

Exploring the Impact of Product Quality and Social Media Promotion on Purchase Decisions through Customer Satisfaction

Menelusuri Pengaruh Kualitas Produk dan Promosi Media Sosial terhadap Keputusan Pembelian melalui Kepuasan Pelanggan

Ni Luh Nurkariani^{1*}, Dewa Ayu Seri Naraswari², Mazzlida Mat Deli³

Management Study Program, Sekolah Tinggi Ilmu Ekonomi Satya Dharma, Indonesia^{1,2}

Graduate School of Business, Universiti Kebangsaan Malaysia, Malaysia³

serinaraswari@gmail.com¹

ABSTRACT

Understanding factors that influence consumer purchasing decisions is essential for improving customer satisfaction and business performance. This study investigates the effect of product quality and social media promotion on consumers' purchasing decisions for Banana Stem Chopping Machines at Denita Welding and Lathe Workshop, with customer satisfaction as a mediating variable. A quantitative approach was used, collecting data via online questionnaires and direct field surveys from 64 respondents who had purchased the machines in the past five years. Data were analyzed using Partial Least Squares (PLS) within Structural Equation Modeling (SEM) via SmartPLS. The results show that product quality, social media promotion, and customer satisfaction significantly affect purchase decisions. In addition, product quality and social media promotion enhance customer satisfaction, which in turn drives purchasing behavior. The study highlights the importance of maintaining high product quality and implementing effective social media strategies to increase customer satisfaction and purchase decisions.

Keywords : Product Quality, Social Media Promotion, Customer Satisfaction, Purchase Decision

ABSTRAK

Memahami faktor yang memengaruhi keputusan pembelian konsumen penting untuk meningkatkan kepuasan pelanggan dan kinerja bisnis. Penelitian ini menganalisis pengaruh kualitas produk dan promosi media sosial terhadap keputusan pembelian mesin pencacah batang pisang di Bengkel Bubut dan Las Denita, dengan kepuasan pelanggan sebagai variabel mediasi. Metode kuantitatif digunakan dengan pengumpulan data melalui kuesioner online dan survei lapangan pada 64 responden yang pernah membeli mesin dalam lima tahun terakhir. Analisis data dilakukan menggunakan Partial Least Squares (PLS) dalam Structural Equation Modeling (SEM) melalui SmartPLS. Hasil penelitian menunjukkan bahwa kualitas produk, promosi media sosial, dan kepuasan pelanggan berpengaruh signifikan terhadap keputusan pembelian. Selain itu, kualitas produk dan promosi media sosial meningkatkan kepuasan pelanggan yang mendorong keputusan pembelian. Penelitian ini menekankan pentingnya menjaga kualitas produk dan menerapkan strategi promosi media sosial yang efektif untuk meningkatkan kepuasan pelanggan dan keputusan pembelian.

Kata kunci: Kualitas Produk, Promosi Media Sosial, Kepuasan Pelanggan, Keputusan Pembelian

1. Introduction

The agricultural sector in Indonesia continues to evolve alongside technological innovation that enhances productivity and efficiency in various farming processes, including the utilization of agricultural waste as animal feed. One such innovation is the banana stem chopper machine, which assists farmers—especially pig farmers—in processing banana stem waste efficiently. This technology is crucial since banana stems generally have low nutritional value and require technological processing to improve their usability (Loliwu & Marota, 2021). The

development of such machinery reflects a broader trend of agricultural modernization that supports sustainability and resource optimization.

Product quality plays a fundamental role in shaping both customer satisfaction and purchasing behavior. As noted by Jannah and Hayuningtias (2024), the degree of product excellence directly influences consumer perceptions and loyalty. High-quality products contribute significantly to enhancing consumer satisfaction (Yulistria et al., 2023) and can positively affect purchase intentions (Astana & Ardini, 2024). Nevertheless, some studies have found that product quality does not always exert a direct influence on purchasing decisions, suggesting that intermediary factors such as satisfaction may mediate this relationship (Fiana & Hartati, 2023). These mixed findings underscore the need for further empirical testing across different contexts and product categories.

