

## THE ROLE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE ON TOBACCO PURCHASE DECISIONS AT "SURYA MAS TOBACCO SHOP" MEDIATED BY CONSUMER SATISFACTION

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### Article Info

#### Keywords:

Brand Image,  
Product Quality,  
Price  
Purchase Decision,  
Consumer Satisfaction

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### ABSTRACT

This research aims to determine the influence of brand image, product quality and price on purchase decisions at surya mas tobacco stores by mediating consumer satisfaction. This study uses a type of descriptive quantitative research. This data collection was taken through the distribution of questionnaires. The respondents in this study are consumers of the Surya Mas Lamongan Tobacco Shop, in November 2024. The sample determination method uses the purposive sampling technique, non-propability with the calculation of the slovin formula with an error of 5%. The processed sample was 143 questionnaire samples with the lowest age criterion being 19 years, using the Smart PLS program version 3.29.

The results of the study stated that. Variable brand image (X1) has a positive effect on purchasing decisions (Y) and consumer satisfaction (Z). The product quality variable (X2) has a positive and significant effect on purchase decisions (Y) and consumer satisfaction (Z). The price variable (X3) has a positive and insignificant effect on purchase decisions (Z), but positively and significantly on consumer satisfaction (Z). From the results of mediation, the brand image variable (X1) was positive and not significant to the purchase decision (Y) through purchase satisfaction (Z). The positive product quality variable (X2) was not significant to the purchase decision (Y) through purchase satisfaction (Z). The price variable (X3) is positive and significant to the purchase decision (Y) through consumer satisfaction (Z).

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## INTRODUCTION

In an era of increasingly fierce business competition, especially in the tobacco sector, traders are required to maintain consumer satisfaction and increase market share. Success in attracting consumer interest depends not only on the products offered, but also on various factors such as brand image, product quality, and price. In a market where consumers have so many choices, the role of these factors is crucial to create advantages and influence purchasing decisions.

In running a business, the marketing aspect is no less important to pay attention to, with good marketing it can reach the intended target market and will get more consumers to come. Toko Surya Mas, as one of the stores focused on tobacco marketing, faced with this situation, it is necessary to develop an innovative marketing strategy. In an effort to maintain its existence, Toko Surya Mas must understand how to attract consumers, determine competitive prices and conduct effective promotions. Toko Surya Mas is faced with fierce competition with other stores that also sell similar products, the marketing strategy set can be the main factor in winning the hearts of consumers, and increasing sales.

Brand image is the perception of consumers that there are those who can influence consumer satisfaction and their decision to choose a product. According to (Durianto et al., 2019) "Brand image is a way to convince consumers of the product brand, as reflected in the consumer's memory". According to (Kotler & Keller, 2009:257) the core of a successful brand is a great product or service, supported by careful planning, a large amount of long-term commitment, and creatively designed and executed marketing. A strong brand generates high consumer loyalty.

In addition to brand image, product quality is also a very important factor. In the tobacco industry, it is a product that is consumed directly. According to (Kotler & Armstrong 2008), stating that product quality is one of the main means of marketing positioning. (Irawan, 2002) Explains that product quality is a driver of customer satisfaction that has multiple dimensions. For consumers, quality has several dimensions. There are six dimensions of product quality that need to be considered, namely, performance, reliability, feature, durability, conformance, and design. According to (Kotler & Armstrong 2012:273) The quality of the product or service relates to what is expected by the consumer. The quality of a good product reflects the Company's ability to meet consumer expectations, so that consumers always have the urge to buy without having any hesitation to make a purchase of the product.

Price is also an important factor that can influence the purchase decision. For consumers, price is often an indicator of the value of the product offered. According to (Kotler & Keller, 2009:67) Price is one element of the marketing mix that generates revenue, the other element generates costs. Perhaps price is the easiest element in a marketing program to customize product features, channels, and communication materials takes more time. According to (Kotler & Armstrong, 2012) In a narrow sense price is the amount charged for a product or service, more broadly price is the sum of all the value provided by the customer to benefit from owning or using a product or service. According to (Andi, 2015) Price is the main factor that can affect a buyer's choice, price plays a role in determining consumer purchases, for that before setting a price, companies should look at several price references for a product that is considered quite high in sales.

