

The Influence of Product Quality and Service Quality on Customer Satisfaction with Purchase Decision as a Mediating Variable (A Study at Bakso Rusuk Samson Restaurant)

Rafif Dwinda Sundawan, Sutirman

Universitas Negeri Yogyakarta, Indonesia

Email: rafifdsundawan@gmail.com, sutirman@uny.ac.id

Abstract

This study aims to analyze the influence of Product Quality and Service Quality on Customer Satisfaction with Purchase Decision as a mediating variable at *Bakso Rusuk Samson* restaurant in the Special Region of Yogyakarta. The research is motivated by fluctuating revenue trends and customer reviews indicating dissatisfaction with both product quality and service. A quantitative approach was employed using a survey method and purposive sampling technique, involving 190 respondents who were customers of the restaurant. Data were analyzed using the Sobel test to evaluate the mediating role of Purchase Decision. The results show that Product Quality and Service Quality have a positive and significant effect on both Purchase Decision and Customer Satisfaction. Furthermore, Purchase Decision is proven to mediate the relationship between Product Quality and Service Quality on Customer Satisfaction. These findings emphasize that improving product and service quality can enhance customers' purchase decisions, ultimately leading to greater satisfaction. The managerial implication of this research suggests that the management of *Bakso Rusuk Samson* should focus on enhancing product excellence and service performance to build stronger customer loyalty.

Keywords: Product Quality, Service Quality, Purchase Decision, Customer Satisfaction

INTRODUCTION

In today's era, business competition is very fierce. Businessmen compete to manage and maintain their businesses to keep running successfully (ASMAH, 2022; Cant, 2018; Fichter & Tiemann, 2020; Handoyo et al., 2023; Pranoto, 2024; Rudiawarni et al., 2022). Especially in the culinary business, which is developing rapidly across small, medium, and large scales. One of the main drivers of this growth is the high consumer demand, influenced by lifestyle factors and increased incomes. The development of the business world has also led to changes in how competitors maintain their businesses. Every business actor must be sensitive to changes in competition within their environment and focus on the ability to attract purchase satisfaction to run the business successfully.

One of the fast-growing sectors in Yogyakarta is the culinary business, as evidenced by the increasing number of food stalls and restaurants. According to data from Yogyakarta Provincial Bappeda (www.bappeda.jogjaprov.go.id), there were 1,597 restaurants in Yogyakarta Province in

2023. The culinary field is very promising as it offers basic human needs. Entrepreneurs in this sector compete to meet consumer needs and desires by optimizing taste quality, which is a critical success factor in the culinary business.

Modern society tends to have busy lifestyles and high mobility, often spending more time outside the home. For practicality and convenience, people visit restaurants more often to gather with family or friends or simply relax. Simple and exclusive restaurants offering diverse food menus and services are proliferating to attract and retain consumers. Restaurant business owners strive to provide value by fulfilling consumer desires through good service and high-quality food.

Yogyakarta's culinary landscape is diverse, encompassing family restaurants, cafes, and street food stalls. This diversity leads to fierce competition. Business actors must be quick and responsive to consumer needs and changes. Meeting consumer expectations is essential to business success, with product quality being a key factor (Caniago & Rustanto, 2022). Good product quality attracts consumers in their purchase decisions, while poor quality may drive them to competitors. Service quality also significantly influences consumer satisfaction. Friendly, responsive service enhances satisfaction and creates added value, so entrepreneurs need to prioritize meeting consumer expectations.

Bakso Rusuk Samson restaurant, located on Jalan Raya Solo Km. 10.5, Juwangen, Purwomartani, Yogyakarta, is a family restaurant established in 2007. It currently has four locations in Yogyakarta. The restaurant offers a variety of menus, with rib meatballs and Solo salad as signature dishes, along with soto, timlo Solo, fried chicken, and Javanese buffet options. The restaurant has maintained popularity, surviving in the market for over 16 years.

However, the restaurant's turnover has fluctuated since 2017. Except for 2021 and 2023, turnover has generally declined, with the highest turnover recorded in 2018 at Rp. 3,672,215,000. This decline is linked to decreasing consumer satisfaction.