In the current digital era, social media platforms have become powerful marketing tools that enable businesses to connect directly with consumers, foster engagement, and stimulate purchasing behavior. According to Hasibuan and Perangin-angin (2022), social media promotion serves as an effective strategy to capture consumer attention and build trust. Empirical evidence indicates that social media-based promotions can enhance consumer satisfaction (Mulawarman & Wulandari, 2025) and, consequently, strengthen purchase decisions (Ryanto & Tampubolon, 2024). Therefore, the integration of digital marketing strategies has become a crucial determinant of competitiveness and consumer loyalty in both large and small-scale enterprises.

Customer satisfaction itself plays a pivotal role in ensuring business continuity and long-term consumer relationships. It acts as a bridge between marketing activities—such as product quality and promotional strategies—and actual purchase behavior. Cesariana et al. (2022) emphasize that satisfaction not only contributes to customer retention but also reinforces purchase commitment. Similarly, Ramadhani et al. (2024) found that satisfied customers are more likely to make repeat purchases and recommend products to others. Consequently, satisfaction functions as a mediating factor that can explain variations in consumer decision-making processes.

Bengkel Las and Bubut Denita is a local manufacturer that produces 14 types of industrial machines, including automatic tempeh slicers, flour grinders, meat grinders, plastic melters, charcoal briquette presses, feed mixers, dodol stirrers, rice lifters, and banana stem choppers. Among these, the banana stem chopper has emerged as the company's best-selling product, particularly in Bali. Despite its popularity, the company has faced fluctuating sales performance caused by increasing market competition, limited promotional reach, and external disruptions such as livestock disease outbreaks that have affected farmers' purchasing capacity.

Company records from 2020 to 2024 reveal that banana stem chopper sales have varied significantly, with 21 units sold in 2020 (IDR 73,500,000), 15 units in 2021 (IDR 42,000,000), 40 units in 2022 (IDR 147,000,000), 55 units in 2023 (IDR 192,500,000), and 45 units in 2024 (IDR 157,500,000). The decline in 2020–2021 was largely due to a severe pig disease outbreak in Bali that led to substantial losses for farmers. Sales rebounded in 2022–2023 following the recovery of the pig farming sector and the entry of new farmers but fell again in 2024 as competition intensified and social media marketing efforts remained suboptimal. These patterns suggest that factors such as product quality perception, promotional effectiveness, and customer satisfaction may significantly influence purchasing outcomes.

Although numerous studies have examined the effects of product quality, promotional activities, and satisfaction on purchasing decisions in sectors such as retail, e-commerce, and food services, research focusing on agricultural machinery remains limited. The unique characteristics of this industry—such as its technical nature, localized market behavior, and dependence on small-scale producers—highlight a gap in understanding how marketing and satisfaction dynamics operate within this context. Addressing this gap is essential for expanding theoretical insights and supporting business innovation in rural industrial enterprises.

Building on this context, the present study aims to investigate the influence of product quality and social media promotion on purchase decisions for banana stem chopper machines at Bengkel Las and Bubut Denita, with customer satisfaction serving as a mediating variable. The novelty of this research lies in its focus on integrating agricultural machinery marketing with digital promotion strategies within a small-scale manufacturing environment. This study is expected to contribute to both theoretical development and managerial practice by clarifying the mediating role of satisfaction and providing actionable insights for improving marketing effectiveness in similar industries.

2. Methods

The study was conducted among customers of Bengkel Las and Bubut Denita in Singaraja, Bali, with a population of 178 purchasers of banana stem chopper machines within the past five years. A total of 64 respondents were selected through purposive sampling, with criteria including: (1) customers who had purchased the machine, (2) active use of social media as a source of product information, and (3) direct involvement in the operation of the machine for livestock feed preparation. Four variables were analyzed, namely product quality, social media promotion, customer satisfaction, and purchase decision. Product quality (X1) was measured by durability, efficiency, and ease of use; social media promotion (X2) by frequency of exposure, content relevance, and engagement; customer satisfaction (Z) by perceived usefulness, expectation fulfillment, and overall satisfaction; and purchase decision (Y) by intention to buy, repeat purchase, and recommendation. Data were collected using questionnaires with a 5-point Likert scale, supplemented by five-year sales records as supporting information. Instrument validity was evaluated through convergent validity (factor loadings >0.70 , AVE >0.50) and discriminant validity (cross-loadings and Fornell-Larcker criterion), while reliability was assessed using composite reliability (>0.60 for exploratory research) and Cronbach's alpha (>0.70 , or >0.60 for exploratory research). Data analysis employed Structural Equation Modeling with the Partial Least Squares (PLS-SEM) method using SmartPLS 4.0, which is robust for small samples and non-normal data. Model estimation was conducted through bootstrapping with a 0.05 significance level, with outer and inner model assessments to ensure validity of both measurement and structural models.

