

THE IMPACT OF QUALITY AND PRICE ON PURCHASE DECISIONS MEDIATED BY CUSTOMER SATISFACTION

Dampak Kualitas dan Harga terhadap Keputusan Pembelian yang Dimediasi oleh Kepuasan Pelanggan

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Abstract

The rapid growth of technology has transformed industries and consumer preferences globally, particularly in the smartphone market. In Indonesia, smartphones have transitioned from luxury items to necessities, with Samsung emerging as a key player. Despite extensive research on customer satisfaction and its determinants, gaps remain in understanding the mediating role of satisfaction between product quality, price, and purchase decisions. This study explores these relationships among Samsung smartphone users in Indonesia, employing Structural Equation Modeling-Partial Least Squares (SEM-PLS) to analyze data collected from 113 respondents through convenience sampling. Findings reveal that product quality significantly impacts customer satisfaction and directly influences purchase decisions, underscoring its essential role. Price positively affects customer satisfaction but exerts minimal direct influence on purchase decisions, highlighting the critical mediating function of satisfaction. Customer satisfaction strongly drives purchase decisions, acting as a pivotal link between the independent and dependent variables. These insights emphasize the importance of prioritizing product quality and strategies that enhance customer satisfaction to remain competitive in the smartphone industry. Businesses are encouraged to focus on innovation and align pricing strategies with perceived customer value to boost satisfaction and purchase intentions. While price indirectly contributes to satisfaction, product quality's direct and mediated effects dominate. These findings guide companies like Samsung in refining their strategies to meet evolving consumer needs, foster loyalty, and secure market leadership. Future studies should explore broader geographical contexts and additional mediators, such as trust and brand loyalty, to provide a more comprehensive understanding of consumer behavior.

Keywords: Product Quality; Price; Customer Satisfaction; Purchase Decision

Abstrak

Pertumbuhan teknologi yang pesat telah mengubah industri dan preferensi konsumen secara global, terutama di pasar smartphone. Di Indonesia, smartphone telah beralih dari barang mewah menjadi kebutuhan, dengan Samsung menjadi salah satu pemain utama. Meskipun penelitian tentang kepuasan pelanggan dan faktor penentunya telah banyak dilakukan, masih terdapat kesenjangan dalam memahami peran mediasi kepuasan antara kualitas produk, harga, dan keputusan pembelian. Penelitian ini mengeksplorasi hubungan tersebut di kalangan pengguna smartphone Samsung di Indonesia, menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) untuk menganalisis data yang dikumpulkan dari 113 responden dengan teknik convenience sampling. Hasil penelitian menunjukkan bahwa kualitas produk secara signifikan memengaruhi kepuasan pelanggan dan secara langsung memengaruhi keputusan pembelian, menegaskan peran pentingnya. Harga berdampak positif pada kepuasan pelanggan tetapi tidak memiliki pengaruh langsung terhadap keputusan pembelian, menonjolkan fungsi mediasi kepuasan yang krusial. Kepuasan pelanggan sangat mendorong keputusan pembelian, bertindak sebagai penghubung penting antara variabel independen dan dependen. Temuan ini menekankan pentingnya memprioritaskan kualitas produk dan strategi yang meningkatkan kepuasan pelanggan untuk tetap kompetitif di industri

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smartphone. Bisnis didorong untuk fokus pada inovasi dan menyelaraskan strategi harga dengan nilai yang dirasakan pelanggan guna meningkatkan kepuasan dan niat pembelian. Sementara harga berkontribusi secara tidak langsung melalui kepuasan, efek langsung dan mediasi dari kualitas produk tetap dominan. Temuan ini bermanfaat bagi perusahaan seperti Samsung dalam menyempurnakan strategi mereka untuk memenuhi kebutuhan konsumen yang terus berkembang, membangun loyalitas, dan mengamankan kepemimpinan pasar. Studi mendatang disarankan untuk mengeksplorasi konteks geografis yang lebih luas dan mediator tambahan, seperti kepercayaan dan loyalitas merek, untuk memberikan pemahaman yang lebih komprehensif tentang perilaku konsumen.

Kata Kunci: Kualitas Produk; Harga; Kepuasan Pelanggan; Keputusan Pembelian

Introduction

The rapid advancement of technology has become an unavoidable phenomenon, with new developments and innovations emerging every year. In developed countries, technology significantly enhances productivity and efficiency, continually evolving to create tools that simplify life and improve future outcomes. The increasing pace of technological progress often replaces human roles in various domains, enhancing productivity while reducing errors caused by human limitations (Hermawan et al., 2021). The impact of technological progress is evident across industries, from agriculture to healthcare, where advanced machinery now performs previously labor-intensive tasks. However, some industries, especially those emphasizing craftsmanship, still need human expertise. Among the most significant outcomes of technological advancement is the growth of the telecommunications industry, particularly the smartphone market, where manufacturers continuously compete to introduce innovative products with diverse features and functionalities (Hermawan et al., 2021).

Smartphones have emerged as one of the fastest-growing technologies, with numerous brands entering the competitive landscape. These manufacturers focus not only on product creation but also on understanding consumer needs and preferences. This understanding is essential for survival in a competitive market, as meeting consumer expectations allows manufacturers to design products that align with market demands, securing a competitive advantage (Herawati & Sulistyowati, 2020). In today's competitive environment, customers consider not only the price of a product but also its quality (Luthfi et al., 2022). Customer satisfaction has become crucial for business sustainability, compelling companies to continuously innovate to maintain high product quality while offering competitive prices (Damanik et al., 2024). While price and product quality significantly influence customer satisfaction, research suggests that product quality often plays a more dominant role (Aisyah et al., 2023). Customers assess product quality through performance, durability, and additional features (Aisyah et al., 2023). High-quality products and competitive pricing positively impact customer purchase intentions and satisfaction, fostering loyalty and encouraging word-of-mouth promotion (Luthfi et al., 2022).

In Indonesia, the adoption of smartphones has grown exponentially, with an increasing number of users considering smartphones a necessity rather than a luxury (Herawati & Sulistyowati, 2020). Samsung, a global leader in electronics and telecommunications, has significantly contributed to this growth. Established in 1938, Samsung began as a trading company before evolving into a global technology giant. The company introduced its first mobile phones in the 1990s to meet global market demands and has since become a symbol of innovation and quality in the smartphone industry (Supu et al., 2022). Despite Samsung's strong presence in the smartphone market and its position as a market leader, it is still critical to investigate how product quality and price influence customer satisfaction and purchase decisions, particularly in the Indonesian context. While Samsung is extensively recognized for its innovation and reliability, understanding these relationships is essential to identifying factors that sustain its competitive advantage and customer

loyalty. Moreover, as consumer expectations and market dynamics continuously evolve, even dominant brands must adapt to changing demands. Investigating these aspects provides valuable insights into the specific preferences of Indonesian consumers, enabling Samsung to refine its strategies and address potential gaps to maintain its leadership in a highly competitive market.

