

THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

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ABSTRACT

Product quality and brand image are factors that are thought to be relatively large in influencing purchasing decisions at the Demak Snow Grilled Chicken Restaurant, where customer satisfaction is an intervening variable. This research aims to examine and analyze the influence of Product Quality and Brand Image on Purchasing Decisions through Customer Satisfaction as an intervening variable for customers at the Demak Snow Grilled Chicken Restaurant. The dependent variable used in this research is Purchase Decision (Y), the intervening variable used is Customer Satisfaction (Z), while the independent variables used are Product Quality (X1) and Brand Image (X2).

The sample in this study was 96 respondents. The sampling technique used purposive sampling with the criteria being that the respondent was at least 18 years old. The analytical method used is Convergent Validity, Discriminant Validity. Composite Reliability, Inner model. The results of the research conducted show that Product Quality and Brand Image have a positive and significant effect on Customer Satisfaction, the Product Quality and Brand Image variables have a negative and significant effect on Purchasing Decisions, the Product Quality variable has a positive and significant effect on Purchasing Decisions through Customer Satisfaction, and the variables Brand Image has a positive and significant effect on Purchasing Decisions through customer satisfaction.

KEYWORDS: Product Quality, Brand Image, Purchasing Decisions and Customer Satisfaction

1. INTRODUCTION

In the current era of globalization, the business world is developing very rapidly. Many companies compete to dominate the existing market share, namely by making good marketing plans in order to get a positive image in the minds of consumers. Currently, one of the businesses that is developing in Indonesia is the culinary business, which is a very promising business. Discussing the culinary business, each region and each city definitely has its own characteristics. In competition, a business must be required to carry out strategies so that its business remains standing.

One of the strategies implemented is to always try to understand consumer behavior in improving purchasing decisions. And namely the marketing strategy of implementing a target market and marketing mix. Restaurant owners need to consider marketing strategies that focus on product quality and brand image to increase income and consumer purchasing decisions. First, focus on improving product quality, both in terms of taste, texture, presentation, and the ingredients used. In this regard, it is important for companies to know consumer behavior in purchasing a product and how to make purchasing decisions.

The large number of business opportunities that have emerged has resulted in an increase in the number of businesses of a similar nature, causing increasingly tight competition. So, to deal with such situations and circumstances, business actors must be able and quick and responsive in making decisions so that the business they establish can develop well. Business actors are required to be able to defend the market and win the

competition. In order to win the competition, companies must be able to understand the needs and desires of their customers. By understanding how to attract customers, you will deliver. important input for companies to design marketing strategies in order to maintain market share. One strategy in marketing to attract consumer interest is to pay attention to product quality, apart from that it is also closely related to creating opportunities to compete so that the company can generate maximum profits. The large number of business competitions in the culinary sector forces producers to be good at making the products they produce, one of which is a business in Demak Regency.

The same thing happened in Demak Regency, Central Java. In this district, many companies are developing food businesses and all are competing to win consumers' trust that the products they offer are the best, starting from a small scale such as stalls, restaurants and cafes. A restaurant or restaurant is a place or building organized on a commercial basis, which provides good service to all its consumers, both in the form of food and drinks.

This snow grilled chicken restaurant is very famous in the Demak District and surrounding areas because it has a distinctive taste that is different from other grilled chicken restaurants. Even though restaurants and eating places have developed in the Demak area, the existence of the Snow Grilled Chicken restaurant is still a destination for Demak city residents, tourists and other passing motorists.

Table 1. Sales Data for Demak Snow Grilled Chicken Restaurant Year (2022-2024)

MONTH	2022	2023	2024
January	Rp 12.477.500	Rp 8.320.500	Rp 7.005.000
February	Rp 11.357.000	Rp 9.420.000	Rp 8.249.500
March	Rp 10.946.000	Rp 9.201.200	Rp 7.647.500
April	Rp 10.117.000	Rp 9.003.500	Rp 6.495.000
May	Rp 9.723.500	Rp 8.473.000	Rp 9.172.000
June	Rp 9.135.000	Rp 8.834.000	Rp 9.983.500
July	Rp 9.211.000	Rp 7.238.500	Rp 8.456.000
August	Rp 10.125.000	Rp 8.179.000	Rp 9.834.000
September	Rp 8.323.500	Rp 6.293.000	Rp 9.854.000
October	Rp 7.545.500	Rp 5.824.600	Rp 7.755.000
November	Rp 7.023.000	Rp 5.382.900	Rp 6.545.500
December	Rp 9.394.000	Rp 5.247.800	Rp 8.274.000
TOTAL	Rp 115.378.000	Rp91.418.000	Rp 99.271.000

Source: Sales Data of Demak Snow Grilled Chicken Restaurant (2022-2024)

Based on the data listed in table 1. above, it can be seen that sales data for the Demak Snow Grilled Chicken Restaurant in 2022-2024 had an average sales level that was unstable or experienced ups and downs each year or month. In January 2019 sales were the highest and in December 2020, sales was the lowest sales. This was also realized by the owner of the Demak snow grilled chicken restaurant in order to further improve the quality of the product and provide an attractive brand image in order to increase the number of customer.

Kotler and Armstrong (2018) in the article (Septiano & Sari, 2021) and hearing (Hilmi, n.d.) about The Marketing Process Concept explain that purchasing decisions are a process where consumers recognize their problems, explore information about a product or brand and consider how well each alternative can solve the problem, which then leads to the decision to buy. Purchasing decisions by consumers are decisions that involve perceptions of brand image. Of the many factors that have an influence on a person's decision to purchase a product, research is by examining the marketing mix and consumer behavior. According to Kotler (2017), quoting from the article (Darmansah & Yosepha, 2020) and (Septiano & Sari, 2021) a purchasing decision is a stage in the purchasing decision making process, where consumers actually buy a product. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

Meanwhile, according to Pratiwi, Pradiani, and Alamsyah (2022), quoting from various articles related, including (Lestari & Suryani, 2021), (Sudjatmoko et al., 2022), (Purwaningsih, 2023), and (Irawan, 2023) related to purchasing decisions are an integration process by combining knowledge to evaluate two or more alternative behaviors and choosing one of them. Based on the definition of purchasing decisions, it can be concluded that purchasing decisions are a process where a consumer determines ways and alternatives to solve the desired problem. If consumers feel satisfied with the products they buy, this results in increased self-satisfaction in their future purchasing decisions.

Customer satisfaction is the most important factor in building purchasing decisions. Poniman and Choerudin (2017) quoting from article (Guido, 2018) state that customer satisfaction is the customer's response to evaluating the inconsistency between what is felt and what is expected from the product's performance after use. Customer satisfaction can provide benefits, including creating a harmonious relationship between the company and customers. Apart from that, with proper management, satisfaction will create purchasing decisions and become a strategic asset for the company.

Meanwhile, according to Septianto and Tjiptono (2019) quoting article from (S & Suhermin, 2022), satisfaction can be interpreted as an effort to fulfill something or make something adequate. The satisfaction of a consumer who buys a product is a function of how close the buyer's expectations are for the product they buy to the perceived benefits of the product. Consumers who feel satisfied with a product they buy tend to say good things about the brand of that product to other people

In this case, the level of customer satisfaction can be formed because of the form of the product and service, or regarding the product or service itself. So, to meet customer satisfaction can be measured from the cognitive side of buyers who feel appreciated for the sacrifices made, whether they are equivalent to the sacrifice or not. Customer satisfaction can be created due to one factor, namely customer experience. Customer satisfaction is closely related to the quality of the products presented. Product quality is one of the main factors that shapes customer perceptions of the value they receive from a product or service. When the products offered meet or even exceed consumer expectations, this results in a high level of satisfaction. Customers are satisfied with products that have good quality because they meet their needs and intended use. Customer satisfaction is also influenced by quality aspects such as reliability, durability, aesthetics and product performance. Products that are well designed and have features that match customer desires will increase satisfaction levels, trigger positive reactions, and encourage customers to remain loyal to the brand.

