

Analysis Of Consumer Behavior Towards Purchasing Decisions And Consumer Satisfaction Of "Harum Enak" Powdered Pepper In Pangkalpinang City

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Abstract

The Bangka Belitung Islands Province is a center of white pepper production in Indonesia, known for its Muntok White Pepper brand. Muntok White Pepper is generally sold in unprocessed granules, thus limiting its added value. Efforts to increase added value include converting granules into ground pepper. One such ground pepper produced in Bangka Belitung is the "Harum Enak" brand. This "Harum Enak" ground pepper is produced by PT Pelangi Nusantara Sehati, located in Sungailiat, Bangka. This study aims to 1) analyze the effect of price on purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City, 2) analyze the effect of product quality on purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City, 3) analyze the effect of price on consumer satisfaction for "Harum Enak" ground pepper in Pangkalpinang City, 4) analyze the effect of product quality on consumer satisfaction for "Harum Enak" ground pepper in Pangkalpinang City, 5) analyze the effect of purchasing decisions on consumer satisfaction for "Harum Enak" ground pepper in Pangkalpinang City, 6) analyze the effect of price on consumer satisfaction through decisions for "Harum Enak" ground pepper in Pangkalpinang City, and 7) analyze the effect of product quality on consumer satisfaction through decisions for "Harum Enak" ground pepper in Pangkalpinang City. The study used a survey method with accidental sampling to collect data from 100 respondents. Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 4. The study's direct-effect results show that price has a positive and significant effect on purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City. Still, it does not have a positive and significant effect on consumer satisfaction. Product quality has a positive and significant effect on purchasing decisions, but does not affect consumer satisfaction; purchasing decisions, in turn, have a positive effect on consumer satisfaction. In the indirect effect, price does not have a positive and significant effect on consumer satisfaction through purchasing decisions, whereas product quality does

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Keywords: Ground Pepper, Price, Product Quality, Purchasing Decision, Consumer Satisfaction, Smart PLS

INTRODUCTION

The Bangka Belitung Islands Province is the center of white pepper production in Indonesia, known under the brand name Muntok White Pepper (Karsiningsih et al. 2023). Muntok White Pepper has distinctive characteristics, namely a fragrant aroma and a spicy taste (Pranoto 2016). Muntok White Pepper is generally sold as raw grains, without further processing, so its added value remains limited. Pepper has excellent potential to increase added value through innovation and product diversification. One strategy is to convert pepper grains into ground pepper (Aziza et al., 2024). Ground pepper products are considered easier to use by consumers because they do not require grinding before consumption. One of the ground pepper products produced in Bangka Belitung is the "Harum Enak" brand. "Harum Enak" ground pepper is produced by PT Pelangi Nusantara Sehati, located in Sungailiat, Bangka.

"Harum Enak" ground pepper has been sold in several retail stores in Pangkalpinang. "Harum Enak" ground pepper has advantages over similar products on the market. "Harum Enak" ground pepper is produced from local pepper sourced from the Bangka Belitung Islands Province, an area renowned for its high-quality white pepper. This gives "Harum Enak" ground pepper a distinctive taste and aroma, as well as superior quality compared to similar products from other regions. In addition, "Harum Enak" ground pepper is available in a larger volume at a relatively affordable price. This advantage should be an essential factor in influencing consumer purchasing decisions, as consumers tend to consider the balance between quality and price when deciding which products to buy and whether they will be satisfied after using them.

Based on the problems encountered with the "Harum Enak" ground pepper product, researchers need to conduct a study entitled "Analysis of Consumer Behavior in Purchasing Decisions and Consumer Satisfaction with 'Harum Enak' Ground Pepper in Pangkalpinang City." This study aims to analyze how consumer behavior influences purchasing decisions and satisfaction levels with the "Harum Enak" ground pepper product.

OBJECTIVES

The objectives of this study are as follows:

1. Analyze the influence of price on purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City.
2. Analyze the influence of product quality on purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City.



