



## THE EFFECT OF PRODUCT QUALITY AND SALES PROMOTION ON CONSUMER PURCHASE DECISIONS WITH SATISFACTION AS A MEDIATION VARIABLE IN ALAS COFFEE, TEMBARAK DISTRICT, TEMANGGUNG REGENCY

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| Article Info   | Abstract   |
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| <p><b>Article History</b></p> <p>Received:<br/>29 June 2022</p> <p>Accepted:<br/>22 December 2022</p> <p>Published:<br/>31 December 2022</p> | <p><i>The research entitled <i>The Effect of Goods Quality and Sales Promotion on Purchase Decisions with Satisfaction as a Mediation Variable in Alas Coffee, Tembarak District, Temanggung Regency</i>, aims to determine the effect of goods quality on consumer purchasing decisions, determine the effect of sales promotion on purchasing decisions, determine the effect of product quality and sales promotion together on consumer purchasing decisions at Alas Coffee Temanggung and determine the effect of product quality and promotion on purchasing decisions with satisfaction as a mediation. The research method used descriptive and quantitative methods. The population in this study were consumers who use coffee sales services at Alas Coffee Temanggung. The survey results while Alas Coffee consumers reached 200 people. The number was 50% of the population, so the number of samples was 100 respondents. The results show that product quality has a significant effect on purchasing decisions, promotion has a significant effect on purchasing decisions, product quality and promotion together has a significant effect on purchasing decisions at Alas coffee. Product quality has a significant effect on purchasing decisions at pedestal coffee with satisfaction as a mediation and promotion has a significant effect on purchasing decisions at Alas coffee with satisfaction as a mediation.</i></p> <p><b>Keywords:</b> price, product quality, promotion, purchase decision.</p> |

## INTRODUCTION

At the present time where the government is actively carrying out development in all areas of the economy, especially trade, marketing is a business philosophy that focuses on market and consumer orientation. Companies must pay attention to the needs expected by consumers, so that they can compete with other products to win the market.

The marketing strategy consists of integrated marketing elements (4P, consisting of product, price, promotion, place) which are always developing in line with company movements and changes in the marketing environment and changes in consumer behavior (Nabilla A. G, 2021). In this case marketing must be able and able to understand how consumers transform marketing and other stimuli into buyer responses, because consumer behavior is not static but continues to change along with changes in factors that influence buyers. According to Kotler & Armstrong, (2012) there are four important elements in the marketing mix which can also influence consumer purchasing decisions including product, price, location and promotion.

One company that is currently developing in Temanggung Regency, Central Java, is Alas Coffee, managing coffee products of various types, such as Robusta coffee, Arabica coffee and Excelsa coffee types. A type of robusta coffee with a distinctive taste from the mountains of Temanggung. Black, thick, bitter, most in demand by coffee lovers. This type of coffee is on the rise because it has won national coffee contests for several years. Arabica coffee grows in the highlands of Sumbing, Sindoro and Prau. The taste is not too bitter and a little sour. Excelsa coffee is a rare type of coffee that is found because of the small number of trees, it is also often called jackfruit coffee by Temanggung coffee farmers, because it contains the aroma of jackfruit. Given that business competition, especially the coffee business in Temanggung continues to increase, it is necessary to conduct research on factors that can influence consumer purchasing decisions to build long-term relationships with consumers or other potential customers in order to be successful in marketing a product or service.

The phenomenon that has occurred at the Alas Coffee Company over the last three months has experienced ups and downs in sales. The results of initial observations at Alas Coffee Temanggung in April - June 2021 are presented in table 1. Following:

**Table 1. Results of orders for sales of coffee products at Alas Coffee Temanggung in April - June 2021**

| No | Order (Month) | Number of Orders | Percentage |
|----|---------------|------------------|------------|
| 1  | April         | 191              | 32,93      |
| 2  | May           | 206              | 35,52      |
| 3  | June          | 183              | 31,55      |

|       |     |     |
|-------|-----|-----|
| Total | 580 | 100 |
|-------|-----|-----|

Source: (Coffe, 2021)

Based on data on the results of sales orders for the three months, it shows that in April the results of sales orders for Alas Coffe products reached 191 orders (32.93%). In May the results of sales orders reached 206 orders (35.52%) and in June decreased with sales orders of 183 orders (31.55%). This shows that sales orders for Alas Coffe products experience ups and downs, so it is necessary to do research on the influencing factors.