Product quality is the durability of a product that someone uses according to its function. The main factors that a person considers in determining the purchase of a product. According to (Daga, 2017), quoting from article (Suwardi & Salsabila, 2023) Product Quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Meanwhile, according to (Marpaung et al., 2020) quoting from article (Marpaung et al., 2023) states that product quality is the ability of a company to provide an identity or characteristic to each of its products so that consumers can recognize the product. If consumers feel satisfied with the products they buy, this results in increased self-confidence in purchasing decisions. them in the future, product quality plays an important role in shaping the product image of a brand. Product image is the perception or impression that consumers have of the product. Product quality is the core element that forms a positive or negative image. Products that have good qualities, such as durability, reliability and superior performance, will form a strong and positive product image in the eyes of consumers. Consumers tend to associate product quality with trust and satisfaction, which in turn influences their perception of the brand as a whole.

Brand image is the consumer's view and assessment of a particular brand which originates from their own or other people's experiences. Brand Image according to (Rizki & Prabowo, 2022) is the buyer's understanding and trust in the brand. If the public's response to a company's image is good, then the company's brand image will always be considered good for the future. According to (Supriyadi et al., 2020) brand image is a series of associations that exist in consumers' minds towards a brand, usually organized into a meaning. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. Images or associations represent perceptions that can reflect objective reality or not. The image formed from this association is the basis for consumer purchasing decisions. every product that appears on the market, and companies also need information about the factors that can influence consumers in making purchasing decisions for a product, including factors that play a role in consumer purchasing decisions such as product quality and brand image.) a product.

2. LITERATURE REVIEW

Buying Decision

A decision is a selection of two or more options, in other words, alternative options must be available to someone when making a decision. Every consumer makes various kinds of decisions regarding searching, purchasing, using various products and brands at any given period. Purchasing Decisions are a problem solving process consisting of analyzing or recognizing needs and desires, searching for information, assessing selection sources for purchasing alternatives, purchasing decisions, and behavior after purchase (Kotler and Armstrong, 2018) quoting article from (Harahap & Amanah, 2018). Purchasing decisions according to (Assauri, 2017) quoting article from (Harahap & Amanah, 2018) are a process of making decisions about purchasing which includes determining what to buy or not to buy and this decision is obtained from previous activities.

The decision-making process often involves several decisions. Purchasing decisions are a process approach to problem solving which consists of recognizing the problem, searching for information, researching several alternatives, making purchasing decisions and post-purchasing behavior that consumers go through (Kotler and Keller, 2016) quoting article about (Harahap & Amanah, 2018). A decision involves two or more alternative actions. Decisions always require a choice between several different behaviors. Consumer behavior describes how consumers make purchasing decisions and how they use and manage the purchase of goods or services. Various factors can influence consumers in deciding to purchase a product or service. Every manufacturer must implement various strategies so that consumers decide to buy their products. Therefore, purchasing decisions are a process of selecting one of several alternative problem solutions with real follow-up.

Customer Satisfaction

Kotler and Armstrong (Imam, 2016) quoting article from (Imran & Muh. Asdar2, 2022) define customer satisfaction as a purchase depending on the actual product performance, so that it meets the buyer's expectations. Meanwhile, according to (Haromain & Suprihadi, 2016) customer satisfaction is the extent to which the benefits of a product are felt as expected. Customers are not satisfied if the results do not match expectations. According to Tjiptono (Yessi, 2019), satisfaction is a post-purchase evaluation where the alternative chosen is at least the same as or exceeds consumer expectations. Meanwhile, dissatisfaction arises if the results (outcome) do not meet expectations. So it can be concluded that customer satisfaction is a person's feeling of pleasure or disappointment with a product or service that is obtained or has been purchased after comparing the performance with the expectations obtained and felt by consumers. Consumers feel satisfied if the employee's performance is deemed to exceed expectations, and conversely if the performance is deemed not to exceed expectations then consumers are not satisfied.

Product Quality

Kotler and Armstrong (2018) quoting from the book *Marketing for the Non – Profits Sectors* by (Hannagan, 1992) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Products include more than just tangible objects, such as cars, clothes, or cell phones. Broadly defined, products also include services, events, people, places, organizations, and ideas or a mixture of these. Product quality is everything that can be offered to the market to get attention, be purchased, used, or consumed that can satisfy wants and needs (Kotler, 2012: 22) quoting from Webpage *Understanding Product Quality: What it is and Why it Matters* (Indeed, 2023). Conceptually, a product is a producer's subjective understanding of something that can be offered as an effort to achieve organizational goals or desires through fulfilling consumer needs and desires, in accordance with the organization's competence and capacity as well as market purchasing power. Product quality indicators in this research can be measured through: Performance, Design and Durability (Andrianto, 2013).

According to Kotler and Armstrong (2011:272) quoting from article (Imaroh, 2020). States that product quality is one of the marketers' main positioning tools. Quality has a direct impact on the performance of a product or service. Therefore, quality is closely related to customer value and satisfaction. In a narrower sense, quality can be defined as "free from damage". According to Daga (2017:37) quoting article from (Albari & Kartikasari, 2020) states that product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Citra Merek

Kotler and Keller (2017) quoting from article (Merinda & Suryawardani, 2020) explain that brand image describes the extrinsic properties of a product or service, including the ways in which brand meets customers' psychological or social needs. Kotler and Armstrong (2018) quoting from article (Alhaddad, 2015) state that brand image is a set of beliefs held about a particular brand. Consumer trust in a particular brand and how consumers view a brand. A positive brand image will make consumers like a product with the brand in question in the future, while for

producers a good brand image will inhibit competitors' marketing activities. When a brand image is able to build the character of the product and provide a value proposition, then convey the character of the product to consumers in a unique way, it means that the brand has provided an emotional power that is more than the rational power that the product has. This will make consumers feel at ease.

3. LOGICAL RELATIONSHIPS BETWEEN VARIABLES

The relationship between product quality and customer satisfaction

Product quality is anything that can be offered to the market to get attention, be purchased, used or consumed that can satisfy wants and needs (Kotler, 2012:22) quoting from the book (Hannagan, 1992). The relationship between product quality and customer satisfaction is a crucial aspect in modern marketing. Product quality refers to the degree to which a product meets or exceeds consumer expectations and needs. This quality includes functional aspects, reliability, durability, features, aesthetics and ease of use of the product. When a product meets or even exceeds customer expectations, this increases customer satisfaction levels. Customer satisfaction is a customer's emotional and psychological response to their experience with a product or service. So, the higher the product quality, the more likely customers will be satisfied and contribute positively to customer loyalty and retention. According (Wirawan et al., 2019) Product quality has a significant effect on customer satisfaction. Based on the description above, the following hypothesis can be put forward: H1: Product quality has an effect on customer satisfaction.

