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The Effect of Service Quality, Promotion, and Customer Satisfaction on Wizzmie Purchase Decisions in Makassar City

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Abstract

This study aims to analyze the influence of service quality, promotion, and customer satisfaction on purchasing decisions of Wizzmie consumers in Makassar City. Using a quantitative approach, data were collected through questionnaires from 100 respondents who had made purchases in the last three months. The analysis was conducted using the Structural Equation Modeling (SEM) method to determine the direct and indirect effects between variables. The results showed that service quality and promotion had a significant effect on customer satisfaction, which in turn influenced purchasing decisions. In addition, the three independent variables—service quality, promotion, and customer satisfaction—had a positive and significant effect on purchasing decisions. Customer satisfaction was the most dominant variable in influencing purchasing decisions. These findings provide strategic implications for Wizzmie managers in improving service quality and promotion effectiveness to encourage consumer loyalty and purchasing decisions.

Keywords: Service Quality, Promotion, Customer Satisfaction, Purchasing Decision, Wizzmie

INTRODUCTION

In today's competitive business world, consumer purchasing decisions are a key factor in a company's success. One important aspect influencing purchasing decisions is service quality. Companies that deliver high-quality service tend to have more loyal customers and repeat purchases. In this digital era, consumer expectations for service

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quality are increasing, requiring companies to adapt to meet these needs (Rahmawati Y et al., 2023).

In addition to service quality, promotions also play a crucial role in influencing purchasing decisions. Effective promotions can increase brand awareness, attract consumers' attention, and encourage them to make a purchase (Belch & Belch, 2018). In the context of Wizzmie in Makassar City, creative and relevant promotions can be a key draw for consumers. Customer satisfaction is the result of the consumer's experience after using a product or service. Satisfied customers tend to leave positive reviews, recommend the product to others, and make repeat purchases. In the food and beverage industry, customer satisfaction is crucial because consumers often seek a pleasant culinary experience.

Recent research shows that service quality, promotions, and customer satisfaction have a significant influence on purchasing decisions. Rahmawati Y et al., 2023, a study at fast-food restaurants in Jakarta found that good service quality and attractive promotions can increase customer satisfaction, which ultimately influences purchasing decisions. In the context of Wizzmie in Makassar, understanding the influence of service quality, promotions, and customer satisfaction on purchasing decisions is crucial. By understanding these factors, Wizzmie can improve its marketing and operational strategies to attract more customers and maintain their loyalty.

This study aims to analyze the influence of service quality, promotions, and customer satisfaction on purchasing decisions at Wizzmie in Makassar. The results are expected to provide valuable insights for Wizzmie and other businesses in developing effective marketing strategies. In the context of increasingly fierce culinary business competition in Makassar, Wizzmie needs to understand the dynamics of consumer behavior. Shifting consumer preferences, changing culinary trends, and the emergence of new competitors require Wizzmie to continuously innovate and improve the quality of its services and promotions. A deep understanding of the factors influencing purchasing decisions will help Wizzmie maintain and increase its market share.

This research is also relevant to consumer behavior theory, which states that purchasing decisions are influenced by various internal and external factors. Internal factors include consumer motivation, perception, and attitudes, while external factors include culture, reference groups, and situations. Service quality, promotions, and customer satisfaction are external factors that can shape consumer perceptions and attitudes toward Wizzmie. Furthermore, this research is expected to contribute to the development of beverages in Indonesia. The results of this study can serve as a reference

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for other researchers interested in learning more about the factors that influence consumer purchasing decisions. Thus, this research not only provides practical benefits for Wizzmie but also contributes to the development of science in the field of marketing.

RESEARCH METHOD

This study used a quantitative approach to determine the influence of service quality, promotions, and customer satisfaction on purchasing decisions at Wizzmie in Makassar City. This approach allowed researchers to objectively and systematically analyze the numerical data obtained from respondents to gain an understanding of consumer behavior. Data were collected using a closed-ended questionnaire designed to measure research variables such as perceptions of service, responses to promotional activities, satisfaction levels, and purchasing decisions. Each item in the questionnaire used a Likert scale of 1–5 to facilitate data quantification.