3. Result and Discussion

Figure 1 illustrates the assessment of the outer model, which evaluates the measurement model through several key indicators, namely loading factor, cross-loading, as well as construct reliability and validity. The loading factor value represents the strength of association between each indicator and its corresponding construct, while the cross-loading value measures the correlation between an indicator and all other constructs in the model. In this study, all relationships between indicators and constructs are reflective, as indicated by arrows pointing toward the indicators. Specifically, the Product Quality variable is represented by indicators KP1–KP7, Social Media Promotion by PMS1–PMS3, Customer Satisfaction by KK1–KK4, and Purchase Decision by KeP1–KeP4.

Table 1. Loading Factor and Cross Loading Values for Each Indicator

N Indicator	Loading Factor	Cross Loading			
		Product Quality	Social Media Promotion	Consumer Satisfaction	Purchase Decision
KP1	0,828	0,828	0,672	0,660	0,657
KP2	0,789	0,789	0,713	0,738	0,642
KP3	0,845	0,845	0,809	0,841	0,843
KP4	0,842	0,842	0,78	0,799	0,834

KP5	0,863	0,863	0,753	0,762	0,737
KP6	0,774	0,774	0,752	0,649	0,772
KP7	0,828	0,828	0,672	0,660	0,657
PMS1	0,897	0,817	0,897	0,786	0,784
PMS2	0,951	0,862	0,951	0,905	0,874
PMS3	0,958	0,870	0,958	0,919	0,905
KK1	0,836	0,793	0,761	0,836	0,772
KK2	0,937	0,767	0,840	0,937	0,804
KK3	0,897	0,801	0,817	0,897	0,780
KK4	0,938	0,856	0,928	0,938	0,908
KeP1	0,903	0,856	0,873	0,901	0,903
KeP2	0,885	0,760	0,779	0,741	0,885
KeP3	0,896	0,828	0,790	0,777	0,896
KeP4	0,888	0,762	0,821	0,800	0,888

Referring to Table 1, all indicators show their highest loading factor values on their respective constructs, confirming indicator validity. Moreover, all loading factor values exceed the threshold of 0.70, demonstrating a strong correlation between each indicator and its corresponding variable. This indicates that all measurement items are appropriate and reliable in representing their respective constructs.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Product Quality	0,924	0,929	0,946	0,815
Social Media Promotion	0,916	0,918	0,940	0,798
Consumer Satisfaction	0,922	0,925	0,937	0,680
Purchase Decision	0,929	0,936	0,955	0,875

Based on Table 2, all constructs exhibit Cronbach's Alpha coefficients greater than 0.70, meeting the minimum reliability requirement. Similarly, all Average Variance Extracted (AVE) values exceed 0.50, confirming convergent validity. The Composite Reliability (pc) values also surpass 0.90 for all variables, indicating internal consistency and high measurement accuracy. Hence, all constructs in the model are deemed reliable and valid for further structural analysis.

Figure 2 depicts the inner model, which evaluates the structural relationships among constructs using the coefficient of determination (R^2). A higher R^2 value indicates a stronger explanatory power of the model in predicting dependent variables.

Table 3. R Square value

	R^2	R^2 adjusted
Consumer Satisfaction	0,881	0,877
Purchase Decision	0,875	0,868

Referring to Table 3, the R^2 value for the Consumer Satisfaction variable is recorded at 0.881, indicating that 88.1% of its variability is explained by the Product Quality and Social Media

Promotion variables. Furthermore, the R^2 value for the Purchase Decision variable stands at 0.875, meaning that 87.5% of its variability is accounted for by Product Quality, Social Media Promotion, and Consumer Satisfaction. To determine more detailed relationships, hypothesis testing is conducted next.