The relationship between brand image and customer satisfaction

According to (Batey, 2008) brand image is a description of the associations, beliefs and feelings that consumers have about a brand. Then (Prihatminingtyas & Setyowati, 2014) explained that customer satisfaction is a customer's feeling of happiness or disappointment which comes from a comparison between his impression of the performance (results) of a product and his expectations. Research result (Paludi & Nurchorimah, 2021) shows that brand image has a significant effect on customer satisfaction. If the customer's perception of the brand image of the product they purchase is good, it will increase customer satisfaction with the product purchased from that brand. So it can be hypothesized that: H2: brand image influences customer satisfaction

The relationship between product quality and purchasing decisions

Kotler & Armstrong (2008) stated that product quality is one of the main positioning tools for marketers. Then obey Kotler & Armstrong (2008) The consumer's purchasing decision is to buy the most preferred brand, but two factors can stand between purchase intention and decision. The first factor is the attitude of other people, the second factor is unexpected situational factors. Research result (Paludi & Nurchorimah, 2021) shows that product quality has a significant effect on purchasing decisions. Product quality is one of the main factors that someone will consider when deciding to purchase a product. If the product quality is good then customers will decide to buy the product. So it can be hypothesized that: H3: product quality influences purchasing decisions

The relationship between brand image and purchasing decisions

According to Rangkuti (2009) Brand image is a brand perception that is connected to brand associations that are embedded in consumer memory.

Kotler & Armstrong (2008) states that in the evaluation stage, consumers determine brand ratings and form purchase intentions. In general, consumer purchasing decisions are to buy the most preferred brand, but two factors can be between purchasing intentions and purchasing decisions. Research result (Paludi & Nurchorimah, 2021) shows that brand image has a significant influence on purchasing decisions. If the brand has a positive image, it will be easier for customers to get to know the product and make purchasing decisions. A good brand image can influence customers to purchase products from that brand. So it can be hypothesized that: H4: brand image influences purchasing decisions

The relationship between customer satisfaction and purchasing decisions

According to Kotler & Armstrong (2008) In the evaluation stage, consumers determine brand ratings and form purchase intentions. In general, consumer purchasing decisions are to buy the most preferred brand, but two factors can be between purchasing intentions and purchasing decisions. (Tuti et al., 2020) explains that customer satisfaction can be defined simply as a situation where customer needs, desires and expectations can be met through the products consumed. Research result (Paludi & Nurchorimah, 2021) shows that customer satisfaction has a significant influence on purchasing decisions. When someone decides to buy a product and the purchase of

the product does not disappoint, the customer will feel satisfied with the product they have purchased. So it can be hypothesized that: H5: customer satisfaction influences purchasing decisions

The relationship between product quality and purchasing decisions through customer satisfaction as an intervening variable

According to Kotler & Armstrong (2008), *product quality is one of the main positioning means of marketers. Quality has a direct impact on product or service performance, therefore quality is closely related to customer value and satisfaction. Customer satisfaction is one of the goals of product marketing where product purchase and consumption will be linked to consumer behavior after purchasing the product. Then obey* Kotler & Armstrong (2008) In the evaluation stage, consumers determine brand ratings and form purchase intentions. In general, consumer purchasing decisions are to buy the most preferred brand, but two factors can be between purchasing intentions and purchasing decisions. The first factor is the attitude of other people and the second factor is unexpected situational factors. Research result Tjahjono, *et.al.*, (2021); Hartono & Wahyono (2015) in (Paludi & Nurchorimah, 2021) shows that there is a direct influence of *product quality* on customer satisfaction through purchasing decisions. This shows that purchasing decisions are a pathway to achieving customer satisfaction on the influence of product quality. So customer satisfaction is obtained by improving product quality which influences purchasing decisions and the impact will increase customer satisfaction. So it can be hypothesized that: H6: product quality can influence decisions

The relationship between brand image and purchasing decisions through customer satisfaction

Kotler dan Armstrong (2018) states that brand image is a set of beliefs held about a particular brand. The relationship between brand image, customer satisfaction, and purchasing decisions is a series of interrelated processes in the consumer's decision to purchase a product or service. Brand image, as an initial factor, plays an important role in shaping consumer perceptions of a particular brand. Consumers form judgments about quality, reliability, reputation and brand associations based on the image they have. A positive brand image can influence customer satisfaction by building expectations that match the actual performance of the product or service offered by the brand. Customer satisfaction, as an intervening variable, acts as a bridge between a good brand image and purchasing decisions. High levels of satisfaction encourage consumers to choose and purchase the brand's products or services, creating a positive cycle that strengthens the relationship between a strong brand image and purchasing decisions. In this context, customer satisfaction mediates the influence of brand image on purchasing decisions. A convincing and positive brand image can increase customer satisfaction by meeting or even exceeding consumer expectations. Customer satisfaction then becomes a determining factor that directs consumers to choose that brand when making purchasing decisions. Consumers tend to choose products or services from brands that have provided positive experiences and meet their needs well. Therefore, understanding the dynamics between brand image, customer satisfaction and purchasing decisions is key for companies in designing effective marketing strategies to build consumer loyalty and increase sales.

H7: Brand image influences purchasing decisions through customer satisfaction

Theoretical Framework of Thought

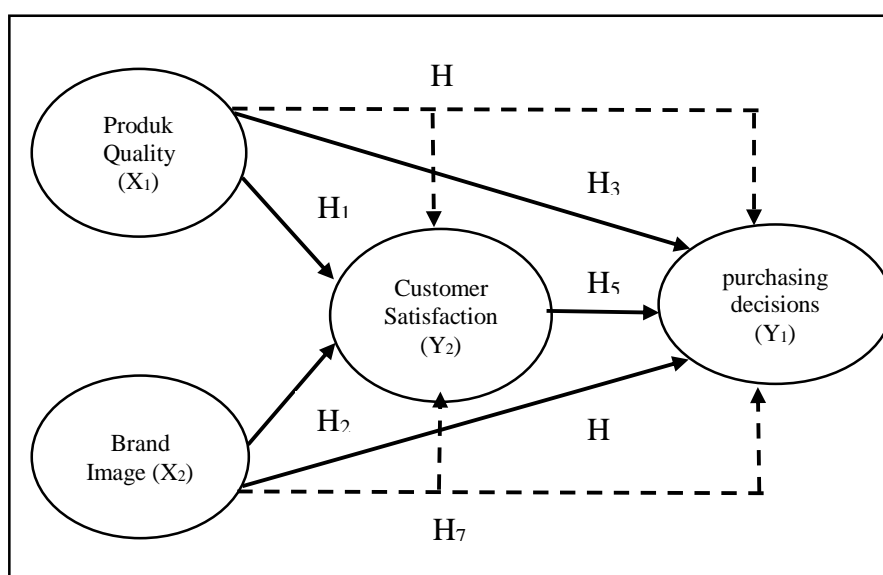


Figure 1. Theoretical Thinking Framework

Hypothesis Formulation

H1: Product Quality has a Significant Positive Influence on Customer Satisfaction

H2: Brand Image Has a Significant Positive Influence on Customer Satisfaction

H3: Product quality has a significant positive effect on purchasing decisions

H4: Brand image has a significant positive effect on purchasing decisions

H5: Customer Satisfaction has a Significant Positive Influence on Purchasing Decisions

H6: Product quality can have a positive and significant effect on purchasing decisions through customer satisfaction

H7: Brand Image can have a significant positive effect on purchasing decisions through Customer Satisfaction

4. RESEARCH METHODS

Research variable

A research variable is anything in the form determined by the researcher to be studied so that information about it is obtained, then conclusions are drawn (Sugiyono, 2015). Research variables consist of two types, namely: dependent variables or variables that depend on other variables, and independent variables or variables that do not depend on other variables. The variables used in this research are:

Dependent variable

Variabel dependen (Y), merupakan variabel yang dipengaruhi atau yang menjadi akibat, karena adanya variabel bebas (Sugiyono, 2015). Hakekat sebuah masalah mudah terlihat dengan mengenali berbagai variabel dependen yang digunakan dalam sebuah model. Variabilitas dari atau atas faktor inilah yang berusaha untuk dijelaskan oleh seorang peneliti (Ferdinand, 2006). Dalam penelitian ini yang menjadi variabel dependen adalah: Keputusan Pembelian (Y).

