



Determination of Purchasing Decisions through Consumer Satisfaction: The Role of Service Quality and Promotion

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ABSTRACT

Purpose – This study aims to examine the effects of service quality and promotion on purchase decisions through customer satisfaction at Astana Motor Workshop, Pekanbaru.

Methodology/approach – A quantitative approach with an explanatory research design was employed, involving 93 customers selected using purposive sampling. Data were collected through a structured questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). **Findings** – The findings reveal that both service quality and promotion have positive and significant effects on customer satisfaction. Furthermore, customer satisfaction and promotion positively influence purchase decisions, whereas service quality does not have a direct significant effect on purchase decisions. The mediation analysis indicates that customer satisfaction mediates the relationship between service quality and purchase decisions but does not mediate the relationship between promotion and purchase decisions. These findings suggest that, in the context of automotive repair services, promotion functions as a stimulus influencing purchase decisions during the pre-purchase stage, whereas service quality affects purchase decisions indirectly by generating customer satisfaction after the service experience. **Novelty/value** – This study extends the application of the Stimulus–Organism–Response (S–O–R) Theory and reinforces the Expectation–Confirmation Theory (ECT) in explaining the mechanism underlying purchase decision formation in the automotive service industry.

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INTRODUCTION

The number of motor vehicles in Indonesia has continued to increase steadily over the years. According to Statistics Indonesia (BPS, 2025), the total number of registered motor vehicles has exceeded 172.94 million units, including approximately 27 million passenger cars. This rapid growth has substantially increased the demand for vehicle maintenance and repair services while intensifying competition within the automotive service industry. Consequently, service providers are required to deliver superior service quality and implement effective promotional strategies to attract and retain customers (Kotler & Keller, 2022).

This study was conducted among customers of Astana Motor Workshop in Pekanbaru, which offers several service advantages, including repair warranties, responsive complaint handling, promotional activities through social media, and discount programs. Despite these initiatives, the effectiveness of

service quality and promotion in influencing purchase decisions, as well as the mediating role of customer satisfaction, has not been sufficiently verified in the context of automotive repair services. Purchase decisions represent the outcome of consumers' evaluations of available alternatives and are influenced by various marketing factors, particularly service quality and promotion. Service quality reflects a firm's ability to meet or exceed customer expectations, whereas promotion serves as a communication tool that attracts customers' attention and encourages purchase decisions. Within this process, customer satisfaction is considered a crucial mechanism that links service experiences to subsequent purchase decisions.

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This study was conducted among customers of Astana Motor Workshop in Pekanbaru, which offers several service advantages, including repair warranties, responsive complaint handling, promotional activities through social media, and discount programs. Despite these initiatives, the effectiveness of service quality and promotion in influencing purchase decisions, as well as the mediating role of customer satisfaction, has not been sufficiently verified in the context of automotive repair services. Purchase decisions represent the outcome of consumers' evaluations of available alternatives and are influenced by various marketing factors, particularly service quality and promotion. Service quality reflects a firm's ability to meet or exceed customer expectations, whereas promotion serves as a communication tool that attracts customers' attention and encourages purchase decisions. Within this process, customer satisfaction is considered a crucial mechanism that links service experiences to subsequent purchase decisions.

This study is grounded in the Stimulus–Organism–Response (S–O–R) Theory (Mehrabian & Russell, 1974) and the Expectation–Confirmation Theory (ECT) proposed by Oliver (1980). From the perspective of the S–O–R theory, service quality and promotion function as external stimuli that influence consumers' internal evaluations, reflected in customer satisfaction, which subsequently leads to the behavioral response of purchase decisions. Meanwhile, ECT posits that customer satisfaction arises when the perceived performance of a service meets or exceeds customers' expectations. Together, these theories provide a comprehensive theoretical foundation for explaining the mechanism underlying purchase decision formation in the service industry.

Empirical evidence regarding the relationships among service quality, promotion, customer satisfaction, and purchase decisions remains inconclusive. Emvi and Praditya Alvin (2024) reported that both service quality and promotion have significant positive effects on purchase decisions. In contrast, Mutia et al. (2024) found that service quality does not significantly influence purchase decisions. Inconsistent findings have also been reported regarding the mediating role of customer satisfaction. Nadhifah (2021) concluded that customer satisfaction does not mediate the relationship between service quality and purchase decisions, whereas Saputry and Anggrainie (2025) reported the opposite finding. Moreover, most previous studies have been conducted in the retail and online marketplace sectors, limiting the generalizability of their findings to the automotive repair service industry.

Based on these empirical inconsistencies, this study contributes to the existing literature by examining the mediating role of customer satisfaction in the relationships between service quality, promotion, and purchase decisions within the context of automotive repair services. In addition, this study extends the application of the Stimulus–Organism–Response (S–O–R) Theory and provides empirical evidence supporting the relevance of the Expectation–Confirmation Theory (ECT) in explaining the process through which consumers form purchase decisions in the automotive service industry.



Accordingly, this study aims to examine the effects of service quality and promotion on purchase decisions through customer satisfaction as an intervening variable among customers of Astana Motor Workshop in Pekanbaru.

LITERATURE REVIEW

Stimulus–Organism–Response (S–O–R) Theory

The Stimulus–Organism–Response (S–O–R) Theory, proposed by Mehrabian and Russell (1974), explains how external stimuli influence individuals' internal states, which subsequently generate behavioral responses. Within this framework, stimulus (S) refers to external environmental factors, organism (O) represents consumers' cognitive and affective processes, and response (R) denotes the resulting behavioral outcomes, such as purchase decisions (Sihotang et al., 2025; Hochreiter et al., 2023). In the marketing context, the S–O–R theory has been widely applied to explain how service quality and promotional activities, as external stimuli, shape customer satisfaction before ultimately influencing purchase decisions.

