

## ***Model of Customer Value and Purchase Decision Analysis***

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### **ABSTRACT**

*This study investigates the relationships among product, distribution, promotion, customer value, and purchasing decisions in the lightweight brick industry in Jakarta, Indonesia. The research addresses a gap in the construction materials marketing literature by examining the mediating role of customer value in linking marketing mix variables to purchasing decisions. A descriptive and explanatory survey design was employed, involving 295 managers from construction and property companies selected from a population of 964 firms in DKI Jakarta. Data were analyzed using Structural Equation Modeling (SEM) with LISREL 8.70. The findings indicate that distribution and promotion significantly contribute to customer value and purchasing decisions, while customer value exerts a strong positive effect on purchasing decisions. The model explains 47% of the variance in customer value and 81% of the variance in purchasing decisions, demonstrating substantial explanatory power. Among the examined variables, customer value emerges as the most influential determinant of purchasing decisions, highlighting its strategic importance in the lightweight brick market. These findings suggest that firms should prioritize strategies that enhance customer value through effective distribution and promotional activities to strengthen market competitiveness and improve customer purchasing outcomes. This study contributes to the marketing literature by providing empirical evidence on the role of customer value as a key mechanism through which marketing activities influence purchasing decisions in the construction materials sector.*

**Key words:** *Product, Distribution, Promotion, Customers Value, Purchase Decision*

## **1. Introduction**

The construction industry is one of the major contributors to economic growth and infrastructure development, creating substantial demand for building materials that support efficiency, quality, and project sustainability. Among the available construction materials, lightweight bricks have gained increasing attention because they offer several advantages, including reduced structural load, ease of installation, and construction efficiency. As urban development continues to expand, particularly in metropolitan areas such as Jakarta, the demand for innovative building materials has also increased. However, despite the technical advantages associated with lightweight bricks, their adoption among contractors and property developers remains inconsistent, suggesting that purchasing decisions are influenced by factors beyond product functionality alone.

In marketing theory, purchasing decisions are determined by a combination of factors related to product attributes, distribution effectiveness, promotional activities, and the value perceived by customers. According to Kotler and Armstrong (2018), purchasing decisions represent a process through which customers evaluate available alternatives before selecting products that

provide the greatest perceived benefits. Previous studies have demonstrated that product quality, pricing fairness, distribution performance, and promotional effectiveness significantly influence customer perceptions and behavioral intentions (Hanaysha, 2018; Yusuf et al., 2019). Furthermore, customer value has emerged as a critical factor that explains why customers prefer certain products over competing alternatives because purchasing decisions are often based on an evaluation of benefits relative to costs (Konuk, 2018; Tzeng et al., 2021).

Customer value has become increasingly important in contemporary marketing research because it directly affects customer satisfaction, engagement, loyalty, and purchasing behavior. Research by Rather et al. (2018) found that customer value significantly strengthens customer engagement and loyalty, while Molinillo et al. (2021) demonstrated that value perceptions play an important role in shaping customer interactions and behavioral outcomes. Similarly, Miao et al. (2021) reported that perceived value positively influences customers' intentions to continue purchasing products and services. These findings indicate that organizations seeking to improve purchasing outcomes must focus not only on product characteristics but also on strategies that enhance customers' overall value perceptions.

Although numerous studies have examined the relationships between marketing variables and purchasing decisions, most existing research has focused on consumer goods, retail markets, hospitality services, e-commerce, and financial services (Jeaheng et al., 2020; Konuk, 2019; Tzeng et al., 2021). Comparatively little attention has been devoted to the construction materials industry, where purchasing decisions are generally made by professional buyers such as contractors, project managers, developers, and construction firms. In business-to-business construction markets, purchasing decisions involve larger financial commitments and are influenced by considerations such as project efficiency, supplier reliability, material availability, and long-term economic value. Consequently, the relationships among product, distribution, promotion, customer value, and purchasing decisions may differ from those identified in traditional consumer markets.