Bakso Rusuk Samson has a competitive advantage by maintaining consistent product quality, including taste and raw materials. While price increases could push it above competitors, the restaurant prioritizes quality over price adjustments to avoid lowering their standards. Thus, the income decline may stem from insufficient understanding of consumer needs.

Consumer satisfaction measures the extent to which consumer expectations are met or exceeded by the product (Kotler & Keller, 2012). Satisfied consumers tend to become loyal and increase sales. For *Bakso Rusuk Samson*, innovations in marketing strategies are necessary to maintain and enhance consumer satisfaction.

Product quality, service quality, and consumer satisfaction are critical to surviving and thriving in business competition (Tjiptono, 2005). To satisfy customers, companies must update products regularly, maintain comfortable environments, and provide friendly service. Yet, *Bakso Rusuk Samson* faces challenges related to product and service quality, which negatively impact consumer satisfaction.

Product quality is defined as the ability of an item to deliver performance that meets or exceeds customer expectations (Kotler & Keller, 2012). It influences consumer satisfaction, especially in the culinary sector (Irawan & Japariato, 2013). However, some consumers report

dissatisfaction with *Bakso Rusuk Samson*'s product quality, a factor shown to significantly affect consumer satisfaction (Nurhayati & Purnamasari, 2020; Prasetyo & Sudarso, 2019; Komala et al., 2019). Conversely, Haris (2019) found no significant effect of product quality on consumer satisfaction, showing mixed research outcomes.

Service quality is the intangible performance offered by one party to another and significantly affects customer satisfaction (Rahayu & Wati, 2018). Unfortunately, *Bakso Rusuk Samson* also receives negative feedback on service quality, which is perceived as unfriendly and unresponsive. Research indicates that dimensions such as tangibles, reliability, responsiveness, assurance, and empathy affect consumer satisfaction (Rival et al., 2019; Fitria & Ramdani, 2020; Ardiyanti & Kurniawati, 2021), whereas Siti Maimunah (2019) found a negative, insignificant influence.

Purchase decisions play a mediating role among product quality, service quality, and consumer satisfaction. Research supports that product and service quality significantly influence purchase decisions (Purwanto & Setiawan, 2020; Saputra & Nugroho, 2019; Handoko & Widodo, 2021; Setiawan & Kurniawati, 2020; Rahayu & Pratama, 2019; Santoso & Wijaya, 2021). Purchase decisions then significantly affect consumer satisfaction (Puspitasari & Santoso, 2020; Rahmawati & Hidayat, 2021; Putra & Nurhayati, 2019).

According to Kotler (2017) and Kotler & Keller (2012), consumer satisfaction arises from comparing product performance with expectations. Sumarwan (2014) defines purchase decision as the consumer's process of choosing whether, what, when, where, and how to buy. Sangadji and Sopiah (2013) explain it as a cognitive process of evaluating alternatives before selecting one.

Given the dissatisfaction at *Bakso Rusuk Samson* related to product and service quality, this study aims to explore the influence of these variables on consumer satisfaction, with purchase decisions as a mediating variable. The study is titled "*The Influence of Product Quality and Service Quality on Consumer Satisfaction with Purchase Decisions as a Mediating Variable (Study on Bakso Rusuk Samson Restaurant)*".

The study aims to examine several key objectives related to *Bakso Rusuk Samson*. These include investigating the effect of Product Quality on Consumer Satisfaction, the effect of Service Quality on Consumer Satisfaction, the influence of Product Quality on Purchase Decisions, and the effect of Service Quality on Purchase Decisions. Additionally, the study seeks to understand how Purchase Decisions impact Consumer Satisfaction and to analyze the mediating role of Purchase Decisions in the relationship between Product Quality and Consumer Satisfaction, as well as between Service Quality and Consumer Satisfaction at *Bakso Rusuk Samson*. The expected benefits of this research include enhancing understanding and insights regarding the influence of product quality and service quality with purchase decisions as a mediating variable; contributing valuable academic knowledge and management concepts, particularly in marketing management; providing reference material for entrepreneurs to develop effective and appropriate marketing strategies; and supporting the application of theoretical concepts in practical business settings.