The decision to purchase tobacco is a process that consumers go through in determining whether to buy tobacco products or not. This process is influenced by various factors either from the internal or external side of the consumer. According to (Kotler & Armstrong, 2012:149) Purchase decisions have the concept that decisions are made by a potential consumer or buyer that concerns the certainty of whether or not to make a purchase decision. According to (Suharto, 2019) explained that a purchase decision is a person's purchasing behavior in determining a product choice to achieve satisfaction according to consumer needs and desires which includes problem recognition, information search, evaluation of purchase alternatives, purchase decisions, and behavior after purchase. According to (Kotler & Armstrong, 2012) A purchase decision is the action of the consumer to buy or not to buy a product. Of the various factors that affect consumers in purchasing a product or service, usually consumers always consider quality.

In addition to purchasing decisions, consumer satisfaction According to (Liaw, 2019), (Liaw & Huang, 2019), (Schalock, 2019) the perception of satisfaction is a consumer's assessment of their level of satisfaction with the product or service that has been purchased. Consumers can perceive satisfaction as high or low depending on their experience with the product or service. Consumer satisfaction can be influenced by the consumer's experience while using or consuming the product or service. According to (Kotler & Keller, 2009:138) Satisfaction is a person's feeling of happiness or

disappointment that arises from comparing the perceived performance of a product or result to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance fails to meet expectations, customers will be dissatisfied. If the performance is in line with expectations, customers will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy. A customer's assessment of a product's performance depends on many factors, especially when it comes to customer satisfaction and customer loyalty to a brand.

From the journal, there is a novelty in the research, namely by adding five variables, namely price, brand image, product quality, promotion, purchase decision, and purchase decision where a customer satisfaction mediation variable is added as an intermediary between independent and dependent variables using the *Partial Least Square (PLS) – Structural Equation Modeling (SEM)* analysis method.

From the above background description, the author is interested in conducting research with the title "The Role of Brand Image, Product Quality and Price on Tobacco Purchase Decisions at Surya Mas Tobacco Stores Mediated by Consumer Satisfaction." By using the *Partial Least Square (PLS) – Structural Equation Modeling (SEM)* analysis method.

## RESEARCH METHODS

The type of research used in this study is descriptive quantitative research. By utilizing primary data sources. Primary data obtained from the distribution of research questionnaires to consumers who have made purchases at the Surya Mas Lamongan Tobacco Shop. This study aims to determine the influence of each variable and determine whether the direction of the influence is positive or not. The population in this study consists of the number of consumers at the Surya Mas Tobacco Store in November 2024, with a total of 223 consumers.

For the sampling technique used in this study, purposive sampling techniques are used, non-propability. And sampling in the study used the slovin formula, with an error of 5%, resulting in a sample of 143 consumers as a research sample. With the criteria that consumers are at least 19 years old. The data used in this study was in the form of subjective data (*self-report* data), which was obtained through the distribution of questionnaires to consumers of the Surya Mas Lamongan Tobacco Shop. The primary data collected is then converted into quantitative data in the form of numbers for further analysis. The focus of this study is to measure the role of brand image, product quality and price on purchasing decisions mediated by customer satisfaction.

