

CHAPTER 2

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This chapter provides an in-depth discussion of the theories and frameworks that underpin the research. It also includes a thorough review of relevant literature, highlighting foundational concepts and theoretical analyses related to the study.

2.1 THEORETICAL OVERVIEW

2.1.1 Product Quality

According to Purwanti & Patimah, (2023) product quality is a crucial determinant of purchasing decisions and customer satisfaction, as it often meets or exceeds consumer expectations, fostering loyalty and trust (Purwanti & Patimah, 2023). High-quality products typically exhibit durability, functionality, aesthetics, and adherence to physical standards, which together shape the overall customer experience. Maintaining these standards establishes credibility and reliability, encouraging repeat purchases and strengthening brand reputation. In competitive markets, quality is a key differentiator, with consumers associating it closely with a brand's image. Research suggests that consistent quality aligns with consumer expectations, leading to increased satisfaction and long-term loyalty, as satisfied customers are more likely to recommend and repurchase from brands they perceive as reliable (Sihombing et al., 2023).

In the context of product quality, several classifications help distinguish the levels of quality and their impact on consumer perception and brand loyalty. Generally, product quality can be categorized into low, medium, and high-quality tiers, each defined by varying levels of durability, functionality, aesthetic appeal, and adherence to industry standards. Low-quality products may fulfill basic functions but often lack durability and refined features, which can lead to lower customer satisfaction and limited repeat purchases. Medium-quality products meet essential consumer needs and deliver a satisfactory experience, offering a balanced blend of functionality and durability at a moderate price point. They appeal to consumers who prioritize value over premium features. Lastly, high-quality products excel in all aspects durability, aesthetic appeal, advanced features, and precise adherence to industry standards. These products often command a higher price but justify it by meeting or exceeding consumer expectations, resulting in higher customer satisfaction, loyalty, and frequent

recommendations. The level of product quality a company chooses to deliver can shape its market positioning and brand image, as consumers tend to associate high-quality products with brands that are credible, reliable, and customer focused.

2.1.2 Price Perception

According to Essardi et al (2022) the price perceptions have the potential to be the main attraction for someone in shopping. Price perception refers to the difference between a product's actual price and how customers perceive it. This perception varies among customers and segments, as each customer judges a price as high or low based on comparisons to a reference price. Customers often compare a product's price to similar offers from competitors. Reference pricing ties into psychological pricing, where positive price perceptions can encourage purchases. Recent studies show that customers tend to seek products with low prices yet high quality, while other research highlights the importance for service providers to price carefully, as higher prices may sometimes imply better quality. Service providers should align price with the quality offered, as failing to meet customer expectations could slow growth and lead to negative word-of-mouth, discouraging potential customers (Shamsudin et al., 2020).

Price perception goes beyond a product's numerical cost, encompassing the value customers believe they receive relative to that price, shaped by expectations, comparisons, and pricing strategies. Reference pricing involves consumers comparing a product's price against an internal benchmark (e.g., past prices or competitor prices), which influences perceived fairness. Psychological pricing techniques, such as pricing at \$9.99 instead of \$10, make items seem more affordable and encourage purchase by appealing to the subconscious. Premium pricing uses higher price points to signal superior quality or exclusivity, attracting consumers who associate cost with status or value. Penetration pricing offers low initial prices to quickly attract a broad audience, often used for market entry, while skimming pricing sets high initial prices that gradually decrease, targeting early adopters before appealing to a larger market. Each approach affects price perception by balancing cost with perceived value, which, when aligned with customer expectations, enhances satisfaction and encourages loyalty.

2.1.3 Brand Image

According to Praja & Haryono (2022), a brand is much more than simply a name; it embodies a set of values, concepts, characteristics, and an overall image tied

to a product. Brand image is typically defined as all the associations and perceptions related to the brand that exist in the minds of consumers (Praja & Haryono, 2022). A favorable brand image is crucial, as it cultivates positive perceptions among customers. Moreover, customer associations and the values of brand trust play a significant role in shaping the overall perception of the brand, contributing to what is known as brand knowledge. Therefore, brand image is a critical aspect that companies must prioritize. Without a positive and robust brand image, attracting new customers and retaining existing ones becomes increasingly challenging. In a competitive market, a strong brand image not only facilitates customer loyalty but also enhances the overall reputation of the business, making it an essential focus for sustainable growth (Yohana et al., 2020).

