

## **THE EFFECT OF PRODUCT QUALITY AND PRODUCT PRICE ON PURCHASE DECISIONS WITH CONSUMER SATISFACTION MEDIATION (STUDY ON IRAMOR COMPANY, BECORA, DILI, TIMOR-LESTE)**

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### **ABSTRACT**

This study aims to determine the influence of product quality and product price on purchasing decisions with the mediation of consumer satisfaction (study at the Iramor company, Becora, Dili, Timor-Leste). In this study, the research method used is a quantitative research method. The population obtained is the entire consumer who consumes Iramor mineral water with incidental samples, so researchers can find a sample of 150 consumers. The data used in this study is primary data, namely by distributing questionnaires. The data analysis technique is a quantitative data analysis technique using statistical methods. The statistical method used is Partial Least Square (PLS). The results of the study show that product quality has a positive and significant effect on consumer satisfaction. In Iramor company, product quality has a positive and significant effect on purchasing decisions in Iramor company, product price has a positive and significant effect on consumer satisfaction in Iramor company, product price has a positive and significant effect on purchasing decisions in Iramor company, consumer satisfaction has a positive and significant effect on purchasing decisions in Iramor company, the role of consumer satisfaction on product quality has a positive and significant effect on purchasing decisions in Iramor company and the role of consumer satisfaction on product price has a positive and significant effect on purchasing decisions in Iramor company.

**KEYWORDS:** Product Quality, Product Price, Consumer Satisfaction and Purchasing Decisions.

### **I. INTRODUCTION**

The rapid development of science and technology has had a positive impact on companies in various sectors, including industry, trade, and services. To remain competitive, company management must be able to manage operations well in order to influence consumer purchasing decisions and prevent them from switching to other companies because purchasing decisions are the final result taken by consumers based on various considerations.

Therefore, companies need to conduct effective marketing, which is very important for business continuity. One sector that is experiencing rapid growth and tight competition is the drinking water refill service. The emergence of various service providers with differences in services and prices further complicates competition in this industry.

Iramor Company is one of the players in the Bottled Drinking Water (AMDK) industry that produces mineral drinking water under the Iramor brand. Iramor faces competition from other companies such as Gota, Freska, and Bemor, which also produce mineral water in 19-liter gallon packages, glasses, and 1500 ml and 600 ml bottles. The company has experienced fluctuations in sales volume in the last five years, where in 2019 Iramor's initial sales reached 16,672 units. This is an important starting point for building a customer base. In 2020, sales declined to 15,977 units, indicating challenges in retaining customers, possibly due to external factors such as increased competition or changing consumer preferences.

In 2021, sales increased slightly again to 16,721 units, indicating stability and the company's efforts to overcome the previous decline. Meanwhile, a spike in sales occurred in 2022, namely sales reaching 22,279 units, indicating the success of the marketing strategy or increased customer satisfaction, and perhaps the introduction of new products, and in 2023, sales increased significantly by reaching 30,738 units, indicating strong growth momentum and the company's increasingly solid position in the market.

Iramor Company operates in a competitive environment with several other companies as its competitors, namely AMDK companies with brands: Gota, Freska, and Bemor. In addition, there are several imported AMDK products (especially from Indonesia), namely: Aqua, Le Minarale, and aquase.

**Table 1. Names of Companies Marketing AMDK in Dili City**

No	Company	Types of products	Information
1	Iramor	19 liter gallon, and glass	Local Company
2	Gotha	19 liter gallon, 1500 ml bottle	Local Company
3	Fresca	19 liter gallon, 600 ml bottle	Local Company
4	Bemor	19 liter gallon, 1500 ml bottle	Local Company
5	Aqua	19 liter gallon, 1500 ml bottle, 600 ml	Overseas Companies
6	Aquse	1500 ml bottle and 600 ml bottle	Overseas Companies
7	The Mineral	1500 ml bottles and 600 ml bottles, glass	Overseas Companies

Source: Researcher Data, 2024

Table 1.1 shows that Iramor Company only produces and markets two types of products, namely 19-liter gallons and glasses, while other competitors produce and market 19-liter gallons and 1500 ml bottles, providing options for consumers who want smaller packaging. While Freska itself provides a 600 ml bottle packaging variant, reaching consumers who may be looking for smaller options.