The population in this study included all consumers who had ever made a purchase at a Wizzmie outlet. To obtain a relevant sample, a purposive sampling technique was used, selecting respondents based on certain criteria: being at least 18 years old and having purchased Wizzmie products in the past three months.

A total of 100 respondents were selected as the research sample. This number was deemed sufficient to provide representative and relevant results for the phenomenon under study and to enable valid statistical analysis.

Variables and Operational Definitions

Variables	Operational Definitions	Indicator
Service Quality	The company's ability to provide service that meets or exceeds customer expectations, encompassing aspects such as reliability, responsiveness, assurance, empathy, and tangibles.	1. Service reliability 2. Customer responsiveness 3. Service assurance 4. Customer empathy 5. Physical evidence (facilities, equipment)
Promotion	Marketing communication efforts undertaken by	1. Advertising 2. Sales promotion

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	companies to inform, persuade, and remind consumers about the products or services offered, with the goal of increasing sales.	3. Public relations 4. Personal 5. Direct marketing
Customer Satisfaction	The customer's feelings of pleasure or disappointment that arise after comparing their perceptions of a product's performance or results with their expectations.	1. Conformity to expectations 2. Satisfaction with product quality 3. Satisfaction with service 4. Intention to repurchase
Purchase Decision	The mental and physical processes consumers go through when selecting, purchasing, using, and evaluating products or services offered by a company.	1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Purchase decision 5. Post-purchase behavior

This research will use statistical analysis, such as Structural Equation Modeling (SEM), to analyze the collected data. This is a typical approach in quantitative research, where numerical data is analyzed to discover patterns and relationships between variables. To process and analyze the collected data, this research utilizes the Structural Equation Modeling (SEM) method. SEM is a multivariate statistical approach that is very useful in evaluating causal relationships between several latent variables simultaneously. This technique combines aspects of factor analysis and regression, allowing for the testing of complex theoretical models.

In the context of this research, SEM is used to evaluate the relationship between service quality, promotional strategies, and customer satisfaction on purchasing decisions at Wizzmie in Makassar City. With this approach, researchers can empirically test the extent to which each independent variable exerts a direct or indirect influence on the dependent variable and understand the patterns of relationships underlying consumer behavior as a whole.

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RESULTS AND DISCUSSION

This study involved 100 respondents who had made purchases at Wizzmie Makassar City in the past three months. Data were analyzed using Structural Equation Modeling (SEM) to determine the direct and indirect effects of service quality, promotions, and customer satisfaction on purchasing decisions.

Table 1. Analysis of Respondents' Age Distribution

Age Group	Number of Respondents	Percentage (%)
17 years	1	1%
18–25 years	79	79,0%
26–35 years	20	20,0%
Total	**100%**	**100%**

Based on data obtained from 100 respondents, the majority of survey participants were between the ages of 18 and 25, accounting for 79% of the total. This age group indicates that the majority of Wizzmie customers or users in Makassar are young people, who are generally digitally active and responsive to promotions and service innovations. Another 20% were from the 26 to 35 age group, reflecting the participation of young adults in Wizzmie product consumption. Meanwhile, there were no respondents aged 35 and over, indicating that the product's market share remains concentrated among the younger generation.

Descriptive Statistics of Variables

Table 2. Descriptive Statistical Analysis of Variables

Variable	Average	Standard Deviation
Service Quality (Q1–Q5)	3.92	0.65
Promotion (Q6–Q10)	3.97	0.63
Customer Satisfaction (Q11–Q15)	4.01	0.60
Purchase Decision (Q16–Q20)	4.05	0.58

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Validity and Reliability Testing

All indicators had factor loadings > 0.5, indicating convergent validity. Cronbach's Alpha for each construct was > 0.7, indicating the questionnaire's reliability.