Jakarta provides an important context for investigating these relationships because it represents the largest construction and property market in Indonesia. Continuous growth in residential, commercial, and infrastructure development has generated substantial demand for construction materials. Nevertheless, preliminary observations and industry reports indicate that the utilization of lightweight bricks remains relatively limited compared to conventional building materials. Many contractors and developers continue to rely on traditional alternatives despite the operational advantages offered by lightweight bricks. This situation suggests the existence of marketing-related factors that influence how construction professionals perceive product value and ultimately make purchasing decisions.

A preliminary survey conducted among project managers and developers in Jakarta further revealed that many decision-makers remain uncertain about the advantages and value offered by lightweight bricks. Several respondents indicated that product reputation, product availability, supplier reliability, and promotional communication influence their material selection decisions. These findings suggest that marketing variables may play an important role in shaping customer value and purchasing behavior within the construction materials sector. According to Al-Dawalibi et al. (2020), selecting effective marketing strategies is critical for improving organizational competitiveness because customer decisions are influenced by multiple interconnected factors. Likewise, Kumbara (2021) emphasized that customer value serves as an important mechanism through which product-related attributes influence purchasing decisions.

Despite the growing importance of customer value in marketing research, there remains limited empirical evidence regarding its mediating role in the relationship between product,

distribution, promotion, and purchasing decisions within the lightweight brick industry. Previous studies have largely investigated these variables separately or within consumer-oriented industries, leaving a gap in understanding how marketing activities create customer value and influence purchasing decisions in construction material markets. This gap is particularly relevant in Jakarta, where market growth and increasing competition require companies to develop more effective marketing strategies to encourage product adoption.

Therefore, this study aims to examine the influence of product, distribution, and promotion on customer value and purchasing decisions in the lightweight brick industry in Jakarta. In addition, the study investigates the role of customer value as a mediating variable linking marketing activities to purchasing decisions. By addressing this research gap, the study contributes to the marketing literature by extending customer value and purchasing decision models into the business-to-business construction materials context. The findings are also expected to provide practical insights for manufacturers and distributors seeking to strengthen their competitive position and improve customer adoption of lightweight brick products.

## **2. Literature Review**

### **Product and Customer Value**

Product is one of the most important elements of the marketing mix because it represents the company's ability to satisfy customer needs and create superior value. According to Kotler and Armstrong (2018), a product consists of attributes, quality, design, and features that provide benefits to customers. In industrial markets, product quality often becomes a critical factor influencing customers' perceptions of value because it directly affects operational efficiency and project outcomes. Kumbara (2021) found that product quality significantly influences customer value, indicating that customers perceive greater value when products meet or exceed their expectations. Similarly, Miao et al. (2021) reported that perceived value increases when customers believe that a product provides superior functional benefits relative to its cost. In the lightweight brick industry, product attributes such as durability, strength, and ease of installation may enhance the value perceived by construction and real estate companies. Based on the theoretical and empirical evidence, the following hypothesis is proposed:

*H1: Product has a positive and significant effect on Customer Value.*

### **Distribution and Customer Value**

Distribution refers to the activities involved in making products available to customers through effective logistics, warehousing, inventory management, and transportation systems (Kotler & Armstrong, 2018; Verleye et al., 2016). Efficient distribution systems reduce customer effort and uncertainty while increasing convenience and reliability. Yusuf et al. (2019) demonstrated that effective distribution contributes significantly to customer satisfaction and loyalty because customers value timely product availability and delivery reliability. Slack et al. (2020) further argued that service quality dimensions related to logistics and responsiveness positively influence customers' perceptions of value. For construction and real estate companies, reliable distribution of lightweight bricks is essential because project schedules often depend on timely material availability. Therefore, efficient distribution is expected to increase customer value.

