

THE INFLUENCE OF DIGITAL MARKETING, PRODUCT QUALITY, AND PRICE ON THE DECISIONS TO PURCHASE AT NIM SHOP AND ITS IMPACT ON THE SATISFACTION OF CUSTOMER

Farreza, Wahyuningsih, Asngadi

e-mail: fathurumet@gmail.com

Economics and Business Faculty of Tadulako University

ABSTRACT

This research aims to determine the influence of Digital Marketing, Product Quality, and Price on Purchasing Decisions with Consumer Satisfaction as an Intervening Variable. The population was the people of Palu who shop at Nim Shop. Type of the research was explanatory research using a quantitative approach with a total sample of 100 respondents. The data analysis technique used Partial Least Square (PLS) with the sampling technique applied the Structural Equation Modeling (SEM) method. The results of the research show that digital marketing has a significant influence on purchasing decisions; Product quality has a significant influence on purchasing decisions; Prices have a significant influence on purchasing decisions; Purchase decisions have a significant influence on purchase satisfaction; Digital marketing has a significant influence on purchase satisfaction; Product quality has a significant influence on purchase satisfaction; Price has a significant influence on purchase satisfaction; There is no direct influence of digital marketing on purchase satisfaction through purchasing decisions; The direct influence of product quality on purchase satisfaction through purchasing decisions; The direct influence of price on purchase satisfaction through purchasing decisions.

Keywords: Digital Marketing, Product Quality, Price, Consumer Satisfaction, Purchase Decision

INTRODUCTION

The Covid-19 pandemic has had a direct impact on the company's growth. It is undeniable that some business actors experience losses which force them to close their businesses. However, there are still several business actors trying to survive amid the Covid-19 Pandemic, one of which is through the use of digital media. This condition certainly also has an impact on consumer behavior patterns, especially in fulfilling the necessities of life.

The Indonesian government initially pursued a "wait and see" policy, although in the end the Indonesian government moved more assertively, namely issuing several policies in tackling the COVID-19 pandemic. One of them is through the protocol policy for handling COVID-19 through massive socialization of physical distancing, forcing people to carry out all activities such as work, study and worship from home. This condition causes changes in patterns of social behavior, where humans are faced with a new reality, namely the virtual world. Of course, this condition is an opportunity for the technology-based transportation service business to be able to maintain its existence. It is undeniable that the era of the industrial revolution 4.0 has brought humans to carry out various virtual interactions. The COVID-19 pandemic has proved that all forms of interaction from a religious, social and economic point of view can be connected through the virtual world. The development of information technology has played an important role and is used in various fields. The presence of technology makes work activities more effective and efficient. (Hamid, 2020:267)

Based on data taken from APJII (Association of Indonesian Internet Service Providers) it shows that the number of internet users in Indonesia continues to grow from year to year. As of the second quarter of 2020, the number of Indonesian internet users was 196.7 million people or 73.7 percent of Indonesia's total population of 266.9 million based on 2019 BPS data. This figure has increased by 8.9 percent or the equivalent of 25.5 million from same period last year. The increase in the number of internet users is partly due to several factors, one of which is online shopping (Assosiasi APJII, 2021:1).

E-commerce in Indonesia is increasing, slowly people are starting to leave conventional shopping

habits and switch to online shopping. E-commerce is used as a solution as a buying and selling media that can save time and costs. The ease of e-commerce reaching local and foreign markets has made people more interested in buying and selling on e-commerce. Transactions are carried out without having to meet between sellers and buyers, buyers make purchases online.

Over time, many companies have emerged by developing their business using the internet. Including developments in the world of fashion in Indonesia, which is one of the creative industry sub-sectors that has very high economic value and is considered capable of being a driving force in the development of Indonesia's creative industry and is currently growing very rapidly in line with public awareness of fashion which directs life style. One of the many businesses engaged in the world of fashion today is a store that sells clothing or clothing that fits current models or trends as well as clothing with Islamic nuances. Clothing or clothing is a necessity that a person cannot leave in everyday life. Clothing at this time has a very different function from the past, if in the past clothing might only function as body protection from the hot sun and weather, then at this time clothing also functions as a lifestyle or what is commonly called a life style.

This situation forces companies to not only develop good products, offer them at attractive prices, and make them easily available to customers who need them. Companies also need to develop effective marketing promotions (communications), especially to consumers. By paying attention to marketing activities, it is expected to influence consumer purchasing decisions.

Digital marketing communication is an innovation in marketing strategy as a form of creativity to attract consumers, who previously conventionally evolved using digital-based marketing media. Business actors already have confidence in the use of online marketing media (e-commerce). Digital-based marketing activities are a solution that can be utilized by businesses, especially after the Covid-19 pandemic (Hamid et al., 2021:8308-8309)

According to Pebrianti & Awal (2020:53), marketing communications through digital media have a significant effect on purchasing decisions. Digital marketing media has a creative and educative appearance that contains complete information about prices, product qualifications, and payment processes that provide choices to consumers. The marketing communication strategy using digital-based media has influenced the way consumer purchasing decisions are made.