Although the impact of product quality and price on customer satisfaction has been extensively studied, several gaps persist, particularly in the smartphone industry. Firstly, the simultaneous impact of product quality and price on customer satisfaction in this sector requires further exploration. Secondly, the mediating role of customer satisfaction in linking product quality and price to purchase decisions remains under-researched. Lastly, specific studies focusing on the Indonesian market, where smartphones have become integral to daily life, are limited, especially for Samsung smartphones. This urgency is underscored by the rapid growth of smartphone adoption in Indonesia, combined with Samsung's dominance as a market leader. While other studies have explored similar themes, few have contextualized these relationships within Indonesia's unique cultural and economic dynamics. Given the significant interest in this topic and the widespread use of Samsung smartphones, addressing these gaps will provide actionable insights for businesses and contribute to a more nuanced understanding of consumer behavior in emerging markets. By exploring these under-researched areas, this study fills an academic gap and offers practical value for companies aiming to sustain competitiveness in dynamic and rapidly evolving markets.

To address these gaps, this study aims to analyze the relationship between product quality, price, customer satisfaction, and purchase decisions in the context of Samsung smartphones in Indonesia. The specific objectives of this study are to examine the effect of product quality on customer satisfaction, analyze the influence of price on customer satisfaction, evaluate the impact of customer satisfaction on purchase decisions, investigate the mediating role of customer satisfaction in the relationship between product quality and purchase decisions, and assess the mediating role of customer satisfaction in linking price and purchase decisions. Through this research, valuable insights are expected to be provided for both academic and practical purposes, offering recommendations for improving product quality and customer satisfaction while contributing to the competitiveness of the smartphone industry.

Literature Review

This study draws upon several pertinent theories to comprehensively cover product quality, price, customer satisfaction, and purchase decisions. The Expectation-Confirmation Theory (ECT) is a foundational framework for understanding customer satisfaction (Pan et al., 2024). ECT posits that satisfaction arises when a product or service meets or exceeds the expectations formed before purchase (Hallencreutz et al., 2024). In this study, product quality and price are examined as critical antecedents that influence customer expectations and satisfaction levels, consistent with the principles of ECT. The Theory of Planned Behavior (TPB) also informs the investigation of purchase decisions. According to TPB, consumer behavior is driven by attitudes, subjective norms, and perceived behavioral control. Customer satisfaction is a key attitudinal component influencing purchase decisions, highlighting its mediating role between product quality, price, and consumer behavior (B. Kim, 2010). The Price-Quality Schema Theory is also relevant in analyzing the relationship between price and customer satisfaction. This theory explains how consumers use price as an extrinsic cue to evaluate product quality, affecting their overall satisfaction and purchase intentions. It mainly applies to the premium positioning of Samsung smartphones, where price often signals quality (Zhou et al., 2002). Lastly, the Service-Dominant Logic (SDL) provides a broader perspective on customer satisfaction, emphasizing value co-creation between businesses and

consumers. This study aligns with SDL by exploring how perceived quality and price influence satisfaction, which, in turn, affects purchasing behavior (Festa et al., 2019). Incorporating these theoretical perspectives ensures a robust framework that links the variables and supports the study's objectives, reinforcing its academic and practical relevance.

Price

Price refers to the amount charged for a product or service or the total value customers exchange to benefit from owning or using a product or service (Setiawati & Tyas, 2015). It is the only element in the marketing mix that generates revenue, as all other elements represent costs. Price is also one of the most flexible components of the marketing mix (Hermawan et al., 2021). The price of a product often shapes consumer perceptions, where customers generally associate the quality of a product with the price they pay. Price perception is how consumers view a specific price as high, low, or fair. It strongly influences their purchase intention and satisfaction. Price also represents the value exchanged for a product and includes all associated costs, such as production, promotion, distribution, and profit margins. It can influence a product's image, compete for sales against competitors, and affect individual purchasing decisions, including the timing of purchases (Vindiana & Lestari, 2023). Furthermore, price is crucial in encouraging repeat purchases as it is a significant element in maintaining customer loyalty (Pratiwi et al., 2023b). As a component directly affecting company profits, pricing determines the quantity of goods sold and indirectly influences costs by affecting production efficiency through sales volume. Hence, price setting plays a vital role in every company's strategy (Setiawati & Tyas, 2015). Price also exists in various forms, such as payments for products, services, or credit arrangements. It incorporates all production, promotion, distribution costs, and anticipated profit margins, which collectively contribute to shaping the product's image in the market (Vindiana & Lestari, 2023).

Product Quality

Product quality ensures that a product meets and exceeds consumer expectations, serving as a foundational determinant of a product's success. It encompasses adherence to predefined standards regarding specifications and performance while offering additional value to consumers (Putra et al., 2023). Internal factors and external elements, such as technological innovation and shifting consumer preferences influence product quality. High-quality products reflect the manufacturer's effort to meet market demands while attracting consumer attention. It encompasses all aspects that can captivate consumers and fulfill their needs and desires (Vindiana & Lestari, 2023). Quality is determined by a product's inherent characteristics and how it is received and appreciated in the market. Aspects such as durability, aesthetics, and functionality significantly influence consumer satisfaction and shape overall brand perception (Sandro et al., 2023). Product quality directly affects consumer decisions, as superior quality increases the likelihood of purchase. Products that meet or exceed consumer expectations tend to create a lasting positive impression, enhancing customer satisfaction and fostering loyalty (Putra et al., 2023). Studies have consistently shown that perceived product quality significantly impacts purchasing decisions, further demonstrating the vital role of quality in shaping consumer behavior (Vindiana & Lestari, 2023).

Customer Satisfaction

Customer satisfaction refers to the contentment customers feel toward the goods or services they receive (Jauw & Purwanto, 2017). It represents a customer's evaluation of how well a product or service meets or exceeds expectations. Satisfaction is derived from comparing a product's perceived performance with pre-purchase expectations (Pratiwi et al., 2023a). Customers evaluate their satisfaction or dissatisfaction after using a product or service and update their perceptions of quality accordingly (Herawati & Sulistyowati, 2020). According to Damanik et al. (2024), customer

satisfaction assesses how effectively a product or service meets aspirations, requirements, and expectations. This evaluation plays a crucial role in ensuring a business's long-term success. Customer satisfaction is influenced by several dimensions, including product or service quality, the company's responsiveness in addressing customer needs, and the ease of using the product or service. These dimensions collectively contribute to a positive consumer experience, reinforcing loyalty and satisfaction (Damanik et al., 2024).