A strong brand image is crafted through consistent messaging, quality experiences, and positive customer interactions, combining both functional and emotional elements. Functional aspects relate to tangible features like product quality, while emotional aspects include the feelings or associations customers attach to the brand, such as trust and prestige. Key to brand image are brand associations mental links that connect the brand to specific qualities and brand personality, which humanizes the brand with traits like reliability or innovation. The global fashion industry continues to grow rapidly, shaped by technological advancements and changing consumer preferences. In 2022, the fashion market was valued at approximately \$1.7 trillion and is expected to surpass \$2.25 trillion by 2028.

2.1.4 Purchase Decisions

The process of making a purchase decision involves a thorough integration of various types of knowledge to assess and compare two or more alternative options. This evaluation is crucial as it enables consumers to analyze the benefits and drawbacks of each choice before ultimately selecting one of them. According to Adabi (2020), this decision-making process is not merely a spontaneous act but rather a thoughtful and reflective journey where individuals weigh their options carefully to arrive at a final choice. From a customer's behavior in searching for, using, and purchasing a product or service, it is hoped that it can fulfill needs and determine purchasing decisions (Rivai & Zulfitri, 2021).

The purchase decision process is a structured journey that begins with problem recognition, where a consumer identifies a need or problem, prompting them to seek a

solution. This awareness leads to an information search, where they gather insights from various sources to explore available options. Next, in the evaluation of alternatives, consumers compare potential products or services, considering factors like price, quality, and brand reputation to find the best fit for their needs. Once they select the most suitable option, they proceed to the purchase decision and complete the transaction. Finally, post-purchase behavior involves assessing their satisfaction with the choice, influencing future buying decisions and brand loyalty (Kotler, Keller, & Chernev, 2021). This thoughtful process allows consumers to make informed, reflective choices that fulfill their needs effectively.

2.1.5 Customer Satisfaction

Customer satisfaction can be understood as the proportion of customers or the percentage of the total customer base whose experiences with a company, its products, or its services surpass predetermined satisfaction criteria (Haralayya, 2021). This metric is a crucial performance indicator in the business realm, frequently incorporated into balanced scorecards to assess overall organizational health. In today's competitive marketplace, where numerous businesses vie for consumer attention and loyalty, customer satisfaction has emerged as a vital differentiating factor and a core component of business strategy, emphasizing the importance of understanding and fulfilling customer needs. Additionally, it serves as a gauge for determining whether a product or service adequately meets or exceeds customer expectations, encompassing the emotions and experiences customers undergo when evaluating their direct interactions with a product or service. This emotional aspect is essential to the definition of customer satisfaction, as highlighted by Rivai & Zulfitri, (2021). Ultimately, fostering high levels of customer satisfaction can lead to enhanced loyalty and repeat business, making it a key focus for organizations striving for long-term success.

Customer satisfaction encompasses various levels that significantly impact consumer behavior and brand loyalty. At the dissatisfaction level, customers feel their expectations are unmet, leading to negative feedback and potential loss of patronage. Satisfaction occurs when products or services meet customer expectations, fulfilling their needs without providing additional value. The highest level, customer delight, is achieved when a brand exceeds expectations, often through exceptional service or quality, fostering strong emotional connections and increased loyalty (Panaiteescu,

2023). Research indicates that delighted customers are more likely to engage in repeat business and recommend the brand to others, underscoring the importance for companies to strive beyond mere satisfaction to cultivate lasting customer relationships.