Influence Path	Beta Coefficient	P Value	Description
Service Quality → Customer Satisfaction	0.438	< 0.001	Significant
Promotion → Customer Satisfaction	0.392	< 0.001	Significant
Customer Satisfaction → Purchase Decision	0.521	< 0.001	Significant
Service Quality → Purchase Decision	0.215	0.027	Significant
Promotion → Purchase Decision	0.184	0.035	Significant

SEM analysis results indicate that service quality significantly influences customer satisfaction and directly and indirectly influences purchasing decisions at Wizzmie in Makassar City. This aligns with research findings by Oktaviani & Wahyuni Tunggal Dewi (2024), which stated that perceived service quality is a key driver of loyalty and purchasing decisions.

Promotions have also been shown to significantly influence customer satisfaction and purchasing decisions. Wizzmie's promotional strategies, such as discounts and social media promotions, contribute to increased purchase intention. This is supported by findings by Rheza Perwira et al. (2024), which show that promotions have a direct effect on customer preferences in choosing a fast food brand.

Furthermore, customer satisfaction is a strong mediating variable in the relationship between service quality and promotions on purchasing decisions. Satisfied consumers are more likely to make repeat purchases, as stated by Kurniati Ely (2020), who stated that satisfaction creates sustainable value for the company through repeat purchases and recommendations.

The results of this study indicate that service quality, promotions, and customer satisfaction have a positive and significant influence on purchasing decisions at Wizzmie in Makassar City. Statistical analysis shows that improved service quality, effective promotions, and high levels of customer satisfaction correlate with increased purchasing decisions. Specifically, service quality was shown to be the dominant factor influencing purchasing decisions, followed by promotions and customer satisfaction.

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This finding aligns with previous research showing that service quality is a key driver of purchasing decisions in the food and beverage industry. (Putri Wulandari, 2023) Good service quality creates a positive experience for customers, which in turn increases loyalty and repeat purchases. In the context of Wizzmie, this means that investing in employee training, facility improvements, and responsiveness to customer complaints are crucial for improving purchasing decisions.

Effective promotions have also been shown to have a significant impact on purchasing decisions. Creative and relevant promotional strategies for the target market can increase brand awareness and attract new customers. (Aisyah et al., 2023) showed that attractive promotions have a positive influence on customer satisfaction and purchasing decisions in the restaurant industry. Wizzmie can leverage social media, discount promotions, and special events to increase visibility and attract customers. Customer satisfaction also plays a significant role in influencing purchasing decisions. Satisfied customers are more likely to leave positive reviews, recommend Wizzmie to others, and make repeat purchases (Anderson & Mittal, 2021). Therefore, Wizzmie needs to ensure that every customer has a pleasant and satisfying culinary experience.

Overall, this study confirms that service quality, promotions, and customer satisfaction are key factors influencing Wizzmie's purchasing decisions in Makassar. Wizzmie can use these findings to develop more effective marketing and operational strategies, increase customer loyalty, and strengthen its position in a competitive market.

R-Square and F-Square Test

Variables Model	Value	Kategori
R^2 -- Purchase Decision (Y)	0.65	Strong
F^2 -- Quality of Service (X1) → Purchase Decision (Y)	0.25	Medium
F^2 -- Promotion (X2) → Purchase Decision (Y)	0.10	Small
F^2 -- Customer satisfaction (X3) → Purchase Decision (Y)	0.40	Large

Based on the results of a multiple linear regression analysis between the independent variables (Service Quality, Promotion, and Customer Satisfaction) and the dependent variable (Purchase Decision), the coefficient of determination (R-Square) was 0.65. This indicates that 65% of the variation in the Purchase Decision variable can be explained by Service Quality, Promotion, and Customer Satisfaction simultaneously, while

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the remaining 35% is explained by other factors outside this research model. According to the R-Square interpretation criteria, a value of 0.65 is considered strong, so this model is considered good at explaining the influence of the three independent variables on purchase decisions.

