

The Influence of Product Variety, Product Price, and Service Quality on Customer Satisfaction through Purchase Decisions

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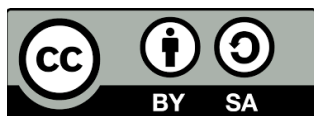
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Abstract

Customer satisfaction has become an important factor in sustaining business performance, particularly in the building-material retail sector, where businesses must continuously understand consumer needs amid increasing competition. Toko Bangunan Sentral in Sekura, West Kalimantan, faces challenges in maintaining customer loyalty by optimizing product variety, pricing strategies, and service quality. This study aimed to examine the effects of product variety, product price, and service quality on customer satisfaction, with purchase decisions as a mediating variable. A quantitative approach with an explanatory research design was employed. Data were collected through questionnaires distributed to 172 customers of Toko Bangunan Sentral and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicated that product variety, product price, and service quality had positive and significant effects on purchase decisions. Furthermore, these three variables and purchase decisions significantly influenced customer satisfaction. The mediation analysis revealed that purchase decisions significantly mediated the relationships between product variety, product price, service quality, and customer satisfaction, demonstrating a partial mediation effect. Among the examined factors, service quality showed the strongest contribution to customer satisfaction. This study concludes that improving product assortment, maintaining competitive pricing, and strengthening service quality standards are essential strategies for enhancing customer satisfaction and supporting business sustainability at Toko Bangunan Sentral.



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INTRODUCTION

Indonesia's economy has continued to grow, while rapid changes in consumer behavior require businesses to understand customer needs to remain competitive (Jusuf, 2023; Nurhilalia & Saleh, 2024; Quraysin et al., 2026; Sihombing, 2025; Suriansha, 2025). The construction sector plays a significant role in the national economy, growing from 1.2% in 2023 to 6.4% in 2024 and 5.5% in 2025, according to Statistics Indonesia (BPS). This growth has increased demand for building materials, benefiting building-material retailers across Indonesia, including those in Sekura, West Kalimantan (Chan & Pribadi, 2022; Muroqi & Arimbawa, 2025). In this area, rising private investment in rental housing and boarding houses, along with government renovation and construction projects, has contributed to increased demand for building materials. However, businesses operating in rural areas face unique challenges,

including smaller population sizes, lower consumption levels compared with urban areas, a do-it-yourself purchasing tendency among some consumers, and considerable distances between locations.

Toko Bangunan Sentral, established in 2000 and strategically located within Sekura's traditional market area, provides a relatively comprehensive and diverse range of building materials, including ceramics, nails, roofing materials, paint, wood, construction steel, water pipes, concrete wire, and bathroom fixtures. Despite this advantage, the store faces competition from other businesses in the same market area and continuously evaluates customer purchasing decision factors to remain responsive to consumer needs, recognizing that customers are essential to long-term business sustainability (Chen, 2024; Kim & Yang, 2025; Pashiera & Sardjono, 2024; Purcărea et al., 2022).

Before making a purchase decision, prospective buyers generally go through several stages, beginning with recognizing a need or interest in a product (Ridwan, 2024). Product variety is one factor that influences purchase decisions because a broader product assortment provides consumers with greater flexibility in selecting products that meet their needs, thereby increasing purchase opportunities and reducing the likelihood of switching to competitors (Bayu & Broto, 2025). This aspect has also become one of the areas that Toko Bangunan Sentral has continuously sought to strengthen to improve customer satisfaction. Price is another important consideration for consumers (Prehatin et al., 2025). Establishing prices that reflect the value and benefits provided to customers can create a positive business image, encourage satisfaction, and support repeat purchases. Price is also a primary source of business revenue (Rozi & Khuzaini, 2021); therefore, maintaining an appropriate balance between price and perceived value is essential for building long-term customer trust.