3. Analyze the influence of price on consumer satisfaction for "Harum Enak" ground pepper in Pangkalpinang City.
4. Analyze the influence of product quality on consumer satisfaction for "Harum Enak" ground pepper in Pangkalpinang City.
5. Analyze the influence of purchasing decisions on consumer satisfaction for "Harum Enak" ground pepper in Pangkalpinang City.
6. Analyze the influence of price on consumer satisfaction through purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City.
7. Analyze the influence of product quality on consumer satisfaction through purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City. Analyze the influence of purchasing decisions on consumer satisfaction for "Harum Enak" ground pepper in Pangkalpinang City.

LITERATURE REVIEW

Product Quality

Product quality is a characteristic or property inherent in a product or service that indicates the extent to which it meets consumer needs, both those expressed directly and those implied. Every consumer has diverse and complex needs, so the products offered must adapt to them. According to Dr. Meithiana Indrasari (2019), the dimensions of product quality consist of performance, durability, conformance to specifications, features, reliability, and aesthetics.

Price

According to Ginting (2012:10), price is the amount of money that consumers must pay to obtain a product or service. According to Buchori Alma (2013:169), price is the amount of money paid for a service, or the value that consumers exchange to obtain the benefits of owning or using goods or services.

Purchasing Decision

Schiffman and Kanuk (2010) argue that "Purchasing decisions are selections of two or more options, in other words, alternative choices must be available to someone when making a decision". Each consumer makes different decisions in searching, buying, and using various products and brands within a specific period of time. The purchasing decision process is influenced by the role of the purchasing decision and several factors. According to Tjiptono (2012), purchasing decisions have several dimensions: product choice, brand choice, distributor choice, purchase time, purchase amount, and payment method.

Consumer Satisfaction

According to Prof. Dr. Ir. Ujang Sumarwan (2014), consumers will have expectations regarding how the product should function (product performance). These expectations are quality standards that will be compared with the product's actual functionality and the quality consumers actually feel. The function of the product that consumers actually feel (actual performance) concerns consumers' perceptions of the product's quality.

RESEARCH METHODS

This study was conducted in Pangkalpinang City, the capital of Bangka Belitung Province. The research location was chosen purposively because "Harum Enak" ground pepper is marketed in Pangkalpinang City through several retailers. This study used a survey method to obtain primary data on the purchasing behavior of "Harum Enak" ground pepper. Primary data was obtained through observation, structured interviews, and the distribution of questionnaires to respondents who had purchased "Harum Enak" ground pepper. The questionnaire distributed by the researcher to respondents contained questions about price, product quality, buying decisions, and consumer satisfaction. Secondary data were sourced from official documents, including the National Development Planning Agency, as well as scientific literature on price, product quality, purchasing decisions, and consumer satisfaction.

This research method uses the Accidental Sampling technique, which selects samples based on individuals encountered by chance who meet the criteria for respondents. The respondent criteria include consumers who have purchased "Harum Enak" ground pepper products and who serve as decision-makers in the purchase. The number of respondents in this research was set at 100. This study uses an ordinal measurement scale. The questions use a Likert scale with the following scoring criteria: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, and strongly disagree = 1. The data results will be tabulated using Microsoft Excel and analyzed using Structural Equation Modeling (SEM) with SmartPLS (Smart Partial Least Squares) 4.0.

The research indicators are as follows:

Table 1. Research Indicators

Variabel	Indicator	
Price (X1)	Affordable Price	The price of "Harum Enak" ground pepper is very affordable among consumers
	Price in line with quality	The price of "Harum Enak" ground pepper is determined by the quality of the pepper received by consumers.



	Competitiveness	The price of "Harum Enak" ground pepper demonstrates competitive pricing compared to other products.
	Price matches benefits	The price of "Harum Enak" ground pepper is commensurate with the benefits consumers experience.
	Flavor	"Harum Enak" ground pepper has a spicy taste that distinguishes it from other products.
	Aroma	"Harum Enak" ground pepper has a sharper and more fragrant aroma.
Quality Product (X1)	Security	"Harum Enak" ground pepper is safe to consume because it carries a halal label.
	Resilience	Harum enak" ground pepper has an expiration date to increase its consumer confidence.
	Price	Buy "Harum Enak" ground pepper because it is worth the price.
Decision Purchase (Y1)	Quality	Buying "Harum Enak" ground pepper because it suits the taste you feel.
	Local Products	Membeli lada bubuk "Harum Enak" karena salah satu produk lokal
	Need	Buying "Harum Enak" ground pepper because of need.
	Satisfied with product quality	Satisfied because the quality of "Harum Enak" ground pepper meets consumer expectations.
Satisfaction Consumer (Y2)	Satisfied with price	Satisfied because the price of "Harum Enak" ground pepper is very affordable for all groups.
	Satisfied with the quality and price	Satisfied with the quality and price of ground pepper, "Harum Enak" is very affordable and high-quality.

