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Marketing Mix Analysis of Purchasing Decisions and Consumer Satisfaction of Palm Harvesting Equipment at PT. Carosteel Media Panen

Cyntia Tiodora Silalahi*, Alvi Furwanti Alwie, & Raden lestari Garnasih
Department of Management, Faculty of Economics and Business, University of Riau
* email: cyntiaasilalahi@gmail.com

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Abstract

This study aims to analyze the effect of product, price, location, and promotion on purchasing decisions and customer satisfaction at PT Carosteel Media Panen. This study uses a quantitative approach with a descriptive research design to assess the impact of the marketing mix on purchasing decisions and consumer satisfaction regarding oil palm harvesting tools at PT Carosteel Media Panen. The study was conducted in Pekanbaru starting in February 2024, with data collected through online questionnaires distributed to 45 client companies of PT Carosteel Media Panen. The data used consisted of primary data obtained directly from respondents and secondary data from other sources. Data analysis techniques include validity and reliability tests to ensure the quality of the instrument, as well as descriptive analysis to describe the data. Statistical analysis was conducted using structural equation modeling (SEM) to test the relationship between variables and measure the goodness-of-fit of the model. The hypothesis will be accepted if the significance value is below 0.05, which indicates a significant relationship between variables. The study results reveal that product, price, location, promotion, and purchasing decisions together have a significant influence on customer satisfaction, which in turn has an impact on purchasing decisions at PT. Carosteel Media Harvest.

Introduction

In the current era of globalization, the emergence of various new businesses has led to increased competition. Companies compete with their respective strategies to attract consumers who are expected to become loyal. Consequently, business people are required to continuously improve strategies creatively and innovatively in order to stay ahead of market competition. The high level of competition is driven by globalization, which facilitates business activities in both domestic and international markets to meet the increasing needs of consumers (Anlian & Riyanto, 2023). According to the Big Indonesian Dictionary (KBBI), “perkakas” refers to objects that can be used as tools of various types, such as power tools, hand tools, machine tools, gardening tools, and many more. Based on Research News Today's research in March 2019, today's technological advancements have led to the emergence of many new businesses, resulting in high competition, one of which is hand tool manufacturers. Companies compete with their respective strategies to attract consumers who are expected to be loyal to the company. Therefore, companies are required to continue to improve their strategies more creatively and innovatively so that they are not left behind by their competitors.

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In facing this competition, companies are compelled to maintain high consumer purchasing decisions, which positively impact consumer satisfaction with the purchased products. Purchasing decisions represent one stage in the decision-making process where consumers proceed with the actual purchase. Decision-making involves individual activities directly engaged in acquiring and using the offered goods (Kotler & Armstrong, 2017).

High purchasing decisions enhance consumer satisfaction in using the products. However, not all companies can sustain high levels of purchasing decisions and consumer satisfaction. One example is PT. Carosteel Media Panen, a company specializing in the production of harvesting tools for palm oil plantations. This company is located on Jalan AMD VIII, Tanjung RHU Village, Lima Puluh District, Pekanbaru City, Riau Province. PT Carosteel Media Panen holds the Certificate of Approval for the Use of the Indonesian National Standard Mark (SPPT-SNI) for their dodos and egrek products. The products sold by the company include egrek, dodos (sizes 3", 4", 5", and 6"), axes (sizes 4" and 5"), hooks, and spears. Currently, PT. Carosteel Media Panen is experiencing a decline in sales.

Table 1. Sales Data of PT Carosteel Media Panen 2019-2023

No	Year	Sales (pcs)	Sales (Amount)
1	2019	52.531 pcs	Rp 3.432.915.000
2	2020	53.427 pcs	Rp 3.533.660.000
3	2021	49.310 pcs	Rp 3.315.075.000
4	2022	48.305 pcs	Rp 3.258.380.000
5	2023	42.523 pcs	Rp 2.857.930.000

Source: PT Carosteel Media Panen, 2024

From the data above, it can be seen that there was a significant decrease in sales in 2023 compared to previous years. This decline reflects the low consumer purchasing decisions, which are closely related to consumer satisfaction with PT Carosteel Media Harvest.