## RESULTS AND DISCUSSION

### Measurement Model (Outer Model)

There are two measurement models (outer models), namely the validity test and the reliability test. Which for the specifications, as follows:

#### Validity Test

The validity test in this study is used to measure the validity or truth of a research questionnaire. The following are the results of the validity test using the SmartPLS 3.29 program, which are as follows:

#### Convergent Validity

Validity test convergen is the degree of conformity between the attributes of the number of measuring instruments and the concept of theory explaining the existence of the attributes of the variable. In the *convergent validity test*, it can be seen that the *outer loading* value must be  $> 0.7$  for confirmatory research and the outer loading value between 0.6-0.7 for *exploratory research* is still acceptable and the AVE value  $> 0.5$ . (Simbolon, 2024) Based on the explanation above, in this study the initial stage of development with an *outer loading* scale of  $< 0.6$  and AVE  $> 0.5$  is still said (Valid)

**Tabel 1. Convergent Validity**

Variabel	Indicator	Outer Loading	AVE	Information
Brand Image (X1)	1	0.922	0.804	VALID
	2	0.942		
	3	0.902		
	4	0.816		
Product Quality (X2)	1	0.889	0.780	
	2	0.893		
	3	0.894		
	4	0.855		
Price (X3)	1	0.969	0.908	
	2	0.969		
	3	0.968		
	4	0.905		
Purchase Decision (Y)	1	0.920	0.811	
	2	0.916		
	3	0.907		
	4	0.858		
Consumer Satisfaction (Z)	1	0.896	0.825	
	2	0.941		
	3	0.866		
	4	0.930		

Source: SmartPLS Processed Data (2025)

Based on table 1. The convergent validity above shows that the AVE value for each of the variables of Brand Image (X1), Product Quality (X2), Price (X3), Purchase Decision (Y) and Consumer Satisfaction (Z). The test had an AVE value of  $> 0.5$  and an *outer loading* value of  $> 0.6$ , so it can be said that all variables in this study are (Valid).

**Discriminat Validity**

The discriminat validity test uses cross loading values. The cross loading value of each construct with the measurement item is greater than the other construct. The expected cross loading value is greater than  $> 0.7$  (Ghozali & Latan 2015). Another way to test discriminant validity is to use the square root ratio of AVE for each construct with the correlation value between those constructs with the AVE value should be equal to  $> 0.5$  or more (Gabriel Simbolon, 2024). Based on the description above, the researcher used a cross loading value greater than 0.6

**Tabel 2. Cross Loading**

	Brand Image	Product Quality	Price	Purchase Decision	Consumer Satisfaction
X1.1	0.922	0.855	0.897	0.838	0.856
X1.2	0.942	0.874	0.916	0.867	0.874
X1.3	0.902	0.838	0.801	0.833	0.816
X1.4	0.816	0.774	0.695	0.731	0.714
X2.1	0.884	0.889	0.895	0.845	0.862
X2.2	0.844	0.893	0.810	0.815	0.827
X2.3	0.803	0.894	0.753	0.815	0.776
X2.4	0.755	0.855	0.708	0.786	0.730
X3.1	0.888	0.856	0.969	0.883	0.932
X3.2	0.888	0.845	0.969	0.883	0.922
X3.3	0.917	0.887	0.968	0.881	0.910
X3.4	0.839	0.841	0.905	0.881	0.863
Y.1	0.846	0.869	0.811	0.920	0.816
Y.2	0.819	0.811	0.876	0.916	0.865
Y.3	0.842	0.842	0.887	0.907	0.898
Y.4	0.781	0.806	0.752	0.858	0.777
Z.1	0.802	0.826	0.839	0.821	0.896

Z.2	0.907	0.863	0.978	0.901	0.941
Z.3	0.755	0.760	0.748	0.767	0.866
Z.4	0.839	0.840	0.876	0.891	0.930

Sumber: Data Diolah SmartPLS (2025)

Based on table 2. Cross loading shows that the value of the constructor with the indicator is greater than the correlation value with other constructors. Thus, all constructors or latent variables already have a good *discriminat validity*, where the indicators in the block of indicators are better than the indicators in other blocks.

### Reliability Test

Reliability test is a test that can be used to see how far the measurement is free from random error variables (Sugiono, 2019).