Kotler dan Keller (2016:194) define that Purchasing decisions are part of consumer behavior, while consumer behavior is the study of how individuals, groups and organizations select, buy, use and how goods, services, ideas and experiences always satisfy and control one's needs and desires. Purchase decisions made by customers involve the customer's belief in a product so that confidence arises in the correctness of the actions taken. The customer's confidence in his purchasing decision represents the extent to which the customer has confidence in his decision to choose a product.

In this study the object to be examined is the Nimshop Palu Shop, the Nimshop Shop is one of the sellers of fashion trend products, the shop sells women's clothing in the city of Palu which has quite a lot of customers, especially customers who are predominantly female and the majority, who tend to always want to pay attention to their appearance, especially in terms of clothing so they can look fashionable on various occasions. The average consumer is a student and students who still rely on rations from their parents to meet their daily needs as much as possible to meet their needs, especially those that support their appearance.

The prices offered by Nimshop are relatively cheap when compared to prices in other fashion stores. It is said to be relatively cheap when compared to prices at other fashion stores in Palu City because the various products available at Nimshop are offered in various modes and qualities, the store's atmosphere is very comfortable, so the price variations are very diverse. In other words, Nimshop provides a wide variety of prices. This pricing system is carried out to anticipate Nimshop consumers whose financial capabilities are limited (especially among students).

Based on interviews conducted by the author with the owner of NIMshop through her Instagram account, @nia.amalya, that the attraction that makes consumers come directly is because of the strategic location of the NIMshop store, a very wide variety of prices, very up-to-date store conditions, and already has 3 shops in Palu City, namely Jalan W. Monginsidi No. 19, Jalan Wahid Hasyim No.17, and

the Citraland Complex. In this case, according to the owner of NIMshop, there is still a lack of purchases through online media compared to offline, due to the lack of a special team in charge of digital marketing, so that promotions carried out by NIMshop still seem simple.

Digital marketing is promotional activities and market search through digital media online and utilizing various means such as social networks. The virtual world is now no longer only able to connect people with devices but also people with other people around the world. On the one hand digital marketing makes it easier for businesses to monitor and provide all consumer needs, on the other hand consumers can also search for and obtain product information simply by exploring cyberspace to facilitate the search process. (Dedi Purwana, 2017:1-17). Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs (Kotler dan Keller 2016:169). Product quality is the overall combination of product characteristics resulting from marketing, production engineering and maintenance that make the product usable to meet customer or consumer expectations. According to Tjiptono (2016:151), price is the only element of the marketing mix that provides income or revenue for a company. Kotler & Keller (2016:67) define that price is an element of the marketing mix that generates revenue, the other elements generate costs. A company usually determines the structure of developing a price request or the structure of determining various needs, purchases. How consumers get to the perception of price in the assumption of price quality is quite an important marketing priority.

Tjiptono (2016:21) defines that purchasing decisions are a series of processes that start with consumers recognizing their needs, seeking information about products and evaluating products for how well the product can solve the problem, which then leads to purchasing decisions.. Kotler & Keller (2016:185) added that the purchasing decision process is a five-stage process that consumers pass starting from problem recognition, information search, evaluation that can solve the problem, purchase decisions and post-purchase behavior, which begins before the actual purchase is made by the consumer. According to Kotler & Keller (2016:171), Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the perceived performance of a product or service (or results) with their expectations. Nugroho (2015:78) defines that Consumer satisfaction is an important element in improving marketing performance in a company. Satisfaction felt by customers can increase the intensity of buying from these customers. Tjiptono (2016:353) defines that Satisfaction comes from the Latin word Satis which means good enough, adequate and Facio which means to do or make. In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate.

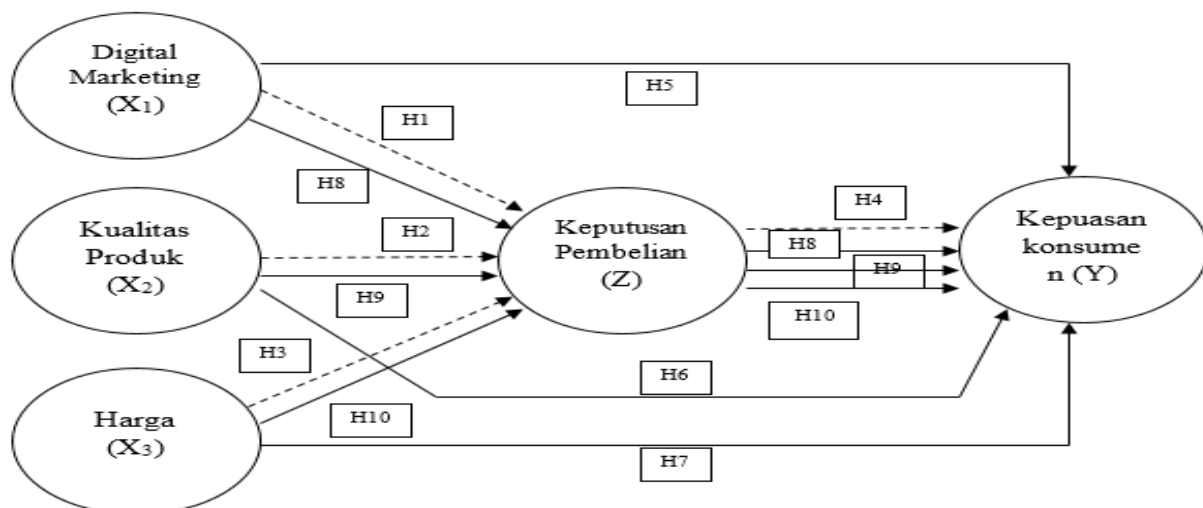


Figure 1
Theoretical Framework of the Research

Based on the framework above which is based on the formulation of the problem, so that the conclusions of the hypothesis used are:

H1: Digital marketing has a significant influence on purchasing decisions

H2: Product quality has a significant influence on purchasing decisions

H3: Price has a significant influence on purchasing decisions

H4: Purchase decisions have a significant influence on purchase satisfaction

H5: Digital marketing has a significant influence on purchase satisfaction

H6: Product quality has a significant influence on purchase satisfaction

H7: Price has a significant influence on purchase satisfaction

H8: The direct influence of digital marketing on purchase satisfaction through purchasing decisions

H9: The direct influence of product quality on purchase satisfaction through purchasing decisions

H10: The direct influence of price on purchase satisfaction through purchase decisions

RESEARCH METHOD

Type of the research was explanatory research using a quantitative approach. The population was the people of Palu who shop at the NIM Shop. This research applied purposive sampling as a sampling technique, so that the number of research samples was 100 samples. For analysis, this research used SEM (Structural Equation Model) path analysis with the help of Partial Least Square (PLS) software, namely SmartPLS 3.0 software. PLS uses a 3-stage iteration process and each stage produces an estimate. The first stage generates a weight estimate, the second stage generates estimates for the inner and outer models, and the third stage generates means and location estimates (Ghozali, 2011).

RESULTS AND DISCUSSIONS

Outer Model Test Results

1. Validity Test

a. Evaluating convergent validity

The results of data processing using SmartPLS in the table above show that all indicators are considered valid because they already have an outer loading value between 0.6–0.7 and all indicators are declared feasible or valid for research use and can be used for further analysis

b. Discriminant Validity

In this section, the results of the discriminant validity test will be described. The discriminant validity test uses the cross loading value and the average variance extracted (AVE) value. An indicator is declared to meet discriminant validity if the indicator's cross loading value on the variable is the largest compared to other variables. The following is the cross loading value for each indicator. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables.

2. Reliability Test Analysis

a. Composite Reliability

Composite Reliability is the part that is used to test the value of the reliability of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value of > 0.7 . The resulting composite reliability value for each variable is above 0.7. These results indicate that each variable has met composite reliability so that it can be concluded that all variables have a high level of reliability and it can be stated that the respondents' answers in this study were consistent

b. Cronbach's Alpha

A variable can be declared reliable or meets Cronbach alpha if it has a Cronbach alpha value $>$

0.7. it can be seen that the Cronbach alpha value of each research variable is > 0.6. Thus these results can indicate that each research variable has met the requirements for the Cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

3. Structural Model Analysis (Inner Model)

Testing of the inner model or structural model is carried out to see the relationship between the constructs, the significance value and the R-square of the research model. The structural model was evaluated using the R-square for the dependent construct t test and the significance of the structural path parameter coefficients. The following is a schematic of the inner model of the PLS program being tested.

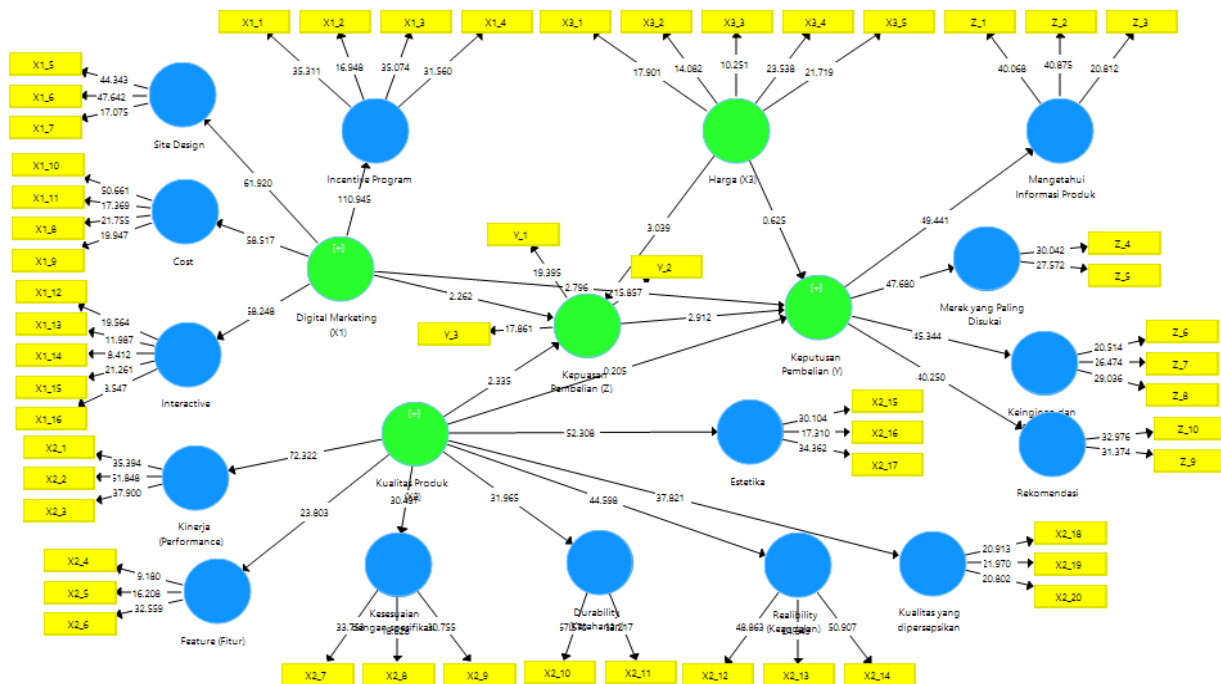


Figure Schematic of the Inner Model

a. Model Feasibility Test Analysis (Goodness of Fit)