(Source: processed by researchers, 2025)

Data analysis was conducted using SmartPLS, following the procedure outlined by Basbeth et al. (2018). The analysis began with an evaluation of the measurement model (outer model), which included convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. In the convergent validity test, indicators are considered valid if their outer loadings are ≥ 0.708 and their Average Variance Extracted (AVE) values are > 0.5 . Indicators with an outer loading value < 0.708 must be removed and not used in the next stage. Next, discriminant validity is tested using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT) via cross-loadings. A good cross-loading value is indicated by indicators that correlate more with their construct than with other constructs. In the Fornell-Larcker criterion, the square root of AVE must be greater than the correlation between constructs, while the HTMT value must be < 0.90 . Reliability testing is conducted by examining composite reliability

and Cronbach's alpha values; values > 0.70 are considered reliable. The next stage is the evaluation of the structural model (inner model), which includes assessing R-square and Q-square and conducting hypothesis testing. The R-square value ranges from 0 to 1, while the Q-square value assesses the model's predictive ability. The model is considered to have good predictive relevance if $Q^2 > 0$, and poor predictive relevance if $Q^2 < 0$. Based on the above research evaluation model, the following research hypotheses were established:

- H1: It is hypothesized that price has a positive and significant effect on purchasing decisions.
- H2: It is hypothesized that product quality has a positive and significant effect on purchasing decisions.
- H3: It is hypothesized that price has a positive and significant effect on consumer satisfaction.
- H4: It is hypothesized that product quality has a positive and significant effect on consumer satisfaction.
- H5: It is hypothesized that purchasing decisions have a positive and significant effect on consumer satisfaction.
- H6: It is suspected that price has a positive and significant effect on consumer satisfaction through purchasing decisions.
- H7: It is suspected that product quality has a positive and significant effect on consumer satisfaction through its influence on purchasing decisions.

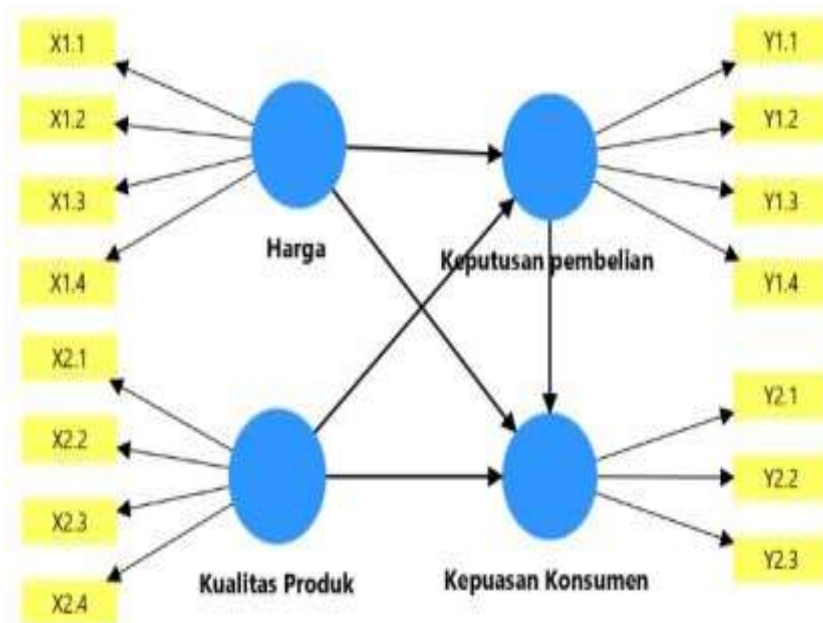


Figure 1. Research Evaluation Model

RESULTS AND DISCUSSION**Respondent Characteristics**

The respondents in this study were consumers who had purchased "Harum Enak" ground pepper in Pangkalpinang, totaling 100. The characteristics of these respondents were divided into several categories, including age, gender, highest level of education, and occupation.