Although there was a decline in 2020, in the following three years (2021 - 2023) Iramor showed quite good growth in sales. The increase in sales reflects the success of the marketing strategy and product quality. There will still be challenges. Tight competition from other companies such as Gota, Freska, and Bemor as well as imported products, requires that Iramor needs to continue to innovate and

improve services to maintain market share. Marketing Strategy Success in 2022 and 2023 is likely to be the result of a better marketing strategy, additional products, or improvements in distribution and customer service. Expansion Opportunities With an increasing sales base, Iramor can consider expanding its reach to other districts outside Dili to further increase sales volume. Table 1.2 presents Iramor's sales trend.

**Table 2. Iramor AMDK Sales Volume, 2019 - 2023**

No	Year	(19 liter gallon)	220 ml glass/box
1	2019	16,672 units	
2	2020	15,977 units	11,250 Dos
3	2021	16,721 units	13,500 Dos
4	2022	22,279 units	23,558 Dos
5	2023	30,738 units	25,500 Dos

Source: Iramor Company, 2023

Table 1.2 shows that sales volume over the past five years has increased significantly (especially in the last two years), although in 2020 it decreased (due to the Covid pandemic). Data from the past five years has also proven the success of Iramor management in marketing its products amidst increasingly tight competition.

To face increasingly fierce competition, Iramor needs to implement the right strategy to retain consumers while attracting new customers. By maintaining existing strategies, companies can understand the factors that influence purchasing decisions. These factors include product quality, price and consumer satisfaction (Pramesti & Chasanah, 2021).

Purchasing decisions are a process that involves determining the goods or services to be purchased. Companies must emphasize the importance of product quality, which can affect consumer satisfaction and loyalty. Product quality can be measured through performance, durability, conformity to specifications, features, and reliability (Kotler, 2013).

In addition, price also plays an important role in purchasing decisions. Prices are determined by the company in return for the goods or services offered. Factors that influence price include affordability, price matching with quality, and discounts (Kotler & Armstrong, 2016).

Consumer satisfaction is a condition in which consumer needs and expectations for products and services are met. According to Kotler (2000), satisfaction is measured based on a comparison between perceived product performance and consumer expectations. Research shows that consumer satisfaction has a significant moderating role in purchasing decisions (Fitriana & Chadhiq, 2022).

In the world of marketing, understanding consumer behavior is very important to formulate the right strategy in attracting purchasing interest. One of the theories used to understand consumer decision making is the Expectancy Discriminant Theory by Leon G. Schiffman & Leslie Lazar Kanuk (2010) which

focuses on how consumers assess and project the expected results or benefits of a product or service before making a purchasing decision.

Thus, product quality, price, and consumer satisfaction are important factors that influence purchasing decisions. Previous studies have shown a significant relationship between the three factors (Pramesti et al., 2021; Fitriana et al., 2022; Susilowati et al., 2022), Nuryanti, AF, Putra, SS, & Digdowiseiso, K. (2023) and Ilyasa, AF (2023).

Based on this background, the researcher formulated the research title: "The Influence of Product Quality and Price on Purchasing Decisions with Consumer Satisfaction as a Mediating Variable at Iramor Company, Becora, Dili, Timor-Leste."

Benefits of Research: Iramor Management in order to formulate effective marketing strategies, and can be implemented so as to improve marketing performance sustainably; The next researcher who will conduct research on factors that influence purchasing decisions on various other products.

## **II. LITERATURE REVIEW**

Kotler (2008) said that the purchasing decision is a stage of the buyer's decision process, namely when consumers actually buy the product. Where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchasing decision.

Kotler (2013:146), product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes.