The output of the structural model is done by looking at the value of R² (coefficient of determination) and the value of Q² (predictive relevance) for each dependent latent variable. Q-square for structural models measures how well the observed values are produced by the model and also the parameter estimates. The Q-square value > indicates that the model has predictive relevance, otherwise the Q-square value < 0 indicates that the model lacks predictive relevance. The value of Q² has a range of 0 < Q² < 1, where the closer to 1 means the model is getting better. The 4x table is the result of R-square estimation using SmartPLS 3.0.

Table 1 R-Square

Variable	R Square	Adjusted R Square
Purchasing Decision	0,367	0,340
Customer Satisfaction	0,394	0,375

Sourcer: Data is re-processed, 2023

Pada perinsipnya penelitian ini menggunakan 2 buah variabel yang dipengaruhi oleh variabel lainnya yaitu variabel digital marketing, kualitas produk, dan harga. Berdasarkan data sajian

pada tabel diatas, dapat diketahui bahwa digital marketing sangat mempengaruhi, kualitas produk, dan harga terhadap kepuasan konsumen sebesar 0.394 atau 39.4% dan berpengaruh terhadap digital marketing, kualitas produk, dan harga terhadap keputusan pembelian sebesar 0.367 atau 36.7%.

Discussion of the Research

Based on the data processing performed, the results can be used to answer the hypothesis in this study. Hypothesis testing in this study was carried out by looking at t Statistics and P Values. This hypothesis can be declared accepted if the P Values < 0.05 . In this study there are direct and indirect effects because there are independent variables, dependent variables, and mediating variables. In the smartPLS program, the results of the hypothesis testing can be seen through the Path Coefficients of the Bootstrapping technique in Table 2.

Table 2
Path Coefficients Bootstrapping Techniques

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Values	Decision
Digital Marketing (X1) -> Purchasing Decision (Y)	0.313	0.313	0.108	2.891	0.004	Influential
Digital Marketing (X1) -> Customer Satisfaction (Z)	0.219	0.218	0.103	2.119	0.035	Influential
Product Quality (X2) -> Purchasing Decision (Y)	0.326	0.324	0.131	2.490	0.013	Influential
Product Quality (X2) -> Customer Satisfaction (Z)	0.272	0.273	0.101	2.689	0.007	Influential
Price (X3) -> Purchasing Decision (Y)	0.353	0.356	0.124	2.852	0.005	Influential
Price (X3) -> Customer Satisfaction (Z)	0.270	0.279	0.093	2.904	0.004	Influential
Purchasing Satisfaction (Z) -> Purchasing Decision (Y)	0.325	0.316	0.111	2.921	0.004	Influential
Digital Marketing (X1) -> Customer Satisfaction (Z) -> Purchasing Decision (Y)	0.071	0.072	0.046	1.536	0.125	No Influence
Product Quality (X2) -> Customer Satisfaction (Z) -> Purchasing Decision (Y)	0.088	0.086	0.044	2.019	0.044	Influential
Price (X3) -> Customer Satisfaction (Z) -> Purchasing Decision (Y)	0.088	0.086	0.040	2.223	0.027	Influential

Source: Data is re-processed, 2023

Statistical analysis using the Partial Least Square (PLS) test states that each hypothesized relationship is carried out using a simulation. In this case, the bootstrap method was carried out on the sample.

The Influence of Digital Marketing on Purchasing Decisions

Based on the results of testing the first hypothesis, it explains the results that digital marketing has an influence on purchasing decisions. This can be seen in the path coefficient value of 0.313 with a P value of 0.004. This value is smaller than α (0.05). The results of this study mean that the more attractive the digital marketing made by the company, the more product purchasing decisions will be made at the NIM Shop. In addition, according to the description of the variables in digital marketing, Nim Shop is quick and responsive in responding to consumer questions and needs in digital marketing media. Apart

from that, the facts on the ground show that NIM Shop takes advantage of promotions through their social media in the form of Instagram. Here are some NIM Shop accounts, @nims.wahidhasyim, @nimshop.official, @nims.bagshoes, and @nims_citralandtondo.