Expectation–Confirmation Theory (ECT)

The Expectation–Confirmation Theory (ECT), introduced by Oliver (1980), posits that customer satisfaction is formed through a comparison between customers' initial expectations before using a product or service and their perceived performance after consumption (Shukla et al., 2024). When the perceived performance meets or exceeds customers' expectations, they are likely to experience satisfaction, which subsequently increases their intention to repurchase and continue using the product or service.

Service Quality

Service quality refers to a firm's ability to deliver services that satisfy customers' needs and expectations. Customers evaluate service quality by comparing the services they receive with their prior expectations (Ansori PB, 2022). According to Tjiptono (2019), service quality reflects the degree of excellence in service delivery that fulfills customer expectations, whereas Kotler and Keller (2022) define services as intangible activities that do not result in ownership. Daryanto (2018) further argues that superior service quality enhances customer satisfaction and encourages purchase decisions. Accordingly, service quality can be understood as an organization's capability to provide excellent services that enhance customer satisfaction and influence purchase decisions.

The dimensions of service quality adopted in this study follow Parasuraman, Zeithaml, and Berry (as cited in Ansori PB, 2022), consisting of reliability, responsiveness, assurance, empathy, and tangibles.

Promotion

Promotion refers to marketing communication activities undertaken by firms to inform, persuade, and remind consumers about the products or services they offer. Promotional activities may include advertising, sales promotions, public relations, and digital marketing. Effective promotional strategies play a crucial role in attracting consumers' attention and increasing sales performance (Sofia et al., 2024).

According to Kotler and Armstrong (as cited in Kurniawan & Suhermin, 2024), the dimensions of promotion include advertising, personal selling, sales promotion, and public relations.

Customer Satisfaction

Customer satisfaction is defined as the feeling of pleasure or disappointment resulting from customers' comparison between the perceived performance of a product or service and their prior expectations (Riyadi & Erdiansyah, 2023). Customer satisfaction reflects a firm's ability to fulfill customer needs

through product quality, service quality, pricing, promotional activities, and overall shopping experience. Satisfied customers are more likely to make repeat purchases, provide positive word-of-mouth recommendations, and maintain long-term loyalty toward the company (Urfany & Muthohar, 2023; Nguyen, as cited in Lubis et al., 2021).

Based on Fadhli and Pratiwi (2021), customer satisfaction is measured using five dimensions: product quality, service quality, price, accessibility, and marketing effectiveness.

Purchase Decision

A purchase decision refers to the process through which consumers evaluate alternatives and decide to purchase a product or service to satisfy their needs and obtain value (Kumbara, 2021). Purchase decisions are influenced by various factors, including economic conditions, technological developments, culture, product attributes, pricing, location, promotion, physical evidence, human resources, and service processes (Buchari Alma, 2020). These factors shape consumers' evaluations before they ultimately decide whether to purchase a product or service.

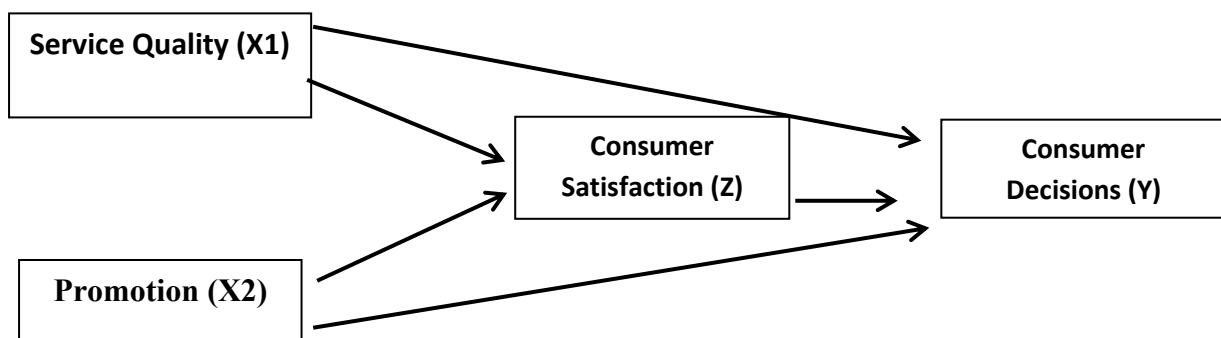
According to Kotler and Keller (as cited in Mukuan et al., 2023), purchase decisions are measured using six dimensions: product choice, brand choice, purchase location, purchase quantity, purchase timing, and payment method.

FRAMEWORK

The conceptual framework of this study is developed based on the Stimulus–Organism–Response (S–O–R) Theory and the Expectation–Confirmation Theory (ECT). Within this framework, service quality and promotion function as external stimuli, customer satisfaction represents the organism, and purchase decision serves as the behavioral response.

This study investigates the effects of service quality and promotion on customers' purchase decisions, with customer satisfaction serving as the mediating variable in the context of Astana Motor Workshop. Specifically, service quality and promotion are treated as the independent variables, while purchase decision is specified as the dependent variable. Customer satisfaction functions as the mediating variable that explains the mechanism through which service quality and promotion influence purchase decisions. Based on these relationships, the conceptual framework of the study is presented in Figure 1.

Figure 1. Framework of Thought



Source: developed by Author, 2026

Hypothesis Development

Effect of Service Quality on Customer Satisfaction

Service quality is a critical determinant of customer satisfaction because customers evaluate not only the final service outcome but also the overall service delivery process. According to Tjiptono (2021), service quality reflects an organization's ability to meet or exceed customer expectations. This relationship is consistent with the Expectation–Confirmation Theory (ECT) proposed by Oliver (1980), which posits that customer satisfaction is achieved when the perceived performance of a service meets or exceeds customers' prior expectations. Therefore, higher levels of service quality are expected to result in greater customer satisfaction.



Empirical evidence supports this relationship. Astono et al. (2023), Rismawati (2024), Nasution et al. (2025), and Putra and Wulandari (2022) found that service quality has a positive and significant effect on customer satisfaction. These findings suggest that reliable service, prompt responsiveness, assurance, empathy, and adequate tangible facilities contribute substantially to enhancing customer satisfaction. Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H1: Service quality has a positive and significant effect on customer satisfaction.