Purchase Decision

A purchase decision is how an individual or group buys and uses goods, services, ideas, or experiences to meet their needs and desires (Tirtayasa et al., 2021). This process involves gathering information, evaluating alternatives, and selecting the option that best resolves their problem (Dapas et al., 2019). Customers often base their purchasing decisions on essential attributes like brand, packaging, warranty, and service (Sitompul, 2021). In the context of smartphones, features like brand reputation, operating system, and price significantly influence purchase decisions (Handi et al., 2018). As a key factor, the price reflects the monetary value exchanged for the product and directly impacts consumer choices (Akbar, 2013). The final purchase decision results from consumers integrating information to select and buy products that align with their needs and preferences, often reflecting their attitudes toward specific brands (Lisdiani & Annisa, 2022).

The Influence of Price on Customer Satisfaction

Price refers to the monetary value charged for a product or service or the total value exchanged by consumers to gain ownership or usage benefits (Vindiana & Lestari, 2023). It represents the economic sacrifice customers make to acquire a product or service. Price plays a crucial role in consumers' decision-making process, directly influencing whether they proceed with a transaction. Consumers typically view price as a cost that must be justified by the perceived value of the product they purchase (Anugerah & Sumantyo, 2023). Price perception is a key factor in marketing strategies due to its adaptability compared to other elements, such as product quality or brand image, which require more time to change. Consumers may need or want a product, but if its price exceeds their purchasing power, they will likely shift to cheaper alternatives. Price perception involves how individuals interpret price information, organizing and interpreting it to form a meaningful view (Ramdhani & Widyasari, 2022). Studies highlight that price perception significantly influences customer satisfaction. A reasonable and well-matched price creates a positive perception, fostering customer satisfaction. Income levels also play a critical role, as consumers with higher incomes often opt for premium brands, while those with moderate incomes prioritize basic needs (Hamdani et al., 2024). Moreover, when price aligns with customer expectations, it enhances satisfaction, benefiting the company. Ramdhani and Widyasari (2022) found that price perception significantly impacts customer satisfaction, directly or indirectly.

Based on the literature, the following hypothesis is proposed:

H1: Price has a significant influence on customer satisfaction.

The Influence of Product Quality on Customer Satisfaction

Product quality is the degree to which a product meets expected standards and controls variability in achieving these standards to fulfill consumer needs. It is a strategic competitive tool, as high product quality can significantly influence consumer preferences and satisfaction (Tirtayasa et al., 2021). A high-quality product that meets or exceeds consumer expectations increases satisfaction and often encourages repeat purchases (Ramdhani & Widyasari, 2022). Customer satisfaction serves as a critical indicator of business success. When consumer expectations are met, satisfaction levels rise, positively affecting the company's revenue. High-quality products create a

lasting impression on consumers, fostering loyalty and sustaining business growth (Hamdani et al., 2024). Additionally, research shows a direct relationship between product quality and customer satisfaction, where superior quality becomes a competitive advantage in the marketplace (Hermawan et al., 2021).

Based on the findings, the following hypothesis is formulated:

H2: Product quality has a significant influence on customer satisfaction.

The Influence of Customer Satisfaction on Product Purchase

Customer satisfaction significantly affects purchasing decisions. In competitive industries such as smartphones, customer satisfaction is vital for maintaining loyalty and encouraging repeat purchases. Satisfaction arises when a product meets or exceeds consumer expectations. It also mediates between price, promotion, and product quality, influencing consumer purchase decisions (Supu et al., 2022). Satisfied customers are more likely to repurchase and recommend products to others. Factors such as fair pricing and high product quality contribute to this satisfaction. Studies show that while price and product quality may not directly impact purchasing decisions, customer satisfaction remains critical (Supu et al., 2022). High-quality products combined with effective promotions enhance satisfaction, reinforcing the intent to repurchase (Pauzy et al., 2023).

The following hypothesis is proposed:

H3: Customer satisfaction significantly influences product purchases.

The Influence of Product Quality on Product Purchases Through Customer Satisfaction

Product quality is essential in influencing consumer purchase decisions. It reflects a product's ability to perform its intended functions, including durability, reliability, and ease of use (Purwanto, 2014). High-quality products that meet consumer expectations encourage repeat purchases and build loyalty (Ramdhani & Widayarsi, 2022). Maintaining consistent product quality is crucial to sustaining consumer interest for companies like Samsung. Enhancing battery life, storage efficiency, and design differentiation can further improve consumer satisfaction and purchasing decisions (Hermawan et al., 2021). Research indicates that quality significantly impacts purchasing decisions, mediated by consumer satisfaction (Wicaksono et al., 2023).

Based on the research, the following hypothesis is proposed:

H4: Product quality significantly influences product purchases through customer satisfaction.

The Influence of Price on Product Purchases Through Customer Satisfaction

Price serves as a monetary indicator of value and directly influences purchasing decisions. Consumers evaluate whether the price they pay aligns with the benefits they receive, and this perception impacts satisfaction. A well-perceived price encourages satisfaction, positively affecting purchasing behavior (Pratiwi et al., 2023a). Studies demonstrate a significant positive relationship between price and customer satisfaction, subsequently influencing purchase decisions. Consumers are likely to repurchase if they perceive the price as fair relative to the product's quality and benefits (Mediti, 2020). Satisfaction mediates the relationship between price and purchasing decisions, highlighting its importance in shaping consumer behavior (Pauzy et al., 2023).

Based on the literature, the following hypothesis is proposed:

H5: Price significantly influences product purchases through customer satisfaction.

Research Methods

This study adopts a quantitative approach to investigate the relationships between product quality, price, customer satisfaction, and purchase decisions among Samsung smartphone users. The selection of South Tangerang as the study area is based on its status as a rapidly developing urban region within Greater Jakarta. South Tangerang represents a diverse demographic, including professionals, students, and families, which provides a broad spectrum of consumer behaviors and preferences. This diversity makes it an ideal location to explore purchasing decisions in the context of a prominent brand like Samsung, ensuring the findings are relevant to urban and suburban markets in Indonesia.

The study does not limit its scope to a specific Samsung smartphone series, ensuring the findings represent consumer experiences across the entire range of Samsung smartphones available. Focusing on Samsung smartphones, the research aims to generalize insights that apply to the brand's broader strategy rather than specific product lines. This approach aligns with the study's goal to understand how product quality and price influence customer satisfaction and purchase decisions in the context of Samsung's global positioning as a leading smartphone brand.