Digital marketing is promotional activities and market search through digital media online and utilizing various means such as social networks. (Purwana, 2017:1-17). The virtual world is now no longer only able to connect people with devices but also people with other people around the world. On the one hand digital marketing makes it easier for businesses to monitor and provide all consumer needs, on the other hand consumers can also search for and obtain product information simply by exploring cyberspace to facilitate the search process. (Purwana, 2017:1-17)

According to Chaffey, Dave, Chadwick (2016:267), digital marketing or digital marketing has almost the same meaning as electronic marketing (e-marketing) both of which describe the management and implementation of marketing using electronic media, so what is meant by digital marketing is the application of digital technology that forms online channels (online channels) to markets (websites, e-mail, YouTube, Instagram, Facebook and other social networks) that contribute to marketing activities aimed at making a profit and building and developing relationships with customers.

Based on the above understanding, the researcher concludes that Nim Shop has made good use of digital marketing through social media. This is in accordance with the notion that digital marketing is an electronic marketing place where the owner must be quick and responsive in responding to consumer questions so that they can satisfy consumers, which is expected in the end, consumers can decide to shop at Nim Shop. This study supports the results of research from Naruliza & Suseno (2021:97-108) and Putri & Marlien (2022:25-36) that digital marketing can improve purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on the results of testing the second hypothesis, explaining the results that product quality has an influence on purchasing decisions. This can be seen in the path coefficient value of 0.326 with a P value of 0.013. This value is smaller than α (0.05). The results of this study mean that Nim Shop has good quality in offering and selling its products. If the quality of the product that consumers receive meets or exceeds consumer expectations, the tendency of consumers to continue to subscribe will also be higher. Apart from that, the facts on the ground show that NIM Shop has good product quality so that many people in Palu City like to buy products at Nim Shop. This can also be shown by the NIM Shop outlets which are never empty.

The quality of the products provided by Nim Shop is able to encourage consumers to recommend others to shop at Nim Shop. Based on this, it can be interpreted that if the better the quality of the product provided, the consumer will feel its own satisfaction. According to Tjiptono in (Kuspriono, 2016) "Product quality is quality which includes efforts to meet or exceed customer expectations; quality includes products, services, people, processes, and the environment; quality is a condition that is always changing (eg what is considered quality today may be considered less quality in the future).

From the definition above, it can be concluded that the quality of a product is the level or level of good or bad something that consists of all the factors attached to the goods or services so that the product has the ability as desired by consumers. The results of this study support the results of research from Saputra et al., (2017:85-95) and Haque, (2017:109-126) where the results of his research show that product quality has an influence on purchasing decisions.

The Influence of Price on Purchasing Decisions

Based on the results of testing the third hypothesis, it explains the results that price has an influence on purchasing decisions. This can be seen in the path coefficient value of 0.353 with a P value of 0.005. This value is smaller than α (0.05). The results of this study mean that Nim Shop offers and sells its products at low prices. If the price that consumers receive meets or exceeds consumer expectations, the tendency of consumers to continue to subscribe will also be higher. In addition, according to the results of the variable description, the price given by Nim Shop for the products they sell is not too expensive or in accordance with the income of the people of Palu. Apart from that, the facts on

the ground show that NIM Shop shows that the prices on NIM Shop products have lower prices, this is illustrated by the fact that the enthusiasm of the people of Palu City to shop at NIM Shop.

According to Kotler & Keller (2016:67) explained that price is an element of the marketing mix that generates revenue, other elements that generate costs. A company usually determines the structure of developing a price request or the structure of determining various needs, purchases. How consumers get to the perception of price in the assumption of price quality is quite an important marketing priority.

The conclusion that can be drawn is that with a low product price it will increase the decision to buy the product. This happened at the NIM Shop outlet. This study supports the results of research conducted by Diko et al., (2022:1-13) and Tulangow et al., (2019:35-43) that price has a significant influence on the customer's decision.

The Influence of Purchasing Decisions on Consumer Satisfaction

Based on the results of the fourth hypothesis test, that consumer satisfaction has a significant effect on purchasing decisions with a path coefficient value of 0.325 with a P value of 0.004. This value is smaller than α (0.05). This value is smaller than α (0.05). The results of this study give the meaning that the more satisfied consumers are, the more likely they are to increase their purchasing decisions on product purchases at Nim Shop. From the results of the respondents' responses, it indicated that the products sold by Nim Shop were in accordance with what they expected. In addition, the higher the product benefits or performance offered to customers, the higher the value that the customer thinks of. This means that the encouragement of customers to make purchasing decisions will be higher. The encouragement of customers to make purchasing decisions will be higher, thereby increasing consumer satisfaction. In addition, the facts on the ground show that purchasing decisions that occur in the community are based on promotions carried out by NIM Shop through social media in the form of Instagram so that people are interested in visiting NIM Shop outlets.

According to Nasution (2004:119) that consumer satisfaction is very dependent on consumer perceptions and expectations. The factors that influence consumer perceptions and expectations include:

1. Needs and desires related to things that consumers feel when trying to make transactions with product manufacturers.
2. Past experience when consuming products from the company or competitors.
3. Experience from friends.
4. Satisfaction itself can be interpreted as a post-consumption evaluation to determine whether it has met expectations. It can be said that the consumer is satisfied if the quality of the product/service meets or exceeds expectations. Conversely, if product quality does not meet consumer expectations and needs, consumers will look for other companies that can meet their needs. The results of this study are supported by the results of research conducted by Saputra et al., (2017) with the title Effect of Product Quality on Purchasing Decisions and Its Impact on Consumer Satisfaction with Iphone Users (Survey of Administrative Sciences Students at Brawijaya University Malang) which produces research results if purchasing decisions affect consumer satisfaction. This means that the higher the benefits or performance of the product offered to customers, the higher the value that the customer thinks of. This means that the encouragement of customers to make purchasing decisions will be higher. The encouragement of customers to make purchasing decisions will be higher, thereby increasing consumer satisfaction.