Table 2. Respondent Characteristics

Respondent characteristics	Description	Respondents
Age	20-24	42
	25-34	18
	35-44	23
	45-54	15
	55-64	2
	Total	100
Gender	Man	17
	Women	83
	Total	100
Last Level of Education	SD	4
	SMP	8
	SMA	51
	DIPLOMA	7
	S1	28
	S2	2
	Total	100
Work	Businessman	19
	PNS/BUMN	11
	Private sector employee	6
	IRT	35
	Student	24
	Other	5
	Total	100

(Source: primary data processing, 2025)

Based on the study's results in Table 2 on respondent characteristics, consumers of "Harum Enak" ground pepper are predominantly young people aged 20-24, with the majority being female. This aligns with data from BAPPENAS (National Development Planning Agency) in 2024, which shows that young people are included in the productive



age group. Most consumers who buy and use "Harum Enak" ground pepper are young people with higher education, ranging from high school to master's degree, and are housewives. This group generally consists of newly married women starting their household lives, who play a significant role in cooking and managing the family kitchen (Navarro, J. L., et al. al 2024). With a strong educational background, these young mothers tend to be more selective in their ingredient choices and consider a product's quality, practicality, and taste before making a purchase. In addition, 24 people, or 24 percent of the total respondents, were students who cooked for themselves in their boarding houses to gain independence and save money. These students also play a role in purchasing decisions for kitchen ingredients, including the use of "Harum Enak" ground pepper for daily needs. Thus, it can be concluded that the primary consumers of "Harum Enak" ground pepper products are two dominant groups: young housewives and students living independently. Both groups play an essential role in determining the purchase of kitchen spice products, indicating that "Harum Enak" ground pepper has successfully reached young, active, independent consumers who need practical, high-quality products to support their daily cooking.

The Influence of Purchasing Decisions and Consumer Satisfaction Evaluation of Measurement Model (Outer Model)

The measurement model (outer model) is used to assess the extent to which indicators can represent the constructs being measured. The evaluation of the outer model covers three main aspects, namely convergent validity, discriminant validity, and indicator reliability (Juniarty, 2025). Convergent validity is assessed by correlating indicators with their respective latent variables; indicators are considered valid if their factor loadings are > 0.70 (Ghozali, 2015). The following Table presents the outer loading and average variance extracted (AVE) values.

Table 3. Outer loading and AVE value

Variabel	Indicator	Outer Loading	AVE	Description
Price (X1)	Affordable Price	0.748	0.617	Valid
	Price matches quality	0.824		Valid
	Competitiveness	0.769		Valid
	Price according to benefits	0.799		Valid
Product Quality (X2)	Taste	0.788	0.613	Valid
	Aroma	0.746		Valid
	Safety	0.813		Valid

	Resilience	0.784		Valid
	Price	0.753		Valid
	Quality	0.875		Valid
Purchase Decision (Y1)	Local Products	0.827	0.642	Valid
	Needs	0.743		Valid
	Satisfied with Product Quality	0.878		Valid
Customer Satisfied (Y2)	Satisfied with price	0.853	0.749	Valid
	Satisfied with quality and price	0.865		Valid

(Source: primary data processing, 2025)

Based on the results of Outer Loading analysis of the 15 statements tested, all indicators had values > 0.70 , thus meeting the criteria for convergent validity. In addition, each variable also showed an Average Variance Extracted (AVE) value > 0.50 , indicating that all constructs were valid. These findings align with Hair et al.'s (2017) observation that higher AVE values indicate greater construct variance explained by its indicators, thereby strengthening convergent validity.