In making coffee products, companies must understand the characteristics of coffee that consumers like and understand how consumers decide to buy. Thus, by understanding consumer behavior in the decision-making process, companies are able to influence it by creating products that consumers want, so that these consumers will later buy and consume their products. Several factors include price, quality of goods and promotions.

Factors that influence purchasing decisions is product quality. Product quality is an overall characteristic of a product or service in its ability to satisfy the needs of consumers who need the product (Santoso, 2019). Through sales with good quality products, these can provide satisfaction to consumers. Providing good quality will encourage consumers to establish good relations with companies (Afnina & Hastuti, 2018). Therefore the company must improve the quality of its products which in turn can affect purchasing decisions. The better the quality of the product produced, the more satisfying consumers will be, which can then influence purchasing decisions (Aghitsni & Busyra, 2022).

The purpose of this study is to analyze the effect of product quality and sales promotion on consumer purchasing decisions with satisfaction as the mediating variable. Previous researches explain that product quality increases purchasing decisions (Aghitsni & Busyra, 2022; Haryoko & Febriyanti, 2020; Sahara & Prakoso, 2020). Apart from product quality, promotional factors can also influence purchasing decisions (Prasetio & Rismawati, 2018). Promotion is done to make the products they market will be known by the public. Apart from that, it can provide information about the advantages of these products, so that at first potential customers who are not interested in buying these products can find out and can be influenced so they want to buy these products (Afifi, 2020).

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### The Effect of Product Quality on Purchasing Decisions

According to Kotler & Armstrong, (2012), product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation and product

improvement. Meanwhile, according to Luthfia & Maya, (2022) product quality is the ability of the product to carry out its functions which include durability, reliability or progress, strength, ease of packaging and product repair and other characteristics. To achieve the desired product quality, we need a standardization of quality. This method is intended to ensure that the resulting product meets the standards that have been applied so that consumers do not lose confidence in the product in question. Product quality has a significant effect on purchasing decisions (Handayani, 2022).

The research by Aprilia et al., (2021) reveals that product quality has a significant effect on purchasing decisions. The results of this research are supported by the research Setiawan & Surjaatmadja, (2021) with the results on product quality having a significant effect on consumer satisfaction which in turn influence purchasing decisions. This shows that if the quality of the product produced is rational and commensurate with the benefits of the product provided, it can influence consumers to make purchases. Based on the description above, the hypothesis can be put forward as follows:

*H<sub>1</sub> : Product quality has a significant effect on purchasing decisions*

### **The Effect of Promotion on Purchasing Decision**

Promotion is one of the variables in marketing that is very important for companies to market their products. According to Kotler & Keller, (2008), promotion is a flow of information or persuasion made to move a person or organization to actions that create exchanges in marketing. Meanwhile, the definition of promotion according to Kotler & Armstrong, (2012), promotion is all types of activities shown to encourage demand. The promotion strategy is an activity planned with the intention of persuading, stimulating consumers to want to buy the company's products so that the goal of increasing sales is expected to be achieved. A good promotion is one that can attract as many consumers as possible to switch to the product or service being offered. The results of research by Gerung et al., (2017) examining the effect of product quality, price and promotion on purchasing decisions for Nissan X-Trail cars at PT. Wahana Wirawan Manado shows that promotion has a significant effect on purchasing decisions. Based on the description above, the hypothesis is as follows:

H<sub>2</sub>: Promotion has a significant effect on purchasing decisions

### **The Effect of Product Quality on Purchasing Decisions with Consumer Satisfaction as Mediation**

Consumer satisfaction is a consumer who feels the best that is given from a company. Good quality products having advantages as well as the quality of the products and the fairness of the prices that the company provides are ways to increase value to customers. Kotler &

Armstrong, (2012) defines purchasing decisions as part of consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. The quality of a product is an important thing in determining the choice of a product by consumers. Product quality has an attraction for consumers in managing good relationships with product provider companies, the existence of this reciprocal relationship will provide opportunities for companies to know and understand what are the needs and expectations of consumers. If consumers are satisfied according to their expectations, then consumers will decide to take advantage of the products offered. By creating a quality product, the company will get a good title in the eyes of customers. Quality can be categorized as a strategic weapon to compete with competitors. Because the role of product quality greatly determines the desires of these consumers so that with product quality a separate satisfaction for consumers will be achieved (Hamidi & Prakoso, 2018; Sisrahmayanti, 2022)