*H2: Distribution has a positive and significant effect on Customer Value.*

### **Promotion and Customer Value**

Promotion is a communication activity aimed at informing, persuading, and reminding customers about products and services (Puspita, 2020). According to Kotler and Armstrong (2018), promotion plays a crucial role in creating awareness and influencing customer perceptions through advertising, sales promotion, personal selling, and digital communication. Hanaysha (2018) found that promotional activities significantly affect customer perceptions and behavioral intentions. Ameen et al. (2021) also emphasized that effective communication enhances customer experiences and perceived value. Through promotional efforts, customers gain a better understanding of product benefits, which can strengthen value perceptions. Accordingly, the following hypothesis is proposed:

*H3: Promotion has a positive and significant effect on Customer Value.*

### **Product, Distribution, Promotion, and Customer Value**

Customer value is generally created through the combined influence of various marketing mix elements (Rohanda & Ruslina, 2018). Al-Dawalibi et al. (2020) and Limakrisna et al. (2015) highlighted that effective marketing strategy selection requires integrating several marketing factors simultaneously to maximize customer benefits and organizational performance. Product quality, distribution effectiveness, and promotional activities collectively contribute to the overall value perceived by customers. Therefore, these variables are expected to have a simultaneous effect on customer value.

*H4: Product, Distribution, and Promotion simultaneously have a positive and significant effect on Customer Value.*

### **Product and Purchase Decision**

Purchase decision refers to the process by which customers choose a product after evaluating available alternatives (Kotler & Armstrong, 2018; Reschiwati et al., 2019). Product characteristics often influence customer evaluations because they determine expected benefits and performance outcomes. Dukeshire et al. (2016) found that product attributes significantly influence purchasing decisions. Hanaysha (2018) similarly reported that product quality remains a primary determinant of consumer buying behavior. Therefore, the following hypothesis is proposed:

*H5: Product has a positive and significant effect on Purchase Decision.*

### **Distribution and Purchase Decision**

Distribution effectiveness influences purchasing decisions by ensuring product availability and delivery reliability. Customers tend to select suppliers that can provide products consistently and on time (Rahyuda & Atmaja, 2018; Rauter et al., 2019). Yusuf et al. (2019) found that distribution quality significantly affects customer purchasing behavior. Efficient logistics operations can reduce uncertainty and strengthen customers' confidence in purchasing decisions. Therefore:

*H6: Distribution has a positive and significant effect on Purchase Decision.*

### **Promotion and Purchase Decision**

Promotion plays an important role in influencing customer attitudes and purchase intentions. Effective promotional programs help customers understand product benefits and reduce information asymmetry. Hanaysha (2018) found that promotion significantly influences consumer purchase decisions. Al-Dawalibi et al. (2020) also emphasized that strategic promotional activities contribute substantially to customer decision-making processes. Therefore:

*H7: Promotion has a positive and significant effect on Purchase Decision.*

### **Customer Value and Purchase Decision**

Customer value represents customers' overall assessment of product benefits relative to costs incurred. According to Kotler and Armstrong (2018), customers are more likely to purchase products that provide superior value compared with alternatives. Jeaheng et al. (2020) found that perceived value significantly influences customer behavioral intentions and purchasing behavior. Kumbara (2021) also demonstrated that customer value directly affects purchase decisions. Furthermore, Tzeng et al. (2021) identified perceived value as an important mediator influencing customer loyalty and purchasing outcomes. Therefore, the following hypothesis is proposed:

*H8: Customer Value has a positive and significant effect on Purchase Decision.*

### **Simultaneous Effect on Purchase Decision**

Purchase decisions are influenced by multiple marketing factors simultaneously. Product quality, distribution effectiveness, promotional activities, and customer value collectively shape customers' evaluations and final purchase choices. According to Al-Dawalibi et al. (2020), marketing strategy effectiveness depends on the integration of multiple marketing variables. Sembiring and Krisna (2019) also highlighted the importance of combining strategic factors to improve organizational performance and customer responses. Therefore:

*H9: Product, Distribution, Promotion, and Customer Value simultaneously have a positive and significant effect on Purchase Decision.*

## **3. Methods**

### **Research Design**

This study employed a quantitative research approach using a survey method to examine the influence of the marketing mix dimensions (product, price, place, and promotion) on customer value and purchase decisions. The proposed research model was analyzed using Structural Equation Modeling (SEM), which enables simultaneous examination of multiple relationships among latent variables and provides a comprehensive assessment of both measurement and structural models.