Discriminant validity testing is conducted to ensure that each construct in the model is truly distinct from the others and that each latent variable explains only its indicators. According to Puji Setyowati et al. (2025), this test can be conducted using several approaches, namely the Fornell-Larcker criterion, cross-loading analysis, and the Heterotrait-Monotrait Ratio (HTMT). *The Fornell-Larcker criterion* value can be seen in Table 3 below:

Table 4. Fornell Larcker criterion

	Price	Consumer Satisfaction	Purchase Decision	Product Quality
Price	0.785			
Customer Satisfaction	0.520	0.866		
Purchase Decision	0.609	0.742	0.801	
Product Quality	0.669	0.641	0.694	0.783

(Source: primary data processing, 2025)

The Average Variance Extracted (AVE) value is considered acceptable if it is greater than 0.5 (Hair et al., 2019). The results of comparing the values of each variable,



namely the Price variable ($0.785 > 0.520 > 0.609 > 0.669$), Consumer Satisfaction ($0.866 > 0.742 > 0.641$), Purchase Decision ($0.801 > 0.694$), and Product Quality ($0.783 > \text{other construct correlations}$). Based on these results, it can be concluded that all variables have higher AVEs than the correlations between different constructs.

After the Fornell-Larcker Criterion stage, cross-loadings were evaluated. This test aimed to compare loading values between indicators and the latent variables they measure, and between indicators and other latent variables (Efilia and Almassawa 2025). The cross-loading values can be seen in Table 5 below.

Tabel 5. cross loading

	Price	Product Quality	Purchase Decision	Customer Satisfaction
X1.1	0.748	0.586	0.523	0.500
X1.2	0.824	0.550	0.498	0.413
X1.3	0.769	0.440	0.443	0.336
X1.4	0.799	0.498	0.425	0.320
X2.1	0.519	0.788	0.610	0.510
X2.2	0.522	0.746	0.591	0.487
X2.3	0.529	0.813	0.492	0.506
X2.4	0.521	0.784	0.463	0.505
Y1.1	0.571	0.475	0.753	0.502
Y1.2	0.503	0.580	0.875	0.682
Y1.3	0.434	0.671	0.827	0.639
Y1.4	0.460	0.478	0.743	0.583
Y2.1	0.428	0.567	0.616	0.878
Y2.2	0.498	0.608	0.658	0.853
Y2.3	0.420	0.487	0.652	0.865

(Source: primary data processing, 2025)

The cross-loadings in Table 5 indicate that the indicators in this study are acceptable and valid. This can be seen in the cross-loadings of each indicator within the measured construct being higher than those in other constructs. After calculating the cross-loadings, the next step is to measure the Heterotrait-Monotrait Ratio of Correlations (HTMT). The HTMT test assesses the extent to which a construct differs significantly from other constructs by comparing correlations among constructs (Wijaya and Haryono 2025). The HTMT results from this study are shown in Table 6 below.



Tabel 6. Heterotrait Monotrait Ratio of Correlations

	Price	Product Quality	Purchase Decision	Consumer Satisfaction
Price				
Product Quality	0.831		0.852	0.788
Purchase	0.755			0.895
Decision				
Customer	0.623			
Satisfaction				

(Source: primary data processing, 2025)

Henseler et al. (2015) stated that the value of the heterotrait monotrait ratio of correlations (HTMT) is < 0.90 . The HTMT values are 0.831 for Price and Product Quality, 0.755 for Price and Purchase Decision, and 0.623 for Price and Consumer Satisfaction. Meanwhile, the values for Product Quality and Purchase Decision are 0.852, and for Product Quality and Consumer Satisfaction are 0.788. This shows that the value of the heterotrait monotrait ratio of correlations (HTMT) meets the established criteria and is valid.

Reliability Test (Composite Reliability) is one of the essential aspects to ensure that measurement results can be interpreted correctly and reliably (Dwi Sapurto 2024). The Composite Reliability values are shown in the Table below.