Effect of Promotion on Customer Satisfaction

Promotion is one of the key elements of the marketing mix that communicates the benefits, quality, pricing, and advantages of products or services to consumers. Clear and accurate promotional information enables consumers to develop realistic expectations. When the actual performance of a product or service meets or exceeds these expectations, customer satisfaction is likely to increase. This relationship is consistent with the Expectation–Confirmation Theory (ECT) proposed by Oliver (1980), which posits that customer satisfaction arises when perceived performance confirms or exceeds prior expectations. Therefore, promotional activities that are informative, attractive, and credible are expected to enhance customer satisfaction.

Empirical studies provide support for this relationship. Astono et al. (2023), Rachmawati (2021), and Savitri et al. (2022) found that promotion has a positive and significant effect on customer satisfaction. These findings indicate that effective promotional strategies help establish appropriate customer expectations, enhance perceived value, and ultimately improve customer satisfaction.

Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H2: Promotion has a positive and significant effect on customer satisfaction.

Effect of Customer Satisfaction on Purchase Decision

Customer satisfaction represents a post-purchase evaluation that occurs when the perceived performance of a product or service meets or exceeds customers' expectations. A high level of customer satisfaction fosters positive perceptions, strengthens customer trust, and encourages consumers to make purchase decisions. According to Tjiptono (2021), customer satisfaction plays a crucial role in developing long-term customer relationships by promoting loyalty, repeat purchases, and positive word-of-mouth recommendations. This relationship is consistent with the Expectation–Confirmation Theory (ECT) proposed by Oliver (1980), which explains that positive confirmation between prior expectations and actual performance generates customer satisfaction, thereby encouraging purchasing behavior.

Empirical evidence also supports this relationship. Rismawati (2024) reported that customer satisfaction positively influences purchase decisions by increasing consumers' confidence in selecting products or services. Similarly, Hasibuan et al. (2021) found that customer satisfaction has a positive and significant effect on purchase decisions. These findings suggest that satisfied customers are more confident in their purchasing choices and are therefore more likely to make purchase decisions.

Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H3: Customer satisfaction has a positive and significant effect on purchase decisions.

Effect of Service Quality on Purchase Decision

Service quality is a key determinant of purchase decisions because it reflects a firm's ability to meet or exceed customer expectations. Service that is prompt, responsive, courteous, and reliable creates positive customer experiences, strengthens trust, and enhances consumers' confidence in making purchase decisions. This relationship is consistent with the Stimulus–Organism–Response (S–O–R)

Theory proposed by Mehrabian and Russell (1974), which suggests that service quality, as an external stimulus, shapes consumers' cognitive and affective evaluations (organism), thereby generating the behavioral response of purchase decisions.

Empirical evidence supports this relationship. Sopiyan (2022), Arianto (2018), Nurlia and Junaidi (2022), Maharani and Wiyadi (2024), Juwita (2024), and Sari, Wijaya, and Hidayat (2023) consistently reported that service quality has a positive and significant effect on purchase decisions. These findings indicate that higher service quality strengthens customer trust and increases consumers' willingness to make purchase decisions.

Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H4: Service quality has a positive and significant effect on purchase decisions.

Effect of Promotion on Purchase Decision

Promotion is an essential component of the marketing mix that informs, persuades, and influences consumers' purchase decisions by communicating the benefits, advantages, and value of products or services (Kurtz et al., 2019). Effective promotional activities enhance consumers' awareness, interest, and confidence, thereby encouraging purchase decisions (Huda et al., 2017). This relationship is supported by the Stimulus–Organism–Response (S–O–R) Theory, which explains that promotion functions as an external stimulus that influences consumers' cognitive and affective responses (organism), ultimately leading to the behavioral response of purchase decisions.

Empirical studies also support this relationship. Astono et al. (2023), Nugroho and Irena (2023), and Rahmawati and Hidayat (2022) found that promotion has a positive and significant effect on purchase decisions. These findings demonstrate that effective promotional strategies increase consumer awareness, enhance perceived value, and strengthen consumers' confidence in making purchase decisions.

Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H5: Promotion has a positive and significant effect on purchase decisions.

The Mediating Effect of Customer Satisfaction on the Relationship Between Service Quality and Purchase Decision

Service quality influences purchase decisions through its ability to generate customer satisfaction. According to Lapierre et al. (1996), service performance that meets or exceeds customer expectations enhances perceived value and customer satisfaction. This relationship is consistent with the Expectation–Confirmation Theory (ECT) proposed by Oliver (1980), which posits that positive confirmation between prior expectations and actual service performance leads to customer satisfaction, thereby encouraging purchase decisions.

Empirical evidence supports this mediating relationship. Astono et al. (2023) found that service quality has a positive and significant effect on customer satisfaction. Furthermore, Pratama and Suryani (2022) and Putri and Rahmawati (2024) demonstrated that customer satisfaction mediates the relationship between service quality and purchase decisions. These findings suggest that superior service quality enhances customer satisfaction, which subsequently increases the likelihood of purchase decisions. Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H6: Customer satisfaction positively and significantly mediates the relationship between service quality and purchase decisions.

The Mediating Effect of Customer Satisfaction on the Relationship Between Promotion and Purchase Decision

Promotion is an important component of the marketing mix that shapes consumers' expectations, perceptions, and evaluations of products or services. Promotional activities that provide accurate, informative, and credible information help establish appropriate customer expectations, thereby increasing customer satisfaction. This relationship is supported by the Expectation–Confirmation Theory (ECT), which explains that customer satisfaction emerges when the perceived performance of a product or service meets or exceeds prior expectations. Higher customer satisfaction subsequently encourages consumers to make purchase decisions.