A quality product will fulfill the needs and desires of consumers, thus encouraging purchasing decisions. Conversely, if the product quality is low, consumers tend to discontinue purchasing. According to Kotler & Armstrong (2016), companies must provide high product quality to achieve their business goals. However, the obstacle faced by PT Carosteel Media Harvest is the lack of optimum product quality, as seen from the increasing percentage of product defects. This is one of the main causes of low levels of customer satisfaction and purchasing decisions for the company's products.

The next factor that affects purchasing decisions is price, which refers to the value attached to the product or service offered. Pricing decisions are influenced by several factors, such as production costs, market demand, competition, and pricing strategies. Consumers tend to choose products that suit their perceived value compared to the costs incurred. The relationship between price and purchasing decisions is positive, meaning that the higher the consumer's perception of the alignment of price with product value, the higher the purchasing decision. Conversely, when consumers perceive the price as low in relation to the product's value, purchasing decisions tend to decrease (Kotler & Armstrong, 2017).

The problems faced by PT Carosteel Media Panen related to location show that the company's location is less strategic. The company is on the outskirts of the city center and far from residential areas. With a production area of 800 m^2 and a parking area of 50 m^2, the

location of the company is approximately 9 km from the highway or residential areas. This non-strategic location is thought to be one of the causes of low purchasing decisions, due to limited accessibility.

Another factor that affects purchasing decisions is promotion, namely how a company promotes its products or services to the market. Sales promotions affect purchasing decisions because they provide direct stimulation to consumers, who can also feel the direct benefits of these sales promotions. This can accelerate purchasing decisions (Tjiptono, 2014). The promotional obstacle faced by PT Carosteel Media Harvest is the ineffective promotional channels used by the company. Currently, the company only relies on promotions through workshops organized by government agencies and private stakeholders. Therefore, this is still considered ineffective in reaching consumers.

Based on previous research, there is a research gap that can be seen in Sofian and Julkarnaen's (2019) research with the title “The Effect of Product Quality, Price, and Promotion on Purchasing Decisions for PKS (Palm Oil Management) Machines at PT Serumpun Indah Lestari Medan.” This study determines the purchase decision as the dependent variable, while in the research to be conducted, the purchase decision will be used as an intervening variable. This study aims to explore the effect of purchasing decisions in their role as intervening variables.

Another difference is the previous research focus, which only highlighted aspects of purchasing decisions and customer satisfaction separately. Meanwhile, this study will integrate both aspects as dependent variables and intervening variables to provide a more comprehensive understanding of their interaction and relationship with the marketing mix. In addition, previous studies used analytical tools such as SPSS, while this study will utilize Smart PLS for data analysis. The analysis technique used is also more in-depth, with the application of the Structural Equation Modeling (SEM) method, which is expected to provide more detailed and in-depth results. As such, this research not only provides new insights but also offers a more holistic approach in understanding the dynamics between the marketing mix, purchasing decisions, and consumer satisfaction.

Based on these phenomena and research gaps, this study is designed to offer new insights and a more holistic approach to understanding the dynamics between the marketing mix, purchasing decisions, and consumer satisfaction. Based on the above problems, the purpose of this study is to test and analyze the positive and significant effect of various factors on purchasing decisions and consumer satisfaction with oil palm harvesting tools at PT Carosteel Media Harvest. This research will examine the impact of products on consumer purchasing decisions and how products affect consumer satisfaction. In addition, this study will also analyze the effect of price on purchasing decisions and customer satisfaction.

Literature Review

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) is a social psychological theory proposed by Sheppard in 1988. In social psychology, TRA focuses on the factors influencing behavior and its determinants, namely attitudes toward behavior and subjective norms. This theory explains the factors affecting human behavior and the relationship between beliefs, attitudes, subjective norms, values, and individual behavior.

Consumer Satisfaction

The term satisfaction comes from the Latin words "satis" meaning sufficient or adequate, and "facilo," meaning to do or make. Satisfaction can be interpreted as the effort to fulfill something or make something adequate. According to Griffin (2016), customer satisfaction is the function

of expectations, which is the customer's evaluation of the performance of products or services that meets or exceeds their expectations. Customer satisfaction is the response to an evaluation of the mismatch experienced between expectations and the actual performance of services (Kotler & Armstrong, 2016).