Data were collected through an online survey distributed to 113 participants using convenience sampling. Participants were screened to ensure they were Samsung smartphone users, providing a relevant dataset to analyze the interplay between the variables under study. The analysis employs Structural Equation Modeling-Partial Least Squares (SEM-PLS), a robust method for examining complex relationships among latent variables.

The analysis employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SmartPLS software to evaluate the measurement and structural models. Variables include price, product quality, customer satisfaction, and purchase decision, assessed through established indicators such as affordability, performance, and consumer loyalty. The model evaluates the relationships between these variables, providing insights into their direct and indirect effects on consumer behavior in the context of Samsung smartphones.

Results and Discussion

Outer Model Evaluation

Figure 1 illustrates the study's structural model, highlighting the relationships between the variables: Price, Product Quality, Customer Satisfaction, and Purchase Decision. The analysis, conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), includes both the outer and inner models, with path coefficients and outer loadings presented to demonstrate the strength and validity of these relationships.

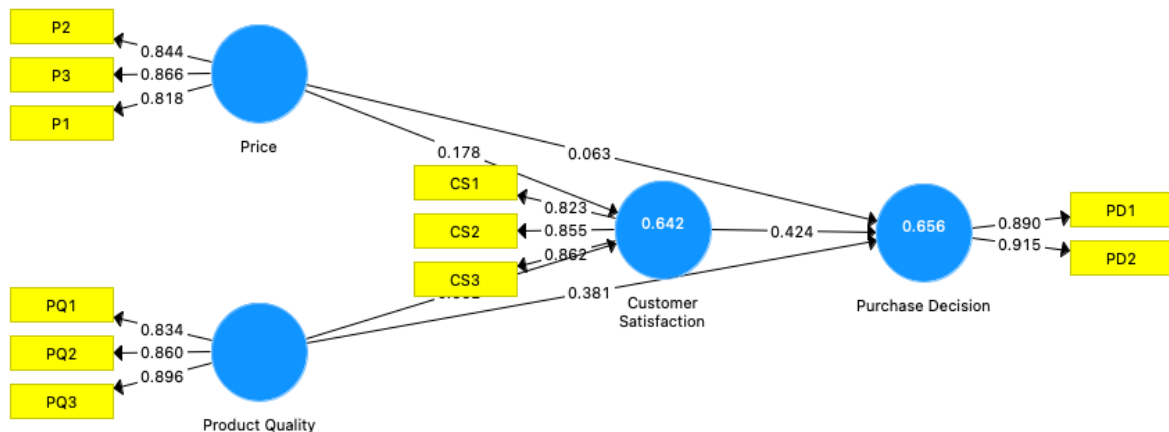


Figure 1. Outer Model Evaluation Result
 Source: Data Processed by Researchers, 2024

The outer model examines the measurement model, showing how well the indicators represent their respective latent variables. For Price, the indicators P1 (0.818), P2 (0.844), and P3 (0.866) exhibit strong loading values or > 0.70 , confirming their ability to measure Price reliably. Similarly, for Product Quality, the indicators PQ1 (0.834), PQ2 (0.860), and PQ3 (0.896) display high correlations with the latent variable. The indicators for Customer Satisfaction—CS1 (0.823), CS2 (0.855), and CS3 (0.862)—also demonstrate robust validity. Finally, the indicators for Purchase Decision, PD1 (0.890) and PD2 (0.915) show exceptionally high outer loading values, confirming their reliability in measuring the construct. These outer loading values exceed the threshold of 0.7, affirming the validity of the indicators in representing their respective constructs.

The inner model focuses on the structural relationships among the latent variables. The path coefficients indicate the strength and direction of these relationships. The relationship between Price and Customer Satisfaction is positive but weak, with a path coefficient of 0.178. In contrast, Product Quality demonstrates a stronger positive influence on Customer Satisfaction, with a path coefficient of 0.381. Moving to the dependent variable, Purchase Decision, the model shows that Customer Satisfaction significantly influences it, with a path coefficient 0.424. The direct effect of Price on Purchase Decision is minimal, with a path coefficient of 0.063, while Product Quality exerts a notable positive influence, with a path coefficient of 0.424.

The model also highlights the explained variance (R^2) for the dependent and mediating variables. Customer Satisfaction has an R^2 value of 0.642, indicating that Price and Product Quality explain 64.2% of its variance. Similarly, Purchase Decision has an R^2 value of 0.656, meaning that Price, Product Quality, and Customer Satisfaction account for 65.6% of its variance.

The findings underscore the critical role of Product Quality in influencing Customer Satisfaction and Purchase Decisions. While Price impacts Customer Satisfaction, its direct effect on Purchase Decisions is negligible. The analysis also highlights the mediating role of Customer Satisfaction, which links Product Quality and Price to Purchase Decisions, amplifying the indirect effects of these variables. The results suggest that enhancing product quality and ensuring customer satisfaction is essential for driving consumer purchasing decisions.

Table 1 presents the reliability and validity measures for the constructs in the model, evaluated through Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE). These metrics ensure that the constructs are consistent and valid for further analysis.

Table 1. Cronstruct Realibity and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.803	0.806	0.884	0.718
Price	0.796	0.799	0.880	0.711
Product Quality	0.829	0.834	0.898	0.746
Purchase Decision	0.774	0.782	0.898	0.815

Source: Data Processed by Researchers, 2024

The reliability analysis reveals that all constructs exceed the recommended threshold of 0.7 for Cronbach's Alpha, indicating strong internal consistency among the indicators. Specifically, Customer Satisfaction scores 0.803, Price 0.796, Product Quality 0.829, and Purchase Decision 0.774. These results confirm that the indicators within each construct are reliable in measuring their respective latent variables. Similarly, rho_A values support the reliability of the constructs, with all values surpassing 0.7 (Customer Satisfaction: 0.806, Price: 0.799, Product Quality: 0.834, and Purchase Decision: 0.782). Furthermore, Composite Reliability scores for all constructions are above the threshold (> 0.70), with values of 0.884 for Customer Satisfaction, 0.880 for Price, 0.898 for Product Quality, and 0.898 for Purchase Decision. These results indicate that the indicators collectively provide a consistent and reliable measurement of their constructions.

Regarding validity analysis, AVE values for all constructs are above the required threshold of 0.5, demonstrating strong convergent validity. Customer Satisfaction has an AVE of 0.718, Price 0.711, Product Quality 0.746, and Purchase Decision 0.815. These values indicate that the constructions explain a significant portion of the variance in their respective indicators, confirming that the indicators effectively represent the underlying constructs. Among the constructs, Purchase Decision exhibits the highest AVE (0.815), suggesting that its indicators firmly explain the construct. Similarly, Product Quality shows the highest Composite Reliability (0.898), reflecting the robustness of its indicators in consistently representing the construction.