Empirical studies also support this mediating relationship. Mufid and Syaefulloh (2023) reported that customer satisfaction mediates the relationship between promotion and purchase decisions. Similar findings were reported by Sari and Nugroho (2022) and Prasetyo and Wulandari (2024), who found that promotion enhances customer satisfaction, which subsequently encourages purchase decisions. These findings confirm the mediating role of customer satisfaction in the relationship between promotion and purchase decisions.

Based on the theoretical arguments and empirical evidence, the following hypothesis is proposed:

H7: Customer satisfaction positively and significantly mediates the relationship between promotion and purchase decisions.

METHOD

This study employed a quantitative approach with an explanatory research design to examine the causal relationships among service quality, promotion, customer satisfaction, and purchase decisions among customers of Astana Motor Workshop, located on Tuanku Tambusai Street No. 311, Pekanbaru, Indonesia.

The study population consisted of 1,287 customers who conducted service transactions during 2025. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a total sample of 93 respondents. This sample size satisfies the minimum requirement for Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, as recommended by Hair et al. (2021). A purposive sampling technique was employed based on the following criteria: (1) respondents had used the services of Astana Motor Workshop at least once during the previous year; (2) they were at least 17 years of age; (3) they personally paid for the services received; and (4) they voluntarily completed the questionnaire in its entirety.

Primary data were collected through a structured questionnaire administered to respondents who met the sampling criteria. To enrich the analysis, questionnaire data were complemented by interviews with the workshop's management and direct observations of the service delivery process. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. The analytical procedure consisted of evaluating the measurement model (outer model) by assessing construct validity and reliability, evaluating the structural model (inner model) to examine the relationships among the constructs, testing the proposed hypotheses, and assessing the mediating effects through bootstrapping-based indirect effect analysis, following the recommendations of Hair et al. (2021).

RESULT AND DISCUSSION

Respondent Characteristics

The respondents were classified according to four demographic characteristics: gender, age, occupation, and monthly income. These demographic profiles provide an overview of the sample characteristics and are presented in Table 1.

Table 1 . Characteristics of Research Respondents

Characteristics	Information	Amount	Percentage
Gender	Male	75	80,65%
	Famale	18	19,35%

	Total	93	100%
Age	19-30	12	12,90%
	31-40	28	30,11%
	41-50	32	34,41%
	> 51	21	22,58%
	Total	93	100%
Working	Employees	44	47,31%
	Entrepreneur	37	39,78%
	Farmer	12	12,90%
	Total	93	100%
Income	2.500.000 - 4.000.000	12	12,90%
	4.100.000 - 6.000.000	39	41,94%
	Above 6.100.000	42	45,16%
	Total	93	100%

Source: Processed Data, 2026

As presented in Table 1, the majority of respondents were male (80.65%), aged between 41 and 50 years (34.41%), employed in the private sector (47.31%), and earned more than IDR 4.1 million per month. These characteristics indicate that most respondents were economically active individuals who regularly utilized automotive maintenance services..

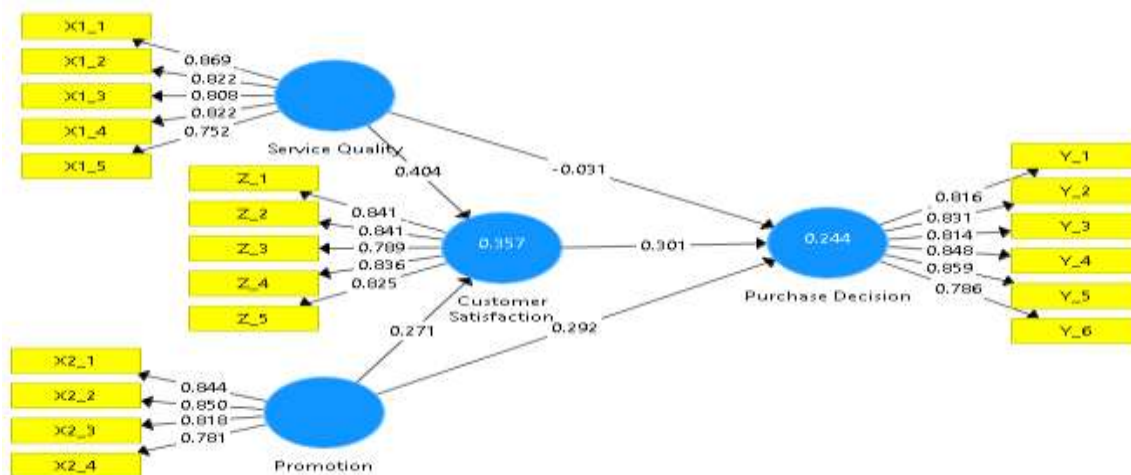
Measurement Model Assessment (Outer Model)

The measurement model (outer model) was evaluated to assess the validity and reliability of the reflective constructs. The assessment comprised convergent validity, discriminant validity, and construct reliability, following the recommendations of Hair et al. (2021).

Convergent Validity

Convergent validity was evaluated by examining the outer loading of each measurement indicator. Following the recommendation of Hair et al. (2021), indicators with outer loading values greater than 0.70 are considered to demonstrate adequate convergent validity. As shown in Table 2, all indicators associated with the constructs of service quality, promotion, customer satisfaction, and purchase decision exceeded the recommended threshold, indicating that each indicator adequately represents its corresponding latent construct.

Figure 2. Outer Model Test Results:





Source: data processed by smartpls v.3, 2026

As presented in Table 2, all measurement indicators exhibited outer loading values above the recommended threshold of 0.70, ranging from 0.752 to 0.869. These findings demonstrate satisfactory convergent validity, indicating that all indicators adequately represent their respective latent constructs. Accordingly, all indicators were retained for subsequent analysis.