Purchasing Decision

The purchasing decision process refers to a consumer's behavior in determining the steps involved in making a decision to purchase a product (Kotler & Keller, 2016). Consumer decision-making is a problem-solving process aimed at achieving a goal. The purchasing decision is a stage in the decision-making process where consumers make the actual purchase. Decision-making involves individual activities that are directly involved in acquiring and using the offered goods (Kotler & Armstrong, 2016).

Marketing Mix

According to Kotler & Armstrong (2016), the marketing mix is a set of controllable tangible marketing tools, including product, price, distribution, and promotion, which are integrated by companies to generate responses in target markets.

Product

According to Kotler & Armstrong (2016), a product is anything that can be offered to the market for attention, sale, use, or consumption that can satisfy a need or desire. Conceptually, a product is a producer's subjective understanding of something that can be offered as a means of achieving organizational goals through fulfilling consumer needs and desires, in line with the organization's capabilities and market purchasing power.

Price

Price is one of the elements of the marketing mix that generates revenue, while other elements generate costs (Kotler & Keller, 2016). Price is the only element in the marketing mix that generates income or revenue for the company (Tjiptono, 2014).

Place

According to Swastha and Irawan (2014), place refers to the location where a business or activity is held. One of the important factors in business development is the relationship between location and city, how to get there, and the time it takes just to reach it. A good location factor is very important for all types of businesses. According to Kotler & Keller (2016), one of the keys to success is location, which begins with community selection.

Promotion

According to Laksana (2016), promotion is a communication between sellers and buyers, based on the right information intended on changing buyer behavior, from unknown to known, which leads to a decision to make a purchase and continue to engage with the product.

Conceptual Framework And Hypothesis Development

The Effect of Products on Purchasing Decisions

The product affects purchase decisions because consumers tend to buy items that meet their needs and desires (Dwiputra et al., 2022). There is a close relationship between the product and purchase decisions. Consumers naturally want to obtain products that suit their needs and preferences. A quality product that aligns with consumer expectations will encourage purchases. Product quality is also crucial for improving business processes. It can be concluded that product quality is one of the essential aspects that must be considered in the sales process. Product quality also represents an advantage of a product in fulfilling customer needs and desires, so a

quality product can enhance consumers' purchasing decisions. If the product is of high quality, consumers are more likely to purchase it. Conversely, if the product is of poor quality and does not meet the standards expected by consumers, they will shift their purchases to competitors' products. (Dwiputra et al., 2022).
H_1: Product has a positive and significant effect on purchase decisions

The Effect of Products on Customer Satisfaction
According to Lupilyoadi (2013), customer satisfaction is determined by the perception of product/service quality. Maintaining the quality of products or services is essential for a company because high-quality products lead to customer satisfaction. If the quality is lower than expected, customers will feel dissatisfied or disappointed. A satisfied customer tends to repurchase and consistently use a product or service. A company must pay attention to various aspects related to the products it intends to sell. If these aspects are well-addressed by a product, consumers will proceed to purchase it with satisfaction. A company naturally aims for consumer satisfaction with its products. Therefore, it must consider these aspects to ensure consumers are pleased with their purchases. Customer satisfaction is defined as the customer's response to the discrepancy between prior expectations and actual performance. The importance of improving product quality is expected to satisfy customers, foster good relationships with them, and introduce the product and its benefits to the public, alongside boosting sales to achieve maximum profit (Tamon et al., 2021).
H_2: Product has a positive and significant effect on consumer satisfaction

The Effect of Price on Purchasing Decisions
Price affects purchase decisions since the pricing strategy of a company impacts product demand. In most cases, demand and price have an inverse relationship; as the price increases, demand typically decreases, and vice versa (Kotler & Keller, 2016). Price plays a crucial role in the marketing mix as it directly impacts the revenue earned by the company. For the company, setting the price must align with the consumers' economic conditions to ensure they can afford the product. For consumers, price is a significant consideration in making purchasing decisions and also serves as an initial perception of the product (Ariyanti et al., 2022).
H_3: Price has a positive and significant effect on purchase decisions

