to (79.4%) which means that the value is strong, so there is no need to increase the value of *the Digital Marketing* and *Word of Mouth* variables. Meanwhile, the customer satisfaction value is also strong with a result of 0.791 or equivalent to (79.1%) so there is no need to increase the value *of the Digital Marketing* and *Word of Mouth variables.*

Path Coefficient

This model test directly tests two variables, an independent variable and a dependent variable without using a mediating variable to find out how the two relate to each other. If the initial value of the sample is greater than 0, the influence interval between variables can be considered positive. Conversely, if the initial value of the sample is less than 0, the influence interval between variables can be considered negative. The following are the results of the *Path Coefficient* test with *smartPLS* 3:

Table 7 Yield *Path Coefficient*

Variabel	*Original Sampel*	Information
Digital Marketing (X1) - Purchase Decision (Y)	0.295	Positive
Digital Marketing (X1) - Customer Satisfaction (Z)	0.433	Positive
Word of Mouth (X2) - Purchase Decision (Y)	0.483	Positive
Word of Mouth (X2) - Customer Satisfaction (Z)	0.493	Positive
Customer Satisfaction (Z) - Purchase Decision (Y)	0.156	Positive

After knowing the *Path Coefficient* value in table 7 which shows the relationship between variables in *the Inner Model*, so that the first relationship shows a positive relationship between *Digital Marketing* and the purchase decision which has an explanation that when *Digital Marketing* increases by 1 unit, the purchase decision will also increase by (0.295) units.

The second relationship shows a positive relationship between *Digital Marketing* and customer satisfaction which has an explanation that when *Digital Marketing* increases by 1 unit, customer satisfaction will also increase by (0.433) units.

The third relationship shows a positive relationship between *Word of Mouth* and purchase decisions which has an explanation that when *Word of Mouth* increases by 1 unit, the purchase decision will also increase by (0.483) units.

The fourth relationship shows a positive relationship between *Word of Mouth* and customer satisfaction which has an explanation that when *Word of Mouth* increases by 1 unit, customer satisfaction will also increase by (0.493) units.

The fifth relationship shows a positive relationship between customer satisfaction and purchase decisions which has an explanation that when customer satisfaction increases by 1 unit, the purchase decision will also increase by 0. (156) units.

Uji Hypothesis

The hypothesis test has criteria for significant influence on direct and indirect influences that can be measured through a T-Statistics value of >1.98 which means a significant influence and if a T-Statistics value <1.96 then there is no significant influence. To determine the influence, you can also use the P-Value value, if the P-Value is 0 <0.05 (5%) then the direct and indirect influence is declared significant. The results of the hypothesis test are described and detailed in the table below:

Tabel 8 Uji Hypothesis *Bootstrapping*

Variabel	T *Statistics*	P-Values	Information
Digital Marketing (X1) - Purchase Decision (Y)	2,438	0,035	Positive and Significant
Digital Marketing (X1) - Customer Satisfaction (Z)	2,281	0,046	Positive and Significant
Word of Mouth (X2) - Purchase Decision (Y)	2,664	0,024	Positive and Significant
Word of Mouth (X2) - Customer Satisfaction (Z)	2,646	0,024	Positive and Significant
Customer Satisfaction (Z) - Purchase Decision (Y)	0,910	0,384	Negative and Insignificant

Based on hypothesis testing with *Bostrapping* in table 8 by distributing a questionnaire to 48 respondents to answer the hypothesis that has obtained results, namely, *Digital Marketing* has been proven to have a significant positive effect on purchase decisions with a P-Value of 0.035 less than 0.05 or (5%) while the value of T-Statistics 2.438 is greater than T=table 1.96. These results show that *the Digital Marketing* variable has a positive and significant influence on the purchase decision variable.

Digital Marketing has been proven to have a significant positive effect on customer satisfaction with a P-Value of 0.046 that is less than 0.05 or (5%) while the T-Statistics value of 2.281 is greater than T=table 1.96. These results show that *the Digital Marketing* variable has a positive and significant influence on the customer satisfaction variable.

Word of Mouth was proven to have a significant positive effect on purchasing decisions with a P-Value of 0.024 less than 0.05 or (5%) while the T-Statistics value of 2.664 was greater than T=table 1.96. These results show that *the Word of Mouth* variable has a positive and significant influence on the purchase decision variable.

Word of Mouth has been proven to have a significant positive effect on customer satisfaction with a P-Value of 0.024 that is less than 0.05 or (5%) while the T-Statistics value of 2.646 is greater than T=table 1.96. These results show that *the Word of Mouth* variable has a positive and significant influence on the customer satisfaction variable.

Customer satisfaction is proven to have a negative and insignificant effect on purchase decisions because the P-Value of 0.384 is greater than 0.05 or (5%) while the T-Statistics value of 0.910 is smaller than T=table 1.96. These results show that the customer satisfaction variable has a negative influence on the purchase decision variable.

Mediation Test

The mediation test was carried out to determine whether the indirect relationship between *the variables of Digital Marketing, Word of Mouth* and purchase decisions to the customer satisfaction variable that acted as the mediating variable by looking at the values of the T-Statistict and also the P-Value that had been tested with *Bostrapping* as described in the table below:

Table 9 Nilai *Specifict Indirect Effect*

Variabel	T *Statistics*	P *Values*	Information
Digital Marketing (X1) – Customer Satisfaction (Z) – Purchase Decision (Y)	0,545	0,597	Negative and Insignificant
Word of Mouth (X2) – Customer Satisfaction (Z) – Purchase Decision (Y)	1,141	0,280	Negative and Insignificant

After conducting the test, the results were obtained, namely the first influence *of Digital Marketing* on purchase decisions through customer satisfaction as a mediating variable that showed negative insignificance because the T-Statistics value of 0.545 was smaller than the T-table of 1.96 and the P-Value value of 0.597 was greater than 0.05, thus the customer satisfaction variable could not mediate the influence of *Digital Marketing* on the purchase decision.

The second influence is Word *Of Mouth* on purchase decisions through customer satisfaction as a mediating variable that shows negative insignificance because the T-Statistics value of 1.141 is smaller than the T-table of 1.96 and the P-Value value of 0.280 is greater than 0.05, thus the customer satisfaction variable cannot mediate the influence of *Word Of Mouth* on purchase decisions.

CONCLUSION

Based on the results of the elaboration of the research test on "The Influence *of Digital Marketing* and *Word of Mouth* on Purchase Decisions with Customer Satisfaction as a Mediating Variable in Natural Products of Nusantara Lamongan", the conclusions of this study are as follows:

There is a positive and significant influence between *Digital Marketing variables* on the purchase decision of Natural Nusantara products.

There is a positive and significant influence between *Word of Mouth variables* on the purchase decision of Natural Nusantara products

Customer satisfaction cannot mediate Digital *Marketing* on the purchase decision of Natural Nusantara products due to negative and insignificant test results.

Customer satisfaction cannot mediate Word *of Mouth* on the purchase decision of Natural Nusantara products due to negative and insignificant test results.

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