Table 2. Outer Loadings

	Customer Satisfaction	Promotion	Purchase Decision	Service Quality
X1_1				0,869
X1_2				0,822
X1_3				0,808
X1_4				0,822
X1_5				0,752
X2_1		0,844		
X2_2		0,850		
X2_3		0,818		
X2_4		0,781		
Y_1			0,816	
Y_2			0,831	
Y_3			0,814	
Y_4			0,848	
Y_5			0,859	
Y_6			0,786	
Z_1	0,841			
Z_2	0,841			
Z_3	0,789			
Z_4	0,836			
Z_5	0,825			

Source: data processed by smartpls v.3, 2026

Discriminant Validity

Discriminant validity was evaluated using the cross-loading criterion. According to Hair et al. (2021), discriminant validity is established when each measurement indicator exhibits a higher loading on its intended construct than on any other construct. The results of the cross-loading analysis are presented in Table 3:

Table. Cross Loading.

	Customer Satisfaction	Promotion	Purchase Decision	Service Quality
X1_1	0,464	0,584	0,313	0,869
X1_2	0,543	0,327	0,211	0,822
X1_3	0,349	0,313	0,184	0,808
X1_4	0,510	0,481	0,281	0,822
X1_5	0,321	0,547	0,193	0,752
X2_1	0,384	0,844	0,423	0,516
X2_2	0,504	0,850	0,378	0,481
X2_3	0,388	0,818	0,365	0,422
X2_4	0,310	0,781	0,159	0,367
Y_1	0,252	0,284	0,816	0,189
Y_2	0,312	0,247	0,831	0,237
Y_3	0,383	0,408	0,814	0,337
Y_4	0,384	0,275	0,848	0,224
Y_5	0,422	0,411	0,859	0,293
Y_6	0,326	0,413	0,786	0,161
Z_1	0,841	0,421	0,382	0,452
Z_2	0,841	0,372	0,254	0,444
Z_3	0,789	0,299	0,314	0,406
Z_4	0,836	0,485	0,357	0,575
Z_5	0,825	0,432	0,443	0,387

Source: Processed data from SmartPLS 3, 2026

Discriminant validity was evaluated using the cross-loading criterion. As presented in Table 3, each measurement indicator exhibited a higher cross-loading on its corresponding construct than on any other construct. These results confirm that all constructs satisfied the criterion for discriminant validity.

Construct Reliability and Validity

Following the assessment of convergent validity and discriminant validity, the reliability and validity of the measurement model were further evaluated using Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). According to Hair et al. (2022), a measurement model is considered reliable when the values of Cronbach's alpha and Composite Reliability exceed 0.70, while AVE is greater than 0.50. The results of the construct reliability and validity assessment are presented in Table 4.:

Table 4. Construct Reliability dan Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0,885	0,892	0,915	0,683
Promotion	0,845	0,866	0,894	0,679
Purchase Decision	0,908	0,917	0,928	0,683
Service Quality	0,875	0,892	0,908	0,665

Source: Processed data from SmartPLS 3, 2026

As presented in Table 4, all constructs demonstrated Cronbach's alpha values ranging from 0.845 to 0.908, Composite Reliability (CR) values ranging from 0.894 to 0.928, and Average Variance



Extracted (AVE) values ranging from 0.665 to 0.683, all of which exceeded the recommended threshold values. These results indicate that all constructs satisfied the criteria for internal consistency reliability and convergent validity.

Structural Model Assessment (Inner Model)

After confirming that all constructs satisfied the requirements for convergent validity, discriminant validity, and construct reliability and validity, the next step was to evaluate the structural model (inner model). The structural model was assessed by examining the path coefficients to determine the magnitude and direction of the relationships among the latent constructs.

Table 5. Path Coefficients

	Consumer Satisfaction	Promotion	Purchase Decision	Service Quality
Consumer Satisfaction				0,301
Promotion		0,271		0,292
Purchase Decision				
Service Quality		0,404		-0,031

Source: Processed data from SmartPLS 3, 2026

The results of the structural model estimation indicate that service quality exerted the strongest positive effect on customer satisfaction ($\beta = 0.404$), followed by promotion ($\beta = 0.271$). In contrast, service quality did not have a direct effect on purchase decisions ($\beta = -0.031$), whereas both promotion ($\beta = 0.292$) and customer satisfaction ($\beta = 0.301$) exhibited positive effects on purchase decisions.

Tabel 6. R-Square

	R Square	R Square Adjusted
Consumer Satisfaction	0,357	0,343
Purchase Decision	0,244	0,218

Source: Processed data from SmartPLS 3, 2026

The coefficient of determination (R^2) indicates that service quality and promotion jointly explained 35.7% of the variance in customer satisfaction, while the model explained 24.4% of the variance in purchase decisions. Although the explanatory power of the model can be considered moderate to low, these values remain acceptable for consumer behavior research, where purchase decisions are influenced by various external factors beyond the scope of the proposed model.

Effect Size (f^2)

The **effect size (f^2)** was evaluated to determine the magnitude of the contribution of each exogenous latent construct to the endogenous latent constructs in the structural model. According to the classification proposed by Ghazali (2021), f^2 values of **0.02**, **0.15**, and **0.35** indicate **small**, **medium**, and **large** effect sizes, respectively.

Table 7. Effect Size (f^2)

	Customer Satisfaction	Promotion	Purchase Decision	Service Quality
Customer Satisfaction				0,077
Promotion		0,080		0,073
Purchase Decision				
Service Quality		0,177		0,001

Source: Processed data from SmartPLS 3, 2026

As presented in Table 7, the effect size (f^2) analysis indicates that service quality exerted a moderate effect on customer satisfaction ($f^2 = 0.177$), whereas the remaining relationships exhibited relatively small effect sizes, ranging from 0.001 to 0.080. These findings suggest that service quality is the most influential predictor of customer satisfaction in the proposed structural model.

Model Fit Assessment

The model fit assessment was conducted to evaluate the overall adequacy of the proposed model, including both the measurement model (outer model) and the structural model (inner model). This assessment determines the extent to which the proposed model fits the observed data and adequately represents the relationships among the constructs.