Reliability and validity measures confirm that all constructions meet the required internal consistency and convergent validity criteria. The results demonstrate that the indicators are robust and reliable, providing a strong foundation for subsequent analyses. These findings ensure the integrity of the measurement model, validating the use of these constructions in assessing the structural relationships within the study.

Table 2 presents the cross-loadings for the indicators of the constructions: Customer Satisfaction, Price, Purchase Decision, and Product Quality. Cross-loadings are used to evaluate discriminant validity, ensuring that each indicator correlates more strongly with its associated latent construction than with other constructs. This confirms that the indicators are uniquely associated with their respective constructs and do not overlap significantly with others.

Table 2. Cross Loadings

	Customer Satisfaction	Price	Purchase Decision	Product Quality
CS1	0.823	0.548	0.618	0.682
CS2	0.855	0.497	0.612	0.641
CS3	0.862	0.624	0.714	0.687
P1	0.520	0.818	0.491	0.596
P2	0.550	0.844	0.556	0.582
P3	0.596	0.866	0.521	0.661
PD1	0.654	0.484	0.890	0.646
PD2	0.729	0.628	0.915	0.728
PQ1	0.630	0.616	0.617	0.834
PQ2	0.710	0.656	0.640	0.860
PQ3	0.708	0.615	0.716	0.896

Source: Data Processed by Researchers, 2024

For Customer Satisfaction, indicators CS1 (0.823), CS2 (0.855), and CS3 (0.862) show the highest loadings with the Customer Satisfaction construct compared to their loadings with Price, Purchase Decision, and Product Quality. These results confirm that the indicators are strongly associated with Customer Satisfaction and effectively measure this construction. Similarly, for Price, indicators P1 (0.818), P2 (0.844), and P3 (0.866) exhibit the highest loadings with the Price construct relative to other constructs. This demonstrates that these indicators reliably capture the Price construct and do not significantly overlap with different constructs.

In the case of Purchase Decision, indicators PD1 (0.890) and PD2 (0.915) show the highest loadings with the Purchase Decision construct compared to Customer Satisfaction, Price, and Product Quality. This indicates that these indicators align strongly with Purchase Decisions and effectively distinguish them from other constructs. For Product Quality, indicators PQ1 (0.834), PQ2 (0.860), and PQ3 (0.896) also have the highest loadings with the Product Quality construct, validating that these indicators are uniquely associated with this construction.

Discriminate validity is confirmed when an indicator's loading on its respective construct is higher than its cross-loading on other constructs. In Table 2, all indicators meet this criterion. For example, CS3 has the highest loading with Customer Satisfaction (0.862) compared to its loadings with Price (0.624), Purchase Decision (0.714), and Product Quality (0.687). Similarly, P3 loads are highest on Price (0.866) compared to its correlations with customer satisfaction (0.596), purchase decision (0.521), and product quality (0.661). This pattern is consistent across all constructs, demonstrating that each indicator distinctly measures its respective construct.

The cross-loadings confirm that all indicators meet the criteria for discriminant validity, with each indicator strongly correlated with its assigned construct and less correlated with others. This ensures that the constructions in the model are distinct and accurately measured, supporting the validity of the measurement model. These findings validate the appropriateness of these constructions for further analysis in the structural model.

Table 3 presents the model fit indices for the structural model, comparing the Saturated Model and the Estimated Model. These indices evaluate the goodness-of-fit to ensure that the data supports the structural relationships within the model. The metrics used include SRMR, d_ULS, d_G, Chi-Square, and NFI, collectively providing a comprehensive assessment of the model's fit. The Standardized Root Mean Square Residual (SRMR) is 0.070 for the Saturated and Estimated Models. An SRMR value below 0.08 indicates an acceptable level of fitness, suggesting that the difference between the observed and predicted correlations is minimal. This value confirms that the model represents the data well and supports its validity.

Table 3. Cross Loadings

	Saturated Model	Estimated Model
SRMR	0.070	0.070
d_ULS	0.321	0.321
d_G	0.254	0.254
Chi-Square	172.103	172.103
NFI	0.776	0.776

Source: Data Processed by Researchers, 2024

For both models, the d_ULS (Unweighted Least Squares Discrepancy) and d_G (Geodesic Discrepancy) values are 0.321 and 0.254, respectively. These values represent discrepancies in the structural relationships within the model. Their low magnitude reflects minimal misalignment between the model's predicted and observed structural paths, further supporting the model's adequacy. The Chi-Square value for both the Saturated and Estimated Models is 172.103. While higher Chi-Square values can result from larger sample sizes, the value here is reasonable, indicating an acceptable level of model fit. The Chi-Square metric supports the robustness of the proposed relationships between the constructions.

Finally, the Normed Fit Index (NFI) value is 0.776, which means that the model explains approximately 77.6% of the variance in the data. While NFI values closer to 1.0 indicate a better fit, values above 0.75 are generally considered reasonable. This demonstrates that the model captures a substantial portion of the variance, though there is room for further refinement.

The indices in Table 3 confirm that the proposed model fits the data well. The SRMR value of 0.070, combined with the low discrepancy values for d_ULS (0.321) and d_G (0.254), indicates a strong alignment between the observed and predicted data. The Chi-Square value and NFI score further validate the structural relationships, supporting the model's suitability for hypothesis testing and interpretation. These results provide confidence in the reliability of the proposed framework.

Inner Model Evaluation

Table 4 presents the R-Square and Adjusted R-Square values for the Customer Satisfaction and Purchase Decisions constructs. These values measure the proportion of variance in the dependent variables explained by the independent variables, providing insights into the model's explanatory power.

Table 4. R-Square

	R Square	R Square Adjusted
Customer Satisfaction	0.642	0.635
Purchase Decision	0.656	0.646

Source: Data Processed by Researchers, 2024

The high R-Square and Adjusted R-Square values for Customer Satisfaction (0.642 and 0.635) and Purchase Decision (0.656 and 0.646) indicate the model has strong explanatory power. Price and Product Quality play significant roles in predicting Customer Satisfaction, which, in turn, and the direct effects of Price and Product Quality substantially influence Purchase Decisions. The close alignment between the R-Square and Adjusted R-Square values further validate the robustness and reliability of the model. The proposed model effectively explains a significant portion of the variance in Customer Satisfaction and Purchase Decision, underscoring the importance of Price, Product Quality, and Customer Satisfaction in driving consumer purchasing behavior. This provides a strong foundation for further interpretation and practical recommendations.

Table 5 provides the results of the Path Coefficients analysis, which assesses the strength, direction, and statistical significance of the relationships between variables in the structural model. Metrics such as the Original Sample (O), Sample Mean (M), Standard Deviation (STDEV), T Statistics, and P Values evaluate these relationships.