2.2 PREVIOUS RESEARCH

Table 2. 1
Previous Research

No	Article Tittle	Research Variables and Formulation of the problem	Research Method	Research result
1	The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa (Rivai & Zulfitri, 2021a)	Customer satisfaction, purchasing decision, product quality, price perception, brand image	1. The population in this study were customers of Kopi Janji Jiwa 135 respondents 2. The use of samples with purposive sampling technique and target customers who have bought or consumed Kopi Janji Jiwa	Meanwhile, purchasing decisions found a significant influence. In purchasing decisions, there is a significant influence on customer satisfaction
2	The Influence of Product Price on Consumers Purchasing Decisions (Albari & Safitri, 2018a)	Brand image, Price (fair price, fix price, relative price), Purchase decision.	1. Multiple linear regression analyses 2. The sample consisted of 166 people who were selected using the purposive convenience	Show that price (fixed price and relative price) simultaneously have a partial and positive effect on brand image.

			sampling technique. Data were obtained by using a questionnaire.	
3	The Linking of Product Quality, Brand Image, Price, and Promotion on Purchasing Decision of Uniqlo Products in Bandung (Permatasari & Rubiyanti, 2021a)	Product Quality, Brand Image, Price, Promotion, and Purchase Decisions	1. The research data were obtained by distributing questionnaires to 100 respondents. 2. The data analysis technique used is descriptive and multiple linear regression.	The conclusion of this study is that each variable can affect the purchasing decisions of consumers who want to buy Uniqlo products.
4	Switching-Costs, Corporate Image and Product Quality effect on Customer Loyalty: Kosovo Retail Market (Xhema et al., 2018a)	Product Quality Image Reputation Customer Retention Customer Loyalty International Stability	1. Questionnaires were distributed randomly to 100 customers of these retail chains in Kosovo 2. A quantitative method with statistical analysis has been conducted in order to understand the effect that switching costs, corporate image and product quality have on customer loyalty.	Results suggest that companies should focus on market reputation, products' prices, store location and product quality if they want to retain customers and make them loyal.

5	The Effect of Price and Product Quality on Consumer Purchasing Decisions through Brand Image (Sihombing et al., 2023a)	Price Perception, Product Quality , Consumer Purchasing Decisions, Brand Image	1. Purposive sampling was used to select participants, focusing on companies that purchased the specific excavator model within the specified period. 2. A survey research approach was employed, collecting primary data directly from respondents using structured questionnaires. 3. The questionnaire was administered in both offline (hardcopy) and online formats, with Google Forms being prioritized..	Price also had a significant positive effect on purchasing decisions, implying that competitive and fair pricing positively impacts consumer choice.
6	Improving Purchasing Decisions Through Price Perception and Product Quality: The Mediating Role Of Brand Image in	Price Perception, Product Quality, Brand Image, Purchasing Decision	1. The study used a quantitative descriptive approach to analyze data. 2. The research was conducted from	The study concludes that brand image significantly influences purchasing decisions,

	Botanica Apartment (Wijayanti & Nainggolan, 2023)		December 2022 to February 2022 at Botanica Apartment in Jakarta.	strengthened by high product quality and fair price perception. Brand image also mediates the impact of product quality and price perception on purchasing decisions, highlighting its role in enhancing customer trust and purchase intent.
7	The Influence of Brand Image, Product Quality, and Service Quality Towards the Purchase Decision of H&M's Customers in Medan (Fransiska, 2022a)	Brand Image, Product Quality, Service Quality, Purchase Decision	1. Population: Consumers who have purchased H&M products in Medan. 2. Sample: H&M customers in Medan aged 15-60 who visited and made purchases in the last two years.	The research results indicate that both brand image and product quality have a significant positive impact on customer purchasing decisions, showing that these factors strongly influence consumer

				choice. However, service quality does not have a significant effect on purchasing decisions for H&M Medan customers. When evaluated simultaneously, brand image, product quality, and service quality together have a significant influence on purchasing decisions, demonstrating that these variables collectively play a role in shaping customer decisions at H&M Medan
8	The Effect of Brand Image and Product Quality on Repurchase Intention Mediated	Brand Image, Product Quality, Consumer Satisfaction,	1. This study is quantitative, focusing on numerical data	Brand image has a positive but not significant effect on repurchase intention, while

	by Consumer Satisfaction study at Uniqlo in Solo (Danu Praja & Haryono, 2022)	Repurchase Intention.	analyzed statistically. 2. The study's population comprises consumers who have purchased Uniqlo products in Solo, Indonesia. A sample size of 200 respondents was determined, with participants having made at least one prior Uniqlo purchase.	product quality has a positive and significant impact on repurchase intention. Both brand image and product quality significantly influence consumer satisfaction, which, in turn, has a strong positive effect on repurchase intention. Additionally, consumer satisfaction acts as a mediator, significantly strengthening the relationship between both brand image and product quality on repurchase intention, confirming that satisfaction is a critical factor in
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2.3 HYPOTESIS DEVELOPMENT

