

Customer Satisfaction is Reviewed From Product Design and After Sales Service With Mediation of Purchasing Decisions

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ABSTRACT

The study aims to determine the Influence of Product Design, Product Quality, After-Sales Service and Brand Image on Purchasing Decisions on CV. Shofa Erterprises Sejahtera Bekasi by collecting data using questionnaires. The location used for research is CV. Shofa Erterprises Sejahtera Bekasi and The research time starts from July – December 2023. The population in this study were CV clients. Shofa Erterprises Sejahtera Bekasi in the last 5 years with a total of 120 people. The sampling technique in this study uses a non-propability sampling approach with Saturation Sampling Sampling Technique, which is a sampling technique using a total of 120 consumers for the last 5 years. The data collection methods used in this study were observation, documentation, questionnaires, and literature studies. The data analysis technique used in this study uses SEM and is based on Partial Least Square / PLS. Based on the research that has been done, the following conclusions can be drawn Product design has a significant effect on consumer satisfaction, Product design has a significant effect on purchasing decisions, Purchasing decisions have a significant effect on consumer satisfaction, After-sales service has a significant effect on consumer satisfaction, After-sales service has a significant effect on purchasing decisions, Product design has a significant effect on consumer satisfaction with Mediated purchasing decisions, after-sales service has a significant effect on consumer satisfaction with mediated purchasing decisions.

Keywords: Author Guidelines; Al-Kharaj Journal; Article Templates

ABSTRAK

Penelitian bertujuan untuk mengetahui Pengaruh Desain Produk, Kualitas Produk, Layanan Purna Jual dan *Brand Image* terhadap Keputusan Pembelian pada CV. Shofa Erterprises Sejahtera Bekasi dengan pengumpulan data menggunakan kuesioner. Lokasi yang digunakan untuk penelitian adalah CV. Shofa Erterprises Sejahtera Bekasi dan Waktu penelitian dimulai dari bulan Juli – Desember 2023. Populasi dalam penelitian ini adalah klien CV. Shofa Erterprises Sejahtera Bekasi dalam kurun waktu 5 tahun terakhir dengan jumlah 120 orang. Adapun teknik pengambilan sampel dalam penelitian ini menggunakan pendekatan *non propability sampling* dengan Teknik pengambilan sampel *Saturation Sampling* (Sampling Jenuh) yaitu Teknik pengambilan sampel dengan menggunakan keseluruhan dari populasi sejumlah 120 konsumen selama 5 tahun terakhir. Metode pengambilan data yang digunakan dalam penelitian ini adalah observasi, dokumentasi, kuesioner, dan studi pustaka. Teknik analisis data yang digunakan pada penelitian ini menggunakan SEM dan berbasis Partial Least Square / PLS. Berdasarkan penelitian yang telah dilakukan dapat ditarik kesimpulan sebagai berikut Desain produk Berpengaruh Signifikan Terhadap kepuasan konsumen, Desain produk berpengaruh signifikan terhadap Keputusan pembelian, Keputusan pembelian berpengaruh signifikan terhadap kepuasan konsumen,

Layanan purna jual berpengaruh signifikan terhadap kepuasan konsumen, Layanan purna jual berpengaruh signifikan terhadap Keputusan pembelian, Desain produk berpengaruh signifikan terhadap kepuasan konsumen dengan dimediasi Keputusan pembelian, Layanan purna jual berpengaruh signifikan terhadap kepuasan konsumen dengan dimediasi Keputusan pembelian.

Kata kunci: *Product Design, Product Quality, Purchasing Decision, After-sales Service And Brand Image*

INTRODUCTION

In general, the purpose of establishing a company is, among other things, to obtain the desired profits. Achieving the company's goals can be done through marketing activities to sell its products. Marketing activities have a very important meaning and can even be said to be the spearhead of the company.

In this era of sharp competition, the success of a company is largely determined by the company's accuracy in exploiting opportunities and identifying individual activities in its efforts to obtain or use goods or services which are included in the purchasing decision process. In essence, a purchasing decision is a decision-making process that begins with introducing a product, evaluating it and deciding on the product that best suits your needs. The more frequently purchasing decisions occur in a company, it indicates that the condition of the company is good. This gives a signal that the company has many factors that influence purchasing decisions such as the marketing mix, namely price, location, product quality, promotion, human resources, processes and physical evidence of the company. (Tulim, Firmansyah & Meidi, 2022).