The relationship between Product Quality and Customer Satisfaction is the strongest in the model, with a path coefficient of 0.662. The T Statistic is 10.257, far exceeding the critical value, and the P-Value is 0.000, indicating high statistical significance. This result underscores that Product Quality is a dominant driver of Customer Satisfaction, highlighting its critical importance in shaping consumer satisfaction levels. The path coefficient for the relationship between Price and Customer Satisfaction is 0.178, showing a moderate positive relationship. The T Statistic is 2.155, exceeding the critical value, and the P-value is 0.031, indicating that the relationship is statistically significant. This result implies that Price influences Customer Satisfaction, but its impact is less pronounced than other factors. The relationship between Customer Satisfaction and Purchase Decision is strong and positive, with a path coefficient of 0.424. The T Statistic is 3.517, exceeding the critical threshold of 1.96, and the P-value is 0.000, indicating high statistical significance. This finding suggests that higher levels of Customer Satisfaction significantly drive consumers' decisions to purchase, confirming its central role in the model.

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
Product Quality -> Customer Satisfaction	0.662	0.662	0.065	10.257
Price -> Customer Satisfaction	0.178	0.180	0.083	2.155
Customer Satisfaction -> Purchase Decision	0.424	0.415	0.121	3.517
Product Quality -> Purchase Decision	0.381	0.384	0.124	3.066
Price -> Purchase Decision	0.063	0.074	0.091	0.697

Source: Data Processed by Researchers, 2024

The path coefficient for the relationship between Product Quality and Purchase Decision is 0.381, reflecting a strong positive relationship. The T Statistic is 3.066, exceeding the critical threshold, and the P Value is 0.002, confirming statistical significance. This finding indicates that product quality not only drives customer satisfaction but has a direct and significant influence on consumers' decisions to purchase. The relationship between Price and Purchase Decision is weak, with a path coefficient of 0.063. The T Statistic is 0.697, below the critical threshold, and the P-value is 0.486, indicating that this relationship is not statistically significant. This suggests that Price does not significantly influence consumers' Purchase Decisions, and that Customer Satisfaction may mediate its impact.

The results highlight the importance of Product Quality as the most influential factor in the model, significantly affecting both Customer Satisfaction and Purchase Decisions. Customer Satisfaction plays a crucial mediating role, strongly driving Purchase Decisions. In contrast, Price has a significant positive effect on Customer Satisfaction but exerts only a negligible direct impact on Purchase Decisions. This underscores the importance of Customer Satisfaction as a mediator in the impact of Price on purchasing behavior. In conclusion, the findings emphasize that enhancing Product Quality and fostering Customer Satisfaction are key strategies for influencing consumer purchasing decisions. Although Price contributes to Customer Satisfaction, its direct impact on Purchase Decisions is minimal, further highlighting the importance of satisfaction as an intermediary. These insights provide actionable recommendations for businesses aiming to improve consumer decision-making outcomes.

Table 6 provides the Specific Indirect Effects analysis results, which evaluates the mediating role of Customer Satisfaction in the relationships between the independent variables (Price and Product Quality) and the dependent variable (Purchase Decision). The metrics analyzed include the Original Sample (O), Sample Mean (M), Standard Deviation (STDEV), T Statistics, and P Values to assess the significance of these indirect effects.

The specific indirect effect of Product Quality on Purchase Decision through Customer Satisfaction is 0.281, indicating a strong positive mediated relationship. The T Statistic for this effect is 3.291, far exceeding the critical value of 1.96, and the P-value is 0.001, demonstrating high statistical significance. This result suggests that Customer Satisfaction plays a crucial mediating role in translating the influence of Product Quality into Purchase Decision. While product quality also directly affects purchase decisions, the indirect effect of customer satisfaction substantially amplifies its overall impact. The specific indirect effect of Price on Purchase Decision through Customer Satisfaction is 0.075, indicating a small but positive mediated relationship. The T Statistic for this effect is 2.081, exceeding the critical value of 1.96, and the P-value is 0.038, below the standard threshold of 0.05. These results confirm that the relationship is statistically significant. While the direct effect of Price on Purchase Decision was found to be insignificant, this indirect effect suggests that Price influences Purchase Decision indirectly by first affecting Customer Satisfaction, which then impacts the Purchase Decision. This finding highlights the importance of Customer Satisfaction as a mediator in the relationship between Price and Purchase Decision.

Table 6. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
Product Quality -> Customer Satisfaction -> Purchase Decision	0.281	0.275	0.085	3.291
Price -> Customer Satisfaction -> Purchase Decision	0.075	0.071	0.036	2.081

Source: Data Processed by Researchers, 2024

The results emphasize the significant mediating role of Customer Satisfaction in the model. For Price, the indirect effect through Customer Satisfaction is critical, as the direct effect of Price on Purchase Decision was negligible. This suggests that businesses aiming to leverage pricing strategies to influence Purchase Decisions should focus on ensuring pricing aligns with consumer expectations to enhance Customer Satisfaction. In contrast, Product Quality directly and indirectly affects Purchase Decisions, with the indirect impact through Customer Satisfaction being substantial. This underscores the dual importance of Product Quality: it directly influences purchasing behavior and strengthens satisfaction, further driving Purchase Decisions. The findings highlight the central role of Customer Satisfaction as a mediator. While Product Quality is the most influential factor in driving direct and mediated effects, Price can indirectly influence Purchase Decisions by improving Customer Satisfaction. These insights reinforce the importance of prioritizing quality improvements and satisfaction-enhancing strategies to maximize consumer purchasing behavior.

Discussion

The study's findings that product quality significantly impacts customer satisfaction with Samsung smartphones align closely with existing research emphasizing the critical role of product quality in shaping consumer perceptions and loyalty across various industries. High-quality products meet or exceed consumer expectations, enhancing satisfaction and fostering loyalty by delivering on promised performance and reliability (Dhasan & Aryupong, 2019; Saad et al., 2022). This effect is amplified when customers perceive the product as offering good value for money, intrinsically linked to its quality (Bertini et al., 2012). Moreover, brand image plays a pivotal role in shaping perceptions of quality; a strong and reputable brand like Samsung enhances the perceived quality of its products, further boosting customer satisfaction (Clemenz et al., 2012).