Kotler and Keller in Donni Juni Priansah (2017:196). Stated that consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is expected to the performance (or results) that are expected. If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied. If performance exceeds expectations, consumers are very satisfied/happy.

## **III. METHODOLOGY**

The hypothesis that is built, then tested its truth through the analysis process using data obtained from research subjects in the field with interviews, documentation and questionnaires. To answer the formulation of the problem, this study uses descriptive analysis to explain the influence between variables, as well as to determine the influence of each exogenous variable on the endogenous variable, quantitative analysis is carried out using Partial Least Square (PLS).

The conceptual framework is a relationship or connection between one variable and another variable or several concepts with other concepts from the problem being studied, namely product quality and price on purchasing decisions with satisfaction as a mediating variable.

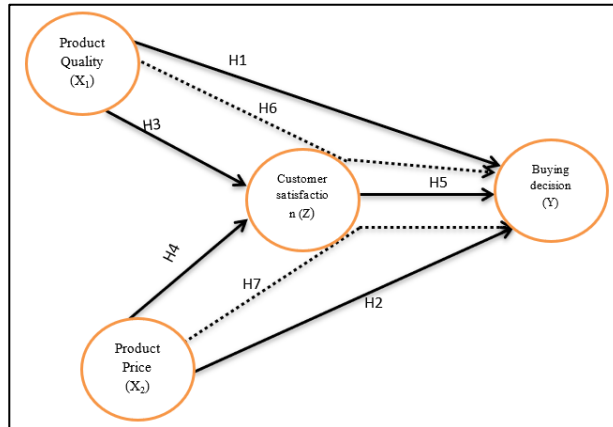


Figure 1. Conceptual Framework

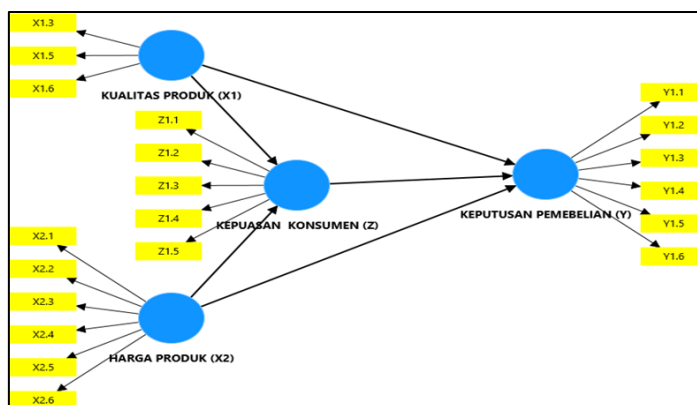
In this study, the research method used is a quantitative research method. The population obtained is the entire consumer who consumes Iramor mineral water with Incidental samples, so researchers can find a sample of 150 consumers. The data used in this study is primary data, namely by distributing questionnaires. The data analysis technique is a quantitative data analysis technique using statistical methods. The statistical methods used are descriptive analysis and Partial Least Square (PLS).

#### IV. RESULTS AND DISCUSSION

##### A. Results of Validity and Reliability Testing of Research Instruments

##### 1. Validity Test

Validity test with SmartPLS program can be seen from the loading factor value for each construct indicator. The requirement that is usually used to assess validity is that the loading factor value must be more than 0.70 and discriminant validity is related to the principle that different construct measurers (manifest variables) should not correlate with high, the way to test discriminant validity with reflective indicators is by looking at the cross loading value for each variable must be > 0.70 and the value is higher than other variables (Ghozali & Latan, 2015: 74).