*H<sub>3</sub> : Product quality has a significant effect on purchasing decisions with consumer satisfaction as mediation*

### **The Influence of Sales Promotions on Purchasing Decisions with Consumer Satisfaction as Mediation**

Sales promotions are short-term incentives to encourage sales of a product or service. Therefore, sales promotion is a quite important promotional method for the company, because through sales promotion it is expected that it can increase the volume of sales of an item or service. Sales promotion is an important activity for a company, because the purpose of the promotion is to acknowledge consumers about the products created by a company, no matter how good the quality of the products offered by a company, if they are not careful in carrying out promotions, consumers will not know that the product, then there will not be many buying activities and sales targets will not be achieved. Therefore, it takes carefulness from managers within a company to see the kind of promotion used effectively.

Companies must use the right promotions in accordance with the intended target consumers. Promotions will affect whether the product will be known by consumers and whether consumers will be interested in using the products offered. Sales promotions used by companies can also affect whether or not consumers will make purchasing decisions for products offered by a company, choosing the right promotion will make consumers feel curious to try the products offered by the company, promotions should also build good relationships with consumers, not only for short-term sales but also build long-term relationships with consumers or how to make consumers feel satisfied with the products on offer. This makes it clear that sales promotions can affect consumer satisfaction which in turn can influence purchasing decisions (Marsha, 2021).

*H<sub>4</sub> : Promotion has a significant effect on purchasing decisions with consumer satisfaction as mediation*

## **The Effect between Satisfactions with Purchasing Decisions**

Consumer satisfaction is one of the reasons consumers decide to shop somewhere. If consumers are satisfied with a product, they are more likely to continue to buy, to use it and to tell others about their pleasant experience with the product. Customer satisfaction or dissatisfaction is the customer's response to the evaluation of disconfirmation between previous expectations (or other performance norms) and the product's actual performance as perceived after use. Consumer expectations grow along with the amount of information obtained post-consumption. To increase consumer satisfaction, business actors need to set marketing strategies so that customers are attracted to the products offered, one of which is by maintaining and continuing to improve the quality of the products offered. In the purchasing decision, there are several steps that are carried out by consumers resulting in a decision to buy a product or not. If consumers are satisfied about what they expect, it will certainly affect the purchase decision (Mean et al., 2021).

*H<sub>5</sub> : Satisfaction has a significant effect on purchasing decisions*

## **RESEARCH METHOD**

Research is basically a scientific way to get data with a specific purpose and use. The research method this research was descriptive and quantitative method. According to Sugiono, (2017) descriptive research is research conducted to determine the value of an independent variable, either one variable or more without making comparisons, or linking it with other variables studied and analyzed to produce a conclusion. Quantitative research is a process of finding using data in the form of numbers

There are four variables in this research which divide into dependent variables, independent variables. The dependent variable (Y) is a variable that is influenced by the independent variables. The dependent variable is consumer satisfaction (Z) and purchasing decisions (Y). The independent variable (X) is a variable that affects the dependent variable, the independent variables are product quality (X1) and sales promotion (X2). The variable measurement method in this study uses a Likert scale of 5 (five) value items. When responding to questions on a Likert scale, respondents determine their level of agreement with a statement by selecting one of the available options.

Path analysis test serves to test the effect of intervening or mediating variables. The results of the analytical test are used to compare which effect is greater between the direct and indirect effects. Thus, it is known that there are mediating variables that can strengthen or weaken the effect of the independent on the dependent (Ghozali, 2011) . The path analysis test in the SPSS



application is calculated by calculating the path coefficient. The path coefficient is the standard of the regression coefficient. The path coefficient is calculated by making two structural equations, namely the regression equation showing the hypothesized relationship.

To determine the partial effect of the independent variable on the dependent variable, the t test is used. With the provision that if  $t \text{ count} > t \text{ table}$  and significance value  $< 0.05$  ( $\alpha = 5\%$ ), then the independent variable partially has a significant effect on the dependent variable. To determine the partial effect of the independent variable on the dependent variable, the t test is used. The Sobel test is used to determine the effect of the mediating variable, namely consumer satisfaction. A variable is called an intervening variable if the variable influences the relationship between the independent variables and the dependent variable. The Sobel test is carried out by testing the strength of the indirect influence from X to Y via M.