Tabel 3. Reliability Test

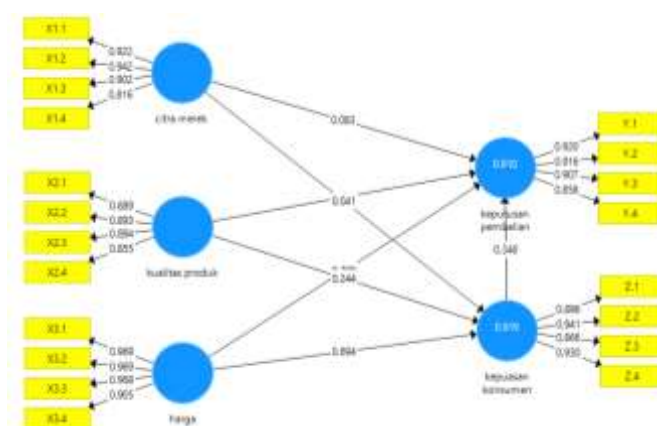
Variabel	Corbach's Alpha	Composite Reliability	Information
Brand Image	0.942	0.918	RELIABEL
Product Quality	0.934	0.906	
Price	0.975	0.966	
Purchase Decision	0.945	0.922	
Consumer Satisfaction	0.950	0.929	

Source: SmartPLS Processed Data (2025)

Based on table 3. The reliability test in this study uses composite reliability, with a predetermined value to obtain the accepted reliability is = 0.6. It can be seen from the results of composite reliability with the provision of = 0.6 so that all variables tested in this study meet reliability.

### Model Structural (Inner Model)

An inner model is a model structure used to estimate the cause-and-effect relationship between latent variables.



Picture 1. Model Structural

Source: SmartPLS Processed Data (2025)

### R-Square

The R-Square value is a value that can describe how much the relationship between the X variable affects the Y variable. If the R-Square value is 0.67, then it can be said to be strong, the value of 0.33 is said to be moderate and the value of 0.19 is said to be weak (Dzikrulloh et al., 2022)

**Table 4. R-Square Value**

Variabel	R-Square	R-Square Adjusted
Purchase Decision (Y)	0.919	0.917
Consumer Satisfaction (Z)	0.919	0.917

Source: SmartPLS Processed Data (2025)

Based on table 4. The R-Square value can be known that the value of the first *R-Square* is 0.919 and the value of the first *R-Square Adjusted* is 0.917. This means that the Brand Image Variable (X1), Product Quality Variable (X2) and Price Variable (X3) against the Purchase Decision Variable (Y) show that the value of the first R-Square is 91.9% and the value of the first R-Square Adjusted is 91.7%. So it can be said that it is very strong.

Based on table 4. The *R-Square* value can be known that the second R-Square value is 0.919 and the second *R-Square Adjusted* value is 0.917. This means that the Brand Image Variable (X1), Product Quality Variable (X2) and Price Variable (X3) to the Consumer Satisfaction Variable (Z) show that the second *R-Square* value is 91.9% and the second *R-Square Adjusted* value is 91.7% while the rest is influenced by other variables. So it can be said that it is very strong.

### Mediation Test Path Coefficients

The test coefficients path was performed using PLS Bootstrapping, by looking at the t-statistics of independent variables against dependent variables. The results of Path Coefficients, namely the value of the mediation test of this study, can be seen in the table below:

**Table 5. Path Coefficients**

Variabel	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistics ((O/STDEV))	P-Values
Brand Image -> Purchase Decision	0.083	0.077	0.095	0.873	<b>0.383</b>
Product Quality -> Purchase Decision	0.346	0.336	0.110	3.154	<b>0.002</b>
Price -> Purchase Decision	0.208	0.217	0.173	1.204	<b>0.229</b>
Brand Image -> Consumer Satisfaction	0.041	0.057	0.123	0.331	<b>0.741</b>
Product Quality -> Consumer Satisfaction	0.244	0.242	0.104	2.347	<b>0.019</b>
Price -> Consumer Satisfaction	0.694	0.676	0.154	4.505	<b>0.000</b>
Consumer Satisfaction -> Purchase Decision	0.346	0.346	0.142	2.439	<b>0.015</b>

Source: SmartPLS Processed Data (2025)

Based on table 5. Path Coefficients above, it can be concluded that the brand image and price variables have a positive and insignificant relationship with the purchase decision variable, with the original sample value above > 0.000 and the result of an insignificant value (p-value > 0.05). On the other hand, the product quality variable has a positive and insignificant relationship with the purchase decision variable, with the original sample value result above > 0.000 and the result of a significant value (P-value < 0.05).