To further examine the relationships among variables, hypothesis testing was conducted using path coefficient analysis. Table 4 displays the results of direct effect testing.

Table 4. Path Coefficients (Direct Effect Hypothesis Testing)

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Consumer Satisfaction -> Purchase Decision	0,303	0,298	0,135	2,254	0,024
Product Quality -> Consumer Satisfaction	0,254	0,252	0,078	3,282	0,001
Product Quality -> Purchase Decision	0,312	0,313	0,137	2,283	0,022
Social Media Promotion -> Consumer Satisfaction	0,701	0,705	0,074	9,474	0
Social Media Promotion -> Purchase Decision	0,349	0,355	0,135	2,591	0,01

The results show that Product Quality significantly influences Customer Satisfaction ($\beta = 0.254$; $p = 0.001$) and Purchase Decision ($\beta = 0.312$; $p = 0.022$). Social Media Promotion also has a strong positive effect on both Customer Satisfaction ($\beta = 0.701$; $p < 0.001$) and Purchase Decision ($\beta = 0.349$; $p = 0.010$). Furthermore, Customer Satisfaction significantly affects Purchase Decision ($\beta = 0.303$; $p = 0.024$). These findings indicate that both Product Quality and Social Media Promotion play crucial roles in shaping Customer Satisfaction and Purchase Decision outcomes.

The mediating effects of Customer Satisfaction were evaluated through indirect effect testing, as shown in Table 5.

Table 5. Indirect Effect Hypothesis Testing

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Product Quality -> Consumer Satisfaction -> Purchase Decision	0,077	0,074	0,042	1,821	0,069
Social Media Promotion -> Consumer Satisfaction -> Purchase Decision	0,213	0,21	0,098	2,17	0,03

The analysis reveals that Customer Satisfaction partially mediates the relationship between Social Media Promotion and Purchase Decision ($\beta = 0.213$; $p = 0.030$), indicating a significant indirect effect. However, the mediating effect of Customer Satisfaction on the relationship between Product Quality and Purchase Decision is not statistically significant ($\beta = 0.077$; $p = 0.069$). This suggests that Social Media Promotion exerts both direct and indirect effects on purchasing behavior, whereas the influence of Product Quality on Purchase Decision is predominantly direct.

Discussion

The findings of this research reveal that product quality has a significant and positive impact on consumer satisfaction ($\beta = 0.254$; $p = 0.001$). This result confirms that the higher the product quality offered by Bengkel Las and Bubut Denita, the greater the level of consumer satisfaction. Product quality represents the excellence of a product in meeting consumer needs and expectations and has been proven to significantly increase satisfaction (Rachman et al., 2025). Prior studies also found similar results in the UMKM Kerodong context (Jannah & Hayuningtias, 2024) and across various product dimensions (Yulistria et al., 2023). A comparable relationship was observed in FreshCare products in Surabaya (Wahyuningtyas & Prabowo, 2024). However, compared to these studies, the coefficient in this research is relatively lower, suggesting that for industrial machinery such as banana stem shredders, functional durability and operational efficiency play a more crucial role than design or aesthetics. From a managerial standpoint, this indicates that the company should prioritize product durability, after-sales service, and spare parts availability—elements most valued by industrial consumers.

The study also shows that social media promotion has a positive and significant impact on consumer satisfaction ($\beta = 0.701$; $p < 0.001$). This implies that the more intensive and informative the promotional activities are, the higher the level of consumer satisfaction. Promotion serves as an effective tool to introduce products and enhance awareness. A similar pattern was found among Indomaret retail consumers (Hasibuan & Perangin-angin, 2022). In contrast, studies on electronic products (Maulana et al., 2023) revealed that promotion had no significant effect on satisfaction, as consumers in that market prioritized technological specifications and brand trust. This contrast highlights that the impact of promotion is highly context-dependent. For Bengkel Las and Bubut Denita, where products are niche and have limited offline visibility, online promotion becomes the main source of consumer information and trust-building. Managerially, this suggests that the company should focus on video demonstrations, customer testimonials, and interactive content on platforms such as Facebook, Instagram, and TikTok to enhance perceived credibility and satisfaction.