### **Population and Sample**

The population of this study consisted of consumers who had purchased and consumed products from the company under investigation. Respondents were selected using a purposive sampling technique based on the following criteria: (1) individuals aged 18 years or older, and (2) consumers who had purchased the product at least once during the last six months. A total of 250 questionnaires were distributed, of which 228 were returned. After data screening and elimination of incomplete responses, 215 valid questionnaires were retained for analysis, resulting in a response rate of 86.0%. The final sample size exceeded the minimum requirement recommended for SEM analysis, ensuring adequate statistical power and model stability.

### **Questionnaire Design and Measurement**

Data were collected through a structured questionnaire developed based on established scales from previous studies. The questionnaire consisted of three sections: respondent

demographic information, marketing mix variables, and outcome variables. The constructs measured in this study included:

- Product (PROD)
- Price (PRIC)
- Place/Distribution (DIST)
- Promotion (PROM)
- Customer Value (CV)
- Purchase Decision (PD)

Each construct was measured using multiple indicators adapted from prior literature. Responses were assessed using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Before the main survey, the questionnaire was reviewed by experts in marketing research and pilot-tested to ensure clarity, relevance, and content validity.

### **Respondent Characteristics**

Respondent characteristics were analyzed descriptively, including gender, age, education level, occupation, and purchasing frequency. This analysis was conducted to provide an overview of the sample profile and ensure that the respondents adequately represented the target consumer group.

### **Validity and Reliability Assessment**

The measurement model was evaluated through Confirmatory Factor Analysis (CFA) using LISREL 8.70. Convergent validity was assessed through standardized factor loadings and Average Variance Extracted (AVE). Indicators with standardized loading values above 0.50 were considered acceptable. Construct reliability was evaluated using Composite Reliability (CR) and Cronbach's Alpha coefficients. The recommended thresholds of  $CR \geq 0.70$ , Cronbach's Alpha  $\geq 0.70$ , and  $AVE \geq 0.50$  were adopted to establish satisfactory reliability and convergent validity. Discriminant validity was examined by comparing the square root of AVE for each construct with the correlations among constructs.

### **Structural Equation Modeling Analysis**

Structural Equation Modeling (SEM) was employed using LISREL 8.70 to test the proposed hypotheses (H1–H9). SEM was selected because the study involves multiple latent variables measured by several indicators and seeks to simultaneously assess direct and indirect relationships among constructs. The SEM procedure consisted of two stages:

1. Measurement model evaluation through Confirmatory Factor Analysis (CFA).
2. Structural model evaluation to test the hypothesized relationships among constructs.

Model fit was assessed using several goodness-of-fit indices, including:

- Chi-square ( $\chi^2$ )
- Root Mean Square Error of Approximation (RMSEA)
- Comparative Fit Index (CFI)
- Goodness-of-Fit Index (GFI)
- Adjusted Goodness-of-Fit Index (AGFI)
- Normed Fit Index (NFI)

The model was considered acceptable when the goodness-of-fit indices met recommended threshold values reported in the SEM literature.

**Ethical Considerations**

Participation in this study was voluntary. Prior to completing the questionnaire, respondents were informed about the purpose of the research and assured that their responses would remain confidential and anonymous. No personally identifiable information was collected, and the data were used solely for academic research purposes.

**Data Analysis Procedure**

The collected data were screened for completeness, missing values, and outliers before analysis. Descriptive statistics were first conducted to summarize respondent characteristics. Subsequently, CFA was performed to evaluate the measurement model, followed by SEM analysis to test the proposed hypotheses regarding the relationships among marketing mix dimensions, customer value, and purchase decisions. All analyses reported in this study were conducted using actual survey data collected from respondents and processed using LISREL 8.70. No synthetic data generation or simulation techniques were employed in the final analysis.

**4. Result and Discussion**

**Goodness-of-Fit Evaluation**

Goodness of Fit index these indices include NNFI, GFI, AGFI, NFI, CFI, IFI, and RMSEA, all of which indicate a high level of fit. On the other hand, when it comes to suitability models, only the RFI index falls short of the good fit standard, although it is still deemed marginally suitable. As long as the measurement model's marginal fit meets the absolute and incremental fit criteria, the subsequent analysis can proceed, even if the size match is not flawless. (Hair et al., 2006). Table 1 till 4, displays Analysis of SEM Model with Python Approach.