**Figure 2. Factor Loading**

**Table 3 Factor Loading**

	<b>Outer Loadings</b>
X1.3 <- PRODUCT QUALITY (X1)	0.805
X1.5 <- PRODUCT QUALITY (X1)	0.918
X1.6 <- PRODUCT QUALITY (X1)	0.887
X2.1 <- PRODUCT PRICE (X2)	0.906
X2.2 <- PRODUCT PRICE (X2)	0.940
X2.3 <- PRODUCT PRICE (X2)	0.900
X2.4 <- PRODUCT PRICE (X2)	0.950
X2.5 <- PRODUCT PRICE (X2)	0.898
X2.6 <- PRODUCT PRICE (X2)	0.876
Y1.1 <- PURCHASE DECISION (Y)	0.922
Y1.2 <- PURCHASE DECISION (Y)	0.853
Y1.3 <- PURCHASE DECISION (Y)	0.941
Y1.4 <- PURCHASE DECISION (Y)	0.920
Y1.5 <- PURCHASE DECISION (Y)	0.716
Y1.6 <- PURCHASE DECISION (Y)	0.749
Z1.1 <- CONSUMER SATISFACTION (Z)	0.952
Z1.2 <- CONSUMER SATISFACTION (Z)	0.967
Z1.3 <- CONSUMER SATISFACTION (Z)	0.931
Z1.4 <- CONSUMER SATISFACTION (Z)	0.952
Z1.5 <- CONSUMER SATISFACTION (Z)	0.746

Based on table: 5.8 outer loading can be explained, namely in the product quality variable (X1), product price variable (X2), consumer satisfaction (Z) and purchasing decision (Y) which are contained in each indicator with all having the highest value, namely 0.716 to 0.967 which is greater than the value > 0.7 so that it can be concluded that each indicator in the variable meets the criteria for convergent validity, meaning that it is good in measuring product quality variables, product price variables, consumer satisfaction and purchasing decisions.

Discriminant validity can be seen by comparing the AVE value with the correlation between other constructs in the model. If the AVE root value > 0.50, then it means that discriminant validity is achieved.

**Table 4. Discriminant validity**

<b>VARIABLES</b>	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
PRODUCT QUALITY (X1)	0.839	0.838	0.904	0.759

PRODUCT PRICE (X2)	0.959	0.961	0.967	0.832
CONSUMER SATISFACTION (Z)	0.948	0.947	0.962	0.834
PURCHASE DECISION (Y)	0.923	0.926	0.941	0.73

2. Reliability Test

Table 5. Composite Reliability

VARIABLES	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
PRODUCT QUALITY (X1)	0.839	0.838	0.904	0.759
PRODUCT PRICE (X2)	0.959	0.961	0.967	0.832
CONSUMER SATISFACTION (Z)	0.948	0.947	0.962	0.834
PURCHASE DECISION (Y)	0.923	0.926	0.941	0.73

Composite reliability is good if its value is above 0.70 . Based on the table above, the Composite reliability value for variable X1 is 0.904, X2 is 0.967, Y is 0.941, and Z is 0.962, where the Composite reliability values of the 4 variables in the model are all greater than 0.70, so it can be said that the measurement model in this study has met composite reliability.

**B. Measurement Model ( inner-model )**

**1. R Square Value**

Table 6. R Square Value

VARIABEL	R-square	R-square adjusted
CONSUMER SATISFACTION (Z)	0.680	0.676
PURCHASE DECISION (Y)	0.889	0.887

Based on table 6, it is known that the R-square for the consumer satisfaction variable (Z) is 0.680, which means that Z is influenced by X1 and X2 by 68%. While the R-square value for the purchasing decision variable (Y) is 0.889, which means that Y is influenced by X1, X2 and Z by 88.9%.

**2. Goodness of Fit (GoF)**

The results of the Q Square value calculation are as follows:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0.680) \times (1 - 0.889)] \\
 &= 1 - (0.32) \times (0.111) \\
 &= 1 - 0.3552
 \end{aligned}$$

= 0.964

Based on the calculation results above, the *Q-Square value* is 0.964. This shows the magnitude of the diversity of research data that can be explained by the research model is 96.4 % . While the remaining 3.6 % is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have a good *goodness of fit index* because the *Q-Square value* is above 0.