The Effect of Price on Customer Satisfaction
Price refers to the amount of money charged for a product or service, representing the value exchanged by customers to gain its benefits. As a visible aspect for buyers, pricing plays a crucial role in meeting customer satisfaction. Companies often use pricing strategies to influence customer satisfaction and boost sales (Ariyanti et al., 2022). This indicates that the more reasonable the price paid by consumers for a product, the more satisfied they will be. Consumers always compare the benefits with the costs incurred to obtain the product. Thus, if consumers receive the expected benefits, they will be satisfied. Moreover, price can also be considered an indicator of satisfaction. Even if the price is higher, as long as it is deemed reasonable, consumers will be willing to spend money to acquire the product. Price plays a crucial role in determining marketing activities, making it a vital element in determining consumer satisfaction (Atmojo & Herdinata, 2020).
H_4: Price has a positive and significant effect on consumer satisfaction

The Effect of Location on Purchasing Decisions
Location refers to a company's decision about where to operate its business, conduct activities, and distribute goods or services. Location selection is crucial because it significantly influences

the purchase decisions of the target market (Kotler & Keller, 2016). This indicates that consumers, as the main actors in the purchasing process, are always the focus of producers. An easily accessible location will attract consumers to decide to use a product, whether goods or services. Location forms the physical structure of a business, serving as a key component that shapes the impression of the business and plays a role in the company's efforts to position its operations and provide the service channels needed by consumers (Fitriyani & Lestari, 2022).
H_5: Location has a positive and significant effect on purchase decisions

The Effect of Location on Customer Satisfaction
An essential strategy for businesses is selecting the right location, whether for manufacturing, services/retail, or office activities. Location reflects the company's effort to ensure products are accessible and available to consumers, wherever they may be. Location is a crucial factor that must be considered by companies. The location chosen by the company should be close to the market, as it will facilitate consumers in purchasing the products they need or desire. Location also has an impact on consumer satisfaction. Before an individual or group decides to purchase a product, they will also consider the location. Consumers will feel more satisfied if the product sales location is strategic, as they will not face difficulties in acquiring the product. Selecting the right location is essential for companies to consider. A good location is not always easy to find, so companies must carefully consider their choice of new locations. If a company chooses the right location, the chances of success will be greater, as strategic location selection, even though others may have advantages or similarities, is key. When a company’s location is strategically placed, it can maximize consumer satisfaction (Atmojo & Herdinata, 2020).
H_6: Location has a positive and significant effect on consumer satisfaction

The Effect of Promotion on Purchasing Decisions
Sales promotions influence consumers' purchase decisions by providing direct incentives. This immediate benefit can accelerate decision-making processes (Tjiptono, 2014). Promotion acts as a communication tool aimed at changing consumer attitudes and behaviors, guiding them from unfamiliarity to familiarity, and eventually to purchase decisions. Every type of product marketed by a company, whether goods or services, will not receive a response from consumers if they are not familiar with the product sold by the company or trader. Consumers will not purchase the company's product in sufficient quantities, so it is important to first introduce the product to consumers in the marketing process. The appropriate tool to introduce the product in the marketing process is promotion (Tolan et al., 2021).
H_7: Promotion has a positive and significant effect on purchase decisions

The Effect of Promotion on Customer Satisfaction
Promotion is a vital aspect of the marketing mix. It helps communicate the product's existence and value to potential consumers. The more attractive the promotion, the more consumers become aware of the product, feel satisfied with the received information, and are encouraged to purchase (Atmojo & Herdinata, 2020). Promotion that increases and is conducted well will make consumers feel satisfied, as they receive information relevant to the products they desire. The company will strive to offer products that are actually needed, so consumers can obtain the information they require. The promotion carried out by the company will encourage sustained and consistent purchases over the long term. The company must use the appropriate promotional media to ensure that the information is effectively communicated to consumers. The promotions will also foster positive interactions and relationships with consumers, ensuring they are satisfied with the promotional activities conducted by the company (Atmojo & Herdinata, 2020).
H_8: Promotion has a positive and significant effect on consumer satisfaction