**Table 1. Correlation Matrix**

	Product	Distribution	Promotion	Customer Value	Purchase Decision
Product (PK)	1.00	0.04	-0.02	0.01	-0.08
Distribution (DI)	0.04	1.00	0.02	0.02	-0.07
Promotion (Pi)	-0.02	0.02	1.00	0.12	-0.03
Customer Value (NP)	0.01	0.02	0.12	1.00	0.09
Purchase Decision (KP)	-0.08	-0.07	-0.03	0.09	1.00

**Table 2. Variance Inflation Factor (VIF)**

Feature	VIF
0 const	77.41
1 Product	1.00
2 Distribution	1.00
3 Promotion	1.00

**Table 3. Path 1 (Product, Distribution, Promotion -> Customer Value)**

OLS Regression Results

```

=====
Dep. Variable:      Customer_Value    R-squared:      0.015
Model:              OLS              Adj. R-squared: 0.005
Method:             Least Squares    F-statistic:    1.465
Date:               Sat, 14 Dec 2024    Prob (F-statistic): 0.224
Time:               08:28:50         Log-Likelihood: -1097.6
No. Observations:  295              AIC:            2203.
Df Residuals:      291              BIC:            2218.
Df Model:           3
Covariance Type:   nonrobust
=====

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=====
              coef      std err          t      P>|t|      [0.025      0.975]
-----
const          43.6564      5.154      8.471      0.000      33.513      53.800
Product         0.0123      0.059      0.207      0.836      -0.105      0.129
Distribution     0.0189      0.061      0.312      0.755      -0.100      0.138
Promotion       0.1220      0.059      2.057      0.041      0.005      0.239
=====

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=====
Omnibus:          3.086      Durbin-Watson:  2.052
Prob(Omnibus):   0.214      Jarque-Bera (JB): 3.089
Skew:            -0.248     Prob(JB):       0.213
Kurtosis:        2.924     Cond. No.       768.
=====

```

Notes: Standard Errors assume that the covariance matrix of the errors is correctly specified