F-Square analysis was used to determine the contribution or influence of each independent variable individually on the dependent variable. Based on the calculation, the following results were obtained:

1. F-Square for Service Quality (X1) → Purchase Decision (Y) is 0.25.
   This value is in the moderate category, indicating that Service Quality makes a significant contribution to Purchase Decisions.
2. The F-square for Promotion (X2) → Purchase Decision (Y) is 0.10.
   This value is in the small category, indicating that Promotion has a relatively low contribution in influencing Purchase Decisions.
3. The F-square for Customer Satisfaction (X3) → Purchase Decision (Y) is 0.40.
   This value is in the large category, indicating that Customer Satisfaction is the most dominant variable influencing consumer Purchase Decisions for Wizzmie products in Makassar City.

Of the three independent variables studied, Customer Satisfaction has the greatest influence on Purchase Decisions. This indicates that increasing customer satisfaction will significantly increase the likelihood of consumers making repeat purchases or recommending the product to others. Conversely, although Promotion plays a role, its influence is relatively small compared to the other variables. Therefore, Wizzmie management needs to prioritize efforts to improve customer satisfaction and service quality as a primary strategy for improving purchase decisions.

The results of the hypothesis test can be explained as follows:

1. Service Quality (X1) → Customer Satisfaction (X3)

The test results show that service quality has a positive and significant influence on customer satisfaction, with a coefficient value of 0.438 and a P-value <0.001, meaning it is less than 0.05. This indicates that the hypothesis that service quality has a positive influence on customer satisfaction is accepted. In this context, service quality is understood as a critical component encompassing reliability, responsiveness, empathy, assurance, and tangibles experienced by customers while using Wizzmie services. When customers perceive that service is provided promptly, courteously, and professionally, they are more likely to be satisfied with their overall experience.

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Service quality is a key indicator in shaping consumer perceptions of the value of the service received. (Shi & Shang, 2020) also stated that high service quality is key to building customer satisfaction and loyalty, especially in a highly competitive digital environment.

Based on these findings, Wizzmie believes that maintaining service quality at every point of customer interaction is crucial to improving customer satisfaction. Service experiences, such as fast and accurate food service, friendly staff, and clean dining areas, can enhance customer perceptions. Therefore, employee training, service quality monitoring, and improving service procedures are crucial to maintaining customer satisfaction and loyalty.

2. Promotion (X2) → Customer Satisfaction (X3)

Promotion was also shown to have a significant positive effect on customer satisfaction with a coefficient of 0.392 and a P-value <0.001. The hypothesis that promotion has a positive effect on customer satisfaction was accepted. In this study, promotions included elements such as advertising, discounts, direct marketing, and social media campaigns. Relevant, engaging, and consistent promotional strategies make consumers feel valued and cared for, thus increasing positive perceptions of the products and services offered.

Effective promotions can build brand awareness and create emotional connections with customers, ultimately impacting their satisfaction. (Ilmu et al., 2024) Interactive digital promotional strategies play a crucial role in creating a pleasant and personalized consumer experience. Their study also stated that informative and persuasive promotions directly contribute to increased customer satisfaction in the food and beverage business context.

These results indicate that well-planned Wizzmie promotions, such as seasonal promotions, collaborations with local influencers, and engaging social media activities, can increase customer enthusiasm and satisfaction. Promotions that capture attention and generate tangible benefits for customers are crucial to creating a positive experience.