RESEARCH METHOD

This study used a quantitative approach with a survey method, collecting information from respondents through questionnaires. According to Sugiyono (2015), a questionnaire is a data collection technique involving a set of questions or written statements given to respondents to answer. This research was classified as associative research based on its explanatory level, focusing on cause-and-effect relationships between independent and dependent variables. Primary data was collected by asking individual respondents questions to obtain factual information about existing conditions without exploring underlying reasons.

The Sobel test was employed in this study to examine the mediating effect between independent and dependent variables. The study involved three variables: Product Quality and Service Quality as independent variables, Purchase Decision as a mediating variable, and Consumer Satisfaction as the dependent variable. The research was conducted in Yogyakarta in September 2024. The study subjects were individuals who had purchased products from *Samson's Rib Meatball Restaurant* in the Special Region of Yogyakarta.

RESULT AND DISCUSSION

Hypothesis Test Results

Parameter estimation plays an important role in this study because it provides in-depth insight into the relationship between the variables studied. Hypothesis testing is carried out by assessing probabilities and related statistics. In general, the significance level (α) that is often used is 5%, which is equivalent to a p-value of 0.05. In this study, hypothesis testing was carried out using the SmartPLS 3.0 device through the bootstrapping method. This allows researchers to assess the statistical significance of such coefficient pathways by calculating t- and p-values. Thus, an understanding of the influence of exogenous variables on endogenous variables is obtained as follows:

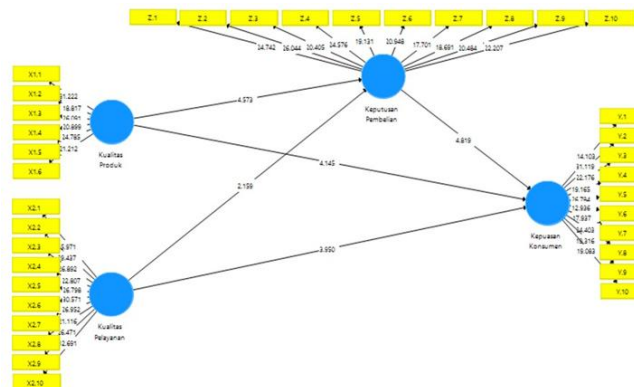


Figure 1. Bootstrapping Results of 190 Respondents

Table 1. Direct Effect Bootstrapping Test Results

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Consumer Satisfaction	0.311	0.304	0.075	4.145	0.000
Quality of Service ->	0.317	0.319	0.080	3.950	0.000

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Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Satisfaction User					
Product Quality -> Results Purchase	0.344	0.341	0.075	4.573	0.000
Quality of Service -> Purchase Decision	0.173	0.179	0.080	2.159	0.031
Purchase Decisions -> Consumer Satisfaction	0.299	0.300	0.062	4.819	0.000
Indirect Effect					
Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Purchase Decision -> Satisfaction User	0.103	0.103	0.035	2.978	0.003
Quality of Service -> Purchase Decision -> Consumer Satisfaction	0.052	0.053	0.026	2.012	0.045

Based on the results of the hail output in table 1, it is known that the hypothesis testing for each latent variable relationship is shown as follows:

1) H1: Product Quality has a direct effect on Consumer Satisfaction

Based on Table 25, the P-value is 0.000 and the t-statistics are 4.145 where the p-value is < 0.05 and the t-statistics are > 1.96 . The original value of the sample showed a positive value of 0.311 which showed that the direction of the relationship between the Product Quality variable and the Consumer Satisfaction variable was positive. Thus the IP in this study was accepted. This means that in this study, the latent variable of Product Quality with its indicator indicators has a direct effect on the latent variable of Consumer Satisfaction with its indicators. Positive values also show that when Product Quality increases, Consumer Satisfaction will also increase.

2) H2: Service Quality has a direct effect on Consumer Satisfaction

Based on Table 25, the P-value value is 0.000 and the t-statistics are 3,950 where the p-value is < 0.05 and the t-statistics are > 1.96 . The original value of the sample showed a positive value of 0.317 which showed that the direction of the relationship between the Service Quality variable and the Consumer Satisfaction variable was positive. Thus H2 in this study was accepted. This means that in this study, the latent variable of Service Quality with its indicator indicators has a direct effect on the latent variable of Consumer Satisfaction with its indicators. Positive values also show that when Service Quality increases, Consumer Satisfaction will also increase.