Consumers are increasingly discerning in competitive markets, prioritizing product quality to differentiate among options (Bertini et al., 2012). Companies must understand and address critical customer requirements (CCRs) to meet these expectations, especially in fast-paced industries like smartphones, where consumer preferences evolve rapidly (Yupeng Li et al., 2023). However, more than product quality is needed to account for customer satisfaction fully. Other factors, such as service quality, price fairness, and technological integration, play essential roles. For example, service quality can become more significant than product quality during economic downturns or crises (Hallencreutz et al., 2024). Additionally, leveraging advanced technologies such as AI and machine learning in quality management processes can enhance customer satisfaction by improving complaint handling and enabling continuous quality improvement (Silva et al., 2024). Thus, while product quality remains a cornerstone of customer satisfaction, companies

like Samsung must adopt a holistic approach that integrates service excellence, innovative technology, and dynamic market strategies to sustain competitive advantage.

The study's findings that price significantly impacts customer satisfaction with Samsung smartphones reveal the multifaceted nature of pricing and consumer behavior. Price is pivotal in shaping consumer perceptions of value, quality, and satisfaction. Several factors, including price fairness, tolerance, and psychological perceptions of pricing, influence the relationship between price and satisfaction. For instance, when consumers perceive a price as fair—aligned with the quality and features offered—it positively influences their satisfaction and loyalty (Dhasan & Aryupong, 2019)(Dhasan & Aryupong, 2019). However, satisfaction and price tolerance share a bidirectional relationship; while higher satisfaction can increase tolerance for higher prices, lower satisfaction may erode that tolerance, particularly among price-sensitive consumers (Anderson, 1996). Moreover, behavioral pricing highlights the psychological nuances of price perception—higher prices may signal superior quality, boosting satisfaction. In contrast, lower prices could sometimes cast doubts about product quality, potentially diminishing satisfaction (Chen et al., 2021).

In addition to the direct effects of pricing, the interplay between price deals, consumer behavior, and product quality further illustrates its complexity. Price deals for premium brands like Samsung can sometimes undermine brand perception, as they might be viewed as inconsistent with the brand's premium image (Swani & Yoo, 2010). Conversely, for budget-conscious consumers, price deals enhance purchase intent and satisfaction. Furthermore, the perceived quality of Samsung smartphones, driven by their innovative features and smart capabilities, heavily influences customer satisfaction. Attributes such as adaptability, multifunctionality, and user-friendly technology bolster perceived value and satisfaction, even when prices are relatively high (Lee & Shin, 2018). These insights underline that price is a critical factor, but it does not act in isolation. To holistically enhance customer satisfaction across diverse market segments, Samsung must adopt a comprehensive strategy, integrating pricing with product development, technological innovation, and consumer engagement.

The research findings demonstrate that customer satisfaction significantly influences the purchase decisions of Samsung smartphones. This relationship is shaped by product smartness, integrated marketing communications (IMC), and customer satisfaction models. Customer satisfaction is a pivotal driver of purchasing behavior in the context of technologically advanced products like smartphones. Product smartness, characterized by features like adaptability and multifunctionality, enhances smartphones' perceived value and usability, leading to higher satisfaction and positive purchase decisions (Lee & Shin, 2018). These smart features allow smartphones to cater to diverse consumer needs and provide a broad spectrum of applications, reinforcing their role in influencing customer satisfaction and subsequent purchases.

Integrated marketing communications also play a vital role in linking customer satisfaction to purchase decisions. Consistency across omnichannel IMC strategies ensures consumers receive coherent messaging, fostering trust and satisfaction (Butkouskaya et al., 2023). Connectivity as part of IMC enhances accessibility and interaction, further influencing customer satisfaction and purchase behavior. Additionally, customer satisfaction models like the expectation disconfirmation model and the Technology Acceptance Model (TAM) underscore the mediating role of satisfaction in cognitive judgments and purchase decisions. Factors like meeting or exceeding expectations and the perceived ease of use significantly influence satisfaction and purchase intent (Ngubelanga & Duffett, 2021). Social influences, including group interactions and electronic word-of-mouth (eWOM), amplify satisfaction and purchase decisions by shaping consumer perceptions and validating product value through peer experiences (Yang, 2022). While the positive impact of

customer satisfaction on purchase decisions is evident, businesses must navigate potential trade-offs, such as balancing increased costs from enhanced satisfaction efforts with profitability and pricing strategies. Addressing these complexities is essential for optimizing customer satisfaction and sustaining consumer loyalty in competitive markets.

The study's findings show that product quality significantly influences the purchase decisions of Samsung smartphones align with broader research on consumer behavior and market dynamics. In the competitive consumer electronics market, product quality is a critical determinant of choice, as consumers often face a plethora of alternatives. This crowded landscape amplifies the importance of perceived quality, brand reputation, and price in decision-making processes. High-quality products signal competitive advantage, deterring potential market entrants and justifying premium pricing (Balachander & Srinivasan, 1994). In consumer electronics, higher-quality products frequently command premium prices, underscoring the role of quality in shaping consumer preferences and purchase intentions (Holbrook, 1992b). Furthermore, consumers are willing to pay more for high-quality products, particularly in dense markets where differentiation is key (Bertini et al., 2012). However, this relationship varies across consumer segments and cultural contexts, suggesting that perceptions of quality and its value are influenced by national and cultural factors (Peterson & Jolibert, 1976).

Product quality also directly impacts customer loyalty, enhancing satisfaction and fostering repeat purchases (Dhasan & Aryupong, 2019). Maintaining high product quality is crucial for sustaining a competitive edge and ensuring customer engagement, particularly in supply chain management (Yiling Li et al., 2022). While brand reputation can contribute to perceived quality, its influence varies by category, with product quality often outweighing brand equity in consumer electronics (Holbrook, 1992a). Price often indicates quality, especially when quality is uncertain before purchase, emphasizing the importance of credible advertising and reliable information in shaping consumer perceptions (Hey & McKenna, 1981; Gardete & Guo, 2015). Additionally, consumer decision-making is influenced by psychological and social factors, such as the perceived importance of quality and the impact of social dynamics, which shape evaluations and preferences (Krestyanpol, 2022). Despite the critical role of product quality, it does not act in isolation; elements such as brand reputation, price, and consumer perceptions interplay uniquely across markets and segments, reflecting the complexity of purchasing decisions for high-quality products like Samsung smartphones.

The study's finding that price does not significantly influence the purchase decisions of Samsung smartphones highlights the importance of non-price factors in shaping consumer behavior. This result suggests that other elements, such as brand trust, perceived quality, and environmental awareness, may dominate consumer decisions in the smartphone market. For instance, ecological sensitivity and awareness have been shown to significantly affect purchasing choices in this sector, with consumers prioritizing sustainability over price when selecting a smartphone brand (Skowron & Sak-Skowron, 2021). Additionally, perceived trust in online shopping contexts has been found to have a more substantial influence on purchase intentions than perceived price, suggesting that Samsung's reputation and brand trust might outweigh price considerations (Kim et al., 2012). These findings align with broader trends indicating that premium brands often rely on value propositions beyond price to attract and retain customers.