Independent variable

Independent variable (X), Independent Variable is a variable that influences or is the cause of the change or emergence of the dependent variable (Sugiyono, 2015).

The independent variables in this research are:

Product quality (X1)

Brand Image (X2)

Variabel Intervening

Sugiyono (2017) intervening variables are the influence of the relationship between two independent and dependent variables. Intervening variables can theoretically influence the relationship between independent and dependent variables into an indirect relationship. The intervening variable used in this research is consumer trust (m).

Operational definition

An operational definition of a variable is a definition given to a variable by giving or specifying activities or justifying an operation needed to measure that variable. (Sugiyono, 2012). The operational definitions of this research variable are explained in Table 3.1 as follows:

Table 2. Operational Definitions and Indicators

No	Variable name	Variable definition	Indicator	Source
1	Product quality	Product quality is performance as an illustration directly from a product, reliability, easy to use, aesthetics and so on	1. Performance 2. Privileges Addition 3. Reliability 4. Conformity with Specification 5. Aesthetics	(Lystia et al., 2022)
2	Brand image	Brand image describe traits product extrinsic or services, including ways where brand meets psychological needs or customer social	1. Brand Identity (Brand Identity) 2. Brand Personality (Brand Personality) 3. Brand Association (Brand Association) 4. Attitudes and Behavior Brand (Brand Attitude and Behavior)	(Cahyo et al., 2022)
3	Buying decision	Buying decision is a process where consumers know the problem is, looking information about the product or certain brands and evaluate well each alternative it can solve it The problem is, that's later leads to a decision purchase	1. Steadiness in a product 2. Deep habits buy products 3. Deliver recommendation to others 4. Make a purchase Repeat	(Aslinda et al., 2022)
4	Customer satisfaction	Customer satisfaction is the extent to which the benefits of a product are perceived as expected. Customers are not satisfied if the results do not match expectations	1. Matching Expectations 2. Interest in Returning 3. Willingness to Recommend	(Indrasari, 2019)

Research Object, Population, and Sample Determination

The object of this research is the Demak Snow Grilled Chicken Restaurant located at Jalan Sultan Fatah Bogorame, Demak, Central Java. The reason for selecting research objects based on the dominance of residents of the area is to save costs, time and energy because the researcher's domicile is close to the research site.

Population

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2015). The population in this research is all buyers at the Demak Snow Grilled Chicken Restaurant located at Jalan Sultan Fatah Bogorame,

Demak, Central Java. the number of which is unknown.

Sample

The sample is a part of the whole and the characteristics possessed by a population. If the population is large, it is certainly not possible for researchers to study everything in that population, some of the obstacles that will be faced include limited funds, energy and time, so in this case it is necessary to use samples taken from that population (Sugiyono (2008:118). Researchers took samples of consumers who bought at the Demak Snow Grilled Chicken Restaurant located at Jalan Sultan Fatah Bogorame Demak. The sample used in this research was 96 respondents.

5. DATA SOURCE TYPE

Date Example

Primary data is data obtained directly from a data source, observed and recorded for the first time (Khoirulloh, 2018). The primary data sources can be obtained directly from the field, either from interviews. The distribution of the questionnaire was carried out face to face with customers of the Swiss House Bakery, in Demak City, Demak District and by distributing a link to fill out the questionnaire. The primary data that will be explored is the identity of the respondent regarding the research variables product quality, brand image, purchasing decisions and customer satisfaction.

Secondary Data

Secondary data is data that the author has attempted to collect himself (Khoirulloh, 2018). Secondary data is obtained through other parties, or historical reports that have been compiled in published archives, such as journals or articles.

Data source

Based on the data obtained, data sources are divided into two, namely primary data sources and secondary data sources. Primary data is data obtained directly from a data source, observed and recorded for the first time (Khoirulloh, 2018). The primary data sources can be obtained directly from the field, either from interviews. Secondary data is data that the author has attempted to collect himself (Khoirulloh, 2018). Secondary data is obtained through other parties, or historical reports that have been compiled in published archives, such as journals or articles. The data source used in this research is the answers obtained from the questionnaire distributed to all respondents.

Method of collecting data

Data collection methods in scientific research are intended to obtain materials that are relevant, accurate and reliable. The data collection method in this research was carried out in the following way:

Data was collected using a survey method through questionnaires to consumers who were customers of the Demak Snow Grilled Chicken Restaurant, in Demak, Demak District. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Khoirulloh, 2018).

Data analysis method

Data processing in this research uses smartPLS SEM (Partial Least Square - Structural Equation Modeling) software. PLS has the ability to explain the relationship between variables and the ability to carry out analyzes in one test. The purpose of PLS is to help researchers to confirm theories and to explain whether or not there is a relationship between latent variables. According to Ghazali & Latan (2015) the PLS method is able to describe latent variables (not directly measurable) and is measured using indicators. The author uses Partial Least Square because this research is a latent variable that can be measured based on the indicators so that the author can analyze it with clear and detailed calculations. The purpose of the PLS model is to help researchers find latent variables for prediction purposes, which in the model are linear aggregates of indicators (Ghozali & Latan, 2015). The weight estimate for creating latent variable scores is obtained based on how the inner model (structural model that connects latent variables) and outer model (measurement model, namely the relationship between indicators and their constructs) are specified. The result is that the residual variance of the dependent variable (both latent and indicator variables) is minimized.

Evaluation of the Measurement Model (Outer Model)

Outer model often also called (outer relation or measurement model) which defines how each indicator block is related to its latent variable. The equation for blocks with reflexive indicators can be written as follows: Where x and y are indicator variables for exogenous and endogenous latent variables and, while w and v are *matrix loading* which describes the simple regression coefficient that connects the simple regression coefficient that connects the latent variable with its indicators. Residuals are measured with u and v and can be interpreted as measurement error

Validity test

Validity tests are carried out to determine the ability of the research instrument to measure what it should measure, Abdillah (2009).

Reliability Test

Meanwhile, the reliability test is used to measure the consistency of measuring instruments in measuring a concept or can also be used to measure the consistency of respondents in answering question items in questionnaires or research instruments.

6. STRUCTURAL MODEL TEST (INNER MODEL)

Inner model, namely the specification of relationships between latent variables (structural model), also called inner relations, describing the relationships between latent variables based on substantive research theory.