**C. Description of research variables**

1. Product Quality Variable (X 1)

**Table 7. Description of respondents' responses to indicators on product quality variables**

No	Statement	Strongly disagree	Don't agree	Disagree Less	Agree	Strongly agree	Total Score	Note
1	X1.1	23	46	108	68	255	<b>500</b>	Disagree Less
2	X1.2.	31	50	60	56	300	<b>497</b>	Disagree Less
3	X1.3	32	22	40	112	295	<b>501</b>	Disagree Less
4	X1.4	16	52	99	88	265	<b>520</b>	Agree
5	X1.5	6	78	48	136	275	<b>543</b>	Agree
6	X1.6	33	24	36	144	285	<b>522</b>	Agree
<b>Average Total Score</b>							<b>513.83</b>	<b>Agree</b>

Based on table 5.13 above, it shows that the product quality variable in each statement item with the lowest value is 497 with the statement item I feel that the product packaging in gallon and glass packaging of mineral drinking water at Iramor Company is not easily damaged and can be used is categorized as less agree and the highest value is 543 with the statement item I feel that the mineral water processing materials and spare parts used are in accordance with the recommended Health standards, categorized as agree. The results above show that the product quality variable is categorized as agree. This shows that consumers agree with the quality of the current product because the average value of the product quality variable is 513.83 .

2. Product Price Variables

**Table 8. Description of respondents' responses to indicators on product price variables**

No	Statement	Strongly disagree	Don't agree	Disagree Less	Agree	Strongly agree	Total Score	Note
1	X2.1	12	78	21	160	260	531	Agree
2	X2.2.	33	38	33	104	305	513	Agree
3	X2.3	10	66	48	128	295	547	Agree
4	X2.4	3	98	51	136	235	523	Agree
5	X2.5	9	60	54	164	260	547	Agree
6	X2.6		78	63	136	280	557	Agree
Average Total Score							536.33	Agree

Based on table 8 above, it shows that the product quality variable in each statement item with the lowest value is 513 with the statement item I feel the price of mineral water in 19 liter gallon packaging and Iramor Company product glasses is in accordance with what is desired, categorized as agree and the highest value is 557 with the statement item I always get a discount with the purchase of Iramor mineral drinking water. categorized as agree. The results above show that the product price variable is categorized as agree. This shows that consumers agree with the current product price because the average value of the product price variable is 536.33.

3. Consumer Satisfaction Variables

**Table 9. Description of respondents' responses to indicators in the consumer satisfaction variable**

No	Statement	Strongly disagree	Don't agree	Disagree Less	Agree	Strongly agree	Total Score	Keter
1	Z1.1	31	30	75	88	285	509	Disagree Less
2	Z1.2	27	36	81	92	275	511	Agree
3	Z1.3	14	60	84	124	235	517	Agree
4	Z1.4	12	74	39	152	250	527	Agree
5	Z1.5	7	84	48	96	305	540	Agree
6	Z1.6		90	60	140	250	540	Agree
Average Total Score							524	Agree

Based on table 9 above, it shows that the product quality variable in each statement item with the lowest value is 509 with the statement item Information provided in accordance with consumer expectations is categorized as less agree and the highest value is 540 with the statement item Cleanliness and comfort provided by the Iramor drinking water company are very good and the location of the Iramor drinking water company is easy to reach is categorized as agree. The results above show that the consumer satisfaction variable is categorized as agree. This shows that we agree with current consumer satisfaction because the average value of the consumer satisfaction variable is 524.

4. Purchase Decision Variables

**Table 10. Description of respondents' responses to indicators on purchasing decision variables**

No	Statement	Strongly disagree	Don't agree	Disagree Less	Agree	Strongly agree	Total Score	Kete
1	Y1.1	28	44	36	64	360	532	Agree
2	Y1.2	25	36	60	104	305	530	Agree
3	Y1.3	30	40	27	84	350	531	Agree
4	Y1.4	4	74	45	104	340	567	Agree
5	Y1.5	33	32	57	100	285	507	Disagree Less
6	Y1.6	27	42	69	80	295	486	Disagree Less
<b>Average Total Score</b>							525	Agree

Based on table 5.16 above, it shows that the product quality variable in each statement item with the lowest value is 486 with the statement item I make payment transactions for Iramor mineral drinking water easily categorized as less agree and the highest value is 567 with the statement item I use my free time to buy Iramor mineral drinking water products. categorized as agree. The results above show that the purchasing decision variable is categorized as agree. This shows that they agree with the current purchasing decision because the average value of the purchasing decision variable is 525.