3) H3: Product Quality has a direct effect on Purchase Decisions

Based on Table 25, the P-value value is 0.000 and t-statistics are 4,573 where the p-value is < 0.05 and the t-statistics are > 1.96 . The original value of the sample showed a positive value of 0.344 which showed that the direction of the relationship between the Product Quality variable and the Purchase Decision variable was positive. Thus H3 in this study was accepted. This means that in this study, the latent variable of Product Quality with its indicator indicators has

a direct effect on the latent variable of Purchase Decision with its indicators. Positive values also indicate that as Product Quality improves, Purchase Decisions will also improve.

4) H4: Quality of Service has a direct effect on Purchase Decisions

Based on Table 25, the P-value is 0.031 and the t-statistics are 2,159 where the p-value is < 0.05 and the t-statistics are > 1.96 . The original value of the sample showed a positive value of 0.173 which showed that the direction of the relationship between the Service Quality variable and the Purchase Decision variable was positive. Thus H4 in this study was accepted. This means that in this study, the latent variable of Service Quality with its indicator indicators has a direct effect on the latent variable of Purchase Decision with its indicators. Positive values also indicate that when the Quality of Service increases, the Purchase Decision will also increase.

5) H5: Purchase Decisions have a Direct Impact on Consumer Satisfaction

Based on Table 25, the P-value is 0.000 and the t-statistics are 4.819 where the p-value is < 0.05 and the t-statistics are > 1.96 . The original value of the sample showed a positive value of 0.299 which showed that the direction of the relationship between the Purchase Decision variable and the Consumer Satisfaction variable was positive. Thus H5 in this study was accepted. This means that in this study, the latent variable of Purchase Decision with its indicator indicators has a direct effect on the latent variable of Consumer Satisfaction with its indicators. Positive values also indicate that as Purchase Decisions increase, Consumer Satisfaction will also increase.

6) H6: Purchase Decisions mediate the influence of Product Quality on Consumer Satisfaction

Based on Table 25, the p value is 0.003 and t-statistics are 2.978, where the p-value is < 0.5 and the t-statistics are > 1.96 . The original value of the sample showed a positive value of 0.103 which indicates that the direction of the relationship between the Purchase Decision variable mediating the Product Quality variable and the Consumer Satisfaction variable is positive. Thus H6 in this study was accepted. This means that in this study, the latent variable of Purchase Decision with its indicators has a direct effect and mediates the variable of Product Quality on the latent variable of Consumer Satisfaction with indicators, which means that the positive influence if the Purchase Decision increases, it can be predicted that Product Quality and Consumer Satisfaction will also increase.

7) H7: Purchase Decisions mediate the influence of Service Quality on Consumer Satisfaction

Based on Table 25, the p value is 0.045 and t-statistics is 2.012, where the p-value is < 0.5 and the t-statistics are > 1.96 . The original value of the sample showed a positive value of 0.052 which indicated that the direction of the relationship between the Purchase Decision variable mediating the Service Quality variable and the Consumer Satisfaction variable was positive. Thus H7 in this study was accepted. This means that in this study, the latent variable of Purchase Decision with its indicators has a direct effect and mediates the variable of Service Quality on the latent variable of Consumer Satisfaction with indicators, which means that the positive influence if the Purchase Decision increases, it can be predicted that the Quality of Service and Consumer Satisfaction will also increase.

The Influence of Product Quality on Consumer Satisfaction

Based on the results of the hypothesis test, it has been proven that product quality has an influence on consumer satisfaction. This shows that the better the quality of the products offered by Samson Rib Meatball Restaurant, the higher the level of consumer satisfaction that consumes it. Consumers tend to feel satisfied when the food products served have a good taste, appropriate portions, fresh raw materials, and attractive presentation. This satisfaction can encourage consumers to make a repeat purchase and recommend the restaurant to others.