R-Square (R^2)

Structural assessment begins by looking at the R-squares value for each endogenous variable value as the predictive power of the structural model. Changes in the R-squares (R^2) value can be used to explain the influence of certain exogenous latent variables on whether endogenous latent variables have a substantive influence. Rsquares values of 0.75, 0.50 and 0.25 can be concluded that the model is strong, moderate and weak (Hair et al. in Ghozali and Latan (2015). The results of PLS R-squares represent the amount of variance of the construct explained by the model (Ghozali and Latan, 2015). The higher the R^2 value means the better the prediction model and research model proposed.

Q²Predictive Relevance

Apart from looking at the R-square size, PLS model evaluation can also be done with Q² predictive relevance or predictive sample reuse to represent synthetic cross-validation and fitting functions with predictions from observed variables and estimates from construct parameters. A Q² value > 0 indicates that the model has predictive relevance, while a Q² value < 0 indicates that the model lacks predictive relevance (Ghozali and Latan, 2015). Q² measures how well the observed values are generated by the model and also its parameter estimates.

Hypothesis testing

In assessing the significance of the influence between variables, it is necessary to carry out a bootstrapping procedure. The bootstrap procedure uses the entire original sample for resampling. Hair et al. (2011) and Henseler et al. (2009) suggests a number of bootstrap samples of 5,000, noting that this number must be greater than the original sample. However, some literature (Chin, 2003; 2010a) suggests that a number of bootstrap samples of 200-1000 is sufficient to correct the standard error of the PLS estimate (Ghozali and Latan, 2015). In the bootstrap resampling method, the significance values used (two-tailed) t-values are 1.65 (significance level = 10%), 1.96 (significance level = 5% and 2.58 (significance level = 1%).

Model Evaluation

The measurement model or outer model with reflexive indicators is evaluated with convergent and discriminant validity of the indicators and composite reliability for the indicator block. The structural model or inner model is evaluated by looking at the percentage of variance explained by looking at the R^2 for the exogenous latent construct using the Stone Gaiser Q Square test measure and also looking at the magnitude of the structural path coefficient. The stability of this was evaluated using a t-test statistic obtained through a bootstrapping procedure. So the full model compiled is:

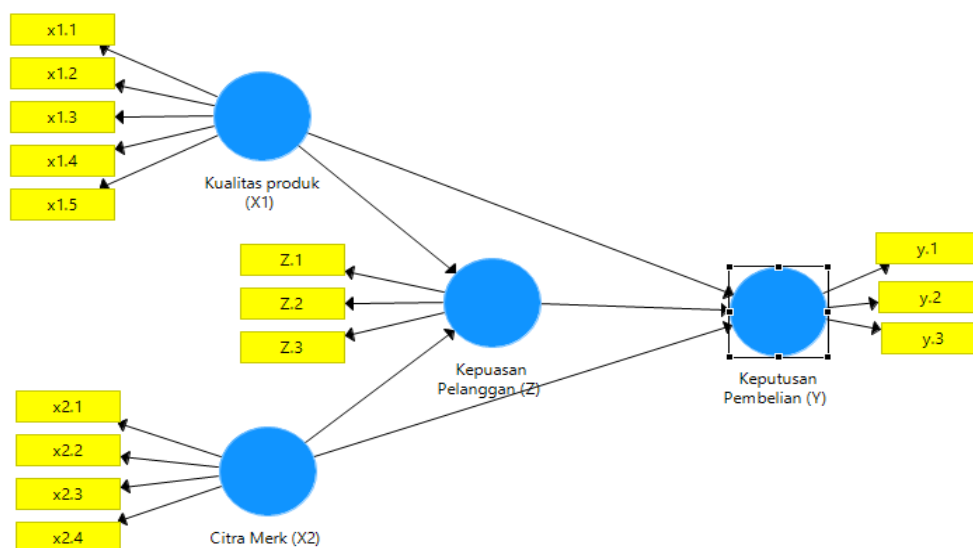


Figure 2. PLS Display
Source: Data Processing with PLS, 2023

7. RESULTS AND DISCUSSION

Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if it is able to reveal something that the questionnaire will measure. This test was carried out using the convergent validity measure in PLS. The convergent validity value of each indicator can be seen from the outer loading value. Individual indicators are considered valid if they have an outer loading value above 0.70. According to Chin (1998). An indicator is said to have good reliability if the outer loading value is above 0.70 (Sarwono, 2016). In this research, a loading factor limit of 0.70 will be used.

Tabel 3. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	$\sqrt{\text{AVE}}$
Brand Image (X2)	0,651	0,806
Customer Satisfaction (Z)	0,641	0,800
Buying decision (Y)	0,664	0,814
Product quality (X1)	0,514	0,716

Reliability Test

Measuring reliability using 2 (two) methods, namely:

a. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time (Ghozali, 2014). Reliability test is the level of stability of a measuring instrument in measuring a symptom/event. The higher the reliability of a measuring instrument, the more stable the measuring instrument is. A construct is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2014).

Tabel 4. Cronbach Alpha

	Cronbach's Alpha
Brand Image (X2)	0,821
Customer Satisfaction (Z)	0,720
Buying decision (Y)	0,747
Product quality (X1)	0,766

Source: Data processing with PLS.2023

Table 4. shows that the Cronbach Alpha results for each construct are good, namely above 0.60.

B. Apart from Cronbach Alpha, assessing the reliability of a construct can also be done by looking at the Composite Reliability between constructs and their indicators which give good results, namely above 0.70. where the loading factor results of 0.70 and above are good

Table 5. Composite Reliability

	Composite Reliability
Brand Image (X2)	0,882
Customer Satisfaction (Z)	0,843
Buying decision (Y)	0,856
Product quality (X1)	0,841

Source: Data processing with PLS.2023

Table 5. shows that the composite reliability results for each construct are good, namely above 0.7. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.70 (Ghozali, 2014). It can be seen here that the value for all variables has a composite reliability value > 0.70 , meaning it has a good reliability value and can be used for further research processes. What is meant by reliable here is that the indicators used in real research correspond to the real conditions of the research object.

Structural Model Testing (Inner Model)

After the estimated model meets the discriminant validity criteria, the structural model (inner model) is tested. Assessing the inner model is looking at the relationship between latent constructs by looking at the results of the estimated path parameter coefficients and their significance levels (Ghozali, 2014). The following is the Adjusted R-square value for the construct

Table 6. R-Square Adjusted

	R Square	R Square Adjusted
Customer Satisfaction (Z)	0,613	0,604
Purchase Decision (Y)	0,573	0,559

Source: Data processing with PLS.2023

Table 6. shows that the Adjusted R-square value of the Customer Satisfaction (Z) construct is 60.4%. This means that the product quality and brand image variables on customer satisfaction are able to explain the construct of the Customer Satisfaction (Z) variable by 60.4%, while the remainder of $(100\% - 60.4\% = 39.6\%)$ is explained by other variables. Next, the Purchase Decision construct (Y) is 55.9%. This means that the variables Product Quality and Brand Image and Customer Satisfaction are able to explain the construct of the Purchasing Decision variable (Y) by 55.9%, while the remainder of $(100\% - 55.9\% = 44.1\%)$ is explained by other variables.