The dynamics of price and consumer behavior further explain why price may not significantly impact purchase decisions for Samsung smartphones. Research on price deals indicates that such promotions may not benefit high-priced brands like Samsung, as they can dilute brand perception and loyalty (Swani & Yoo, 2010). Moreover, the compromise effect, where consumers opt for a middle-tier product in a consideration set, is often more relevant to quality-conscious

buyers than price-sensitive ones, aligning with Samsung's positioning as a premium brand (Müller et al., 2012). Factors such as price fairness and perceived value also play a role; if Samsung's pricing is perceived as fair, consumers may be less sensitive to price changes (Lu et al., 2022). Furthermore, the interplay between promotional strategies and perceived quality suggests that Samsung's strong brand and marketing initiatives may overshadow the direct influence of price on consumer decisions (Chung, 2020). While this finding may not universally apply across all markets or segments, it underscores the need for Samsung to continue leveraging its brand equity and focus on non-price factors to sustain its competitive edge in diverse consumer markets.

The study's findings that product quality significantly influences the purchase decisions of Samsung smartphones, mediated by customer satisfaction, align with extensive research on consumer behavior and satisfaction. Product quality is a fundamental determinant of customer satisfaction, which drives purchase decisions. This relationship is particularly evident in industries like telecommunications and fast-moving consumer goods, where quality and satisfaction are pivotal in shaping consumer choices. The mediation by customer satisfaction underscores that while high product quality is essential, its influence on purchase decisions is amplified when customers perceive and experience that quality positively. This highlights the need for businesses like Samsung to maintain superior product quality and ensure that it translates effectively into customer satisfaction through positive consumer experiences.

Product quality encompasses intrinsic attributes, such as performance and durability, and extrinsic attributes, including brand image and packaging, which significantly impact customer satisfaction, particularly in competitive markets where differentiation is critical (Malekpour et al., 2022). In some industries, service quality has surpassed product quality as the primary driver of customer satisfaction, emphasizing the importance of delivering a holistic customer experience where service complements product excellence (Hallencreutz et al., 2024). Innovation also plays a key role in perceived quality, particularly in the telecommunications sector, where cutting-edge features and services enhance satisfaction and loyalty (Hajar et al., 2022). Customer satisfaction is a mediator between product quality and purchase decisions, with perceived quality influencing satisfaction and, in turn, purchase likelihood (Lei & Jolibert, 2012). Moreover, customer delight—experiences that exceed expectations—can further enhance the impact of product quality, leading to positive word-of-mouth and repeat purchases (Peng et al., 2023). For Samsung, strengthening brand image, addressing environmental concerns, and optimizing user experiences across devices are critical strategies to sustain satisfaction and drive purchase decisions (Skowron & Sak-Skowron, 2021; Wolf, 2023). While product quality remains a cornerstone of consumer decision-making, other factors like service quality, brand reputation, and environmental awareness contribute significantly. Samsung must adopt a comprehensive approach, integrating these elements to maintain a competitive edge and influence consumer purchasing behavior.

The study found that price significantly influences Samsung smartphone purchase decisions, mediated by customer satisfaction. This relationship underscores the importance of pricing strategies in shaping consumer behavior in the competitive smartphone market. While price is a critical factor, its impact on purchase decisions is indirect, relying heavily on customer satisfaction. Customer satisfaction enhances or diminishes the perceived value of a product, thereby influencing the final purchase decision. This finding highlights the need for businesses to focus on setting competitive prices and ensure that customer experience and satisfaction are optimized to strengthen the value proposition.

Price is pivotal in consumer decision-making, particularly for durable goods like smartphones. It conveys a product's perceived value and quality, shaping consumer behavior and purchase intentions (W. Li et al., 2021). In online shopping, perceived price impacts repeat customers more

intensely than potential customers, reflecting variations in price sensitivity based on customer loyalty and experience (H. W. Kim et al., 2012). Contextual factors, such as how a product is positioned, can also moderate price effects, with higher prices sometimes enhancing perceived quality when aligned with consumer expectations (Grewal et al., 2000). Customer satisfaction mediates this relationship by influencing how consumers perceive price and its fairness. Satisfaction is driven by perceived usefulness and ease of use, especially in mobile commerce, where these attributes significantly impact purchase decisions (Ngubelanga & Duffett, 2021). Additionally, satisfied customers are more likely to make repeat purchases and exhibit loyalty, as satisfaction mediates the relationship between service quality and behavioral intentions (Chang & Polonsky, 2012). While the study highlights the central role of customer satisfaction in mediating the price-purchase decision relationship, it also underscores the importance of integrating trust, brand image, and other brand-related factors, such as identity and personality, to build a holistic understanding of consumer behavior in the smartphone market (Mao et al., 2020).

Conclusion

This study highlights the significant influence of product quality and price on purchase decisions for Samsung smartphones, with customer satisfaction acting as a critical mediating factor. The findings confirm that while product quality directly and strongly impacts customer satisfaction and purchase decisions, price primarily influences customer satisfaction rather than directly affecting purchase decisions. Customer satisfaction emerges as a pivotal intermediary, amplifying the effects of product quality and price on consumer behavior. These insights underscore the importance of maintaining high product quality and aligning pricing strategies with customer expectations to foster satisfaction and drive purchase intentions.

The results provide actionable recommendations for businesses in the competitive smartphone market. To meet and exceed consumer expectations, Samsung and similar brands should prioritize enhancing product quality through innovation, durability, and feature optimization. Additionally, pricing strategies should focus on perceived fairness and value alignment to strengthen customer satisfaction. Marketing campaigns can leverage the mediating role of satisfaction by highlighting quality and value-added features to build loyalty and encourage repeat purchases. Furthermore, integrating sustainability practices into product development can address environmentally conscious consumer segments, further strengthening brand loyalty.

This study has several limitations. First, the convenience sampling method may limit the generalizability of the findings across broader populations. Second, the research focused solely on Samsung smartphone users in South Tangerang, which may only partially represent other regions or demographics. Third, the study primarily relied on self-reported data, which may be subject to bias in respondent perceptions and recall. Future studies should explore broader geographical regions and diverse consumer segments to validate and extend the findings. Employing probabilistic sampling methods could enhance the generalizability of results. Additionally, longitudinal studies are recommended to capture the evolving nature of consumer satisfaction and purchase decisions over time. Further research could also investigate the role of other mediators, such as trust and brand loyalty, and consider emerging factors like sustainability and digital marketing influence in the smartphone industry. These directions provide a more comprehensive understanding of consumer behavior dynamics in competitive markets.

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