2.3.1 The Influence of Product Quality on Purchase Decisions

Product quality significantly impacts consumer purchase decisions. Consumers evaluate product attributes, such as durability, functionality, and conformity to expectations, to decide whether a product satisfies their needs. High-quality products often create trust and satisfaction, influencing a customer's decision to purchase and their likelihood of repurchasing. As Rivai & Zulfitri (2021) noted, the evaluation of product quality is a critical step in the consumer decision-making process, determining whether they proceed with a purchase. Additionally, the study by Sihombing et al. (2023) emphasizes that superior product quality not only drives purchase intentions but also reinforces the brand image, which serves as a mediator in influencing purchasing decisions.

In conclusion, product quality significantly influences purchase decisions by ensuring that products meet consumer needs and expectations. High-quality products foster trust and satisfaction, directly impacting consumers' willingness to purchase. Additionally, the perceived quality reinforces the decision-making process, highlighting the essential role of maintaining superior product standards to drive consumer preferences and enhance purchasing behavior.

H1: Product quality has a positive and significant influence on purchasing decision.

2.3.2 The Influence of Price Perception on Purchase Decisions

Price perception is an important factor influencing consumer purchasing decisions because this perception reflects consumers' assessment of the fairness and affordability of a product's price in relation to perceived value and quality. Consumers assess whether the price is in accordance with the benefits and attributes of the product, which significantly influences their desire to purchase (Rivai & Zulfitri, 2021). Fair pricing encourages positive assessments, increasing the likelihood of purchase.

Price perception is a major determinant of consumer behavior, which includes affordability and perceived fairness of pricing strategies. Research shows that price perception not only directly influences purchasing decisions but also indirectly

influences them through brand image, which reinforces the importance of competitive pricing in market success (Wijayanti & Nainggolan, 2023).

Price perception plays a significant role in shaping consumer purchasing decisions by reflecting their assessment of the fairness and affordability of a product's price relative to its perceived value and quality. Fair and competitive pricing influences consumers' willingness to purchase, which in turn strengthens its impact on purchasing behavior. This highlights the importance of an effective pricing strategy in driving consumer purchasing decisions.

H2: Price Perception has a positive and significant influence on purchasing decisions.

2.3.3 The Influence of Brand Image on Purchase Decisions

Brand images play a critical role in influencing consumer purchasing decisions. A strong and positive brand image reflects the company's reputation, credibility, and the alignment of its values with customer expectations. Consumers are more likely to choose products from brands they perceive as trustworthy and reliable. Brand image also serves as a key determinant of purchasing behavior by shaping consumer preferences (Rivai & Zulfitri, 2021)

The brand image acts as a vital attribute that fosters trust and satisfaction among consumers. It is formed through consistent experiences with the brand and reflects the company's ability to meet customer needs. Research demonstrates that brand image significantly impacts purchase decisions, as customers associate strong brand impressions with higher quality and reliability (Albari & Safitri, 2018).

Brand image is a crucial factor influencing consumer purchasing decisions by reflecting the company's reputation, credibility, and ability to meet customer expectations. A strong and positive brand image fosters trust, satisfaction, and reliability, encouraging consumers to prefer the brand over competitors. By shaping consumer perceptions and associating the brand with quality and value, brand image plays a significant role in driving purchasing behavior.

H3: Brand image has a positive and significant effect on purchasing decisions.