Research Model

The results of data processing using PLS software tools, the output results of the factor loading construct structure model which will explain the relationship between constructs are shown in the following picture:

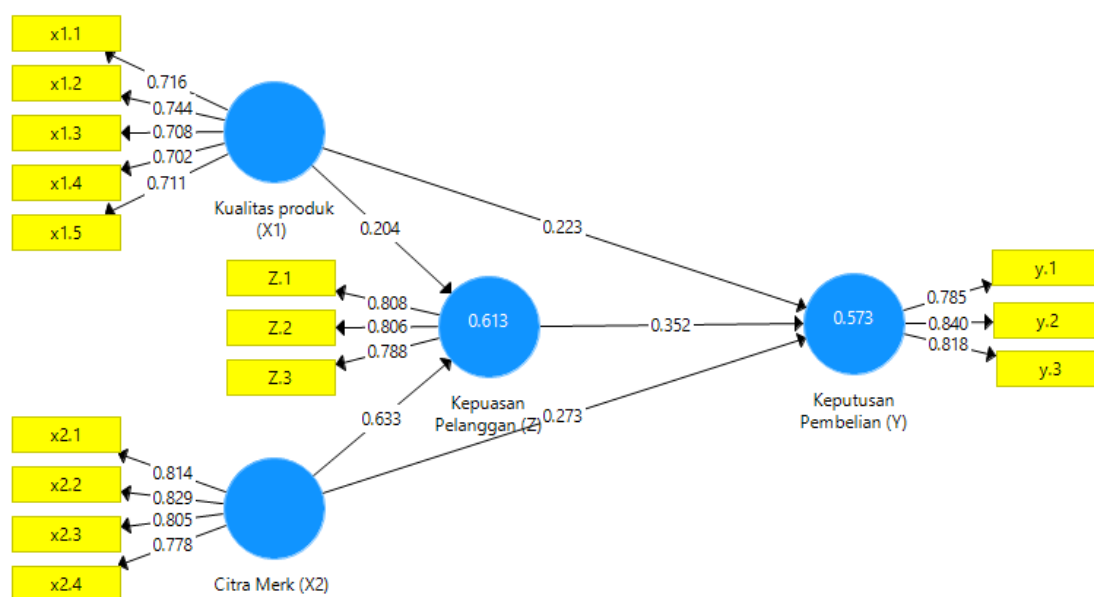


Figure 2. PLS display

To determine whether a hypothesis is accepted or not by comparing the t-count with the t-table with the condition that if the t-count > t-table or p values < the alpha level (0.05), then the hypothesis is accepted. For more details, see Table 4.6 below.

Table 7. Hypothesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X2) -> Customer Satisfaction (Z)	0,633	0,629	0,073	8,675	0,000
Brand Image (X2) -> Purchase Decision (Y)	0,273	0,265	0,132	2,072	0,019
Customer Satisfaction (Z) -> Purchase Decision (Y)	0,352	0,349	0,120	2,929	0,002
Product quality (X1) -> Customer Satisfaction (Z)	0,204	0,209	0,082	2,502	0,006
Product quality (X1) -> Purchase Decision (Y)	0,223	0,227	0,097	2,289	0,011

Source: Data processing with PLS. 2023

The results of the data processing above can be seen in testing each hypothesis that has been proposed, namely:

1. The influence of product quality on purchasing decisions

Based on the PLS test results in table 4.11 above, the first hypothesis, namely the influence of Product Quality (X1) on Purchasing Decisions (Y), shows that the original sample estimate is 0.223, the calculated t value (2.289) > t table (1.98) and the P value values 0.011 < 0.05. Product quality has a significant positive effect on purchasing decisions. This means that the hypothesis which reads: Product Quality influences Purchasing Decisions is accepted.

2. The Effect of Product Quality on Customer Satisfaction

Based on the PLS test results in table 7. above, the second hypothesis, namely the influence of Product Quality (X1) on Customer Satisfaction (Z), shows that the original sample estimate results are 0.204, t value (2.502) > t table (1.98) and P values. 0.006 < 0.05. Product Quality has a significant positive effect on Customer Satisfaction. This means that the hypothesis which reads: Product quality influences customer satisfaction is **accepted**.

3. The Influence of Brand Image on Purchasing Decisions

Based on the PLS test results in table 4.11 above, the third hypothesis, namely the influence of Brand

Image (X2) on Purchasing Decisions (Y),

Shows that the original sample estimate results are 0.273, t value (2.072) > t table (1.98) and P values. $0.019 < 0.05$. Brand Image has a significant positive effect on Purchasing Decisions. This means that the hypothesis which reads: Brand image influences purchasing decisions **is accepted**.

4. The Influence of Brand Image on Customer Satisfaction

Based on the PLS test results in table 4.11 above, the third hypothesis, namely the influence of Brand Image (X2) on Customer Satisfaction (Z), shows that the original sample estimate results are 0.633, t value (8.675) > t table (1.98) and P values. $0.000 < 0.05$. Brand Image has a significant positive effect on Customer Satisfaction. This means that the hypothesis which reads: Brand image influences customer satisfaction **is accepted**.

5. The Influence of Customer Satisfaction on Purchasing Decisions

Based on the PLS test results in table 7. above, the third hypothesis, namely the influence of Customer Satisfaction (Z) on Purchasing Decisions (Y), shows that the original sample estimate results are 0.352, t value (2.929) > t table (1.98) and P values. $0.002 < 0.05$. Customer Satisfaction has a significant positive effect on Purchasing Decisions. This means that the hypothesis which reads: Customer satisfaction influences purchasing decisions **is accepted**.

Effects of Mediation

Table 8. Mediation Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (X2) -> Customer Satisfaction (Z) -> Purchase Decision (Y)	0,223	0,220	0,082	2,729	0,003
Product quality (X1) -> Customer Satisfaction (Z) -> Purchase Decision (Y)	0,072	0,075	0,042	1,722	0,043

Source: Data processing with PLS.2023

1. The influence of product quality on purchasing decisions through customer satisfaction as mediation

From Table 8. above, Product Quality (X1) on Customer Satisfaction (Z) through Purchasing Decisions (Y) as mediating the sixth hypothesis, it is known that the original sample of estimate value is 0.072 and the calculated t value (2.722) > statistical t value (1.98) and The p value is $0.043 < 0.05$ so it can be concluded that Customer Satisfaction can mediate the relationship between Product Quality and Purchasing Decisions. This means that the hypothesis which states: Product Quality has a positive effect on Purchasing Decisions through Customer Satisfaction, **is accepted**.

2. The Influence of Brand Image on Purchasing Decisions through Customer Satisfaction as mediation

From Table 8. above Brand Image (X2) on Customer Satisfaction (Z) through Purchasing Decisions (Y) as mediation of the seventh hypothesis, it is known that the original sample of estimate value is 0.223 and the calculated t value (2.729) > statistical t value (1.98) and The p value is $0.003 < 0.05$ so it can be concluded that Customer Satisfaction can mediate the relationship between Brand Image and Purchasing Decisions. This means that the hypothesis which states: Product Quality has a positive effect on Purchasing Decisions through Customer Satisfaction, **is accepted**.

Discussion

This discussion was carried out with the aim of answering the problems that had been previously formulated. Next, we discuss acceptance of research hypotheses accompanied by facts or rejection of research hypotheses accompanied by explanations. This calculation uses the Partial Least Square (PLS) method using the SmartPLS version 3 software program which is described as follows:

1. The Effect of Product Quality on Customer Satisfaction

In the first hypothesis, there is an influence of Product Quality on Customer Satisfaction based on the inner path analysis model, showing that Product Quality (X1) has a significant effect on Customer Satisfaction (Z). This can be seen from the value of the path coefficient of the original sample estimate of 0.204 with P-values of 0.006. So if the P-values are <0.05 it can be said to have a significant effect.