**D. Hypothesis Test Results**

1) The influence of product quality on consumer satisfaction

Based on table: 5.17, the first hypothesis shows that the results of SMARTPLS data processing with a t-statistic value of  $3.675 > 1.96$  and a significant value of  $0.000 < 0.05$ . So the hypothesis on the product quality variable on consumer satisfaction is accepted. It can be concluded that the product quality provided by the Iramor company greatly influences consumer satisfaction at the Iramor company,

meaning that product quality has a positive and significant effect on consumer satisfaction. at Iramor company.

**Table 11. Path Coefficients (Direct influence)**

Path coefficients					
Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
PRODUCT QUALITY (X1) -> CONSUMER SATISFACTION (Z)	0.486	0.499	0.132	3.675	0.000
PRODUCT QUALITY (X1) -> PURCHASE DECISION (Y)	0.930	0.936	0.089	10,421	0.000
PRODUCT PRICE (X2) -> CONSUMER SATISFACTION (Z)	0.364	0.352	0.142	2,560	0.011
PRODUCT PRICE (X2) -> PURCHASE DECISION (Y)	-0.258	-0.264	0.085	3,027	0.002
CONSUMER SATISFACTION (Z) -> PURCHASE DECISION (Y)	0.278	0.276	0.063	4.406	0.000

2) The influence of product quality on purchasing decisions at Iramor company.

Based on table 11 from the second hypothesis shows that the results of SMARTPLS data processing with a t-statistic value of 10,421 > 1.96 and a significant value of 0.000 < 0.05. So the hypothesis on the product quality variable on purchasing decisions is accepted. It can be concluded that the quality of the products provided by the Iramor company greatly influences purchasing decisions at the Iramor company. This means that product quality has a positive and significant influence on purchasing decisions at the Iramor company.

3) The effect of product prices on consumer satisfaction at Iramor company.

Based on table 11, the third hypothesis shows that the results of SMARTPLS data processing with a t-statistic value of 2,560 > 1.96 and a significant value of 0.011. < 0.05. So the hypothesis on the product price variable on consumer satisfaction is accepted. It can be concluded that the price of the product given by the Iramor company greatly influences consumer satisfaction at the Iramor company, meaning that the price of the product has a positive and significant effect on consumer satisfaction at the Iramor company.

4) The influence of product prices on purchasing decisions at Iramor Company.

Based on table 11, the fourth hypothesis shows that the results of SMARTPLS data processing with a t-statistic value of 3.027 > 1.96 and a significant value of 0.002. < 0.05. So the hypothesis on the product price variable on purchasing decisions is accepted. It can be concluded that the product prices given

by the Iramor company greatly influence purchasing decisions at the Iramor company. This means that product prices have a positive and significant influence on purchasing decisions at the Iramor company.

5) The influence of consumer satisfaction on purchasing decisions at Iramor company.

Based on table 11, the fifth hypothesis shows that the results of SMARTPLS data processing with a t-statistic value of  $4.406 > 1.96$  and a significant value of  $0.000 < 0.05$ . So, the hypothesis on the consumer satisfaction variable on purchasing decisions is accepted. It can be concluded that consumer satisfaction provided by the Iramor company greatly influences purchasing decisions at the Iramor company. This means that consumer satisfaction has a positive and significant influence on purchasing decisions at the Iramor company.