Table 8. Model Fit Indices

	Saturated Model	Estimated Model
SRMR	0,082	0,082
d_ ULS	1,420	1,420
d_ G	0,586	0,586
Chi-Square	287,274	287,274
NFI	0,770	0,770

Source: Processed data from SmartPLS 3, 2026

According to Henseler et al. (2014) and Hair et al. (2021), an SRMR value below 0.10 and an NFI value approaching 1.00 indicate an acceptable model fit. As presented in Table 8, the model produced an SRMR value of 0.082 and an NFI value of 0.770. These results suggest that the proposed model demonstrates an acceptable level of fit and is therefore suitable for hypothesis testing.

Hypothesis Testing

Hypothesis testing was conducted by examining the t-statistics and p-values obtained from the structural model analysis. The acceptance or rejection of each hypothesis was determined based on the statistical significance of the path coefficients for direct effects and the indirect effects for mediation analysis. The results of the hypothesis testing are presented in Table 9.

Table 9. Results of the Direct Effects Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Satisfaction -> Purchase Decision	0,301	0,311	0,114	2,636	0,009
Promotion -> Consumer Satisfaction	0,271	0,278	0,093	2,911	0,004
Promotion -> Purchase Decision	0,292	0,302	0,109	2,691	0,007
Service Quality -> Customer Satisfaction	0,404	0,402	0,101	3,980	0,000
Service Quality -> Purchase Decision	-0,031	-0,042	0,116	0,268	0,789

Source: Processed data from SmartPLS 3, 2026

Four of the five direct hypotheses were supported by the empirical data. Specifically, service quality had a positive and significant effect on customer satisfaction ($\beta = 0.404$, $p < 0.001$), promotion had a positive and significant effect on customer satisfaction ($\beta = 0.271$, $p = 0.004$), promotion positively influenced purchase decisions ($\beta = 0.292$, $p = 0.007$), and customer satisfaction positively influenced purchase decisions ($\beta = 0.301$, $p = 0.009$). In contrast, the direct effect of service quality on purchase decisions was not statistically significant ($\beta = -0.031$, $p = 0.789$).



Table 10. Results of the Indirect Effects Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Promotion -> Customer Satisfaction -> Purchase Decision	0,082	0,085	0,042	1,927	0,055
Service Quality -> Customer Satisfaction -> Purchase Decision	0,122	0,125	0,058	2,105	0,036

Source: Processed data from SmartPLS 3, 2026

The indirect effect analysis revealed that customer satisfaction significantly mediated the relationship between service quality and purchase decisions. However, customer satisfaction did not mediate the relationship between promotion and purchase decisions.

Discussion

Effect of Service Quality on Customer Satisfaction

The findings indicate that service quality has a positive and significant effect on customer satisfaction. This result supports the Expectation–Confirmation Theory (ECT) proposed by Oliver (1980), which posits that customer satisfaction is achieved when the perceived performance of a service meets or exceeds customers' prior expectations. In the present study, high-quality service provided by Astana Motor Workshop confirmed customers' expectations, thereby enhancing their satisfaction after receiving the service.

The findings are consistent with those reported by Astono et al. (2023), Rismawati (2024), and Nasution et al. (2025), all of whom found that service quality positively influences customer satisfaction. Similarly, Putra and Wulandari (2022) argued that the dimensions of reliability, responsiveness, assurance, empathy, and tangibles play a critical role in improving customer satisfaction. Moreover, the present findings are also consistent with the Stimulus–Organism–Response (S–O–R) Theory, in which service quality functions as an external stimulus that shapes customer satisfaction as the organism before ultimately influencing consumers' behavioral responses.

Within the context of Astana Motor Workshop, customers evaluate not only the technical quality of vehicle repairs but also their overall service experience, including service timeliness, employee courtesy, mechanics' ability to explain vehicle conditions, and pricing transparency. When these service attributes meet or exceed customers' expectations, customer satisfaction increases accordingly. Therefore, consistently improving service quality represents an essential managerial strategy for maintaining customer satisfaction and strengthening long-term customer relationships.

Effect of Promotion on Customer Satisfaction

The SEM-PLS analysis demonstrates that promotion has a positive and significant effect on customer satisfaction. This finding suggests that more effective promotional activities implemented by Astana Motor Workshop lead to higher levels of customer satisfaction after consumers experience the services provided.

This result supports the Expectation–Confirmation Theory (ECT), which explains that promotional activities shape customers' initial expectations regarding a service. When the information communicated through promotional campaigns accurately reflects the actual service experience, customers' expectations are confirmed, resulting in higher satisfaction. Furthermore, the findings are consistent with the Stimulus–Organism–Response (S–O–R) Theory, whereby promotion serves as an external stimulus that influences consumers' perceptions and subsequently shapes customer satisfaction as an internal evaluation following the service experience.

The present findings are consistent with previous studies conducted by Astono et al. (2023), Rachmawati (2021), and Savitri et al. (2022), all of which concluded that promotion has a positive effect on customer satisfaction. This consistency strengthens the empirical evidence that promotion serves not only as a marketing communication tool but also as a mechanism for enhancing perceived value and customer satisfaction within service industries.

In the context of Astana Motor Workshop, promotional activities such as price discounts, complimentary service packages, social media campaigns, and direct customer communication help establish positive expectations before customers use the workshop's services. When the promised benefits are consistent with the actual service experience, customer satisfaction is enhanced. Consequently, promotional programs should be designed to be realistic, informative, and aligned with the actual quality of service in order to improve customer satisfaction and foster long-term customer relationships.

Effect of Customer Satisfaction on Purchase Decision

The findings indicate that customer satisfaction has a positive and significant effect on purchase decisions. This result supports the Expectation–Confirmation Theory (ECT) proposed by Oliver (1980), which suggests that customer satisfaction is achieved when perceived service performance meets or exceeds customers' expectations, thereby increasing their confidence in making or repeating purchase decisions.