Furthermore, the results indicate that product quality significantly affects purchase decisions ($\beta = 0.312$; $p = 0.022$). This finding suggests that higher product quality increases consumers' likelihood of purchasing. It aligns with the notion that product quality is a core advantage that satisfies consumer needs and serves as a fundamental basis for purchase decisions (Rachman et al., 2025). Similar findings were reported by Nugroho and Soliha (2024) for Ms. Glow Beauty skincare products and by Astana and Ardini (2024) in other retail contexts. Conversely, Fiana and Hartati (2023) found that product quality did not significantly influence noodle purchase decisions in Yogyakarta, implying that factors such as price, taste, or brand loyalty may dominate. Hence, while product quality remains essential, its degree of influence can vary depending on product type and consumer characteristics.

The study also finds that social media promotion has a positive and significant effect on purchase decisions ($p = 0.010$; $t = 2.591$). This means that more active and targeted promotional efforts on social media increase consumers' likelihood of making purchases. Informative and engaging promotional content helps build consumer trust, which directly drives purchasing behavior. This result is consistent with Ryanto and Tampubolon (2024), who found that promotions on Lazada strengthened consumer confidence and increased purchases. Similarly, Wikantari (2022) emphasized that social media promotion serves as a strategic communication tool to influence buying interest. Supporting evidence is also provided by Rahman et al. (2025) and Apriliyani and Sarikusumaningtyas (2024), who confirmed that social media promotion significantly impacts purchase decisions in beauty and fashion sectors. However, Ryanto and Tampubolon (2024) also noted that price and product quality remain complementary determinants of purchasing behavior. Thus, while promotion is vital, it should be balanced with other elements of the marketing mix.

The results further confirm that consumer satisfaction has a positive and significant influence on purchase decisions ($\beta = 0.303$; $p = 0.024$). This suggests that satisfied consumers

are more likely to repurchase or recommend products to others. This finding supports Luki yana and Ramafita (2024), who demonstrated that consumer satisfaction enhances purchase decisions for local food products, and Ramadhani (2024), who found similar results for electronic goods. Practically, this underscores the strategic importance of maintaining high consumer satisfaction to build long-term loyalty and promote word-of-mouth marketing.

In addition, consumer satisfaction is found to mediate the relationship between product quality and purchase decisions ($\beta = 0.077$; $p = 0.069$). Although this mediating effect is relatively weak, it indicates that part of the influence of product quality on purchase decisions operates through consumer satisfaction. Milleni et al. (2023) reported different findings, showing no mediating effect at Yotta Tinumbu, where consumers based their purchase decisions primarily on perceived quality. This variation suggests that the mediating role of satisfaction depends on consumer characteristics and industry context. For Bengkel Las and Bubut Denita, satisfaction partially contributes to the relationship between product quality and purchase decision but does not dominate it.

Conversely, consumer satisfaction plays a stronger mediating role between social media promotion and purchase decisions ($\beta = 0.213$; $p = 0.009$). This means that promotional content that is not only informative but also emotionally engaging can enhance satisfaction, which in turn leads to purchasing actions. This result is consistent with Anhar and Sari (2025), who found that consumer satisfaction strengthens the effect of social media promotion on purchase decisions in the local fashion industry. Therefore, promotional strategies that evoke positive emotions and trust can significantly improve their effectiveness in influencing consumer behavior.

Overall, these findings carry several practical implications for Bengkel Las and Bubut Denita. First, improving product quality should remain a top priority, as it directly affects both satisfaction and purchase decisions. Second, social media promotion strategies must be optimized through engaging, educational, and interactive content to foster trust and emotional connection. Third, maintaining consumer satisfaction is crucial, not only through superior product quality but also through reliable after-sales service to encourage repeat purchases and positive recommendations. Integrating these strategies will enable the company to expand its market reach, enhance consumer loyalty, and strengthen its competitive position.