2.3.4 The Influence of Product Quality on Customer Satisfaction

Product quality is a fundamental determinant of customer satisfaction as it reflects the extent to which a product meets or exceeds customer expectations. High-quality products enhance customer experience by offering reliability, durability, and

functionality, which directly influence satisfaction levels. Customers tend to feel more satisfied when the products they receive align with or surpass their desired standards (Rivai & Zulfitri, 2021).

Product quality is recognized as a competitive advantage in marketing and is often evaluated based on its ability to fulfill customer needs effectively. Superior product quality not only satisfies customers but also fosters long-term loyalty by meeting their expectations consistently. Empirical evidence further supports that improvements in product quality contribute significantly to higher customer satisfaction levels (Fransiska, 2022a)

Product quality is a critical factor influencing customer satisfaction, as it directly impacts on the reliability, durability, and functionality of a product. High-quality products not only meet but often exceed customer expectations, creating positive experiences that drive satisfaction. By consistently delivering superior quality, businesses can enhance customer perceptions and foster stronger relationships, ultimately contributing to sustained satisfaction and competitive advantage.

H4: Product quality has a positive and significant effect on customer satisfaction.

2.3.5 The Influence of Price Perceptions on Customer Satisfaction

Price perception is a critical factor in shaping customer satisfaction, as it reflects customers' assessment of whether the cost of a product aligns with its perceived value and quality. When the price is deemed fair and proportional to the benefits received, customers are more likely to feel satisfied. On the other hand, a mismatch between price and perceived quality can lead to dissatisfaction (Rivai & Zulfitri, 2021). This dynamic highlight the importance of aligning price perception with customer expectations to foster positive experiences.

Price perception ensures that the perceived cost corresponds to the utility and quality offered. Rivai & Zulfitri, (2021) emphasize that customers' satisfaction is significantly influenced when the price is affordable and perceived as reasonable. Meanwhile, Xhema et al., (2018) provide additional insights, showing that price perception positively impacts satisfaction by aligning with the benefits and value delivered by the product. Together, these studies underscore the importance of balancing pricing strategies to enhance satisfaction.

Price perception plays a vital role in determining customer satisfaction by ensuring the cost aligns with the product's perceived value and quality. When customers perceive the price as fair and proportional to the benefits received, their satisfaction increases, fostering positive experiences. Conversely, misaligned price perceptions can lead to dissatisfaction, emphasizing the importance of balanced pricing strategies to meet customer expectations and enhance overall satisfaction.

H5: Price perception has a positive and significant effect on customer satisfaction.

2.3.6 The Influence of Brand Image on Customer Satisfaction

Brand image plays a pivotal role in shaping customer satisfaction by creating positive associations that influence trust. A strong brand image is formed through consistent delivery of quality and value, which aligns with or exceeds customer expectations. Customers who associate a brand with reliability and positive experiences are more likely to feel satisfied (Rivai & Zulfitri, 2021).

Brand image reflects a customer's perception of a brand based on their experiences and the brand's reputation. A well-established brand image can significantly enhance satisfaction by reinforcing trust and meeting customer expectations, which in turn fosters long-term loyalty. Akbari et al. (2024) emphasize that a strong brand image positively impacts customer satisfaction by creating favorable impressions that align with consumer needs and desires.

Brand image is a key determinant of customer satisfaction, as it fosters trust and reinforces positive perceptions of reliability and value. A strong brand image, built through consistent delivery of quality and alignment with customer expectations, enhances satisfaction. By creating favorable associations and meeting consumer needs, a positive brand image plays a crucial role in shaping customer experiences and driving satisfaction.

H6: Brand image has a positive and significant effect on customer satisfaction.

2.3.7 The Influence of Purchasing Decisions on Customer Satisfaction

Purchasing decisions are critical in determining customer satisfaction as they reflect the alignment between customer expectations and the actual performance or value of the product purchased. A purchasing decision is often influenced by the perceived benefits and quality of the product, which directly impacts whether customers feel satisfied or dissatisfied. Satisfaction arises when the decision to purchase meets or

exceeds the expected value, reinforcing a positive perception of the product (Rivai & Zulfitri, 2021).