Based on table 5. Path Coefficients above, it can be concluded that the brand image variable has a positive and insignificant relationship with the consumer satisfaction variable, with the original sample value above  $> 0.000$  and the result of an insignificant value ( $p\text{-value} > 0.05$ ). On the other hand, the product quality and price variables have a significant positive relationship with the consumer satisfaction variable, with the original sample value above  $> 0.000$  and the result of a significant value ( $P\text{-value} < 0.05$ ).

Based on table 5. Path Coefficients above, it can be concluded that the consumer satisfaction variable has a significant positive relationship with the purchase decision variable, with the original sample value above  $> 0.000$  and the result of an insignificant value ( $p\text{-value} < 0.05$ ).

### Specific Indirect Effect

Specific indirect effect testing was performed using PLS Bootstrapping by looking at the t-statistics of independent variables against dependent variables. The results of the specific indirect effect, namely the value of the research mediation test, can be seen in the table below:

**Table 6. Spesific Indirect Effect**

Variabel	Sampel Original (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P-Values
Brand Image -> Consumer Satisfaction -> Purchase Decision	0.014	0.020	0.048	0.292	<b>0.771</b>
Product Quality -> Consumer Satisfaction -> Purchase Decision	0.084	0.083	0.049	1.715	<b>0.087</b>
Price -> Consumer Satisfaction -> Purchase Decision	0.240	0.233	0.119	2.017	<b>0.044</b>

Source: SmartPLS Processed Data (2025)

Based on table 6. *Specifically, indirect effects* can be concluded that the brand image and product quality variables are not significant to the purchase decision variables mediated by the positive value of the original sample value of the original sample value above  $> 0.000$  and the insignificant value ( $p\text{-value} > 0.05$ ). Meanwhile, the positive price variable was significant to the purchase decision variable mediated by the customer satisfaction variable from the original sample value  $> 0.000$ , and the value result ( $p\text{-value} < 0.05$ )

Then for the relationships in table 5. Path coefficients and table 6. Specific indirect effect to determine the outcome of mediation, which can be explained as follows:

1. In table 5. Path Coefficients that the brand image variable to the purchase decision variable showed a positive but insignificant relationship, judging from the results of the original sample value of  $0.083 > 0.000$  and P-value of  $0.383 > 0.05$ . While in table 6. Specific Indirect Effect that the brand image variable on the purchase decision variable mediated by the consumer satisfaction variable showed a positive but not significant relationship, judging from the results of the original sample value of  $0.014 > 0.000$  and P-value of  $0.771 > 0.05$ . So in this relationship it is referred to as (Non mediation).
2. In table 5. Path Coefficients that the product quality variable to the purchase decision variable shows a positive and significant relationship, judging from the results of the original sample value of  $0.346 > 0.000$  and P-value of  $0.002 < 0.05$ . While in table 6. Specific Indirect Effect

that the product quality variable to the purchase decision variable mediated by the consumer satisfaction variable showed a positive but insignificant relationship, judging from the results of the original sample value of  $0.084 > 0.000$  and the P-value of  $0.087 > 0.05$ . So in this relationship it is referred to as (Non mediation).

3. In table 5. Path Coefficients that the price variable to the purchase decision variable showed a positive relationship was not significant, seen in the results of the original sample value  $0.208 > 0.000$  and the P-value of  $0.229 > 0.05$ . While in table 6. Specific Indirect Effect that the price variable to the purchase decision variable mediated by the consumer satisfaction variable showed a positive and significant relationship, judging from the results of the original sample value of  $0.240 > 0.000$  and P-value  $0.044 > 0.05$ . So in this relationship it is referred to as (Full mediation).