The Effect of Purchasing Decisions on Customer Satisfaction

Purchase decision refers to an integrated process where consumers combine knowledge to evaluate alternatives and select one. A correct purchase decision that meets consumer expectations results in satisfaction. This process begins with problem recognition, which drives consumers to fulfill and satisfy their needs (Paul & Olson, 2013). The essence of consumer decision-making is an information processing process that combines knowledge to evaluate two or more alternative behaviors and select one of them. In the purchasing decision, there are also several stages undertaken by consumers that will eventually result in the decision to buy a product or not. The consumer decision-making process consists of five stages: 1) Problem Identification, 2) Information Search, 3) Evaluation of Alternatives, 4) Purchase Decision, and 5) Post-Purchase Behavior. In general, when an individual experiences high interest or satisfaction in meeting their needs, they are likely to continue considering this matter. Post-purchase behavior includes post-purchase satisfaction. In the purchase decision process, beyond consumption, consumers will then evaluate their product purchase, and this evaluation process results in feelings of satisfaction or dissatisfaction with the product. If the consumer is satisfied, this satisfaction will encourage them to make repeat purchases of the product (Tirtayasa et al., 2021).

H_9: Purchase decision has a positive and significant effect on consumer satisfaction

The conceptual framework Andrelnata & Qomarilah (2022) dan Delwil (2021) for this study can be illustrated as follows:

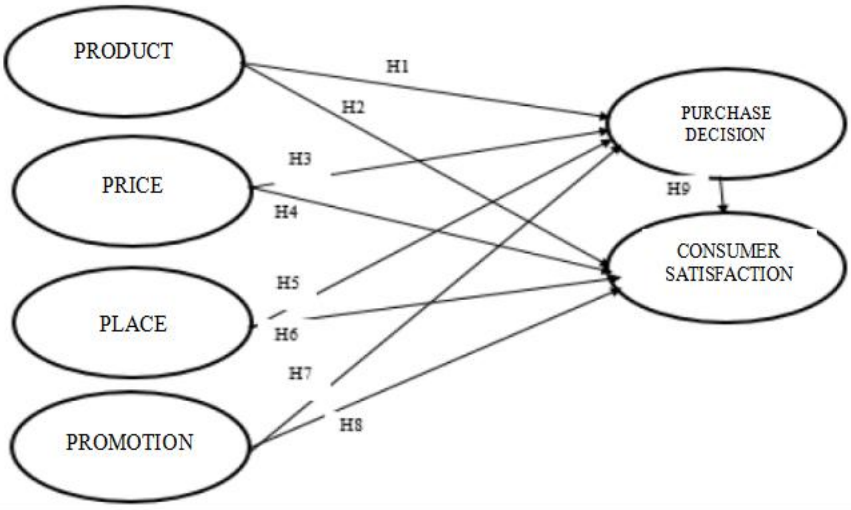

Figure 1. Research Model

Methodology

This research used a quantitative approach with a descriptive research design. The quantitative approach is used to analyze the effect of the marketing mix on purchasing decisions and consumer satisfaction regarding palm oil panel equipment at PT Carosteel Media Harvest. The research was conducted in Pekanbaru City and started in February 2024, with data collection carried out within a predetermined time span. The data sources in this study include two types of primary and secondary data. Primary data was obtained directly from respondents through

questionnaires distributed to companies that are consumers of palm oil panel equipment from PT Carosteel Media Harvest. Secondary data was collected from indirect sources such as newspapers, online articles, books, journals, and other relevant references. The population in this study consists of 45 companies that are consumers of PT Carosteel Media Panen, and the sample also includes the same 45 companies. Data collection was carried out by distributing questionnaires containing a series of formal written questions to respondents. The questionnaire was distributed online using Google Forms.