## **RESULT AND DISCUSSION**

### **Description of Research Result**

#### ***Respondents' description on product quality (X2)***

The results of the descriptive analysis on product quality variables for all aspects, namely performance aspects or product appearance aspects of conformity with specifications, quality aspects, product durability aspects and aesthetic aspects of customer complaints aspects show that most agreed, namely out of 100 respondents as many as 58 respondents (58 %), then followed by a neutral statement that is equal to 42 respondents (42%).

#### ***Respondent's description on the promotion (X3)***

The results of the descriptive analysis on promotion variables in all aspects, consisting of four indicators, namely the ease of obtaining product information, routine promotions, the clarity of promotional media and the delivery of promotions reveals that the majority of respondents agreed that out of 100 respondents there were 90 respondents (90%) agreed and 10 respondents (10%) are neutral

#### ***Respondents' description on satisfaction (Z)***

The results of the descriptive analysis on the variable consumer satisfaction consisting of four indicators namely performance, comparison, experience and confirmation show that out of 100 respondents the majority agreed, encompassing 54 respondents (54%) and 45 respondents (45%) state neutral, and 1 respondent (1%) states that he strongly agrees. There are no respondents who strongly disagree.

### ***Respondents' description on purchasing decisions (Y)***

The results of the descriptive analysis on the purchase decision variable consisting of five indicators, encompass Alas coffee products that have good quality, benefits, provide a sense of comfort and accuracy in buying Alas coffee products, showing that the majority of respondents state that they agree, that is, out of 100 respondents there are 66 respondents (66%).

### **Test of Validity and Reliability**

#### ***Test of Validity***

Validity test is used to measure whether a questionnaire is valid or not. To measure validity, a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure. So, validity is measuring whether the statements in the questionnaire can actually measure what is to be measured. Based on the results of the validity test, it shows that the variable product quality, promotion, customer satisfaction and purchasing decisions in all aspects are valid. This is indicated by the value of  $r_{xy} > r$  table. Based on these results indicate that the instrument all variables can be used for research.

#### ***Test of Reliability***

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is reliable if one's answers to statements are consistent from time to time. The respondent's answer to this statement is reliable if each statement is answered consistently or cannot be random because each statement wants to measure the same thing

Based on the results of the analysis with the SPSS program on the product quality variable with an Alpha value of 0.719, the promotion variable with an Alpha value of 0.732, the consumer satisfaction variable with an Alpha value of 0.728 and the purchase decision variable with an Alpha value of 0.672. Based on these results indicate that all variables in this study are reliable because the value  $\alpha > 0.60$ .

### **Statistic Test**

#### ***Test of Determination Coefficient (R<sup>2</sup>)***

According to Ghozali, (2011) the test is carried out to determine the level of correlation between the dependent variable and the independent variable, or the extent to which the contribution of the variable influences the dependent variable. Analysis of the determination coefficient (R<sup>2</sup>) is used to find out the percentage (%) of the overall influence of the independent variables on the dependent variable. The test results can be seen in the table below:



**Table 2. Results of Determination Coefficient Test (R<sup>2</sup>)**

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Equation      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .688 <sup>a</sup> | .474     | .463              | 1.468                      |
| 2             | .711 <sup>a</sup> | .505     | .490              | 1.431                      |

a. Predictors: (Constant), Consumer satisfaction, Promotion, Product quality

Based on the results of the analysis shown in table 2 equation 1, it can be seen that the adjusted R Square coefficient is 0.688. These results show that the contribution of the variation of the independent variable is 68.8% while the rest is influenced by other variables outside the model. Equation 2 shows that the adjusted R Square coefficient is 0.711 and the results show the independent variable contribution is 71.1%, while the rest is explained by other variables outside the model.

#### ***Simultaneous Test (F Statistical Test)***

The F Test aims to find out the independent variables can jointly influence dependent variable. The results of the F Test are as follows.

**Table 3. Simultaneous Test Results (F)**

| Equation | <i>Sum of Square</i> | <i>df</i> | <i>Mean Square</i> | <i>F</i> | <i>Sig.</i>       |
|----------|----------------------|-----------|--------------------|----------|-------------------|
| 1        | 188,056              | 2         | 94,028             | 43,651   | ,000 <sup>a</sup> |
| 2        | 200,484              | 3         | 66,828             | 32,545   | ,000 <sup>a</sup> |

Based on equation 2, it explains that the test of F count is 43.651 with a significant value of 0.000 < 0.05, meaning that the variable product quality (X1), promotion (X2) and consumer satisfaction (Z) simultaneously have a significant effect on purchasing decisions (Y). The equation shows a result of 32.646 and a significance of 0.000, which means that product quality (X1) and promotion (X2) together have a significant effect on consumer satisfaction (Z).