The design aspect in marketing activities is one of the factors that forms the attractiveness of a product. According to Kotler and Keller in (Pertiwi & Rahayu, 2020) design is a comprehensive characteristic that influences the appearance, feeling and function of a product for consumers. A unique design that is able to attract consumers will certainly create a good impression of a product. Along with the development of increasingly modern times, product design has become the center of attention for consumers before deciding to make a purchase. This is a challenge for companies to be able to create designs that suit consumer desires and tastes (Suari, Telagathi & Yulianthini, 2019).

In making a decision to buy or not buy a product, of course consumers already have several considerations. For example, in making a choice, of course Indonesian consumers already have various considerations such as good product design, guaranteed quality, pricing appropriate to quality, availability of after-sales service and product promotion so that they finally decide to buy (Soedjono, Tegowati, & Khamimah, 2019).

Companies that have a good image in the eyes of consumers will generally attract more potential consumers because they believe that the company has good quality and can be trusted. Because in the eyes of consumers, a trusted company is a

guarantee of the consistent performance of a product and provides whatever benefits consumers are looking for when buying products from that company (Sinaga & Pandiangan, 2019).

In order to market their products, companies need to understand the factors that influence consumer decisions in purchasing medical devices, as well as how to ensure that the products they sell can satisfy consumers so that their business can run smoothly. The main goal of marketing is how to fulfill and satisfy consumer needs and desires.

According to (Mekel et. al., 2022), consumer satisfaction is an emotional assessment of consumers' feelings of disappointment or joy that arise due to a comparison of the product's perceived performance or results against consumer expectations. In simple terms, satisfaction can be interpreted as an effort to fulfill or make something adequate. According to Saleem & Rasheed in (Wibowo, 2019) customer satisfaction is a measurement and assessment given by consumers regarding how services and products can meet their expectations. Meanwhile, according to Permana & Djatmiko in (Pranitasari & Sidqi, 2021) customer satisfaction is a summary of various affective response intensities originating from limited time and duration and aimed at important aspects in the consumption of a product.

CV. Shofa Enterprises Sejahtera Bekasi is one of the companies engaged in marketing medical devices, always trying to provide the best to consumers in the form of affordable prices, design and quality of products offered on the market that are able to compete with similar companies, so that consumers will make decisions to buy equipment. health offered. To seize and maintain market share in today's tight competitive conditions requires companies to be able to create the best designs and after-sales services for consumers so that they will make purchasing decisions with the aim of achieving consumer satisfaction with CV. Shofa Enterprises Sejahtera Bekasi to the community. In this way, it is hoped that the company can get many consumers or buyers so that the company's profitability increases assuming the decision to purchase CV products. The previous Shofa Enterprises Sejahtera Bekasi was still not doing well so the number of purchases was less.

RESEARCH METHODS

This research uses a quantitative descriptive approach. In this quantitative descriptive research, the author chose to use quantitative research to determine the influence of product design, product quality, after sales service and brand image on purchasing decisions at CV. Shofa Erterprises Sejahtera Bekasi by collecting data using a questionnaire.

The location used for research is CV. Shofa Erterprises Sejahtera Bekasi and research time starts from July – December 2023.

The population in this study were CV clients. Shofa Erterprises Sejahtera Bekasi in the last 5 years with a total of 120 people. The sampling technique in this research uses a non-probability sampling approach with the Saturation Sampling

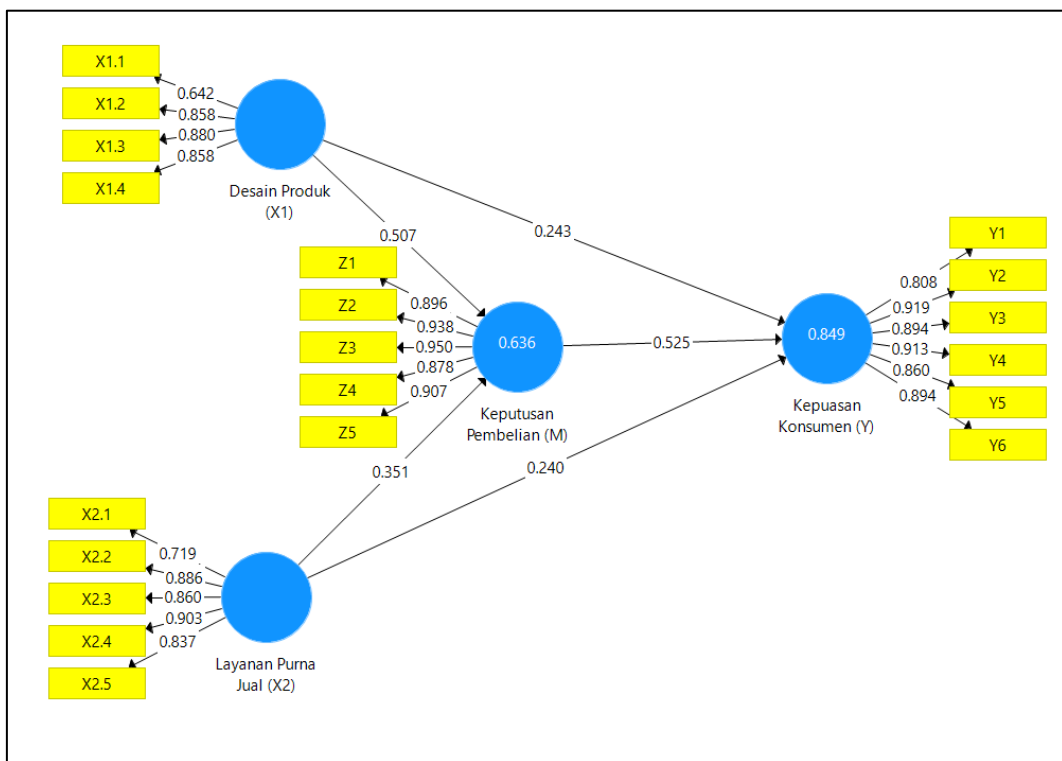
technique, namely a sampling technique using the entire population of 120 consumers over the last 5 years.