The Influence of Digital Marketing on Consumer Satisfaction

Based on the results of the fifth hypothesis test, that digital marketing has a significant effect on consumer satisfaction with a path coefficient value of 0.219 with a P value of 0.035. This value is smaller than α (0.05). This value is smaller than α (0.05). The results of this study mean that people are satisfied with the marketing carried out by Nim Shop through social media. This also indicates that Nim Shop is always updated with the times. The results of the variable description explain if Nim Shop is fast and responsive in answering people's questions on social media. This can lead to consumer satisfaction with Nim Shop. Apart from that, the facts on the ground show that NIM Shop takes advantage of promotions

through their social media in the form of Instagram. Here are some NIM Shop accounts, @nims.wahidhasyim, @nimshop.official, @nims.bagshoes, and @nims_citralandtondo. This also raises consumer satisfaction as seen by the quality of products sold by NIM Shop which are in accordance with what NIM Shop promotes on their social media.

This is evidenced by the theory of Rob Stokes in 2011 (Fadjri & Silitonga, 2019:17) argues that if marketing creates demand, digital marketing drives demand creation using the power of the Internet. The Internet is an interactive medium. It allows for currency exchange, but more than that, it allows for an exchange of value. Businesses on the Internet can derive value in the form of time, attention and advocacy from consumers. For users, value can be added in the form of entertainment and utility. The reverse of the transaction is what matters here - in other words, an exchange is a two-way street that benefits both parties simultaneously. This study supports the results of research from Fadjri & Silitonga (2019:1-20) and Darmawan & Handayani (2019:1-26) which explains that digital marketing can affect customer satisfaction.

The Influence of Product Quality on Consumer Satisfaction

Based on the results of the sixth hypothesis test, product quality has a significant effect on customer satisfaction with a path coefficient or path coefficient value of 0.272 with a P value of 0.007. This value is smaller than α (0.05). This value is smaller than α (0.05). The results of this study give the meaning that product quality greatly influences consumer satisfaction because the products offered will make consumers express feelings of pleasure or disappointment after consuming or using these products. If they feel the product is satisfactory or there is an expression of pleasure after consuming or using the product, they will make a repurchase. Consumer satisfaction is the main goal for companies to achieve strategic planning as an effort to develop a product that is superior, competitive and sustainable. With innovative products/services, in this case, the company's task of being able to manage customer satisfaction is not an easy managerial challenge. Apart from that, the facts on the ground show that NIM Shop has good product quality so that many people in Palu City like to buy products at Nim Shop so that consumer satisfaction arises with the quality of products sold by NIM Shop. This can also be shown by the NIM Shop outlets which are never empty.

Product quality is used to encourage individuals who are goal-directed to obtain customer satisfaction when companies offer products to consumers who are expected to get a sense of satisfaction when consuming these products. In this research, it is known that there is an effect on product quality on consumer satisfaction. This study supports the results of research from Darmawan & Handayani (2019:1-26) and Fadhli & Pratiwi (2021:603-612) that product quality has an influence on consumer satisfaction.

The Influence of Price on Consumer Satisfaction

Based on the results of the seventh hypothesis test, that price has a significant effect on consumer satisfaction with a path coefficient value of 0.270 with a P value of 0.004. This value is smaller than α (0.05). The results of this study mean that the better the bundling price, the higher customer satisfaction. This means that price greatly affects consumer satisfaction because the price offered is in accordance with the standard income of Palu City, it will make consumers feel happy or disappointed after consuming or using the product. If they feel the product is satisfactory or there is an expression of pleasure after buying at a low price, they will make a repurchase. Apart from that, the facts on the ground show that NIM Shop shows that the prices on NIM Shop products have lower prices. This is illustrated by the fact that the enthusiasm of the people of Palu City to shop at NIM Shop, which causes consumer satisfaction in buying NIM Shop products which have lower prices. cheap.

Consumer satisfaction is the main goal for companies to achieve strategic planning as an effort to develop a product that is superior, competitive and sustainable. The existence of innovative products/services, in this case, the company's task of being able to manage customer satisfaction becomes a managerial challenge that is not easy. This study supports the results of research from (Fadjri & Silitonga, 2019) that price can affect consumer satisfaction.

The Influence of Digital Marketing on Consumer Satisfaction Through Purchasing Decision

The results of testing the eighth hypothesis show that the digital marketing variable has no effect on consumer satisfaction through purchasing decisions showing a path coefficient value of 0.071 with a P value of 0.125, this value is greater than α (0.05). This means that promotions carried out by NIM Shop using digital marketing can increase purchasing decisions because there is an interest in promotions which results in purchasing NIM Shop products where NIM Shop products can satisfy consumers because of product quality and prices that are affordable for the people of Palu City.