### Uji Hypothesis

The hypothesis test was carried out by comparing the t-table, t-statistical, and p-value values and checking whether the p-values  $< 0.05$ . The results of this hypothesis test are seen from the path coefficients table with the bootstrapping technique. The value of the t-table is determined by the formula that already applies

The brand image variable has a positive but not significant effect on purchase decisions. It can be seen from the results of the original sample value of  $0.083 > 0.000$ . T-stats  $0.873 > 1.96$ . P-value  $0.383 > 0.05$ , then  $H_01$  is accepted and  $H_{a1}$  is rejected.

Pada variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Dapat dilihat dari hasil nilai sampel original  $0.346 > 0.000$ . t-statistik  $3.154 > 1.96$ . P-value  $0.002 < 0.05$ , maka  $H_01$  ditolak dan  $H_{a1}$  diterima.

The price variable has a positive effect on the purchase decision. It can be seen from the results of the original sample value of  $0.208 > 0.000$ . T-stats  $1.204 > 1.96$ . P-value  $0.229 > 0.05$ , then  $H_01$  is accepted and  $H_{a1}$  is rejected.

In the brand image variable, the positive effect was not significant on consumer satisfaction. It can be seen from the results of the original sample value  $0.041 > 0.000$ , t-statistic  $0.331 > 1.96$ , P-value  $0.741 > 0.05$ . So  $H_02$  is accepted and  $H_{a2}$  is rejected.

The product quality variable has a significant positive effect on customer satisfaction. It can be seen from the results of the original sample value  $0.244 > 0.000$ , t-statistic  $2.347 > 1.96$ , P-value  $0.019 < 0.05$ . So  $H_02$  is rejected and  $H_{a2}$  is accepted

The price has a positive and significant effect on consumer satisfaction. It can be seen from the results of the original sample value  $0.694 > 0.000$ , t-statistic  $4.505 > 1.96$ , P-value  $0.000 < 0.05$ . So  $H_02$  was rejected and  $H_{a2}$  was accepted.

The variable of consumer satisfaction has a positive and significant effect on purchase decisions. It can be seen from the results of the original sample value  $0.649 > 0.000$ , t-statistic  $4.505 > 1.96$ , P-value  $0.000 < 0.05$ . So  $H_03$  was rejected and  $H_{a3}$  was accepted.

In the brand image variable on the purchase decision mediated by consumer satisfaction, positive is not significant It can be seen from the results of the original sample value  $0.014 > 0.000$ , t-statistic  $0.292 > 1.96$ , P-value  $0.771 > 0.05$ . So  $H_04$  was rejected and  $H_{a4}$  was accepted.

In the variable product quality, the positive effect was not significant on purchase decisions mediated by consumer satisfaction. It can be seen from the results of the original sample  $0.084 > 0.000$ , t-statistic  $1.715 > 1.96$ , P-value  $0.087 > 0.05$ . So  $H_04$  was rejected and  $H_{a4}$  was accepted.

In the price variable on the purchase decision Price has a significant positive effect on the purchase decision mediated by consumer satisfaction. It can be seen from the results of the original sample value  $0.240 > 0.000$ , t-statistic  $2.017 > 1.96$ , P-value  $0.044 < 0.05$ . So  $H_04$  was rejected and  $H_{a4}$  was accepted.

## **DISCUSSION**

### **Brand Image (X1) Against Purchase Decisions (Y)**

This study shows that the positive influence of brand image variables on purchase decisions at Surya Mas Tobacco Shops. This means that several factors that can occur, such as consumers are more concerned about the price and quality of the product in tobacco than the brand image, the tobacco brand image is not widely known. In this case, it is supported by the results of research from (Ustadriatul Mukarromah et al., 2022) with the results of the study that the brand image variable has a positive influence but does not have a significant effect on the purchase decision variable. This shows that the better the brand image formed by the company, it will encourage consumer purchasing decisions even though the influence is not too significant.