The data collection methods used in this research are observation, documentation, questionnaires and literature study. The data analysis technique used in this research uses SEM and is based on Partial Least Square / PLS.

RESULTS AND DISCUSSION

In PLS, testing of each effect is carried out using simulation with the Bootstrapping method on samples, which aims to minimize the problem of non-normality of research data

Figure 1. Bootstrapping



The prediction model in testing the structural model can be seen from the t - statistical value between the independent variable and the dependent variable in the direct influence table (path coefficient).

Table 1. Direct and indirect effects

Original Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Design (X1) ->	0.243	0.247	0.083	2,926	0.004

Consumer Satisfaction (Y)					
Product Design (X1) -> Purchase Decision (M)					
	0.507	0.502	0.134	3,779	0,000
Purchase Decision (M) -> Consumer Satisfaction (Y)					
	0.525	0.507	0.087	6,019	0,000
After Sales Service (X2) -> Customer Satisfaction (Y)					
	0.240	0.253	0.085	2,838	0.005
After Sales Service (X2) -> Purchase Decision (M)					
	0.351	0.359	0.145	2,422	0.016
Product Design (X1) -> Purchase Decision (M) -> Consumer Satisfaction (Y)					
	0.266	0.259	0.090	2,946	0.003
After Sales Service (X2) -> Purchase Decision (M) -> Customer Satisfaction (Y)					
	0.184	0.178	0.070	2,638	0.009

Source: 2021 PLS data processing

1. Test influence and significance

Based on the results of the data processing above, it can be concluded as follows:

a) The Influence of Product Design on Consumer Satisfaction

From, the positive result for the original sample coefficient is 0.243. This shows that the direction of influence of Product Design on Consumer Satisfaction is positive. Then the P value of 0.004 is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive and significant influence of Product Design on Consumer Satisfaction

b) The Influence of Product Design on Purchasing Decisions.

From Table 1, the positive result for the original sample coefficient is 0.507. This shows that the direction of influence of Product Design on Purchasing Decisions is positive. Then the P value of 0.000 is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive and significant influence of Product Design on Purchasing Decisions.

- c) The Influence of Purchasing Decisions on Consumer Satisfaction.

From Table 1, the positive result for the original sample coefficient is 0.525. This shows that the direction of influence of Purchasing Decisions on Consumer Satisfaction is positive. Then the P value of 0.000 is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive and significant influence of Purchasing Decisions on Consumer Satisfaction.

- d) The Influence of After Sales Service on Consumer Satisfaction.

From Table 1, the positive result for the original sample coefficient is 0.240. This shows that the direction of the influence of After Sales Service on Customer Satisfaction is positive. Then the P value of 0.005 is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive and significant influence of After Sales Service on Consumer Satisfaction.

- e) The Influence of After Sales Service on Purchasing Decisions.

From Table 1, the positive result for the original sample coefficient is 0.351. This shows that the direction of influence of After Sales Service on Purchasing Decisions is positive. Then the P value is 0.016, which is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive and significant influence of After Sales Service on Purchasing Decisions

- f) The Influence of Product Design on Consumer Satisfaction mediated by Purchasing Decisions.

From Table 1, it shows that the positive coefficient for the original sample is 0.266. This shows that the direction of influence of Product Design on Consumer Satisfaction mediated by Purchasing Decisions is positive. Then the P value of 0.003 is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive and significant influence of Product Design on Consumer Satisfaction mediated by Purchasing Decisions.