#### ***Test of Partial (t)***

The t test is used to determine the level of significance of the independent variables that influence the dependent variable individually or individually. The results of the t test are as follows.

**Table 4. Result of Equation 1 partial test**  
**Coefficients<sup>a</sup>**

| Model |                         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                         | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)              | 7.137                       | 2.490      |                           | 2.866 | .005 |
|       | Product Quality         | .394                        | .052       | .599                      | 7.558 | .000 |
|       | Promotion               | .008                        | .059       | .010                      | 0.128 | .898 |
|       | Consumers' Satisfaction | .154                        | .062       | .202                      | 2.464 | .016 |

a. Dependent Variable: Purchasing Decision

Based on the results of table 4, it shows the effect of product quality on purchasing decisions, a coefficient value of 0.394 is obtained with a standard error of 0.052. The results of these calculations indicate that the probability value is  $0.000 < 0.05$  which indicates that product quality influences purchasing decisions. Based on the results of calculating the effect of sales promotion on purchasing decisions, a coefficient value of 0.008 is obtained with a standard error of 0.059. The results of these calculations show that the probability value is  $0.898 > 0.05$  which indicates that sales promotions have no effect on purchasing decisions. Based on the results of calculating the effect of consumer satisfaction on purchasing decisions, a coefficient value of 0.154 is obtained with a standard error of 0.062. The results of these calculations indicate that the probability value is  $0.016 < 0.05$  which indicates that consumer satisfaction influences purchasing decisions.

**Table 5. Result of Equation 2 partial test**  
**Coefficients**

| Model |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
|       |                 | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)      | 4.431                       | 4.027      |                           | 1.100 | .274 |
|       | Product Quality | .322                        | .078       | .373                      | 4.116 | .000 |
|       | Promotion       | .245                        | .092       | .240                      | 2.648 | .000 |

a. Dependent Variable: Consumers' Satisfaction

### ***Path Analysis***

- a. Product quality (X1) on purchasing decisions (Y) through satisfaction (Z) as an intervening variable

Based on the calculation results in table 5, the effect of product quality on consumer satisfaction is obtained by a coefficient value of 0.373 with a standard error of 0.202 and the effect of consumer satisfaction on purchasing decisions is obtained by a coefficient value of 0.202 with a standard error of 0.049. The results of calculations using the Sobel test calculator obtained the Sobel test statistic = 2.891 with a probability of 0.001. The results of these calculations show that the probability value is  $<0.05$  which indicates that consumer satisfaction (Z) is able to mediate product quality (X1) on purchasing decisions (Y).

b. Promotion (X2) on purchase decision (Y) through satisfaction (Z) as an intervening variable

Based on the results in table 5, the influence of promotion on consumer satisfaction obtained a coefficient value of 0.427 with a standard error of 0.102 and the effect of consumer satisfaction on purchasing decisions obtained a coefficient value of 0.398 with a standard error of 0.097. The results of calculations using the Sobel test calculator obtained the Sobel test statistic = 2.93 with a probability of 0.002. The results of these calculations show that the probability value is  $<0.05$  which indicates that consumer satisfaction (Z) is capable of intermediary promotions (X2) on purchasing decisions (Y).

## DISCUSSION

The results show that product quality has a positive and significant influence on purchasing decisions. There is a significant influence of product quality on purchasing decisions because coffee base products are easy to serve, can be served quickly, the quality is maintained, can last a long time and is packaged properly, so as to increase purchasing decisions by consumers. The results of this study are supported by research (Aprilia & Dwijayanti, 2021; Aprilia et al., 2021) showing that product quality has a significant effect on purchasing decisions. The results of this study are also supported by the research of Setiawan & Surjaatmadja, (2021) with the results of product quality research having a significant effect on consumer satisfaction which in turn will influence purchasing decisions. This shows that if the quality of the product produced is rational and commensurate with the benefits of the product provided, it can influence consumers to make purchases.

Kotler & Armstrong, (2012) states that product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation and product improvement. Meanwhile, according to Luthfia & Maya, (2022) product quality is the ability of the product to carry out its functions including durability, reliability or progress, strength, ease of packaging and product repair and other characteristics.