Table 2. Operationalization of Research Variables

Variable	Indicator
Product	• Popularity • Credibility
	• People who use it • Social status
	• Good product durability • Product reliability
Price	• Occupation • Hobbies
	• Community • Design
	• Increase Trust • Price
Place	• Product quality • Service received by customers
	• Customer satisfaction • Customer engagement • Customer feedback
	• Convenience • Product value
Promotion	• Product advantage. • Price advantage.
	• Recommend the product • Selling the product
	• Suitable for the product. • Feel the need for the product.
	• Looking for product information. • Looking for product benefits.
Purchasing Decision	• Product selection • Choice of brand • Choice of dealer • Purchase time • Number of purchases
Customer Satisfaction	• Quality of goods • Quality of service • Price • Delivery time

Variable	Indicator
	• Security • Repurchase • Recommend product

Source: Processed Data, 2024

Results And Discussion

Results

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is used to test constructs that are built using several measurable indicators. In confirmatory analysis, the first aspect examined is the loading factor value of each indicator. Load factor measures construct validity, which indicates that a questionnaire is considered valid if the questions can reveal the aspects that the questionnaire wants to measure. According to Ghozali (2018), the minimum acceptable loading factor value is > 0.5, with the ideal value being > 0.7. If there is a value that is below 0.5, it will be excluded from the analysis. For reliability testing, the reliability coefficient ranges from 0 to 1, where a higher coefficient (closer to 1) indicates greater reliability of the measuring instrument. Construct reliability is considered satisfactory if the construct reliability (CR) value is > 0.7 and the variance extracted value is > 0.5 (Ghozali, 2018).

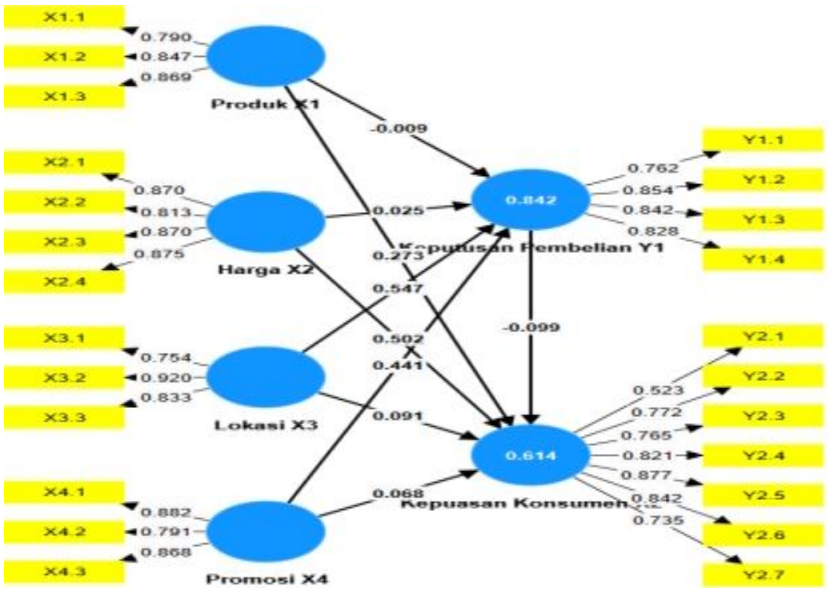

Figure 2. Results of Data Processing Using Smart PLS 4

Validity Test (Loading Factor)

The convergent validity of the measurement model can be assessed through the correlation between the item/instrument score and the construct score (loading factor). The loading factor criterion is a value of > 0.5 or ideally > 0.7. Based on data analysis using Smart PLS, all instruments for the variables Product (X1), Price (X2), Location (X3), Promotion (X4), Purchase

Decision (Y1), and Consumer Satisfaction (Y2) are valid, with a loading factor exceeding 0.7. Thus, it can be concluded that all indicators for exogenous variables are valid.