Customer satisfaction is strongly tied to the quality of decisions made during the purchase process. The greater the perceived value and benefits derived from the purchase, the higher the satisfaction level. Danu Praja & Haryono, (2022) highlight that satisfaction is a result of the alignment between customer expectations and the value received, emphasizing the role of justified purchasing decisions in fostering satisfaction.

Purchasing decisions are a key factor in determining customer satisfaction, as they reflect the alignment between what customers expect and the value they receive from a product. When the benefits and quality of a product meet or exceed expectations, satisfaction increases, reinforcing positive perceptions and trust in the brand. Well-informed and justified purchasing decisions play a crucial role in fostering customer satisfaction.

H7: Purchasing decisions have a positive and significant effect on customer satisfaction.

2.3.8 The Role of Purchase Decisions as Mediate Variable Between Product Quality Toward Customer Satisfaction

Product quality is a fundamental factor influencing both purchasing decisions and customer satisfaction. High-quality products meet customer expectations, leading to favorable purchase decisions that further reinforce satisfaction. A purchasing decision acts as a mediator, reflecting the customer's assessment of the product's ability to fulfill their needs. The alignment between perceived quality and purchasing decisions contributes significantly to overall satisfaction (Rivai & Zulfitri, 2021).

Product quality directly impacts customer satisfaction and indirectly influences it through purchasing decisions. Customers are more likely to feel satisfied when their decision to purchase is justified by the high quality of the product. This relationship underscores the importance of maintaining superior product standards to enhance satisfaction through the purchase decision-making process (Permatasari & Rubiyanti, 2021).

Product quality plays a critical role in shaping customer satisfaction both directly and indirectly through purchasing decisions. High-quality products that align with customer expectations enhance the perceived value of purchases, leading to

favorable buying decisions. These decisions, in turn, strengthen customer satisfaction by validating the product's ability to meet or exceed expectations. The mediating role of purchasing decisions highlights the importance of maintaining superior product standards to foster customer trust and loyalty, ultimately contributing to sustained satisfaction and long-term success.

H8: Product quality has a positive and significant effect on customer satisfaction with purchasing decisions as mediate variable.

2.3.9 The Role of Purchase Decisions as Mediate Between Price Perception Toward Customer Satisfaction

Price perception is a crucial determinant of purchasing behavior and customer satisfaction. When customers perceive a product's price as fair and aligned with its perceived value, it can encourage positive purchasing decisions. These decisions, in turn, reinforce satisfaction as they validate the perceived worth and benefits of the purchase. The relationship highlights that satisfaction is enhanced when purchasing decisions act as a mediator between price perception and the actual value received by customers (Rivai & Zulfitri, 2021).

Price perception influences how customers evaluate the balance between cost and benefit. Fair and competitive pricing encourages purchasing decisions by meeting customer expectations regarding value. These decisions significantly impact customer satisfaction by validating their investment in the product. Prior studies support the role of price perception as a critical factor in driving satisfaction through its effect on purchasing behavior (Essardi et al., 2022).

Price perception plays a significant role in shaping customer satisfaction, both directly and indirectly through purchasing decisions. Fair and reasonable pricing fosters positive purchase decisions, which validate customer expectations and enhance satisfaction. This relationship underscores the importance of aligning price strategies with perceived value to drive both purchasing behavior and long-term customer loyalty.

H9: Price perception has a positive and significant effect on customer satisfaction with purchasing decisions as mediate variable.

2.3.10 The Role of Purchase Decisions as Mediate Between Brand Image Toward Customer Satisfaction

Brand image plays a critical role in shaping customer satisfaction by influencing the perceptions and decisions of consumers. A strong brand image enhances trust and creates positive associations, encouraging customers to make favorable purchasing decisions. These decisions, in turn, mediate the relationship between brand image and customer satisfaction, as they validate the expectations customers hold about the brand. This dynamic underscores the importance of brand image in driving satisfaction through its impact on purchase behavior (Rivai & Zulfitri, 2021).