In table 7, the Product Quality variable has five indicators and there is the highest indicator value for the Product Quality variable, namely the Specialty indicator which can be felt with a score of 4.06. This result is in the good category because the Demak Snow Grilled Chicken Restaurant has different specialties from the chicken restaurant. other fuels so that product quality is able to provide customer satisfaction to consumers.

Based on this research, it is explained that the dominant gender in influencing product quality on customer satisfaction is women with a percentage of 53%. Because basically women are more understanding and careful in choosing food places, therefore women pay more attention to experiences/recommendations from previous customers so that they can feel satisfied with the products and services provided by the Demak Snow Grilled Chicken Restaurant. Respondents are seen from the most dominant age, namely 25-35 years old with a percentage of 89%, because at this age customers are more concerned about easy access to the location, the Demak Snow Grilled Chicken Restaurant is strategically located on the edge of the Pantura road which makes the Chicken Restaurant Bakar Snow Demak is easy to find, and makes it easier for customers to reach that location. A location that is easy to reach will certainly make customers feel satisfied because it is not too far in terms of distance to the Demak Snow Grilled Chicken Restaurant. Furthermore, respondents based on the most dominant type of work are private employees with a percentage of 25%, where private employees are more looking for places to eat with friendly, practical service and at affordable prices.

The results of this research are in accordance with research according to Andi Andika Wirawan (2019). Product quality has a significant effect on customer satisfaction. Thus the first hypothesis which states "The better the product quality, the greater the customer satisfaction at the Demak Snow Grilled Chicken Restaurant" **is accepted**.

2 The Influence of Brand Image on Customer Satisfaction

In the second hypothesis, there is an influence of Brand Image on Customer satisfaction based on the inner path analysis model, showing that Brand Image (X2) has a significant effect on Customer Satisfaction (Z). This can be seen from the value of the path coefficient of the original sample estimate of 0.633 with P-values of 0.000. So if the P-values value is <0.05 it can be said to have a significant effect. This influence has a positive value, which means that the better the brand image, the greater the satisfaction of customers who will buy food at the Demak snow grilled chicken restaurant.

In table 7, the Brand Image variable has four indicators and there is the highest indicator value for the Brand Image variable, namely the brand identity indicator which can be felt with a score of 4.21. This result is in the good category because the Demak Snow Grilled Chicken Restaurant has a brand that is quite well known in this era. now it is different from other grilled chicken restaurants so that the product quality is able to provide customer satisfaction to consumers.

Based on this research, it is explained that the dominant gender in influencing Brand Image on Customer Satisfaction is women with a percentage of 53%. Because basically women are more likely to look for references/recommendations first before purchasing a product so that when they purchase the product, it meets customer expectations, which in turn makes customers loyal. The most dominant age of respondents is 25-35 years old with a percentage of 89%, because at this age customers pay more attention to the quality of products and services, so they need reviews from previous customers so they can feel happy and always buy the product. Furthermore, based on the most dominant job, namely working as a private employee with a percentage of 25%, where entrepreneurs who have more flexible time will look for a quiet atmosphere, even if only to rest their minds/lunch time.

Results of research by Waluya, et.al., (2019); Dewi and Suprpti (2018); Hartono & Wahyono (2015) show that brand image has a significant effect on customer satisfaction. If the customer's perception of the brand image of the product they purchase is good, it will increase customer satisfaction with the product purchased from that brand. Thus the first hypothesis which states "The better the brand image, the greater the customer satisfaction at the Demak Snow Grilled Chicken Restaurant" **is accepted**.

3. The Influence of Product Quality on Purchasing Decisions

In the third hypothesis, there is an influence of Product Quality on Purchasing Decisions based on the Inner Model path analysis model, showing that Product Quality (X1) has a significant effect on Purchasing Decisions (Y). This can be seen from the value obtained for the path coefficient of the original sample estimate of 0.223 with P-values of 0.011. then the P. value < 0.05 can be said to be influential.

In table 7. the Product Quality variable has five indicators and there is the highest indicator value for the Product Quality variable, namely the Specialty indicator which can be felt with a score of 4.06. This result is in the good category because the Demak Snow Grilled Chicken Restaurant has different specialties from the chicken restaurant. other fuels so that product quality is able to provide customer satisfaction to consumers.

Based on this research, it is explained that the dominant gender in influencing product quality on purchasing decisions is women with a percentage of 53%. Because basically women who receive good and friendly service will feel satisfied. So that customers will be loyal to a place to eat because the service provided makes a good impression. The most dominant age of respondents is 25-25 years with a percentage of 89%, because at this age customers pay more attention to the quality of products and services, so they need reviews from previous customers so they can feel happy and always buy the product. Furthermore, based on the most dominant job, namely working as a private employee with a percentage of 25%, where entrepreneurs who have more flexible time will look for a quiet atmosphere, even if only to rest their minds/lunch time.

Results of research by Waluya, et.al., (2019); Adnan, et.al., (2019); Simbolon, et.al., (2020); Sherlin (2017) shows that product quality has a significant influence on purchasing decisions. Product quality is one of the main factors that someone will consider when deciding to purchase a product. If the product quality is good then customers will decide to buy the product. Thus the first hypothesis which states "The better the product quality, the greater the purchase decision at the Demak Snow Grilled Chicken Restaurant" **is accepted**.

4. The Influence of Brand Image on Purchasing Decisions

In the fourth hypothesis, there is an influence of brand image on purchasing decisions based on the inner path analysis model, showing that brand image (X2) has a significant effect on purchasing decisions (Y). This can be seen from the path coefficient value of the original sample estimate of 0.273 with P-values of 0.019. So if the P-values value is < 0.05 it can be said to have a significant effect. This influence has a positive value, which means that the better the brand image, the more purchasing decisions will be made to buy food at the Demak snow grilled chicken restaurant.

In table 7, the Brand Image variable has four indicators and there is the highest indicator value for the Brand Image variable, namely the brand identity indicator which can be felt with a score of 4.21. This result is in the good category because the Demak Snow Grilled Chicken Restaurant has a brand that is quite well known in this era. now it is different from other grilled chicken restaurants so that the product quality is able to provide customer satisfaction to consumers

Based on this research, it is explained that the dominant gender in influencing Brand Image on Customer Satisfaction is women with a percentage of 53%. Because basically women are more likely to look for references/recommendations first before purchasing a product so that when they purchase the product, it meets customer expectations, which in turn makes customers loyal. The most dominant age of respondents is 25-35 years old with a percentage of 89%, because at this age customers pay more attention to the quality of products and services, so they need reviews from previous customers so they can feel happy and always buy the product. Furthermore, based on the most dominant job, namely working as a private employee with a percentage of 25%, where entrepreneurs who have more flexible time will look for a quiet atmosphere, even if only to rest their minds/lunch time.

Results of research by Waluya, et.al., (2019); Adnan, et.al., (2019); Simbolon, et.al., (2020); Sherlin (2017) shows that brand image has a significant influence on purchasing decisions. Thus, the first hypothesis which states "The better the brand image, the more purchasing decisions at the Demak Snow Grilled Chicken Restaurant" **is accepted**.