Tabel 3. Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability (Rho_a)	Composite Reliability (Rho_c)	Average Variance Extracted (AVE)
(X1)	0.785	0.796	0.874	0.699
(X2)	0.880	0.888	0.917	0.735
(X3)	0.785	0.789	0.876	0.703
(X4)	0.807	0.830	0.885	0.719
(Y1)	0.840	0.843	0.893	0.676
(Y2)	0.880	0.883	0.909	0.593

Source: Data Processed, 2024

Based on the data in Table 5, the convergent validity of the measurement model can be assessed through the correlation between the item/instrument score and the construct score (factor loading). The loading factor criterion is a value of > 0.5 or ideally > 0.7. Based on data analysis using Smart PLS, all instruments for the variables Product (X1), Price (X2), Location (X3), Promotion (X4), Purchase Decision (Y1), and Consumer Satisfaction (Y2) are valid, with a loading factor exceeding 0.7. Thus, it can be concluded that all indicators for exogenous variables are valid.

Hipotesis Test

The Effect of Product on Purchasing Decisions

The first hypothesis tests the effect of products on purchasing decisions. The results showed that the product has a positive and significant influence on purchasing decisions. The standardized coefficient is 0.471 with a CR value of 2.054 and a significance value of 0.040 (0.040 < 0.05). Therefore, H1 is accepted, which means "the product has a positive and significant effect on purchasing decisions."

The Effect of Product on Customer Satisfaction

The second hypothesis tests the effect of product on customer satisfaction. The results showed that the effect of the product on customer satisfaction was not significant, with a standardized coefficient of 0.098, a CR value of 0.364, and a significance value of 0.716 (0.716 > 0.05). Therefore, H2 is rejected, which means "the product does not have a positive and significant effect on customer satisfaction."

The Effect of Price on Purchase Decisions

The third hypothesis tests the effect of price on purchasing decisions. The results showed that price has a positive and significant effect on purchasing decisions, with a standardized coefficient of 0.160, a CR value of 0.424, and a significance value of 0.021 (0.021 < 0.05). Therefore, H3 is accepted, which means "price has a positive and significant effect on purchasing decisions."

The Effect of Price on Customer Satisfaction

The fourth hypothesis tested the effect of price on customer satisfaction. The results showed that price has a positive and significant effect on customer satisfaction, with a standardized

coefficient of 2.151, a CR value of 3.220, and a significance value of 0.001 (0.001 < 0.05). Therefore, H4 is accepted, which means “price has a positive and significant effect on customer satisfaction.”

The Effect of Location on Purchase Decisions

The fifth hypothesis tested the effect of location on purchasing decisions. The results showed that location has a positive and significant influence on purchasing decisions, with a standardized coefficient of 1.332, a CR value of 2.146, and a significance value of 0.032 (0.032 < 0.05). Therefore, H5 is accepted, which means “location has a positive and significant effect on purchasing decisions.”

The Effect of Location on Customer Satisfaction

The sixth hypothesis tests the effect of location on customer satisfaction. The results showed that the effect of location on customer satisfaction was not significant, with a standardized coefficient of 0.396, a CR value of 0.740, and a significance value of 0.049 (0.049 < 0.05). Therefore, H6 is rejected, which means “location does not have a significant effect on customer satisfaction.”

The Effect of Promotion on Purchase Decisions

The seventh hypothesis tested the effect of promotion on purchasing decisions. The results showed that promotion has a positive and significant effect on purchasing decisions, with a standardized coefficient of 0.289, a CR value of 2.825, and a significance value of 0.005 (0.005 < 0.05). Therefore, H7 is accepted, which means “promotion has a positive and significant effect on purchasing decisions.”

The Effect of Promotion on Customer Satisfaction

The eighth hypothesis tested the effect of promotion on customer satisfaction. The results showed that promotion has a positive and significant effect on customer satisfaction, with a standardized coefficient of 0.239, a CR value of 0.884, and a significance value of 0.037 (0.037 < 0.05). Therefore, H8 is accepted, which means “Promotion has a positive and significant effect on customer satisfaction.”

The Effect of Purchase Decisions on Customer Satisfaction

The ninth hypothesis tests the effect of purchasing decisions on customer satisfaction. The results showed that purchasing decisions have a positive and significant effect on customer satisfaction, with a standardized coefficient of 1.169, a CR value of 3.341, and a significance value of P < 0.05. Therefore, H9 is accepted, which means “purchasing decisions have a positive and significant effect on customer satisfaction.”