The results of the research of the influence of promotions on purchasing decisions indicate that there is no positive and significant influence between promotions and purchasing decisions. There is no effect of promotion on purchasing decisions at Temanggung coffee due to information about Alas coffee, routine promotions being carried out, the promotions are unclear, so they are not conveyed properly to consumers. The results of this study are different from research conducted by Gerung et al., (2017) which shows that promotions have a significant effect on purchasing decisions. According to Kotler & Armstrong, (2012), promotion drives demand. The promotion strategy is an activity planned with the intention of persuading, stimulating consumers to want to buy the company's products.

The results of the analysis regarding the effect of product quality and promotion on consumer satisfaction on Alas coffee show that together these variables affect consumer satisfaction (Marpaung & Mekaniwati, 2020). Product quality and good promotions carried out by Alas coffee companies can increase consumer satisfaction (Adare & Lenzun, 2014). The results of the analysis regarding the effect of product quality and promotion on purchasing decisions on Alas coffee show that together these variables influence consumer purchasing decisions. Affordable prices, good product quality and promotions by Alas coffee companies are able to increase purchasing decisions.

The results of the analysis regarding the effect of consumer satisfaction on purchasing decisions show a significant influence. This is in accordance with the opinion according to Sista & Muiszudin, (2017) that consumer purchasing decisions are successful if consumers see a need that can be met by the products offered from the company, where consumers realize that the product they need is able to meet their needs, then these consumers will immediately buy it and be satisfied with the product he bought.

Consumer satisfaction mediates the effect of product quality on purchasing decisions. Product quality describes the extent to which the product's ability to meet consumer needs (Hamidi & Prakoso, 2018; Sisrahmayanti, 2022). Acceptable product quality is the main element that influences consumer buying behavior. According to Kotler & Armstrong, (2012) product quality is a character possessed by a product that has the ability to meet customer needs. With good product quality causes consumers to be satisfied with the goods obtained. Satisfied consumers will lead to buying decisions. Until now, consumer satisfaction is part of the goals of most companies. In addition to obtaining the maximum profit or profit at the same time so that companies and business actors are able to face increasingly fierce competition in order to maintain the survival of the company. The results are supported by Dewi, (2021) showing the results that

consumer satisfaction has a direct effect on purchasing decisions. This means that consumer satisfaction can influence purchasing decisions.

Consumer satisfaction mediates the effect of promotion on purchasing decisions. Promotion is an element in the marketing mix that is utilized to notify, persuade to buy and remind about the company's products with the use of a promotional mix. Promotions carried out by Alas Coffee through the range of promotions, the quantity of promotional media and the quality of promotions can influence consumer satisfaction. This is the same as research conducted by Akbar & Haryoko, (2020) showing that the promotion variable has a significant effect on purchasing decisions by mediating consumer satisfaction.

## **CONCLUSION, SUGGESTION AND LIMITATION**

### **Conclusion**

Based on the results of the analysis of the effect of product quality and promotion on purchasing decisions with consumer satisfaction as a mediating variable in the coffee base, it can be concluded that the effect of Alas coffee product quality on purchasing decisions indicates that product quality has a significant effect on purchasing decisions. The results of the analysis of the influence of promotions on purchasing decisions indicate that promotions do not have a significant effect on purchasing decisions. Product quality and promotion variables together have a significant effect on purchasing decisions on Alas coffee. Consumer satisfaction mediates the effect of product quality on purchasing decisions over coffee and consumer satisfaction mediates the influence of promotions on purchase decisions over coffee. The best strategy in this study is to improve product quality. Therefore, it has a significant influence on satisfaction and ultimately increases purchasing decisions.

### **Suggestion and Limitation**

Suggestions conveyed based on research results are that companies need to continue to monitor competitors' prices so that the prices set by the company are not too high, because prices that are not appropriate can cause consumers to switch to other similar products. The quality of Alas Coffee products needs to be maintained by continuing to choose quality coffee ingredients, because the better the quality, the higher the purchase decision. Promotions carried out by Alas Coffee continue to be improved, for example by making attractive and memorable advertisements to consumers. With attractive promotions and as often as possible will make consumers interested in buying.

The limitations of this study are that this research only takes objects at the Alas Coffee Temanggung company, so the results of this study only describe the research object. This study

only examines the effect of price, product quality and promotion on purchasing decisions, because there are other factors that can influence purchasing decisions such as location.

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