**Table 12. Path Coefficients (Specific indirect effects)**

Specific indirect effects					
Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
PRODUCT QUALITY (X1) -> CONSUMER SATISFACTION (Z) -> PURCHASE DECISION (Y)	0.135	0.137	0.049	2,773	0.006
PRODUCT PRICE (X2) -> CONSUMER SATISFACTION (Z) -> PURCHASE DECISION (Y)	0.101	0.097	0.046	2.21	0.027

1. The mediating role of consumer satisfaction on the influence of product quality on purchasing decisions at Iramor Company, Becora, Dili, Timor-Leste.

Based on table 12, the sixth hypothesis shows that the results of SMARTPLS data processing with a t-statistic value of  $2.21 > 1.96$  and a significant value of  $0.006 < 0.05$ . So the hypothesis on the mediating role of consumer satisfaction variables on the influence of product quality on purchasing decisions is accepted. It can be concluded that the role of consumer satisfaction on product quality has a positive and significant influence on purchasing decisions at the Iramor company.

2. The mediating role of consumer satisfaction on the influence of product price on purchasing decisions at Iramor Company, Becora, Dili, Timor-Leste.

Based on table 12 from the seventh hypothesis shows that the results of SMARTPLS data processing with a t-statistic value of  $2.773 > 1.96$  and a significant value of  $0.027 < 0.05$ . So, the hypothesis on the mediating role of consumer satisfaction variables on the influence of product prices on purchasing

decisions is accepted. It can be concluded that the role of consumer satisfaction on product prices has a positive and significant effect on purchasing decisions at the Iramor company.

## **V. DISCUSSION AND CONCLUSION**

Based on the analysis above, the quality of the products provided by the Iramor company has a significant influence on consumer satisfaction at the Iramor company, meaning that product quality has a positive and significant influence on consumer satisfaction. in the Iramor company. With the quality of Iramor mineral drinking water that is getting better and the mineral water processing materials and spare parts used are in accordance with the recommended health standards, it will have a very big influence on providing satisfaction to consumers. The results of this study are in accordance with research conducted by (Tecoalu & Wahyoedi, 2022) that the product quality variable has a positive and significant effect on consumer satisfaction.

Based on the results of the analysis above, the quality of the products provided by the Iramor company greatly influences purchasing decisions at the Iramor company. This means that product quality has a positive and significant effect on purchasing decisions at the Iramor company. With the quality of Iramor drinking water available, it can influence purchasing decisions to continue buying Iramor mineral water because Iramor mineral water has good quality and comes from mountain springs. The results of this study are in accordance with research conducted by (Feriyansyah & Venanza, 2021) Product Quality has a significant effect on Purchasing Decisions for Oppo Mobile Phone products in Pagar Alam City.

Based on the results of the analysis above, the price of the product given by the Iramor company greatly influences consumer satisfaction at the Iramor company, meaning that the price of the product has a positive and significant effect on consumer satisfaction at the Iramor company. With the current price of Iramor mineral water products, it can have an effect on consumer satisfaction because the price of mineral water in 19 liter gallon packaging and Iramor Company product glasses is in accordance with what consumers want and the price of 19 liter gallon packaging and Iramor Company product glasses is affordable. The results of this study are in accordance with research conducted by (Hermawan & Izzuddin, 2022) that Price has a partial effect on customer satisfaction.

Based on the results of the analysis above, the product prices given by the Iramor company greatly influence purchasing decisions at the Iramor company. This means that the price of the product has a positive and significant effect on purchasing decisions at the Iramor company. With the current price of Iramor mineral water, it can influence purchasing decisions to continue to buy Iramor mineral water according to their needs because they always get discounts with the purchase of Iramor mineral drinking water and the price of mineral water in 19 liter gallon packaging and glasses according to the

benefits felt. The results of this study are in accordance with research conducted by ( Susilowati & Utari , 2022 ) that the price variable has a positive and significant effect on purchasing decisions.