### **Product Quality (X2) Against Purchase Decision (Y)**

This study shows that the positive and significant influence of product quality variables on purchase decisions at Surya Mas Tobacco Stores. This means that the higher the perception of the quality of tobacco products, the greater the likelihood of consumers to make a purchase. The influence of *ih* is statistically real. This is also supported by the results of research from (Syaifuddin, 2024) with the results of research that product quality has a significant influence on consumer purchase decisions at PT. Elco Indonesia Sejahtera. The findings show that there is a strong positive relationship between product quality and purchase decisions.

### **Price (X3) Against Purchase Decision (Y)**

JNJ's research shows that the positive influence of price variables on purchase decisions at Surya Mas Tobacco Shops. This means that this can be caused by other factors that affect such as consumers are more affected by brand image and product quality, tobacco prices in the market or other places are relatively uniform so that they are not a differentiator. This is supported by the results of research from (Halim & Hamzah, 2020) with the results of the study based on test results, there is no significant influence between price on purchase decisions in apparel vocabulary. Based on the analysis data, it shows that the P-Values value is 0.099 or  $> 0.05$ .

### **Brand Image (X1) Against Consumer Satisfaction (Z)**

This study shows that the positive influence of brand image variables on consumer satisfaction at Surya Mas Tobacco Shop. This means that it occurs because of factors such as other factors that are more dominant to affect satisfaction, such as product quality or price, the response is not familiar, the sample size is too small. The results of this study are supported by research (Anggun P Ramli et al., 2023) Brand Image does not have a significant effect on Customer Satisfaction in using GoRide services on Gojek.

### **Product Quality (X2) Against Consumer Satisfaction (Y)**

This study shows that the positive and significant influence of product quality variables on consumer satisfaction at Surya Mas Tobacco Shop. This means that the better the quality of tobacco products felt by consumers, the higher the level of satisfaction experienced. This influence is also statistically significant, which means that the results are not due to a coincidence factor. This is supported by the results of research from (Kusmayati & Reza Adiyanto, 2020) there is a significant influence between Product Quality on partial consumer satisfaction at Pujakesuma Duck Rice Food Stall. It can be seen from the results of the t-test where the t-value is calculated  $> t$ -table ( $9.537 > 1.661$ ) This is also strengthened by the  $\rho$  value  $< \text{Sig.}0.05$  or ( $0.000 < 0.05$ ).

### **Price (X3) Against Consumer Satisfaction (Y)**

This study shows that the positive and significant influence of price variables on consumer satisfaction at Surya Mas Tobacco Stores. This means that the more price and competitive the price offered by the business, the higher the level of consumer satisfaction will also increase. Price is one of

the important factors that consumers consider in assessing services. This is supported by the results of a study from (Purnomo, 2024) Partially there is a positive and significant influence between prices on consumer satisfaction at Warung Tengkleng Judes Rajeg Tangerang Regency, this is evidenced by the regression equation  $Y = 8.935 + 0.459X_1$

### **Consumer Satisfaction (Z) Against Purchase Decision (Y)**

This study shows that the positive and significant influence of consumer satisfaction variables on purchase decisions at Surya Mas Tobacco Shops. This means that the higher the level of satisfaction in consumers with the brand image, product quality or price given or offered, the greater the tendency of consumers to make purchases. This is supported by the results of research from (Budiman et al, 2025) based on the results of the analysis of consumer satisfaction data that partially has a positive effect on purchase decisions and in a silent way

### **Brand Image (X1) Against the Purchase Decision (Y) Mediated by Consumer Satisfaction (Z)**

This study shows that positive and insignificant brand image variables on purchase decisions are mediated by consumer satisfaction at Surya Mas Tobacco Store. It can occur because factors such as consumers make purchasing decisions based on other things such as promotions, prices, product quality or recommendations from others, not solely because of fasting in their brand image. However, although there is no direct research reference that states that brand image on purchase decisions is mediated by consumer satisfaction, there are several studies that have shown a relationship even though the results are different in the study. As research from (Ulya & Rosyidi, 2023) hypothesis testing results show that brand image through Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase decisions. This means that the better the brand image that is built and conveyed through E-WOM, the more consumer purchasing decisions will also increase.