The findings are also consistent with the Stimulus–Organism–Response (S–O–R) Theory, in which customer satisfaction represents the organism, reflecting consumers' psychological evaluation of their service experience before generating the behavioral response in the form of a purchase decision. Accordingly, satisfied customers are more likely to develop stronger intentions to revisit and continue using the service.

The present findings are consistent with those reported by Rismawati (2024) and Hasibuan et al. (2021), both of whom found that customer satisfaction positively influences purchase decisions. This consistency reinforces the growing body of empirical evidence highlighting customer satisfaction as a key determinant of purchase decisions within the service sector.

In the context of Astana Motor Workshop, a satisfying service experience—including high-quality vehicle repairs, timely service completion, effective communication by mechanics, and transparent pricing—strengthens customers' confidence in returning to the workshop for future services. Therefore, consistently maintaining customer satisfaction represents an important managerial strategy for increasing repeat purchase decisions, fostering customer loyalty, and enhancing long-term business performance.

Effect of Service Quality on Purchase Decision

The findings reveal that service quality does not have a significant direct effect on purchase decisions. This result indicates that service quality is not the primary factor directly motivating consumers to choose the services of Astana Motor Workshop.

This finding differs from the prediction of the Stimulus–Organism–Response (S–O–R) Theory, which proposes that service quality, as an external stimulus, can directly influence consumers' behavioral responses. However, in the context of automotive repair services, consumers' purchase decisions do not appear to be formed immediately based on their perceptions of service quality. Instead, customers first evaluate their overall service experience, leading to customer satisfaction before deciding whether to reuse the workshop's services.

The present findings are consistent with those reported by Nurlaili (2023) and Mutia et al. (2024), who likewise found that service quality does not significantly influence purchase decisions. These findings suggest that consumers' decisions are also shaped by other considerations, such as the urgency of vehicle repairs, promotional offers, previous service experiences, convenience, and other practical factors.

The characteristics of automotive repair services provide a plausible explanation for these findings. Unlike consumer goods purchases, where customers typically evaluate multiple alternatives before making a purchase decision, customers seeking automotive repair services often visit a workshop



because of immediate functional needs, such as vehicle breakdowns or scheduled maintenance. Under these circumstances, the decision to use a particular workshop is more strongly influenced by urgency, location, recommendations, or promotional programs than by perceptions of service quality, which can only be fully assessed after the service has been completed. Customers are able to evaluate service quality only after experiencing aspects such as the accuracy of vehicle diagnosis, repair quality, service completion time, pricing transparency, and the professionalism of the mechanics. Consequently, service quality plays a more important role in shaping post-service evaluations than in directly influencing the initial purchase decision.

This explanation is further supported by the mediation analysis, which demonstrates that customer satisfaction significantly mediates the relationship between service quality and purchase decisions. These findings indicate that customer satisfaction functions as the psychological mechanism through which service quality influences consumers' purchasing behavior. In other words, service quality does not directly motivate customers to choose Astana Motor Workshop; rather, it creates a satisfying service experience that increases customers' willingness to return and use the workshop's services in the future.

From a managerial perspective, these findings suggest that Astana Motor Workshop should not focus solely on improving service quality during the service process. Instead, the company should ensure that every service encounter consistently meets or exceeds customer expectations. Such a strategy is essential for enhancing customer satisfaction, encouraging repeat purchase decisions, strengthening customer loyalty, and generating positive word-of-mouth recommendations.

Effect of Promotion on Purchase Decision

The SEM-PLS analysis indicates that promotion has a positive and significant effect on purchase decisions. This finding supports the Stimulus–Organism–Response (S–O–R) Theory, which posits that promotion, as an external stimulus, influences consumers' cognitive and affective responses, thereby encouraging purchase decisions.

The present findings are consistent with those reported by Astono et al. (2023), Nugroho and Irena (2023), and Rahmawati and Hidayat (2022), who likewise found that promotion positively influences purchase decisions. This consistency reinforces the empirical evidence that promotion is a key determinant of consumer purchase decisions within the service sector. In the context of automotive repair services, promotional activities such as service discounts, oil change packages, complimentary wheel alignment services, and service vouchers are more likely to influence consumers' initial purchase decisions than service quality. This occurs because promotional information is available to consumers before they use the workshop's services, whereas service quality can only be evaluated after the entire service process has been completed.

These findings further support the Stimulus–Organism–Response (S–O–R) Theory, whereby promotion serves as the initial stimulus received by consumers before the purchase process, making it more influential in shaping the behavioral response of selecting an automotive repair service. The results suggest that, within the automotive service industry, purchase decisions are primarily driven by information received before service delivery, whereas evaluations of service quality are formed only after customers have completed the entire service experience.

In the context of Astana Motor Workshop, various marketing programs, including price discounts, complimentary service packages, preventive maintenance packages, social media campaigns, and direct customer communication, help increase consumer interest and reduce uncertainty when selecting an automotive repair service. These promotional initiatives not only function as marketing communication tools but also enhance consumers' perceptions of value and strengthen their confidence in the benefits of the services offered. Such positive perceptions ultimately encourage consumers to choose Astana Motor Workshop.

From a managerial perspective, Astana Motor Workshop should maintain and continuously develop promotional programs that are aligned with customers' needs, such as periodic maintenance packages, discounted oil replacement services, complimentary wheel alignment and balancing, and digital promotional campaigns that clearly communicate the benefits of the services provided. Implementing these strategies is expected to increase purchase decisions while strengthening the company's competitive advantage within the increasingly competitive automotive service industry.

Mediating Effect of Customer Satisfaction on the Relationship Between Service Quality and Purchase Decision

The indirect effect analysis revealed that customer satisfaction significantly mediates the relationship between service quality and purchase decisions. This finding supports the Expectation–Confirmation Theory (ECT), which posits that customer satisfaction is achieved when service performance meets or exceeds customers' expectations. Accordingly, service quality does not directly influence purchase decisions; rather, it first enhances customer satisfaction, which subsequently translates into purchase decisions.