Based on the results of the analysis above, consumer satisfaction provided by the Iramor company greatly influences purchasing decisions at the Iramor company. This means that consumer satisfaction has a positive and significant influence on purchasing decisions at the Iramor company. To consume Iramor mineral water can provide satisfaction to consumers according to consumer expectations because the "Iramor" refill drinking water business provides guaranteed product quality and service and the cleanliness and comfort provided by the Iramor drinking water company are very good. The results of this study are in accordance with research conducted by (Putra & Digdowiseiso, 2023) that there is a positive and significant influence between Customer Satisfaction (X) on Purchasing Decisions (Y).

Based on the results of the analysis above, the role of consumer satisfaction on product quality has a positive and significant effect on purchasing decisions at the Iramor company. With good product quality, it will provide satisfaction to consumers to buy Iramor mineral drinking water according to their expectations because the information provided is in accordance with consumer expectations, the "Iramor" refill drinking water business provides guaranteed product quality and service, buys Iramor brand bottled drinking water because it suits your needs, makes payment transactions for Iramor mineral drinking water easily and the product rates set are in accordance with product quality. The results of this study are in accordance with research conducted by ( Sisrahmayanti & Muslikh, 2022) that Consumer satisfaction mediates the positive influence of product quality on purchasing decisions.

Based on the results of the analysis above, the role of consumer satisfaction on product prices has a positive and significant effect on purchasing decisions at the Iramor company. With product prices, there will be consumer satisfaction and purchasing decisions because consumers always buy back Iramor mineral drinking water products at the Iramor company, make Iramor mineral drinking water payment transactions easily and buy Iramor mineral drinking water in quantities according to their needs. The results of this study are in accordance with research conducted by Ilyasa (2023) that Price has a positive and significant effect on Purchasing Decisions mediated by Satisfaction.

## **E. CONCLUSION**

Product quality has a positive and significant effect on consumer satisfaction in Iramor company. With the quality of Iramor mineral drinking water that is getting better and the mineral water processing materials spare parts used are in accordance with the recommended Health standards, it will have a very big influence on providing satisfaction to consumers.

Product quality has a positive and significant effect on purchasing decisions at the Iramor company. With the quality of Iramor drinking water that exists, it can influence purchasing decisions to continue buying Iramor mineral water because Iramor mineral water has good quality and comes from mountain springs.

Product price has a positive and significant effect on consumer satisfaction at Iramor Company. With the current price of Iramor mineral water products, it can have an effect on consumer satisfaction because the price of mineral water in 19 liter gallon packaging and Iramor Company product glasses is in accordance with what consumers want and the price of 19 liter gallon packaging and Iramor Company product glasses is affordable.

Product price has a positive and significant effect on purchasing decisions at the Iramor company. With the current price of Iramor mineral water, it can influence purchasing decisions to continue to buy Iramor mineral water according to their needs because they always get discounts with the purchase of Iramor mineral drinking water and the price of mineral water in 19 liter gallon packaging and glasses according to the benefits felt.

Consumer satisfaction has a positive and significant effect on purchasing decisions at the Iramor company. To consume Iramor mineral water can provide satisfaction to consumers according to consumer expectations because the refill drinking water business "Iramor" provides guaranteed product quality and service and the cleanliness and comfort provided by the Iramor drinking water company are very good.

The role of consumer satisfaction on product quality has a positive and significant effect on purchasing decisions at the Iramor company. With good product quality, it will provide satisfaction to consumers to buy Iramor mineral drinking water according to their expectations because the information provided is in accordance with consumer expectations, the "Iramor" refill drinking water business provides guaranteed product quality and service, buys Iramor brand bottled drinking water because it suits their needs, makes Iramor mineral drinking water payment transactions easily and the product rates set are in accordance with product quality.

The role of consumer satisfaction on product prices has a positive and significant effect on purchasing decisions at the Iramor company. With product prices, there will be consumer satisfaction and purchasing decisions because consumers always buy back Iramor mineral drinking water products at the Iramor company, make Iramor mineral drinking water payment transactions easily and buy Iramor mineral drinking water in quantities according to their needs.

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