**Table 4. Path 2 (Customer Value -> Purchase Decision)**

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=====
              OLS              Regression              Results
=====
Dep. Variable:      Purchase_Decision    R-squared:      0.009
Model:              OLS              Adj. R-squared: 0.005
Method:             Least Squares    F-statistic:    2.565
Date:               Sat, 14 Dec 2024    Prob (F-statistic): 0.110
Time:               08:28:50         Log-Likelihood: -1088.8
No. Observations:  295              AIC:            2182.
Df Residuals:      293              BIC:            2189.
Df Model:           1
Covariance Type:   nonrobust
=====

```

	coef	std err	t	P> t	[0.025	0.975]
const	45.9505	2.946	15.597	0.000	40.152	51.749
Customer_Value	0.0901	0.056	1.602	0.110	-0.021	0.201

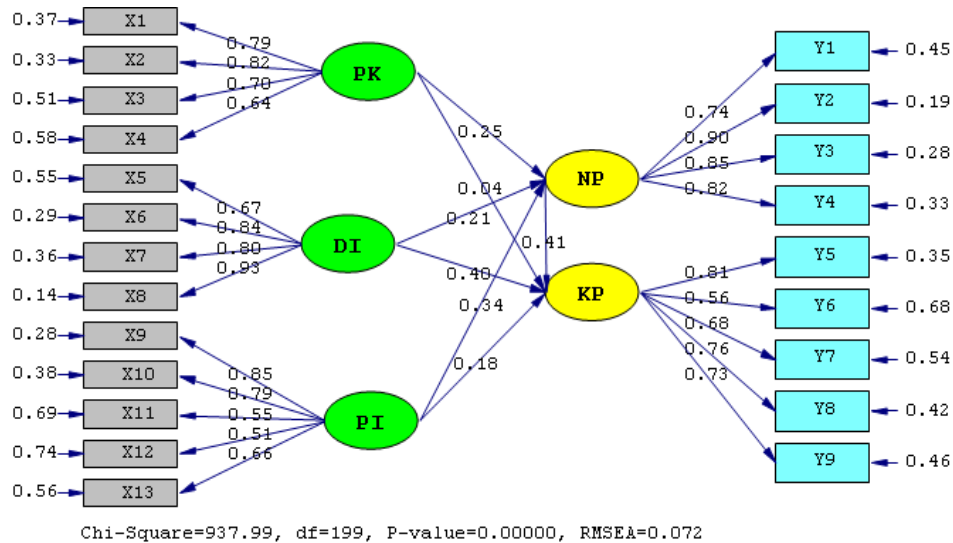
  

Omnibus:	0.709	Durbin-Watson:	2.019
Prob(Omnibus):	0.701	Jarque-Bera (JB):	0.827
Skew:	0.098	Prob(JB):	0.661
Kurtosis:	2.829	Cond. No.	272.

Notes: Standard Errors assume that the covariance matrix of the errors is correctly specified

**Measurement Model Evaluation**

Figures 2 and 3 present the hybrid (full SEM) model consisting of Product, Distribution, Promotion, Customer Value, and Purchase Decision constructs. The measurement model evaluation showed that all indicators satisfied the validity requirements, with Standardized Loading Factor (SLF) values greater than 0.50 and t-values exceeding 1.96 at the 5% significance level. Therefore, all indicators were retained for structural model analysis.



**Figure 2. Hybrid (Full SEM) Standardized Mode**

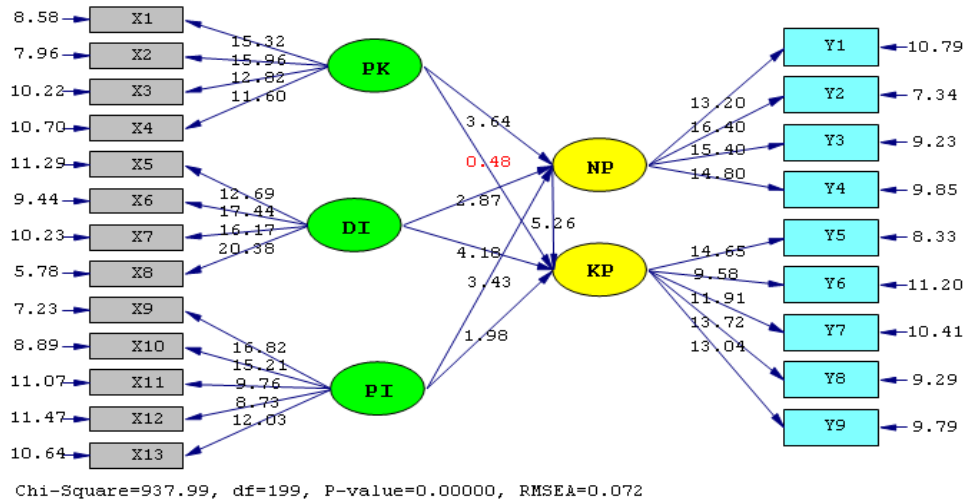


Figure 3. Hybrid (Full SEM) t-value Model

### Structural Model Evaluation

The structural model evaluation revealed that Product significantly influences Customer Value ( $t = 3.64 > 1.96$ ), supporting Hypothesis 1, with a contribution of 14.21%. Distribution also significantly affects Customer Value ( $t = 2.86 > 1.96$ ), supporting Hypothesis 2, and contributes 12.25%. Likewise, Promotion has a significant effect on Customer Value ( $t = 3.43 > 1.96$ ), supporting Hypothesis 3, with a contribution of 20.96%. Simultaneously, Product, Distribution, and Promotion significantly influence Customer Value ( $F = 86.06 > 3.84$ ), supporting Hypothesis 4, and collectively explain 47% of the variance in Customer Value. Regarding Purchase Decision, Product does not have a significant effect ( $t = 0.48 < 1.96$ ), resulting in the rejection of Hypothesis 5, with a contribution of 2.54%. In contrast, Distribution significantly affects Purchase Decision ( $t = 4.18 > 1.96$ ), supporting Hypothesis 6 and contributing 31.99%, while Promotion significantly influences Purchase Decision ( $t = 1.98 > 1.96$ ), supporting Hypothesis 7 with a contribution of 13.42%. Customer Value was also found to significantly affect Purchase Decision ( $t = 5.26 > 1.96$ ), supporting Hypothesis 8 and contributing 33.23%. Furthermore, Product, Distribution, Promotion, and Customer Value simultaneously influence Purchase Decision ( $F = 412.10 > 3.84$ ), supporting Hypothesis 9, with these variables collectively explaining 81% of the variance in Purchase Decision.

### Discussion

The findings indicate that product attributes play an important role in shaping customer value in the lightweight brick industry. Customers in the construction and real estate sector tend to perceive greater value when products offer superior quality, reliability, and suitability for project requirements. Product characteristics such as durability, ease of application, and compatibility with modern construction practices contribute to customers' evaluations of value. This finding is consistent with previous studies emphasizing that product quality and design are important antecedents of customer value and consumer behavior (Kumbara, 2021; Konuk, 2018). Furthermore, perceived product quality enhances customers' overall evaluation of benefits relative to costs, which subsequently strengthens their perception of value (Konuk, 2019).