Service quality also plays an important role in shaping customer satisfaction by creating positive or negative customer experiences (Zulkarnaini et al., 2024). Service quality standards are influenced not only by a company's operational standards but also by customers' individual expectations (Sirtis & Tuti, 2023). Customer satisfaction is achieved when services meet or exceed these expectations, which can encourage positive word-of-mouth communication and repeat purchasing behavior. Although previous studies have examined the effects of product variety, price, and service quality on purchase decisions, their findings remain inconsistent. Furthermore, research conducted in Sekura, West Kalimantan, remains limited, and consumer purchasing patterns may vary across geographical locations. Therefore, this study is expected to provide context-specific findings. Accordingly, this study examined the effects of product variety, price, and service quality on customer satisfaction through purchase decisions as a mediating variable at Toko Bangunan Sentral. The findings are expected to provide a basis for business improvement strategies and offer insights for similar businesses in the building-material retail sector.

Based on the background described above, this study examined whether product variety, price, and service quality significantly influenced purchase decisions; whether product variety, price, service quality, and purchase decisions significantly influenced customer satisfaction; and whether purchase decisions significantly mediated the relationships between product variety, price, service quality, and customer satisfaction.

In line with the research objectives, this study aimed to determine the effects of product variety, price, and service quality on purchase decisions at Toko Bangunan Sentral; determine the effects of product variety, price, service quality, and purchase decisions on customer

satisfaction; and analyze the mediating role of purchase decisions in the relationships between product variety, price, service quality, and customer satisfaction.

Theoretically, this study is expected to contribute to the development of knowledge in the field of management and serve as a reference for future researchers investigating similar topics. Practically, this study is expected to provide information supporting Toko Bangunan Sentral's business evaluation in maintaining customer satisfaction and provide strategic recommendations for increasing sales while sustaining customer satisfaction and loyalty.

METHOD

Research Design

This study employed a quantitative research method to test hypotheses using numerical data collected through questionnaires and analyzed with statistical tools. This approach enabled the measurement of variables, examination of relationships among variables, and objective hypothesis testing. The study used an explanatory research design to examine the relationships among variables and explain the factors underlying the observed phenomena. Primary data were collected through questionnaires distributed via Google Forms to customers of Toko Bangunan Sentral based on predetermined criteria. The collected data were analyzed using SmartPLS. Following Hair et al. (2021), Partial Least Squares Structural Equation Modeling (PLS-SEM) was considered appropriate for analyzing complex structural models, particularly when dealing with relatively small sample sizes and data that do not require multivariate normal distribution.

Population, Sampling Technique, and Sample Size

The population in this study consists of customers of the building-material store TB. Sentral residing in Sekura Village, West Kalimantan, and its surrounding area, set at 300 based on the store's average monthly number of buyers. The sampling technique used is purposive sampling, applying several criteria following Sekaran and Bougie (2019): respondents must reside in Sekura Village, West Kalimantan, or its surrounding area; be aged 18-60 years; earn income within West Kalimantan Province; and have made at least one prior purchase at TB. Sentral. The sample size was determined using the Slovin formula, $n = N / (1 + Ne^2) = 300 / (1 + 300(0.05)^2) = 171.429$, yielding a sample of 172 respondents rounded from the total population of 300.

Variable Operationalization and Instrument

The independent variables in this study are product diversity, product price, and service quality the dependent variable is customer satisfaction; and the mediating variable is purchase decision. Each variable was operationalized into measurable indicators, summarized in Table 1.

Table 1. Variable Indicators

Variable	Indicators
Product Diversity (X1) (Wijaya & Siswahyudianto, 2022)	1. Brand variation 2. Product-completeness variation 3. Product-size variation 4. Product-quality variation
Product Price (X2) (Stianingrum & Nurhayaty, 2024)	1. Price affordability 2. Price-quality alignment 3. Price competitiveness 4. Price-benefit suitability
Service Quality (X3) (Parasuraman et al., in Handyana et al., 2022)	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles
Purchase Decision (Z) (Kuspriyono, in Wijaya et al., 2023)	1. Information search 2. Interest 3. Alternative evaluation 4. Purchase decision
Customer Satisfaction (Y) (Bayu & Broto, 2025)	1. Conformity with customer expectations 2. Overall customer satisfaction 3. Repurchase intention 4. Willingness to recommend

Source: Data processed by the author, 2025

Data Analysis

Data analysis was conducted through outer model testing and inner model testing. The outer (measurement) model assesses whether the indicators involved validly and reliably represent their constructs. Convergent validity was tested using the loading factor and Average Variance Extracted (AVE): a loading factor above 0.70 is considered valid, values between 0.40 and 0.70 may warrant removal if they do not meaningfully represent construct reliability, and an AVE above 0.50 confirms that the indicators adequately represent the measured construct. Reliability was tested using Composite Reliability (CR) and Cronbach's Alpha (CA), with values above 0.70 for both considered to meet reliability and internal consistency requirements, while discriminant validity was tested using the Heterotrait-Monotrait ratio (HTMT) to confirm that each construct is empirically distinct from the others (Hair et al., 2022).