These findings are consistent with previous research conducted by Tjiptono (2017) which stated that product quality is the main factor that affects consumer satisfaction. In the context of the culinary business, the quality of taste, aroma, texture, and presentation of food greatly determines the consumer's dining experience. If all these aspects are met, consumers will feel satisfied and build a positive perception of the brand.

Another study by Wijayanti and Hidayat (2022) also shows that product quality has a positive and significant relationship with consumer satisfaction in the food and beverage industry. In the study, it was explained that superior product quality will create a pleasant consumption experience, increase consumer value perception, and strengthen their loyalty to the brand. Namkung, Y., & Jang, S. C. (2017) also stated that the taste, appearance, and reliability of food are the main elements that determine consumer satisfaction and behavior. Meanwhile, according to Komala et al., (2019), in the context of restaurants, aspects of product quality such as good taste, product features, and packaging durability. If consumers feel that the food they order is of stable quality every time they come, then they will be more likely to feel satisfied and become repeat customers.

In research by Handayani (2023), it was also found that product quality dimensions such as conformance to specification, durability, and product aesthetics have a significant impact on the level of consumer satisfaction. Consumers tend to feel satisfied when products match the expectations they have had before. In the context of Samson's Rib Meatball Restaurant, the quality of the product can be seen from the deliciousness of the taste of meatballs and ribs, the tender texture of the meat, the savory sauce, and the interesting presentation. When consumers receive delicious food, served hygienically and in the best condition, they are likely to feel satisfied and make repeat visits.

Overall, various studies have proven that product quality is a major determinant in shaping consumer satisfaction. Therefore, Samson Rib Meatball Restaurant needs to continue to maintain and improve the quality of its products to ensure that consumers remain satisfied and loyal to the restaurant.

The Effect of Service Quality on Consumer Satisfaction

Based on the results of the hypothesis test, it has been proven that the quality of service has a significant influence on consumer satisfaction at Bakso Rusuk Samson Restaurant. This shows that the better the quality of service provided, the higher the level of satisfaction felt by consumers.

The fast, friendly, and responsive service to customer needs makes consumers feel valued and comfortable, thus increasing their satisfaction with this restaurant.

These findings are in line with previous research conducted by Rival P et.al. (2019) Tangibles, reliability, responsiveness, assurance, and empathy are important indicators in shaping the perception of customer satisfaction. When customers feel that the service they receive meets or even exceeds their expectations, then they will feel satisfied.

In addition, research by Tjiptono (2017) also revealed that customer satisfaction is greatly influenced by consistent service quality. In the context of Samson's Rib Meatball Restaurant, consistent service such as a warm welcome, fast and friendly service, and the ability of employees to handle complaints efficiently contribute greatly to the level of customer satisfaction. Al-Tit, A. A. (2015) also found that the quality of fast service and employee-friendly attitude are the dominant factors that affect restaurant customer retention.

Research by Kotler and Keller (2016) also strengthens this finding, stating that superior service quality creates a positive experience that will shape customers' perception of the value they get. Satisfied customers will not only return to make purchases, but will also recommend the restaurant to others, ultimately increasing customer loyalty.

In a study conducted by Susanti and Nugroho (2020), it was found that in the culinary sector, especially local restaurants, speed in serving food and employee friendliness are the main factors in shaping consumer satisfaction. This is also reflected in the customer experience at Bakso Rusuk Samson, where many customers give positive reviews for the efficient and friendly service of the restaurant staff.

Another study by Ardiyanti, D., & Kurniawati, A. (2021) states that aspects such as trust, convenience, and personalization of services greatly affect customer satisfaction. Consumers who are satisfied with the service tend to have a positive perception of the brand, thus creating a long-term relationship that is mutually beneficial.

Overall, various studies have proven that service quality is one of the main determinants of consumer satisfaction, including in the context of Samson's Rib Meatball Restaurant. The dimensions of service such as speed, accuracy, friendliness, the ability to handle complaints, and a comfortable atmosphere greatly affect whether customers feel satisfied and willing to return to visit this restaurant.