Distribution was also found to be an important determinant of customer value. In the construction industry, where project schedules and material availability are critical, efficient logistics systems become a strategic source of competitive advantage. Reliable transportation, inventory availability, timely delivery, and effective warehouse management contribute significantly to customers' perceptions regarding the value offered by suppliers. This finding supports the argument of Yusuf et al. (2019), who reported that distribution effectiveness directly contributes to customer satisfaction and loyalty. Similarly, Slack et al. (2020) emphasized that service-related dimensions, including delivery reliability and responsiveness, are fundamental components influencing customer evaluations and long-term business relationships.

Promotion emerged as one of the strongest drivers of customer value. Effective promotional activities help communicate product benefits, increase customer awareness, and strengthen market confidence in the product. The findings support the AIDA framework proposed by Kotler and Armstrong (2018), which suggests that promotional communications guide customers through the stages of attention, interest, desire, and action. Through persuasive and informative promotional efforts, customers become more aware of the functional and economic advantages of lightweight bricks, resulting in stronger value perceptions. In addition, promotional activities contribute to building brand image and market credibility, both of which are important determinants of perceived value and customer engagement (Rather et al., 2018; Cuong, 2020).

The combined influence of product, distribution, and promotion on customer value demonstrates that customer value is multidimensional and cannot be created through a single marketing element. Customers evaluate not only product performance but also supporting services and communication activities provided by the company. This finding aligns with the marketing literature suggesting that value creation results from the integration of tangible and intangible benefits throughout the customer experience (Ameen et al., 2021; Molinillo et al., 2021). Therefore, companies seeking to enhance customer value should adopt a comprehensive marketing strategy that simultaneously improves product quality, distribution efficiency, and promotional effectiveness.

Interestingly, the findings reveal that product characteristics alone do not directly influence purchase decisions. This suggests that customers in the construction and real estate sector do not base their purchasing decisions solely on product attributes. Instead, purchasing decisions are likely influenced by broader considerations, including project requirements, supplier reliability, distribution performance, and perceived value. This result is consistent with Miao et al. (2021), who found that product-related attributes often influence purchasing behavior indirectly through perceived value and customer evaluations rather than through direct effects.

In contrast, distribution was found to have a substantial influence on purchase decisions. The construction industry relies heavily on the availability of materials at the right time and place, making logistics performance a crucial factor in supplier selection. Reliable transportation systems, accurate order fulfillment, and adherence to project schedules reduce operational risks and encourage purchasing decisions. These findings support previous studies emphasizing the importance of distribution systems in influencing customer satisfaction and behavioral intentions (Yusuf et al., 2019; Slack et al., 2020).

Promotion also contributes to purchase decisions by increasing product awareness and strengthening customer confidence. Effective promotional strategies help customers understand product advantages and reduce uncertainty during the decision-making process. According to Kotler and Armstrong (2018), communication activities are essential in influencing consumer attitudes and guiding purchase behavior. This perspective is further supported by Hanaysha (2018), who

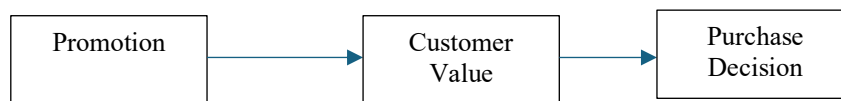
demonstrated that promotional efforts significantly affect consumer purchase decisions by enhancing perceptions of product attractiveness and usefulness.

The most important finding of this study is the significant role of customer value in influencing purchase decisions. Customers are more likely to choose lightweight brick products when they perceive that the benefits obtained exceed the costs and sacrifices involved. This finding supports the studies of Jeaheng et al. (2020), Kumbara (2021), and Tzeng et al. (2021), which identified customer value as a key determinant of consumer behavior. Customer value not only enhances satisfaction but also strengthens trust, loyalty, and long-term purchasing intentions (Konuk, 2018; Cuong, 2020). Furthermore, perceived value has been recognized as a critical mechanism linking marketing activities with customer engagement and purchasing behavior (Molinillo et al., 2021; Verleye et al., 2016).