The results of this study mean that people are satisfied with the marketing carried out by Nim Shop through social media. This also indicates that Nim Shop is always updated with the times. The results of the variable description explain if Nim Shop is fast and responsive in answering people's questions on social media. This can lead to consumer satisfaction with Nim Shop. However, digital marketing has a significant effect on customer satisfaction, but after adding the purchasing decision mediating variable, digital marketing has no effect on consumer satisfaction through purchasing decisions. The author concludes that if people are satisfied with Nim Shop's way of doing digital marketing, it's just that this doesn't guarantee that people will decide to buy Nim Shop products online. This is due to the many phenomena of the online purchasing system that do not match the pictures and the goods that come. In addition, if the people of Palu City decide to shop for Nim Shop products they can come directly to the shop. Because Nim Shop stores have spread in various parts of Palu.

The Influence of Product Quality on Consumer Satisfaction Through Purchasing Decision

The results of testing the ninth hypothesis show that the product quality variable on consumer satisfaction through purchasing decisions shows a path coefficient value of 0.088 with a P value of 0.044, this value is smaller than α (0.05). This can be interpreted if the quality of the products provided by Nim Shop can satisfy consumers who finally decide to buy products at Nim Shop.

One thing that needs to be considered by the company considering that product quality is closely related to purchasing decisions by consumers and is the company's main goal in marketing activities. Consumers will make repeat purchases when they are satisfied with the quality of the product they get. The superiority of a product has a very important role in influencing decisions. Product quality greatly affects consumer satisfaction because the product offered will make consumers express feelings of pleasure or disappointment after consuming or using the product. If they feel the product is satisfactory or there is an expression of pleasure after consuming or using the product, they will make a repurchase.

Consumer satisfaction is the main goal for companies to achieve strategic planning as an effort to develop a product that is superior, competitive and sustainable. With innovative products/services, in this case, the company's task of being able to manage customer satisfaction is not an easy managerial challenge. Product quality is used to encourage individuals who are directed towards the goal of obtaining customer satisfaction, which in turn is expected to create decisions in purchasing products at Nim Shop.

The Influence of Price on Consumer Satisfaction Through Purchasing Decisions

The results of testing the tenth hypothesis show that the price variable on consumer satisfaction through purchasing decisions shows a path coefficient value of 0.088 with a P value of 0.027, this value is smaller than α (0.05). The results of this study mean that the better the bundling price, the higher customer satisfaction. This means that price greatly affects consumer satisfaction because the price offered is in accordance with the standard income of Palu City, it will make consumers feel happy or disappointed after consuming or using the product. If the product is satisfactory or there is an expression of pleasure after buying at a low price, they will make a repurchase.

Consumer satisfaction is the main goal for companies to achieve strategic planning as an effort to develop a product that is superior, competitive and sustainable. With innovative products/services, in this case, the company's task of being able to manage customer satisfaction is not an easy managerial challenge.

CONCLUSION

Based on the results of the research, the conclusion of this research are as follow:

1. Digital marketing has a significant effect on purchasing decisions
2. Product quality has a significant effect on purchasing decisions
3. Price has a significant effect on purchasing decisions
4. Purchase decisions have a significant effect on purchase satisfaction
5. Digital marketing has a significant effect on purchase satisfaction
6. Product quality has a significant effect on purchase satisfaction
7. Price has a significant effect on purchase satisfaction
8. There is no direct influence of digital marketing on purchase satisfaction through purchasing decisions
9. The direct effect of product quality on purchase satisfaction through purchasing decisions
10. The direct effect of price on purchase satisfaction through purchasing decisions.

REFERENCES

- Arianto, N., & Giovanni. (2020). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian. *Jurnal Pemasaran*, 3(2), 12–22. <https://doi.org/10.35508/jom.v14i2.4747>
- Asosiasi APJII. (2021). *Asosiasi Penyelenggara Jasa Internet Indonesia*. <https://bisnis.tempo.co/read/1403969/apjii-pengguna-internet-ri-1967-juta-orang-atau-737-persen-penduduk>
- Chaffey, Dave, Chadwick, F. E. (2016). *Digital Marketing Strategy, Implementation, and Practice*.
- Danupranata, G. (2015). *Manajemen Perbankan Syariah* (Salemba empat (ed.)).
- Darmawan, D., & Handayani, L. S. (2019). Pengaruh Kualitas Produk, Harga, dan Digital Marketing Terhadap Kepuasan Pelanggan Produk MS Glow Beauty. 1–26.
- Dedi Purwana. (2017). *Pemanfaatan Digital Marketing Bagi Usaha Mikro*. 1(2), 1–17.
- Diko, N. F., Saleh, S. E., Mahmud, M., Hafid, R., & Hasiru, R. (2022). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Pada Ratu Meubel di Kecamatan Limboto Kabupaten Gorontalo. *Jurnal Ilmu Pendidikan Nonformal*, 08(3), 1–28.
- Ekowati, S., & Finthariasari, M. (2020). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Produk Pada Eleven Cafe Bengkulu. *Jurnal Ilmiah Akuntansi, Manajemen, dan Ekonomi Islam (JAM-EKIS)*, 1(1), 108–124. <https://doi.org/10.36085/jam-ekis.v3i1.555>
- Fadhli, K., & Pratiwi, N. D. (2021). Pengaruh Digital Marketing, Kualitas Produk, dan Emosional terhadap Kepuasan Konsumen Poskopi ZIO Jombang. *Jurnal Inovasi Penelitian*, 2(2), 603–612. <https://stp-mataram.e-journal.id/JIP/article/view/684>
- Fadjri, A., & Silitonga, P. (2019). Pengaruh Kualitas Produk, Persepsi Harga Dan Digital Marketing Terhadap Kepuasan Pelanggan di Pizza Marzano Pondok Indah Mall 2. *Jurnal EDUTURISMA*, 3(2), 1–20.
- Hamid, R. S. (2020). *Niat Konsumen menggunakan Transportasi Ride-Hailing di tengah Pandemi COVID-19 : Kerangka Kerja Konseptual dan Evaluasi Empiris*. 19(3), 266–289.