### **Product Quality (X2) Against Purchase Decision (Y) Mediated by Consumer Satisfaction (Z)**

This study shows that positive and insignificant product quality variables on purchase decisions are mediated by consumer satisfaction at Surya Mas Tobacco Shop. This means that the direction of a better product quality relationship tends to increase consumer satisfaction, and ultimately drives a purchase decision, but the influence is not strong enough. Several factors that cause this to happen such as consumer satisfaction has not been formed stably or is not strong enough to become a mediating variable. In this case, it is supported by previous research, although there has not been a research reference that states that product quality to purchase decisions is mediated by consumer satisfaction, but there are several previous studies that show a relationship. As the results of the study (Saputri, 2023) consumer satisfaction does not mediate the relationship between product quality and repurchase interest obtained a Statistical T value of 1.267 (smaller than 1.96) and a P Value of 0.206 (greater than 0.05) (H6) rejected.

### **Price (X3) Against The Purchase Decision (Y) Mediated By Consumer Satisfaction (Z)**

This study shows that positive and significant price variables on purchase decisions are mediated by consumer satisfaction at Surya Mas Tobacco Shop. This means that prices that are considered reasonable and appropriate by consumers will increase their satisfaction, and that satisfaction encourages consumers to make purchases. In other words, consumer satisfaction plays an important role in strengthening the influence of prices on purchasing decisions. However, although there is no reference to previous research that states the effect of price on consumer satisfaction-mediated purchase decisions, there are several previous studies that have a relationship even with different results such as the results of the study from (Erlina, 2024) results showing that the price variable hypothesis does not have a positive impact on consumer purchasing decisions mediated by consumer satisfaction.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study and the discussion of tests that have been carried out to prove the truth of the hypothesis in this study, several things can be concluded, as follows, namely: (1) the brand image variable has a positive but not significant effect on the purchase decision. (2) product quality variables have a positive and significant effect on the purchase decision. (3) The price variable has a positive but not significant effect on the purchase decision. (4) Brand image variables on consumer satisfaction have a positive effect on consumer satisfaction. (5) Product quality variables have a positive and significant effect on consumer satisfaction. (6) price variables have a positive and significant effect on consumer satisfaction. (7) Consumer satisfaction variables have a positive and significant effect on purchase decisions. (8) Brand image variables have a positive but not significant effect on purchasing decisions mediated by consumer satisfaction. (9) The variable of product quality has a positive but not significant effect on the purchase decision mediated by consumer satisfaction. (10) price variables have a positive and significant effect on the purchase decision variable mediated by consumer satisfaction

## ADVANCED RESEARCH

Further research is suggested Further research could involve consumers from different regions or other tobacco shops to improve the generalization of results. Can engage consumers from different regions or other tobacco stores to improve the generalization of results. Adding New Variables Variables such as *word of mouth*, brand loyalty, or social media influence can be tested to provide a more in-depth analysis. More Diverse Data Collection Methods. A combination of in-depth interviews, observations, or actual sales data can complement the questionnaire to reduce subjectivity bias. Longitudinal Studies. Research with a longer observation period can reveal changes in purchasing trends and consumer satisfaction over time. Similar studies can be applied to other products (e.g. coffee, food, or electronics) to compare whether variable relationship patterns remain consistent. Comparative Analysis with Other Methods In addition to SEM-PLS, methods such as multiple regression analysis or mixed-method (quantitative & qualitative) can be used for stronger validation of results. By addressing these limitations, future research can provide a more holistic understanding of the factors that influence purchasing decisions, particularly in the context of the tobacco retail business or related industries.

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