The present findings are consistent with those reported by Astono et al. (2023), Pratama and Suryani (2022), and Putri and Rahmawati (2024), all of whom found that customer satisfaction mediates the relationship between service quality and purchase decisions. This consistency reinforces the argument that customer satisfaction serves as the primary psychological mechanism linking service quality to consumers' purchasing behavior.

Within the context of Astana Motor Workshop, customers generally evaluate service quality only after experiencing the service, including the quality of vehicle repairs, service timeliness, employee courtesy, and pricing transparency. When these service experiences meet or exceed customers' expectations, customer satisfaction increases, thereby strengthening consumers' willingness to return and use the workshop's services in the future.

These findings extend the application of the Expectation–Confirmation Theory to the automotive repair service industry by demonstrating that customer satisfaction functions as the mechanism through which service quality is transformed into purchase decisions. This result also explains why the direct effect of service quality on purchase decisions was not significant, whereas the indirect effect through customer satisfaction was significant.

From a managerial perspective, Astana Motor Workshop should prioritize service quality improvements that consistently deliver positive customer experiences and meet or exceed customer expectations. Such a strategy is expected to enhance customer satisfaction, encourage repeat purchase decisions, strengthen customer loyalty, and generate positive word-of-mouth recommendations.

Mediating Effect of Customer Satisfaction on the Relationship Between Promotion and Purchase Decision

The indirect effect analysis indicated that customer satisfaction did not significantly mediate the relationship between promotion and purchase decisions. This finding provides only partial support for the Expectation–Confirmation Theory (ECT), which suggests that customer satisfaction resulting from positive service evaluations subsequently encourages purchase decisions. In the present study, promotion exerted a stronger direct influence on purchase decisions than an indirect influence through customer satisfaction.

This finding is consistent with the study by Khitamina et al. (2023), which likewise reported that customer satisfaction does not mediate the relationship between promotion and purchase decisions. The results can also be interpreted from the perspective of the Stimulus–Organism–Response (S–O–R) Theory, whereby promotion, as an external stimulus, directly stimulates consumers' purchase decisions when the promotional messages are perceived as attractive and beneficial. Consequently, purchase decisions occur before customers have the opportunity to evaluate the service experience, limiting the mediating role of customer satisfaction.

Within the context of Astana Motor Workshop, promotional programs such as service discounts, complimentary service packages, maintenance packages, and social media campaigns primarily function as initial triggers that encourage consumers to choose the workshop's services. Consumers' decisions are therefore influenced more strongly by the perceived benefits of promotional offers before



receiving the service, whereas customer satisfaction develops only after the service experience has been completed. This explains why customer satisfaction did not significantly mediate the relationship between promotion and purchase decisions.

From a managerial perspective, Astana Motor Workshop should continue to implement attractive and well-targeted promotional programs while ensuring that these initiatives are supported by consistently high service quality. Such an integrated strategy is expected to increase purchase decisions, encourage repeat patronage, and strengthen long-term customer loyalty.

Limitations and Future Research

This study has several limitations that should be considered when interpreting its findings. First, the research was conducted exclusively at Astana Motor Workshop in Pekanbaru; therefore, the findings cannot be generalized to other automotive repair workshops or service industries with different organizational characteristics and consumer behavior. Second, the study employed a purposive sampling technique, which may limit the representativeness of the sample with respect to the broader population of automotive service customers. Third, the research model examined only two independent variables, namely service quality and promotion, whereas purchase decisions are likely to be influenced by additional factors that were not included in the model, such as price, brand image, trust, perceived value, customer experience, and location. Finally, the study adopted a cross-sectional research design, which does not capture changes in consumers' perceptions and purchase decisions over time.

Based on these limitations, future research is encouraged to include multiple automotive repair workshops or service providers from different geographical regions to enhance the generalizability of the findings. Future studies should also employ probability sampling techniques to improve sample representativeness, incorporate additional variables relevant to explaining purchase decisions, and adopt longitudinal research designs to provide a more comprehensive understanding of the dynamics of consumer behavior in the automotive service industry.

Conclusion

This study examined the effects of service quality and promotion on purchase decisions through customer satisfaction among customers of Astana Motor Workshop in Pekanbaru. The findings demonstrate that both service quality and promotion have positive and significant effects on customer satisfaction, while customer satisfaction and promotion positively influence purchase decisions. In contrast, service quality does not exert a significant direct effect on purchase decisions.

Furthermore, customer satisfaction was found to significantly mediate the relationship between service quality and purchase decisions, whereas it did not mediate the relationship between promotion and purchase decisions. These findings suggest that, in the automotive repair service industry, service quality primarily contributes to the formation of customer satisfaction after consumers experience the service, whereas promotion acts as a pre-purchase stimulus that directly influences consumers' decisions to use the workshop's services.

From a theoretical perspective, this study contributes to the marketing literature by extending the application of the Stimulus–Organism–Response (S–O–R) Theory and providing empirical evidence consistent with the Expectation–Confirmation Theory (ECT). Specifically, the findings demonstrate that, within the context of automotive repair services, service quality influences purchase decisions indirectly through customer satisfaction rather than through a direct relationship. In contrast, promotion primarily influences purchase decisions at the pre-purchase stage, while service quality affects purchase decisions through customer satisfaction formed during the post-service evaluation process. These findings enrich the understanding of consumer decision-making mechanisms in the automotive service industry by demonstrating that different marketing stimuli operate through distinct behavioral pathways.

From a managerial perspective, the findings suggest that Astana Motor Workshop should continuously improve service quality while implementing promotional programs that are aligned with customers' needs and expectations. Delivering consistent service experiences that meet or exceed customer expectations, together with well-designed promotional strategies, is expected to enhance customer satisfaction, encourage repeat purchase decisions, strengthen customer loyalty, and improve the company's competitive advantage. Moreover, the findings provide practical guidance for managers in the automotive service industry when developing more effective marketing strategies and offer a useful foundation for future studies seeking to refine consumer behavior models across different service contexts.

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