3. Customer Satisfaction (X3) → Purchase Decision (Y)

Customer satisfaction demonstrated the strongest influence on purchase decisions, with a coefficient value of 0.521 and a P-value <0.001. This hypothesis, stating that customer satisfaction influences purchase decisions, is accepted. Customer satisfaction, in this case, reflects consumers' evaluations of the services and products they receive. Satisfied customers are not only more likely to repurchase but also willing to recommend

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the product to others. (Toding & Mandagi, 2022) emphasize that customer satisfaction is key to loyalty and a major predictor of repeat purchase behavior. In an industry like Wizzmie, customer satisfaction stems from consistent food taste, prompt service, clean premises, and ease of ordering. Satisfied customers tend to have greater trust in the brand, and purchasing decisions are a tangible reflection of that trust.

The results show that maintaining customer satisfaction is a key strategy for increasing purchases. Therefore, Wizzmie must ensure that every aspect of its products and services consistently meets and exceeds customer expectations.

4. Service Quality (X1) → Purchase Decision (Y)

Service quality also has a direct effect on purchase decisions, with a coefficient of 0.215 and a P-value of 0.027. Because the P-value is less than 0.05, the hypothesis that service quality influences purchase decisions is accepted. This effect indicates that service is generally influenced by customer satisfaction through customer satisfaction levels. There is also a fairly strong direct effect; if customers consistently receive good service, such as fast service, friendly employees, and a clean environment, they will be more motivated to purchase the product, even without considering other factors.

This explanation aligns with the Stimulus-Organism-Response (SOR) Theory, which states that external stimuli such as service quality can directly trigger behavioral responses in the form of purchase decisions (Rahmawati & Kuswati, 2022). In this context, service quality acts as an emotional and cognitive trigger that drives purchasing behavior. Management & Iqbal (2024) also stated that perception of service is one of the dominant factors influencing consumer purchasing behavior, particularly in the food and beverage industry. When customers feel valued and comfortable, they make purchasing decisions more quickly.

From these findings, it can be concluded that improving service quality at Wizzmie, such as prompt service and friendly staff, will increase customer satisfaction and encourage them to purchase the product. Excellent service creates a strong positive impression and is a key factor in forming purchasing decisions.

5. Service Quality (X1) → Purchase Decision (Y)

Promotions influence purchasing decisions with a coefficient of 0.184 and a P-value of 0.035. Since the P-value is below 0.05, the hypothesis that promotions influence purchasing decisions is accepted. Wizzmie's promotions, such as price discounts, value packages, and social media campaigns, provide a direct stimulus for consumers to make

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immediate purchasing decisions. This form of promotion not only increases the product's appeal but also creates a sense of urgency and a high perceived value in the eyes of customers.

According to Lavidge and Steiner's Hierarchy of Effects Model, promotions can influence consumers from awareness to interest, and ultimately to the purchase decision. Research by (Irvan et al., 2025) found that promotions that are attractive and relevant to the target market can directly drive purchasing decisions, particularly in the culinary industry. This finding aligns with (Fadli et al., 2023), which states that strategically implemented promotions can influence consumer purchase intention, even without first going through the satisfaction stage.

Based on these results, promotions are one of the most effective marketing tools for increasing purchases at Wizzmie. Well-targeted and engaging promotions can directly influence consumer decisions, especially among younger consumers who are sensitive to exclusive offers.

CONCLUSION

Based on the results of data analysis and structural model testing using the Structural Equation Modeling (SEM) approach, several important findings were obtained. First, service quality has a positive and significant influence on consumer purchasing decisions. This indicates that the higher the quality of service provided, the more likely consumers are to purchase Wizzmie products in Makassar City. Promotion variables were also shown to have a positive and significant influence on purchasing decisions. Effective promotional strategies, whether through social media, discounts, or other marketing methods, encourage increased consumer purchasing decisions. Customer satisfaction plays a role in driving purchasing decisions. Customers who are satisfied with the products and services provided are more likely to make repeat purchases and recommend them to others. Overall, the results of this study confirm that the three independent variables—service quality, promotion, and customer satisfaction—significantly contribute to the dependent variable, namely purchasing decisions. These findings support all hypotheses formulated in the study.

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