- g) The Influence of After Sales Service on Consumer Satisfaction mediated by Purchasing Decisions.

Table 1 shows that the positive coefficient for the original sample is 0.184. This shows that the direction of influence of After Sales Service on Consumer Satisfaction mediated by Purchasing Decisions is positive. Then the P value of 0.009 is smaller than the level of significance, namely 5% / 0.05. This proves that there is a positive and significant influence of After Sales Service on Consumer Satisfaction mediated by Purchasing Decisions.

HYPOTHESIS TEST

- 1) HYPOTHESIS 1: Product Design Has a Significant Influence on Consumer Satisfaction

Based on Table 4.10, the influence of a positive work environment on performance produces an original sample coefficient of 0.243 with a p-value of 0.004. Thus, the conclusion is that product design has a significant influence on consumer satisfaction. This is in accordance with the results of research conducted by Kurniadi & Keni, (2022) who said product design influences consumer satisfaction. This happens because an attractive and easy-to-use design will give a positive first impression on consumers. This can increase their interest in trying the product and encourage purchases.

- 2) HYPOTHESIS 2: Product design has a significant effect on purchasing decisions.

Based on Table 4.10, the influence between Communication and Performance produces an original sample coefficient of 0.507 with a p-Value of 0.000. Thus, the conclusion is that product design has a significant influence on purchasing decisions. This is in accordance with the results of research conducted by Ridwan & Desi, (2021) which says that Product Design influences purchasing decision variables significantly. This happens because an attractive and charming design will attract consumers' attention and make them want to know more about the product. This can increase their likelihood of purchasing the product.

- 3) HYPOTHESIS 3: Purchasing Decisions have a significant effect on Consumer Satisfaction.

Based on the results of the structural model evaluation in Table 4.10, the influence between Purchasing Decisions and Consumer Satisfaction produces an original sample coefficient of 0.525 with a p-Value of 0.000. Thus, the conclusion is that purchasing decisions have a significant effect on consumer satisfaction. This is in accordance with the results of research conducted by Fauzi et al., (2023) which says that purchasing decisions have a significant effect on consumer satisfaction. This happens because consumers who buy products that suit their needs will feel satisfied with their purchase. This is because the product will be able to fulfill their hopes and desires.

- 4) HYPOTHESIS 4: After Sales Service has a significant effect on Customer Satisfaction.

Based on Table 4.10, the influence between After Sales Service and Consumer Satisfaction produces an original sample coefficient of 0.240 with a p-Value of 0.005. Thus, the conclusion is that after-sales service has a significant effect on consumer satisfaction. This is in accordance with the results of research conducted by Jabar et al., (2021) who said that after-sales service has a significant effect on customer satisfaction. This happens because consumers who are satisfied with after-sales service will feel appreciated and well served

by the company. This can increase their satisfaction with the product and company.

- 5) HYPOTHESIS 5: after sales service has a significant effect on purchasing decisions.

Based on Table 4.10, the influence between after-sales service and purchasing decisions produces an original sample coefficient of 0.351 with a p-Value of 0.016. Thus, the conclusion is that after-sales service has a significant influence on purchasing decisions. This is in accordance with the results of research conducted by Wijaya et al., (2021) who said that after-sales service has a significant influence on purchasing decisions. This happens because consumers who are confident in the company's after-sales service will be more likely to buy products from that company. This is because they feel confident that they will get help if a problem occurs with the product.

- 6) HYPOTHESIS 6: product design has a significant effect on consumer satisfaction mediated by purchasing decisions.

Based on the results of the structural model evaluation in Table 4.10, the influence of product design on consumer satisfaction mediated by purchasing decisions produces an original sample coefficient of 0.266 with a p-value of 0.003. Thus, the conclusion is that product design has a significant effect on consumer satisfaction mediated by purchasing decisions. This happens because product design that is functional and easy to use will increase consumer satisfaction after they buy the product. This is because the product can meet consumer needs and expectations.

- 7) HYPOTHESIS 7: after sales service has a significant effect on consumer satisfaction mediated by purchasing decisions.

Based on the results of the structural model evaluation in Table 4.10, the influence of after-sales service on consumer satisfaction mediated by purchasing decisions produces an original sample coefficient of 0.184 with a p-value of 0.009. Thus, the conclusion is that after-sales service has a significant influence on consumer satisfaction mediated by purchasing decisions. This happens because good after-sales service can increase consumer satisfaction and trust in the company. This is because consumers feel confident that they will get help if a problem occurs with the product. This belief can encourage consumers to buy products from that company again.