The Influence of Product Quality on Purchase Decisions

Based on the results of the hypothesis test, it has been proven that product quality has a significant influence on consumer purchase decisions. This shows that the higher the quality of the products offered by Samson Rib Meatball Restaurant, the more likely consumers are to make a purchase. Quality products reflect a restaurant's commitment to customer satisfaction, which directly influences consumers' decisions to purchase and make repurchases.

These findings are in line with previous research by Kotler and Keller (2016) which stated that product quality is one of the main determinants in consumer purchasing decisions. Good

quality creates a positive perception of the product and increases the value perceived by consumers.

Research by Komala et al., (2019), the quality aspect also supports this finding, where it is explained that product quality elements such as good taste, product features, and packaging durability have a direct influence on consumer purchasing decisions. In the context of Samson's Rib Meatball Restaurant, the distinctive taste of meatballs, appropriate portions, and attractive presentation are the main attractions that make consumers decide to buy. Namkung, Y., & Jang, S. (2017) also emphasized that the perception of food quality has a direct impact on satisfaction and purchase decisions.

Furthermore, Purwanto, H., & Setiawan, B. (2020) emphasized that consistent product quality is able to build customer trust. Consumers who are satisfied with the taste and cleanliness of food tend to make repeated purchasing decisions. This is very relevant to the characteristics of Samson Rib Meatball Restaurant customers who prioritize the quality of meat taste, meatball chewiness, and cleanliness of the dining area.

Meanwhile, according to Saputra, I., & Nugroho, A. (2019), product attributes such as texture, aroma, color, and raw materials used affect the perception of product quality and ultimately influence the decision to buy. If the meatballs served are made from fresh beef, have an appetizing aroma, and have a tender texture, then consumers will feel more confident to make a purchase.

Research by Handoko, F., & Widodo, T. (2021) also states that products that have differentiation or uniqueness value will more easily attract attention and influence purchasing decisions. In this case, menu innovations such as "Bakso Rib Bakar" or "Meatballs Jumbo Filled with Cheese" offered by Bakso Rib Samson are a strong differentiating factor in influencing consumer choice.

Overall, various studies have shown that product quality plays an important role in influencing purchasing decisions. In the context of Samson's Rib Meatball Restaurant, aspects such as taste, cleanliness, presentation, uniqueness of the menu, and consistency of quality are the dominant factors that determine whether consumers will decide to buy and buy again in the future.

The Influence of Service Quality on Purchase Decisions

Based on the results of the hypothesis test, it has been proven that the quality of service has a significant influence on the purchase decision of consumers of Samson Rib Meatball Restaurant. This shows that the better the quality of service provided, the more likely consumers are to make a purchase. Fast, friendly, and responsive customer service is able to enhance a positive experience that then encourages customers to make repeated purchase decisions.

These findings are consistent with research conducted by Tjiptono (2017), which states that service quality is an important factor in the consumer decision-making process. When customers feel well treated and get satisfactory service, they will be more motivated to make a purchase, even recommending the place to others. In the context of Samson Rib Meatball Restaurant, service quality includes the speed of food delivery, employee friendliness, comfort of the dining area, and

the ability of staff to handle customer complaints. Customers who get friendly and fast service will feel appreciated, so they are more likely to come back to buy.

Research by Rival P et.al. (2019) also supports this finding, that service quality has a positive relationship with purchasing decisions. They found that dimensions such as tangibles, reliability, responsiveness, assurance, and empathy play an important role in shaping customer perceptions that ultimately influence the decision to buy. Choi, S., Mattila, A. S., & Bolton, L. E. (2020) also showed that positive service surprises (faster or friendlier service than expected) significantly improved purchase decisions and return intent.

Furthermore, research by Setiawan, A., & Kurniawati, D. (2020) explains that good service not only creates satisfaction, but also directly affects purchasing decisions. In the case of Samson Rib Meatball Restaurant, if customers get positive experiences such as fast food, clean places, and communicative staff, then this strengthens their decision to make a purchase and even recommend to others.

Research by Rahayu, N., & Pratama, S. (2019) also emphasizes that good service quality can increase customer trust in restaurants, and this trust is an important basis for purchasing decisions. This shows that superior service not only creates loyalty, but also increases conversion rates from visits to purchases.