Discussion

The Effect of Product on Purchase Decisions

The results showed that product quality has a positive effect on consumer purchasing decisions for palm oil panel equipment at PT Carosteel Media Harvest. The variety of product choices has a positive impact on consumer purchasing decisions, although the company's ability to fulfill large-scale orders is not sufficient. This is in line with research conducted by Kasantil et al. (2019) and Neng Siti Komariah (2023), which show that product quality has a positive and significant effect on purchasing decisions.

The Effect of Product on Customer Satisfaction

This research reveals a positive relationship between product quality and customer satisfaction. Although consumers are generally satisfied with the quality of the equipment, this does not

always lead to recommendations to others. This is in accordance with Purnama & Rilaldy's research (2019), which shows that product quality has a positive and significant effect on customer satisfaction.

The Effect of Price on Purchase Decisions

Price has a positive effect on purchasing decisions, with consumers assessing that the price of equipment at PT Carosteel Media Harvest is affordable. However, there is feedback indicating that the price does not fully match the perceived product quality. This is in accordance with research by Manandhar (2021) and Suwarni et al. (2020), which shows that price has a positive and significant effect on purchasing decisions.

The Effect of Price on Customer Satisfaction

Price also has a positive effect on customer satisfaction. Prices that are affordable and in accordance with product quality will result in higher satisfaction, although some consumers feel that the price does not fully reflect product quality. This is in accordance with the results of research by Sholelh & Jakarila (2021) and Nur Aulia Agustina et al. (2019), which show that price has a positive and significant effect on customer satisfaction.

The Effect of Location on Purchase Decisions

Location has an important role in purchasing decisions due to easy access to the workshop or shop of PT. Carosteel Media Harvest, which is near the company office. This is in accordance with research conducted by Andrenata & Qomarilah (2022) and Holifatul Hasanah (2019), which shows that location has a positive and significant effect on purchasing decisions.

The Effect of Location on Customer Satisfaction

Location also has a positive effect on customer satisfaction, because ease of access improves the overall consumer experience of the company. This is in accordance with the research of Ariyanti et al. (2022), which shows that location has a positive and significant effect on customer satisfaction.

The Effect of Promotion on Purchase Decisions

Promotion has a significant effect on purchasing decisions. Promotional activities carried out by companies, especially through marketing personnel, are considered effective in attracting consumer interest. This is in accordance with Anthony's research (2021), which shows that promotion has a positive and significant effect on purchasing decisions.

The Effect of Promotion on Customer Satisfaction

Promotion contributes to customer satisfaction because informative promotional activities are helping consumers to understand the product better. This is in accordance with the research of Astono & Susillo (2023), which shows that promotion has a positive and significant effect on customer satisfaction.

The Effect of Purchase Decisions on Customer Satisfaction

Purchasing decisions have a direct and positive effect on customer satisfaction because consumers who choose to buy from PT Carosteel Media Harvest feel more satisfied with their decisions due to the large selection of products available. This is in accordance with the results of research by Delwil (2021), which shows that purchasing decisions have a positive and significant effect on customer satisfaction.

Conclusion And Suggestions

Conclusions

In conclusion, various factors such as product, price, location, and promotion all have positive and significant effects on purchasing decisions and customer satisfaction at PT Carosteel Media Harvest. Product quality and functionality affect purchasing decisions and consumer satisfaction, while price may cause indecision in purchasing decisions but has a positive impact on satisfaction when the benefits align with the cost. Location has an important role in purchasing decisions and satisfaction, with proximity to residential areas increasing convenience, although accessibility challenges still affect some consumers. Promotion, particularly through company profiles, attracts consumers and influences their decisions, but the effectiveness of marketing efforts could be improved to fully capture consumers' attention. Finally, purchasing decisions on their own contribute positively to customer satisfaction, as consumers are generally satisfied with their choice in PT Carosteel Media Harvest.

Suggestion

It is expected to provide beneficial input to improve purchasing decisions and consumer satisfaction when making purchases at PT Carosteel Media Panen, such as improving product function and quality, balancing product quality with the offered price to be suitable, expanding distribution channels so that workshop locations are easily accessible, and improving promotional media such as company profiles and flyers to attract more consumers.

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