A. Direct Effect-Indirect Effect Testing

In general, influence or effects can be divided into direct influence, indirect influence and overall influence.

To see the Direct Effect-Indirect Effect or direct and indirect effects of each variable by looking at the PLS-SEM results which show the influence of the value of each variable that needs to be observed.

Table 2. Results of direct, indirect and total effects analysis

Original Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Design (X1) -> Consumer Satisfaction (Y)	0.243	0.247	0.083	2,926	0.004
Product Design (X1) -> Purchase Decision (M)	0.507	0.502	0.134	3,779	0,000
Purchase Decision (M) -> Consumer Satisfaction (Y)	0.525	0.507	0.087	6,019	0,000
After Sales Service (X2) -> Customer Satisfaction (Y)	0.240	0.253	0.085	2,838	0.005
After Sales Service (X2) -> Purchase Decision (M)	0.351	0.359	0.145	2,422	0.016
Product Design (X1) -> Purchase Decision (M) -> Consumer Satisfaction (Y)	0.266	0.259	0.090	2,946	0.003
After Sales Service (X2) -> Purchase Decision (M) -> Customer Satisfaction (Y)	0.184	0.178	0.070	2,638	0.009

Source: 2021 PLS data processing results

From the table above it can be seen that the direct influence of the independent variable on the dependent variable has a positive and significant relationship. The direct relationship between the purchasing decision variable and

the consumer satisfaction variable has the largest relationship value, namely 0.525 with a significance value of 0.000.

Meanwhile, the indirect or indirect relationship through the mediating variable purchasing decisions also has a positive and significant relationship. In the indirect or indirect relationship, the relationship between product design variables and consumer satisfaction mediated by purchasing decisions has the highest direction of relationship, namely 0.266 with a significant level of 0.003.

It can be said that the direct relationship between variables without mediation has the greatest direction of relationship, namely the relationship between the mediating variable purchasing decisions and consumer satisfaction.

B. Testing Mediation Effects

A mediating variable is a variable where the variable can influence the influence between the independent variable and the dependent variable. To measure the mediation hypothesis, testing can be carried out using a procedure developed by Sobel (1982), known as the Sobel test. The Sobel test is carried out by testing the strength of influence between the independent variable (x) and the dependent variable (y) indirectly through the mediating variable (m). The mediation effect is accepted if the value of the Sobel test that has been carried out is ≥ 1.96 with (t statistics).

Table 3. Testing mediation effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Design (X1) -> Purchase Decision (M) -> Consumer Satisfaction (Y)					
After Sales Service (X2) -> Purchase Decision (M) -> Customer Satisfaction (Y)	0.266	0.259	0.090	2,946	0.003
	0.184	0.178	0.070	2,638	0.009

Source: PLS data processing

Based on Table 2 above, it can be seen that the results of the table analysis show that testing the strength of influence between the independent variable product design and the dependent variable consumer satisfaction indirectly through the mediating variable Purchase Decision. From the results of Table 2, the positive results for the original sample coefficient are 0.266, which means the direction of the

mediation effect is positive. Furthermore, the p value is $0.003 < 0.05$. So it can be said to have a significant effect

Furthermore, the relationship between the independent variable after sales service and the dependent variable consumer satisfaction is indirectly through the mediating variable Purchase Decision. From the results of Table 2, the positive results for the original sample coefficient are 0.184, which means the direction of the mediation effect is positive. Furthermore, the p value is $0.009 < 0.05$. So it can be said to have a significant effect.

Based on the results of the mediation test, it can be concluded that the analysis model involving mediating variables shows a partial mediation model. This shows that the independent variable is able to directly influence the dependent variable without going through and involving a mediator.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been carried out, the following conclusions can be drawn: Product design has a significant influence on consumer satisfaction, Product design has a significant influence on purchasing decisions, Purchase decisions have a significant influence on consumer satisfaction, After sales service has a significant influence on consumer satisfaction, After sales service has a significant influence on decisions purchasing, Product design has a significant effect on consumer satisfaction mediated by purchasing decisions, After sales service has a significant effect on consumer satisfaction mediated by purchasing decisions.

From the conclusions above, this research contributes to the existing theory that the performance model is influenced by background and is the main factor in behavior. Mediating factors provide a theoretical contribution because several variables through mediating variables do not have a greater influence when compared with direct influence. This research adds mediating variables that can influence performance.

The results of this research show that consumer satisfaction is the biggest factor influenced by purchasing decisions as a background and as a strong factor in increasing purchasing decisions is the product design variable offered. So researchers who will use the model in this research as a reference must consider the use of purchasing decision variables and product design variables.

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