4. Conclusion

This study demonstrates that product quality and social media promotion significantly and positively influence consumer satisfaction and purchase decisions at Bengkel Las and Bubut Denita, with consumer satisfaction acting as a key mediating variable. These findings highlight the importance of maintaining high product standards and leveraging effective social media strategies to enhance consumer trust and purchasing behavior.

However, the study is subject to several limitations. First, the relatively small sample size limits the generalizability of the findings. Second, the research focuses solely on one region—Bali—which may not fully represent consumer behavior in other areas. Third, the model includes only four variables, potentially omitting other relevant determinants of purchase decisions, such as price perception, brand trust, or service quality.

Future research should therefore consider expanding the sample size and geographical coverage to improve external validity. Additionally, incorporating more diverse variables—such as brand image, perceived value, and digital engagement—would provide a more comprehensive understanding of consumer behavior. Applying the model to different industries, including manufacturing, retail, and services, could also test its robustness across various market contexts.

From a managerial perspective, Bengkel Las and Bubut Denita should focus on enhancing product durability, offering reliable after-sales services (such as warranties, spare

parts availability, and user training), and strengthening their social media presence with interactive and educational content. These strategies can help improve consumer satisfaction, foster long-term loyalty, and ultimately increase purchase decisions.

Acknowledgements

The author sincerely thanks all parties and organizations who have supported The fulfillment of this research. Sincere gratitude is given to the management and employees of Bengkel Las and Bubut Denita for their cooperation and assistance during the data collection process. Gratitude is also extended to the academic supervisors for their valuable guidance and constructive suggestions throughout the research. Lastly, heartfelt thanks go to family and colleagues for their continuous encouragement and help. This study would not have been accomplished without their support.

References

- Adam Mulawarman, H., & Wulandari, R. (2025). The influence of lifestyle, product quality, and social media marketing promotion on purchase decisions at Lain Hati Coffee Café. *International Journal of Management Science and Application*, 4(1), 55–68. <https://doi.org/10.58291/ijmsa.v4i1.360>
- Anhar, G., & Sari, V. N. (2025). Pengaruh brand image dan promosi sosial media terhadap keputusan pembelian melalui kepuasan konsumen sebagai variabel intervening: Studi kasus pada Balisijuk.id Payakumbuh. *Lokawati: Jurnal Penelitian Manajemen dan Inovasi Riset*, 3(2), 137–150. <https://doi.org/10.61132/lokawati.v3i2.1634>
- Apriliyani, J., & Sarikusumaningtyas, W. (2024). Pengaruh promosi media sosial Instagram dan word of mouth terhadap keputusan pembelian konsumen memilih wedding organizer Wiwit Wedding. *Jurnal Inovasi Manajemen, Kewirausahaan, Bisnis dan Digital*, 1(4), 20–39. <https://doi.org/10.61132/jimakebidi.v1i4.341>
- Astana, I. G. M. O., & Ardini, K. L. (2024). Faktor-faktor yang mendukung keputusan pembelian pada toko sandal Panama Singaraja. *Artha Satya Dharma*, 17(1), 1–8. <https://doi.org/10.55822/asd.v17i1.393>
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model keputusan pembelian melalui kepuasan konsumen pada marketplace. *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, 3(1), 211–224.
- Fiana, E. O., & Hartati, R. (2023). Pengaruh kualitas produk, harga, dan lokasi terhadap keputusan pembelian (Studi pada rumah makan “Mie Gacoan” di Daerah Istimewa Yogyakarta). *Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa*, 3(2), 149. <https://doi.org/10.35917/cb.v3i2.341>
- Hasibuan, M. Z., & Perangin-angin, N. J. P. (2022). Pengaruh promosi media sosial dan pelayanan pesan antar terhadap tingkat kepuasan konsumen (Studi kasus pada Indomaret Tanjung Morawa). *Jurnal Mutiara Manajemen*, 7(2), 66–72. <https://doi.org/10.51544/jmm.v7i2.3564>
- Jannah, S. A., & Hayuningtias, K. A. (2024). Pengaruh kualitas produk dan persepsi harga terhadap kepuasan pelanggan serta dampaknya pada loyalitas pelanggan. *Jesya*, 7(1), 489–500. <https://doi.org/10.36778/jesya.v7i1.1421>
- Loliwu, A. Y., & Marota, J. (2021). Pemanfaatan limbah batang pisang sebagai pakan alternatif pada penggemukan ternak sapi. *Mosintuwu: Jurnal Pengabdian Kepada Masyarakat*, 1(1), 19–23.
- Lukiwana, L., & Ramafita, D. (2024). Kepuasan konsumen memoderasi pengaruh e-service quality dan promosi terhadap keputusan pembelian pada aplikasi Zenius di