Once the data were confirmed valid and reliable, the inner (structural) model was evaluated to test the formulated hypotheses by analyzing the relationships among variables. The coefficient of determination (R^2) was used to assess the model's ability to explain variation in the dependent variable, with values closer to 1 indicating stronger explanatory power (Ghozali & Ratmono, 2020). Hypothesis testing was conducted through bootstrapping to obtain t-statistics and p-values, with a relationship considered significant when the t-statistic exceeds 1.96 and the p-value is below 0.05. Mediation testing was conducted for purchase decision (Z) as the variable linking product diversity, product price, and service quality to customer satisfaction, with mediation considered significant when the indirect effect yields a t-statistic above 1.96 and a p-value below 0.05, accompanied by a significant decrease in the direct effect.

RESULTS AND DISCUSSION

Respondent Characteristics

The questionnaire was distributed to 172 customers of TB. Sentral, covering respondent identity (gender, age, and shopping frequency) and statements on the five research variables. The majority of respondents were male (82.0%), reflecting that building-material needs are typically sought by men, whether for professional use or household consumption, since applying building materials is often physically demanding work. Most respondents were also over 35 years old (33.7%) and had shopped at the store three times (37.2%), indicating that customers are predominantly in a productive, income-earning age group who have accumulated sufficient shopping experience to evaluate product diversity, price, and service quality, and who tend to return after a positive first purchase experience.

Table 2. Respondent Characteristics

Category	Number of Respondents	Percentage
Gender: Male	141	82.0%
Gender: Female	31	18.0%
Age: < 25 years	24	13.9%
Age: 25-30 years	39	22.7%
Age: 31-35 years	51	29.7%
Age: > 35 years	58	33.7%
Shopping frequency: 1 time	20	11.6%
Shopping frequency: 2 times	55	32.0%
Shopping frequency: 3 times	64	37.2%
Shopping frequency: > 4 times	33	19.2%

Source: Data processed, 2025

Measurement Model (Outer Model) Results

Analysis was conducted using SmartPLS 4.0 with a Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach. Convergent validity testing showed that all indicators had loading factors above 0.70 (ranging from 0.741 to 0.832), and all constructs achieved an Average Variance Extracted (AVE) above 0.50 (Product Diversity 0.618, Product Price 0.599, Service Quality 0.616, Purchase Decision 0.628, and Customer Satisfaction 0.638), confirming that the measurement model was fit for further analysis. Reliability testing, summarized in Table 3, showed Composite Reliability values between 0.923 and 0.941 and Cronbach's Alpha values between 0.904 and 0.931 across all constructs, both well above the 0.70 threshold, confirming strong internal consistency. Discriminant validity, assessed using the Heterotrait-Monotrait ratio (HTMT), showed that all inter-construct values remained below 0.90, confirming that each construct was empirically distinct from the others.

Table 3. Reliability Test Results (Composite Reliability and Cronbach's Alpha)

Variable	Composite Reliability	Cronbach's Alpha
Product Diversity	0.928	0.912
Product Price	0.923	0.904
Service Quality	0.941	0.931
Purchase Decision	0.931	0.915
Customer Satisfaction	0.934	0.919

Source: Data processed, 2025

Structural Model (Inner Model) Results

The coefficient of determination (R^2) showed that Product Diversity, Product Price, and Service Quality jointly explained 62.8% of the variance in Purchase Decision, with the remaining 37.2% explained by factors outside this study, while Product Diversity, Product Price, Service Quality, and Purchase Decision jointly explained 71.4% of the variance in Customer Satisfaction, with the remaining 28.6% explained by other factors.