Overall, various studies support that the quality of service has a significant influence on purchasing decisions. In the context of Samson's Rib Meatball Restaurant, focusing on improving service quality including speed, friendliness, cleanliness, and customer care is an important strategy to increase the number of purchases and retain customers sustainably.

The Influence of Purchasing Decisions on Consumer Satisfaction

Based on the results of the hypothesis test in this study, it is proven that the Purchase Decision has a significant influence on Consumer Satisfaction at Samson's Rib Meatball Restaurant. This shows that the better the purchase decision made by consumers which includes consideration of product quality, appropriate prices, and ease in the purchase process, the higher the level of satisfaction felt. An informed purchasing decision reflects that consumers feel their needs and expectations are met through the choices made.

These findings are consistent with previous research by Puspitasari, E., & Santoso, R. (2020) which shows that purchase decisions based on positive perceptions of product quality, attractive promotions, and good service can increase consumer satisfaction. Consumers who feel that their choice is right are more likely to show a satisfied attitude towards the products and services they receive. Kotler and Keller (2016) also explain that a good purchase decision reflects the fulfillment of the perception of value offered by a product or service. When consumers feel that the value they get is worth the cost and effort expended, their satisfaction level will increase.

In addition, research by Rahmawati, L., & Hidayat, T. (2021) also confirms that there is a significant relationship between purchasing decisions and consumer satisfaction in the food and beverage industry. In the context of Samson's Rib Meatballs, if consumers feel that the product they are buying meets their expectations in terms of taste, portions, price, and service, then they

will feel satisfied and are more likely to make a repeat purchase in the future. Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2015) also found that purchasing decisions influenced by a combination of product quality, fair prices, and prompt service will increase overall satisfaction. They emphasize the importance of meeting customer expectations in creating positive experiences that can lead to loyalty.

According to Sanjaya. (2015), purchase decisions are influenced by factors such as product purchases, brand purchases, purchase channel selection, purchase time determination, and purchase quantity. At Samson Rib Meatball Restaurant, an attractive menu presentation strategy, competitive prices, and a clean and comfortable dining atmosphere are important factors that encourage consumers to feel satisfied after making a purchase.

Furthermore, Putra, A., & Nurhayati, H. (2019) added that consumers who feel that their purchase decisions are right tend to show higher loyalty, because these decisions create a pleasant and expected consumption experience. This is especially relevant to the management of the customer experience at Samson Rib Meatball Restaurant, where consumers who are satisfied with the results of their purchase decisions will be more likely to recommend this restaurant to others.

Overall, various studies show that rational and satisfactory purchasing decisions have a direct impact on consumer satisfaction levels. In the context of Samson's Rib Meatball Restaurant, consumer satisfaction is determined by how their purchase decisions are both in terms of menu choices, prices, and service to provide a pleasant and expected dining experience. Therefore, restaurant management needs to continue to ensure that the entire process that influences consumer purchasing decisions can be properly controlled to increase satisfaction levels.

The Role of Purchasing Decision Mediation on the Influence of Product Quality on Consumer Satisfaction

The results of the hypothesis test show that the Purchase Decision has a mediator role in the relationship between Product Quality and Consumer Satisfaction. The influence of Product Quality on Consumer Satisfaction is positive and significant, with Purchase Decisions reinforcing the relationship. This means that when the quality of the products offered by the Samson Rib Meatball Restaurant is getting better in terms of taste, texture, presentation, and cleanliness - these things will encourage consumers to make purchases. When this purchase decision is made consciously due to the perception of high quality, this will have an impact on increasing consumer satisfaction with the product.

For example, a customer who orders meatballs regularly and feels that the taste, size, and price offered are in line with their expectations, will be satisfied with their purchase decision. When this positive experience continues to be repeated, consumers will feel more satisfied and potentially become loyal customers. This is in line with research by Tjiptono (2017), which states that high product quality significantly influences purchasing decisions and ultimately impacts consumer satisfaction. Rather, R. A., Tehseen, S., & Parrey, S. H. (2022) also emphasized that consumer purchasing decisions are influenced by the perception of the value and quality offered by a product or brand, and that these purchasing decisions are important links that contribute to

the creation of customer satisfaction and loyalty. Awan, H. M., Siddiquei, A. N., & Haider, Z. (2016) also showed that the perception of halal product quality significantly influences purchase decisions, which ultimately impacts consumer satisfaction. The purchase decision acts as an important mediator in this relationship.