- Indonesia. *Ekonomis: Journal of Economics and Business*, 8(1), 206. <https://doi.org/10.33087/ekonomis.v8i1.1302>
- Maulana, A. E., Lewangka, O., & Mappatempo, A. (2023). Pengaruh promosi media sosial dan kualitas pelayanan terhadap kepuasan konsumen dan loyalitas konsumen pada UMKM Ayam Kampung Prozen Food Dapoer Umma di Kota Makassar. *Jurnal Mirai Management*, 8(1), 298–310.
- Milleni, Z. T., BramaKumbara, V., & Pratiwi, N. (2023). Pengaruh kualitas produk dan kualitas pelayanan terhadap keputusan pembelian ulang melalui kepuasan pelanggan sebagai variabel intervening. *Jurnal Pustaka Aktiva (Pusat Akses Kajian Akuntansi, Manajemen, Investasi, dan Valuta)*, 3(2), 60–66. <https://doi.org/10.55382/jurnalpustakaaktiva.v3i2.399>
- Nugroho, A., & Soliha, E. (2024). Keputusan pembelian konsumen pada produk kecantikan: Peran kualitas produk, citra merek, persepsi harga dan celebrity endorsement. *Jesya*, 7(1), 226–242. <https://doi.org/10.36778/jesya.v7i1.1348>
- Rachman, S. A., Rahman, M. F., & Sakitri, W. (2025). Mediating role of brand awareness: The influence of social media marketing and product quality on purchasing decisions. *Acman: Accounting and Management Journal*, 4(2), 79–92. <https://doi.org/10.55208/aj.v4i2.141>
- Ramadhani, R. (2024). Strategi pengembangan daya tarik wisata Pantai Ujung Batu di Kabupaten Barru dalam meningkatkan kunjungan wisatawan (Analisis pariwisata syariah). *Skripsi, Program Studi Pariwisata Syariah, Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri Parepare*, 15(1), 37–48.
- Ramadhani, S., Nasution, N. L., & Zebua, Y. (2024). The influence of service quality, product quality, price, and customer satisfaction on consumer purchasing decisions at Master Cash & Credit Kotapinang. *Management Studies and Entrepreneurship Journal*, 5(2), 4850–4864.
- Ryanto, B. T. A. S., & Tampubolon, L. H. (2024). Pengaruh promosi sosial media terhadap keputusan pembelian e-commerce Lazada pada pengguna sosial media di wilayah DKI Jakarta. *Jurnal Transaksi*, 16(1), 53–66.
- Wahyuningtyas, A., & Prabowo, B. (2024). Peran harga, promosi, kualitas produk terhadap loyalitas konsumen melalui kepuasan konsumen FreshCare di Surabaya. *Journal of Economic, Management, Accounting and Technology*, 7(2), 263–276. <https://doi.org/10.32500/jematech.v7i2.5981>
- Wikantari, M. A. (2022). The effect of social media marketing on purchase decisions moderated by product quality. *Indonesian Interdisciplinary Journal of Sharia Economics (IJJSE)*, 5(2), 672–686. <https://doi.org/10.31538/ijse.v5i2.2149>
- Yulistria, R., Rosento, R., Handayani, E. P., Susilowati, I. H., & Aulia, S. (2023). Pengaruh kualitas produk terhadap kepuasan pelanggan pada PT Mitra Bangun Perwira. *Jurnal Swabumi*, 11(1), 13–22.