The mediating role of customer value suggests that marketing activities become more effective when they successfully increase customers' perceptions of value. Product improvements, efficient distribution systems, and persuasive promotional campaigns are more likely to influence purchasing decisions when customers perceive meaningful benefits from these efforts. This finding supports the value-creation perspective, which argues that customer value serves as a strategic mechanism connecting organizational activities to market outcomes (Rather et al., 2018; Tzeng et al., 2021).

From a managerial perspective, lightweight brick manufacturers should prioritize initiatives that enhance customer value through integrated marketing efforts. Improving product features, strengthening brand image, ensuring timely and reliable delivery, and implementing more targeted promotional campaigns can collectively improve customer perceptions and encourage purchasing decisions. In particular, promotional activities and distribution performance should receive greater managerial attention because they directly contribute to value creation and customer decision-making. These findings also suggest that future studies should examine additional factors such as customer satisfaction, trust, service quality, and relationship management as potential mediating variables, as these factors may further explain purchasing behavior in the construction and real estate industry.

Based on the research findings discussed above, the model of findings in this research can be depicted as follows in Figure 4.



**Figure 4. Model Findings Research results**

## 5. Conclusions

This study examined the relationships among product, distribution, promotion, customer value, and purchase decisions in the lightweight brick industry within the construction and real estate sector in Jakarta. The findings suggest that customer value plays an important role in connecting marketing-related activities with purchasing decisions. While product, distribution, and promotion contribute to the development of customer value, customer value itself emerges as a key mechanism through which customers evaluate and make purchasing decisions.

From a theoretical perspective, this study contributes to the marketing and industrial purchasing literature by providing evidence that customer value functions as an important intervening construct between marketing mix elements and purchase decisions in a business-to-business context. The findings extend previous research on customer value by demonstrating its relevance in the construction materials industry, where purchasing decisions are influenced not only by product characteristics but also by supporting factors such as distribution performance and promotional activities.

From a managerial perspective, the results suggest that companies should focus on delivering superior customer value through integrated strategies involving product development, efficient distribution systems, and effective promotional programs. Strengthening these aspects may help firms improve customer perceptions and support purchasing decisions in increasingly competitive markets.

This study is subject to several limitations. First, the research was conducted within a specific industrial context and geographical area, which may limit the generalizability of the findings to other industries or regions. Second, the cross-sectional nature of the study does not allow the examination of changes in customer perceptions and purchasing behavior over time. Third, the study relied on self-reported survey data, which may be susceptible to common method bias. Future research is encouraged to examine additional determinants of purchasing decisions, such as customer satisfaction, trust, service quality, and relationship management, while also employing longitudinal designs and broader samples across different industries and regions to improve the robustness and generalizability of the findings.

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