In addition, research by Susanti and Widodo (2020) also shows that purchasing decisions can mediate the influence of product quality on customer satisfaction, where consumers who feel that products meet expectations tend to show higher satisfaction. In the context of Samson's Rib Meatball Restaurant, the compatibility between orders and consumer expectations, for example in terms of authentic meat taste, the availability of menu variants, and fast and friendly service, will encourage repeat purchase decisions and ultimately increase the level of consumer satisfaction.

Thus, it can be concluded that Purchasing Decision acts as a mediator between Product Quality and Consumer Satisfaction, as evidenced by the results of this study and supported by previous findings.

The Role of Purchasing Decision Mediation on the Influence of Service Quality on Consumer Satisfaction

The results of the hypothesis test show that Purchase Decision acts as a mediating variable in the relationship between Service Quality and Consumer Satisfaction. The effect of Service Quality on Consumer Satisfaction is positive and significant, with Purchase Decisions strengthening the relationship. This means that when consumers feel good service from Samson Rib Meatball Restaurant, for example through employee friendliness, speed of service, and accuracy in order presentation, this will encourage their decision to make a purchase. Repeated purchase decisions due to such positive experiences will ultimately increase consumer satisfaction levels.

In the context of Samson's Rib Meatball Restaurant, customers who feel a consistent and quality service experience will be more motivated to return to purchase. For example, a customer who is satisfied that his order is always served quickly and according to demand will be more likely to return to eat at the place. When the purchasing decision process is based on a satisfactory service experience, it reinforces satisfaction with the overall customer experience.

Previous research has also supported these findings. Research by Tjiptono (2015) states that good service quality will increase positive customer perception and have a direct impact on their satisfaction. Meanwhile, research by Reni and Windarti (2019) shows that purchasing decisions play a role as a mediator in the relationship between service quality and consumer satisfaction in the food and beverage sector. They found that consumers tend to feel satisfied when purchasing decisions are based on a service experience that meets their expectations.

Fullerton, G. (2018) also shows that the quality of service significantly affects consumer satisfaction, and the decision to buy (especially repurchase) is strengthened by the consumer's involvement in the service process. Ladhari, R., & Rigaux-Bricmont, B. (2016) also emphasized that service quality has a direct influence on customer satisfaction, and purchase decisions (customer loyalty) are the result of a satisfactory service experience.

In addition, research by Setiadi (2020) also revealed that purchasing decisions can strengthen the relationship between service quality and satisfaction, especially when the decision is made after customers experience professional, fast, and personalized service. In the context of Samson's Rib Meatballs, the clarity of the menu, the friendliness of the waitress, and the speed of presentation are important aspects that influence the purchase decision, which further impacts the overall satisfaction level.

Thus, it can be concluded that the Purchase Decision plays an important mediation role in strengthening the influence of Service Quality on Consumer Satisfaction. Samson Rib Meatball Restaurant needs to maintain and improve service aspects that encourage positive purchasing decision-making, because this will have a direct impact on the level of consumer satisfaction and loyalty in the future.

CONCLUSION

Based on the research findings, both Product Quality and Service Quality have positive and significant effects on Consumer Satisfaction and Purchase Decisions at *Bakso Rusuk Samson* Restaurant. Specifically, higher product and service quality lead to increased consumer satisfaction and a greater likelihood of purchase. Additionally, Purchase Decisions positively influence Consumer Satisfaction, acting as a significant mediating factor between product and service quality and consumer satisfaction. This indicates that improvements in product and service quality encourage consumers to make purchases, which subsequently boosts their overall satisfaction. For future research, it is suggested to explore additional mediating or moderating variables, such as brand loyalty or customer engagement, to gain a deeper understanding of the factors that influence consumer satisfaction and purchasing behavior in the culinary industry.

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