5. The Influence of Customer Satisfaction on Purchasing Decisions

In the fifth hypothesis, there is an influence of Customer Satisfaction on Purchasing decisions based on the inner path analysis model, showing that Customer Satisfaction (Z) has a significant effect on Purchasing Decisions (Y). This can be seen from the value of the path coefficient of the original sample estimate of 0.352 with P-values of 0.002. So if the P-values value is <0.05 it can be said to have a significant effect. This influence has a positive value, which means that the better the customer satisfaction, the more purchasing decisions they will make to buy food at the Demak snow grilled chicken restaurant.

In table 7, the Customer Satisfaction variable has three indicators and there is the highest indicator value for the Customer Satisfaction variable, namely the indicator of interest in returning and willingness to recommend which can be felt with the same score of 4.10. This result is in the good category because the Demak Snow Grilled Chicken Restaurant has a brand that is quite well known nowadays, which is different from other grilled chicken restaurants so that the quality of the product is able to provide customer satisfaction to consumers

Based on this research, it is explained that the dominant gender in influencing customer satisfaction with purchasing decisions is women with a percentage of 53%. Because basically women are more likely to look for references/recommendations first before purchasing a product so that when they purchase the product, it meets customer expectations, which in turn makes customers loyal. The most dominant age of respondents is 25-35 years old with a percentage of 89%, because at this age customers pay more attention to the quality of products and services, so they need reviews from previous customers so they can feel happy and always buy the product. Furthermore, based on the most dominant job, namely working as a private employee with a percentage of 25%, where entrepreneurs who have more flexible time will look for a quiet atmosphere, even if only to rest their minds/lunch time

Research results by Putra, et.al., (2017); Cindia, et.al., (2016); Hartono and Wahyono (2015) show that customer satisfaction has a significant influence on purchasing decisions. When someone decides to buy a product and the purchase of the product does not disappoint, then the customer will feel satisfied with the product they have purchased. Thus the first hypothesis which states "The better the customer satisfaction, the greater the purchasing decision at the Demak Snow Grilled Chicken Restaurant" **is accepted**.

6. The Influence of Product Quality on Purchasing Decisions through Customer Satisfaction

In the sixth hypothesis, the influence of Product Quality on Purchasing Decisions through customer satisfaction, there is a fairly strong and significant positive influence between Product Quality (X1) on Purchasing Decisions (Y) through Customer Satisfaction (Z). This can be seen from the original sample estimate value of 0.072 and the calculated t value (1.722), t statistic value (1.96) and p value $0.043 < 0.05$. The better the product quality, the higher the purchasing decision will be through customer satisfaction at the Demak Snow Grilled Chicken Restaurant.

Research results of Tjahjono, et.al., (2021); Hartono & Wahyono (2015) show that there is a direct influence of product quality on customer satisfaction through purchasing decisions. This shows that purchasing decisions are a pathway to achieving customer satisfaction on the influence of product quality. So customer satisfaction is obtained by improving product quality which influences purchasing decisions and the impact will increase customer satisfaction.

7. The Influence of Brand Image on Purchasing Decisions through Customer Satisfaction

In the seventh hypothesis, the influence of Brand Image on Purchasing Decisions through Customer Satisfaction, there is a fairly strong and significant positive influence between Brand Image (X2) on Customer Decisions (Z) through Customer Satisfaction (Y). This can be seen from the original sample estimate value of 0.223 and the calculated t value (2.729), t statistic value (1.98) and p value $0.003 < 0.05$. The better the Brand Image, the greater the Purchasing Decision through Customer Satisfaction at the Demak Snow Grilled Chicken Restaurant.

In this context, customer satisfaction mediates the influence of brand image on purchasing decisions. A convincing and positive brand image can increase customer satisfaction by meeting or even exceeding consumer expectations. Customer satisfaction then becomes a determining factor that directs consumers to choose that brand when making purchasing decisions. Consumers tend to choose products or services from brands that have provided positive experiences and meet their needs well. Therefore, understanding the dynamics between brand image, customer satisfaction, and purchasing decisions is key for companies in designing effective marketing strategies to build consumer loyalty and increase sales.

8. Conclusion

After conducting research results and discussing the analysis of "The Influence of Product Quality and Brand Image on Customer Purchasing Decisions at Demak Snow Grilled Chicken Restaurant with Customer Satisfaction as an Intervening Variable" the author can draw the following conclusions:

1. The results of the first test show that the Product Quality variable has a positive and significant effect on Purchasing Decisions. This means that the hypothesis which states that the better the product quality, the more purchasing decisions at the Demak Snow Grilled Chicken Restaurant, **is accepted.**
2. The results of testing the second hypothesis show that the Brand Image variable has a positive and significant effect on purchasing decisions. This means that the hypothesis which states that the better the brand image, the more purchasing decisions at the Demak Snow Grilled Chicken Restaurant, **is accepted.**
3. The results of testing the third hypothesis show that the Product Quality variable has a negative and significant effect on Customer Satisfaction. This means that the hypothesis which states that the better the product quality, the greater the customer satisfaction at the Demak Snow Grilled Chicken Restaurant, **is accepted.**
4. The results of testing the fourth hypothesis show that the Brand Image variable has a negative and significant effect on Customer Satisfaction. This means that the hypothesis which states that the better the brand image, the greater the customer satisfaction at the Demak Snow Grilled Chicken Restaurant, **is accepted.**
5. The results of testing the fifth hypothesis show that the Customer Satisfaction variable has a positive and significant effect on Purchasing Decisions. This means that the hypothesis which states that the better customer satisfaction, the greater the purchase decision at the Demak Snow Grilled Chicken Restaurant, **is accepted.**
6. The results of testing the sixth hypothesis show that the Product Quality variable has a positive and significant effect on Purchasing Decisions through Customer Satisfaction. This means that the hypothesis which states that Product Quality has a positive effect on Purchasing Decisions through Customer Satisfaction, **is accepted.**
7. The results of testing the seventh hypothesis show that the Brand Image variable has a positive and significant effect on Purchasing Decisions through Customer Satisfaction. This means that the hypothesis which states that Brand Image has a positive influence on Purchasing Decisions through Customer Satisfaction, **is accepted.**

Suggestion

Based on the results of this research, suggestions that can be given to improve Purchase Decisions and Purchase Satisfaction at the Demak Snow Grilled Chicken Restaurant are as follows:

1. The results of the analysis regarding the Product Quality variable show an indicator index value with the lowest value being the reliability indicator which is important for customer assessment. So in this case, the Snow Demak Restaurant can build/develop good reliability, for example by providing satisfactory service, providing a good purchasing experience and so on.
2. The results of the analysis regarding the Brand Image variable show an indicator index value with the lowest value being the brand personality indicator because some people think that all Grilled Chicken Restaurants are the same. So in this case, the grilled chicken restaurant can create a characteristic or differentiator from other grilled chicken restaurants that makes customers interested in buying, for example by creating a promotion by offering a discount on purchases.
3. The results of the analysis regarding the Purchasing Decision variable show an indicator index value with the lowest value being a need because not everyone thinks that this product is not one of their needs. Previously, the customer must have had another regular grilled chicken restaurant. So in this case, the Demak Snow Grilled Chicken Restaurant can create a good promotional strategy, for example by providing appropriate discounts to attract customers.
4. The results of the analysis regarding the Customer Satisfaction variable show an indicator index value with the lowest value being Conformity to Expectations because customers consider all Demak snow grilled chicken restaurants to be the same as others. So in this case it is a challenge for the Demak snow grilled chicken restaurant so that customers are thought to be wrong. For this reason, we always buy products from the Demak Snow Grilled Chicken Restaurant so that we can increase sales.

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