- Hamid, R. S., Ikbal, M., & Ar-Rashid, M. H. (2021). The Covid-19 Pandemic in Indonesia: Problems Identification and Solutions for Micro, Small and Medium Enterprises (MSMEs). *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 4(4), 8308–8315. <https://www.bircu-journal.com/index.php/birci/article/view/2770>
- Haque, M. G. (2017). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian (Studi Kasus Pembelian Online Produk T-Shirt Samesame Clothing). *Jurnal Manajemen dan Bisnis*, 1(3), 109–126. <https://doi.org/10.29103/e-mabis.v2i1i1.476>
- Kotler, A. (2016). *Principles of Marketing Sixteenth Edition Global Edition*. England. Pearson Education Limited.
- Liesander, I., & Dharmayanti, D. (2017). Pengaruh Digital Marketing Terhadap Organizational Performance dengan Intellectual Capital dan Perceived Quality Sebagai Variabel Intervening pada *Jurnal Strategi Pemasaran*, 1–13. <https://pdfs.semanticscholar.org/33f7/54402a404996356641740db042d5626cb9d6.pdf>
- Lucyantoro, B., & Rachmansyah, M. (2018). Penerapan Strategi Digital Marketing, Teori Antrian Terhadap Tingkat kepuasan Pelanggan (Studi Kasus di MyBCA Ciputra World Surabaya). *Ekometrika*, 45(5), 38–54.
- Mewoh, F. M., Tampi, J. R. E., & Mukuan, D. D. . (2019). Pengaruh Digital Marketing Terhadap Keputusan Pembelian Pada Matahari Department Store Manado Town Square. *Jurnal Administrasi Bisnis*, 9(1), 35–42.
- Naruliza, E., & Suseno, R. (2021). Pengaruh Digital Marketing dan Brand Awareness terhadap Keputusan Pembelian Pada Tokopedia. *Jurnal Ekonomi dan Akuntansi*, 17(ISSN 1858-2702, e-ISSN 2684-8732), 97–108. website: <http://ejournal.iba.ac.id/index.php/jemasi>
- Nugroho, D. M. (2015). Pengaruh Kualitas Pelayanan, Kualitas Produk Layanan, dan Harga Produk Layanan Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan Prabayar Telkomsel. *Journal OE*, VII(2).
- Pebrianti, W., & Awal, M. (2020). *Digital Marketing , e-WOM , Brand Awareness Dan Keputusan Pembelian Kopi Milenial*. 11(1), 48–56.
- Philip, Kotler, & Keller, K. L. (2016). *Marketing Management* (Pearson Education Limited (ed.); 15 ed.). New Jersey: Pearson Prentice Hall, Inc.
- Philip, Kotler, & Armstrong, G. (2015). *Marketing an Introducing* (12 ed.). Erlangga.
- Philip, Kotler, & Armstrong, G. (2016). *Prinsip-Prinsip Pemasaran* (13 ed.). Erlangga.
- Philip, Kotler, & Keller, K. L. (2016). *Manajemen Pemasaran* (15 ed.).
- Pradana, D., Hudayah, S., & Rahmawati, R. (2018). Pengaruh harga kualitas produk dan citra merek BRAND IMAGE terhadap keputusan pembelian motor. *Kinerja*, 14(1), 16. <https://doi.org/10.29264/jkin.v14i1.2445>
- Putri, P. M., & Marlien, R. . (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 5(1), 25–36. <https://doi.org/10.36778/jesya.v5i1.510>

- Saputra, S. T., Hidayat, K., & Sunarti. (2017). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian dan Dampaknya Terhadap Kepuasan Konsumen Pengguna Iphone (Survei Pada Mahasiswa Fakultas Ilmu Administrasi Universitas Brawijaya Malang). *Jurnal Administrasi Bisnis (JAB)*, 50(6), 85–95. administrasibisnis.studentjournal.ub.ac.id
- Sugiyono. (2016). *Statistika Untuk Penelitian*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*.
- Tjiptono, Fandy, and G. C. (2016). *Pemasaran Jasa (Prinsip, Penerapan, Dan Penelitian)* (Andi (ed.)).
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & satisfaction*. Andi.
- Tulangow, S. G., Tumbel, T. M., & Walangitan, O. F. C. (2019). Pengaruh Promosi dan Harga Terhadap Keputusan Pada Pembelian PT. Shopee International Indonesia Di Kota Manado. *Jurnal Administrasi Bisnis*, 9(3), 35–43. <https://doi.org/10.35797/jab.9.3.2019.25129.35-43>.