Table 4. R-square

Dependent Variable	R-square	Explained Variance
Purchase Decision	0.628	62.8%
Customer Satisfaction	0.714	71.4%

Source: Data processed, 2025

Hypothesis Testing

All seven direct-effect hypotheses were supported. Product diversity, product price, and service quality each had a positive and significant effect on purchase decision, and each of these three variables, together with purchase decision itself, had a positive and significant effect on customer satisfaction, as summarized in Table 5.

Table 5. Hypothesis Testing Results (Path Coefficient, T-statistic, P-value)

Relationship	Path Coeff.	T-stat	P-value	Result
Product Diversity -> Purchase Decision (H1)	0.465	6.596	0.000	Accepted
Product Price -> Purchase Decision (H2)	0.244	3.594	0.000	Accepted
Service Quality -> Purchase Decision (H3)	0.214	3.538	0.000	Accepted
Product Diversity -> Customer Satisfaction (H4)	0.167	2.540	0.011	Accepted
Product Price -> Customer Satisfaction (H5)	0.233	3.150	0.002	Accepted
Service Quality -> Customer Satisfaction (H6)	0.311	4.975	0.000	Accepted
Purchase Decision -> Customer Satisfaction (H7)	0.283	3.476	0.001	Accepted

Source: Data processed, 2025

Mediation Test

Mediation testing confirmed that purchase decision significantly mediates the effect of all three independent variables on customer satisfaction, as shown in Table 6. Comparison of direct, indirect, and total effects further showed that each relationship reflects partial mediation, with a Variance Accounted For (VAF) of 29.8% for product diversity, 30.2% for product price, and 37.1% for service quality - indicating that while purchase decision meaningfully channels these effects, each independent variable also retains a direct influence on customer satisfaction.

Table 6. Mediation Test Results

Relationship	Indirect Effect	T-statistic	P-value
Product Diversity -> Purchase Decision -> Customer Satisfaction	0.131	3.134	0.002
Product Price -> Purchase Decision -> Customer Satisfaction	0.069	2.537	0.011
Service Quality -> Purchase Decision -> Customer Satisfaction	0.060	2.174	0.030

Source: Data processed, 2025

Discussion

Product diversity was found to positively and significantly affect purchase decision (H1), with brand variation showing the highest outer loading (0.827), indicating that a wider range of brands gives customers greater flexibility to compare and select suitable products - consistent with Halawa and Hartoto (2024) and Wijaya et al. (2023), who note that product variety strengthens a business's value proposition and competitive advantage. Building on this finding, TB. Sentral plans to better understand customer needs by offering more varied products across brand, size, and quality, while remaining mindful of overstocking risk through prior market research, since demand for specific product variations can differ across locations.

Product price was also found to positively and significantly affect purchase decision (H2), with price-benefit alignment showing the highest outer loading (0.832), indicating that customers prioritize value for money over the lowest possible price - consistent with Syachroni (2020) and Reva et al. (2024), who note that customers weigh price as a cost incurred against expected benefit, and that limited purchasing power can shift customers toward more affordable alternatives. Accordingly, TB. Sentral plans to align prices with product quality, monitor competitor pricing through customer surveys, and apply a cross-subsidy strategy, keeping margins tighter on high-demand products while adjusting margins on products also available from competitors.

Service quality was found to positively and significantly affect purchase decision (H3), with empathy showing the highest outer loading (0.811), indicating that customers value staff who genuinely understand their needs and offer well-suited product recommendations - consistent with Rozi and Khuzaini (2021) and Ghufon and Zuraida (2022), who find that service meeting or exceeding expectations strengthens purchase intention. TB. Sentral therefore plans to revise its service standard operating procedures to ensure a consistent, positive customer experience from arrival through transaction, applied equally to all customers.

Product diversity was likewise found to positively and significantly affect customer satisfaction (H4), with product-completeness variation showing the highest outer loading

(0.805), consistent with Bayu and Broto (2025) and Fadilla and Nurhadi (2024), indicating that adequate product options reduce the likelihood customers leave dissatisfied; TB. Sentral plans to collect and evaluate customer requests for currently unavailable products as a basis for expanding its range. Product price was similarly found to positively and significantly affect customer satisfaction (H5), with price-benefit alignment again showing the highest outer loading (0.801), consistent with Setiawan et al. (2024) and Reva et al. (2024), prompting TB. Sentral to review cost calculations, margin targets, and competitor pricing, while addressing the relatively frequent bargaining observed among customers with urgent needs.