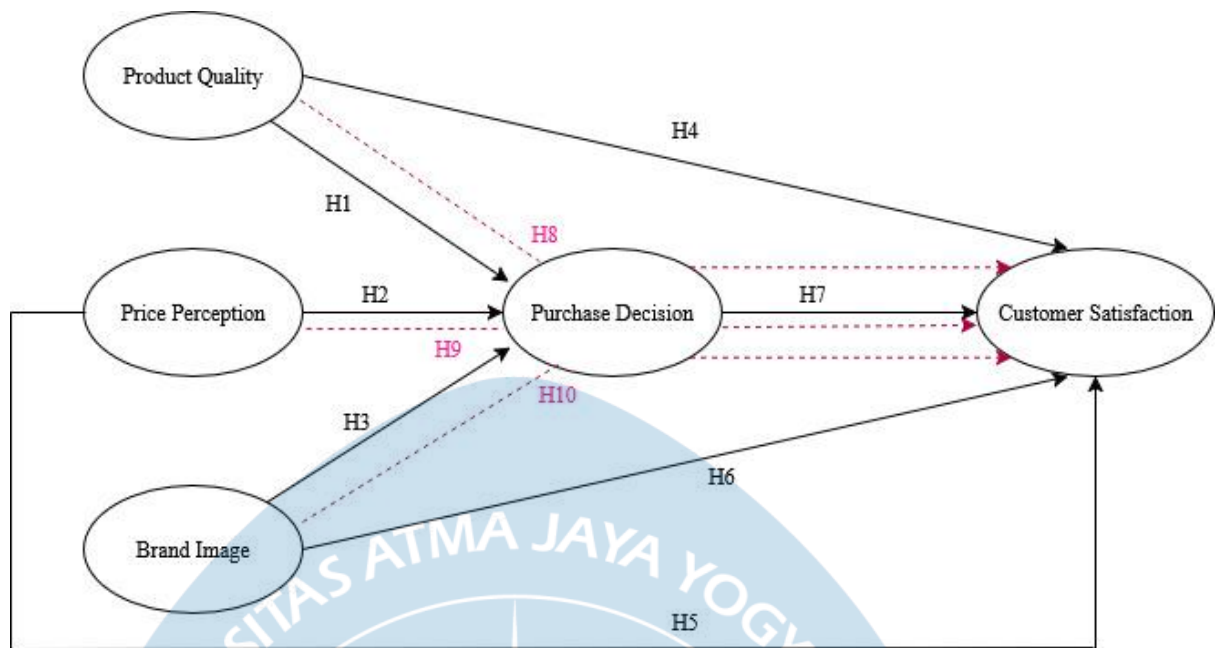
Brand image reflects a customer's perception of the brand, which includes trustworthiness, reputation, and alignment with customer needs. A favorable brand image can strengthen purchase decisions, leading to higher satisfaction levels. Research demonstrates that the influence of brand image on customer satisfaction is amplified when mediated by thoughtful and justified purchasing decisions (Arindaputri & Santoso, 2023).

Brand image significantly impacts customer satisfaction by fostering trust and positive perceptions, which encourage favorable purchasing decisions. These decisions serve as a mediator, validating customer expectations and enhancing satisfaction. Strengthening brand image and ensuring it aligns with customer needs can effectively increase satisfaction and drive long-term loyalty. This relationship underscores the strategic importance of brand management in achieving sustained customer satisfaction.

H10: Brand image has a positive and significant effect on customer satisfaction with purchasing decisions as mediate variable.

2.4 RESEARCH FRAMEWORK

This research uses five variables consisting of Product Quality, Price Perception, Brand Image, Purchasing Decisions and Customer Satisfaction. The model shown in the image below proposes that Product Quality influences purchasing decisions, Price Perception influences Purchase Decisions, Brand Image influences purchasing decisions, Product Quality influences Customer Satisfaction, Price Perception influences Customer Satisfaction, Brand Image influences customer satisfaction and finally, purchasing decisions have a significant effect on Customer Satisfaction.



Notes: The model distinguishes between direct and mediated relationships using different line styles. Solid lines represent direct effects between the independent variables and the dependent variable. Dashed lines indicate mediated effects.

Source: Rivai & Zulfitri (2021)

Figure 2. 1 Research Framework