Service quality was found to have the strongest effect on customer satisfaction among the three independent variables (H6), with reliability showing the highest outer loading (0.805), indicating that customers value consistently good service on every visit - consistent with Saputra et al. (2025) and Manurung et al. (2022). TB. Sentral therefore plans to prioritize service quality through regular staff training and SOP evaluation, ongoing product-knowledge updates for staff, and periodic mystery-shopper assessments to obtain an objective view of actual service delivery. Purchase decision was also found to positively and significantly affect customer satisfaction (H7), with information search showing the highest outer loading (0.820), consistent with Setiawan et al. (2024) and Indriani et al. (2024), indicating that satisfaction follows when customers feel confident their systematic evaluation led to the right purchase; accordingly, TB. Sentral plans to focus not only on facilitating the purchase decision itself but also on ensuring the resulting product benefit and service experience meet or exceed customer expectations.

Managerial Implications

This study contributes both theoretically and practically to understanding the factors underlying purchase decisions and customer satisfaction in the building-material industry, particularly at TB. Sentral. Given that the dominant customer profile is male, over 35 years old, and shopping three times, and that customer satisfaction is shaped positively and significantly by product diversity, price, and service quality through purchase decision as a mediating factor, three practical priorities emerge: offering a wider range of product options to give customers more flexibility in meeting their needs, ensuring prices remain aligned with market rates and the benefits provided, and strengthening service standards to ensure responsive, friendly, and solution-oriented service delivered consistently to all customers. Since service quality showed the strongest total effect on customer satisfaction, it stands as TB. Sentral's top priority going forward, to be addressed by formalizing a written service SOP - which the store has not previously had - alongside continuous staff product-knowledge updates to support well-informed recommendations as new products are introduced.

CONCLUSION

This study concludes that product variety, product price, and service quality positively and significantly influence customer satisfaction through the mediating role of purchase decisions. A wider product variety provides consumers with greater flexibility in selecting products that meet their needs. Similarly, product price plays an important role in purchase decisions and subsequently influences customer satisfaction; when customers perceive that the benefits received are consistent with the costs incurred, satisfaction is more likely to be achieved. In addition, service quality represents an important factor beyond the product itself,

as the ability of services to meet or exceed customer expectations contributes significantly to customer satisfaction.

Purchase decisions not only mediate the relationships between product variety, product price, service quality, and customer satisfaction but also directly contribute to determining the level of satisfaction experienced by customers. The respondents in this study were predominantly male, within the productive age group, with most aged 35 years or older, and generally made purchases approximately three times. This finding indicates that demand for building materials was largely driven by male consumers, either for personal needs or professional activities. Toko Sentral has demonstrated strength in product completeness by offering a wide range of brands, sizes, and price options compared with competitors. Maintaining this advantage remains an important strategy for sustaining customer satisfaction.

This study was limited by its geographical scope, which may restrict the generalizability of the findings to broader consumer populations. Future research is recommended to expand the research area and incorporate additional variables, such as location, income level, and marketing strategies, to obtain more comprehensive insights. Furthermore, the relatively high proportion of repeat customers may have introduced potential bias toward more favorable evaluations of customer satisfaction and purchase decisions. Therefore, the findings should be interpreted within the context of customers who had previous purchasing experience with the research object rather than generalized to all consumers. Future studies are encouraged to apply more diverse sampling strategies based on purchase frequency and respondent characteristics to improve representativeness.

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CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest regarding the conduct of the research, the writing, or the publication of this article.

AUTHOR CONTRIBUTIONS

All authors contributed to the preparation of this article. Author 1 (Margiota Fiona Ivone) was involved in the conceptualization of the research, data collection and analysis, interpretation of results, and manuscript drafting, while the other authors contributed to the review, editing, and final approval of the manuscript.

GENERATIVE AI STATEMENT

The author declares that generative artificial intelligence was not used in the preparation of this article.

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