Tabel 7. Cronbach's alpha dan Composite Realibility

	Cronbach's alpha	Composite Reliability (rho_c)	Description
Price	0.794	0.865	Reliable
Product Quality	0.790	0.864	Reliable
Purchase Decision	0.813	0.877	Reliable
Customer Satisfaction	0.833	0.900	Reliable

(Source: by primary data 2025)

Cronbach's alpha and composite reliability values are all > 0.70 (Kusumaningrini and Sudibjo 2021). Price has a Cronbach's alpha of 0.794 (> 0.7) and a composite reliability of 0.865 (> 0.7). Product quality has a Cronbach's alpha of 0.790 (> 0.7) and a composite reliability of 0.864 (> 0.7). The purchase decisions have a Cronbach's alpha of 0.813 (> 0.7) and a composite reliability of 0.877 (> 0.7). Customer satisfaction has a



Cronbach's alpha of 0.833 (> 0.7) and a composite reliability of 0.900 (> 0.7). Based on the above values, the reliability analysis of all variables yields satisfactory results. The measurement evaluation model can be seen in the picture.

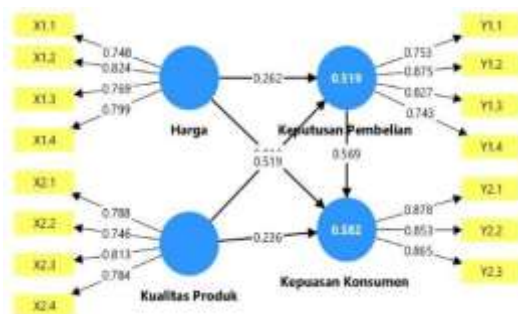


Figure 2. Evaluation Model

Structural Model Evaluation (Inner Model)

Multicollinearity is a common issue in statistical analysis and occurs when two or more independent variables or exogenous constructs are highly correlated, thereby reducing the model's predictive power. A VIF value should be < 5 ; exceeding this value indicates significant collinearity between constructs (Imron and Wajdi 2024). The following Table presents the collinearity test values.

Tabel 8. Collinearity test

	Price	Product Quality	Purchasing Decisions	Consumer Satisfactio
Price			1.808	1.951
Product Quality			1.808	2.369
Purchasing Decisions				2.081
Consumer Satisfactio				

(Source: By Primary Data, 2025)

The VIF values between Price and Product Quality are 1.808, between Price and Purchase Decision are 1.951, between Product Quality and Purchase Decision are 2.369, and between Purchase Decision and Consumer Satisfaction are 2.081. All of these values indicate that there are no significant multicollinearity issues between the variables in the research model.

The R-square (R^2) value indicates the extent to which the independent variables can explain the variation in the dependent variable. The value ranges from 0 to 1, with

higher values indicating greater explanatory power. According to Sarstedt et al. (2021), R^2 values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, respectively. The R-squared values are presented below.

Tabel 9. R-square

	<i>R-square</i>
Purchasing Decisions	0,519
Consumer Satisfactio	0,582

(Source: By Primary Data, 2025)

The test results in Table 9 show that the R-square value for the Purchase Decision variable is 0.519, while for the consumer satisfaction variable it is 0.582. These values indicate that the independent variables in the model explain approximately 51.9% of the variation in Purchase Decision and 58.2% of the variation in consumer satisfaction. These R-square values fall in the moderate range and have good explanatory power for both endogenous variables.

The Q-square (Q^2) test is used to assess a model's predictive relevance. A Q^2 value > 0 indicates that the model has good predictive ability for the construct being tested, whereas a Q^2 value < 0 suggests that the model lacks adequate predictive relevance (Sofyani 2025). The Q-square values are shown in the Table below.

Table 10. Q square

	<i>R-square adjusted</i>
Purchasing Decisions	0,509
Consumer Satisfactio	0,569

(Source: By Primary Data, 2025)

The test results in Table 10 show that the adjusted R-square for the purchase decision variable is 0.509, while it is 0.569 for the consumer satisfaction variable. Therefore, this research model is considered strong enough to describe the relationship between the variables studied.

Model Fit is used to test whether research data or a model is suitable for use. The required measurements include SRMR, Chi-square, and NFI. The model fit values are shown in the Table below.

Tabel 11. Model fit

	Saturated model	Estimated model
SRMR	0.097	0.097
D_ULS	1.122	1.122
D_G	0.600	0.600



Chi-square	325.465	325.465
NFI	0.654	0.654

(Source: By Primary Data, 2025)

Table 11 above shows the results of model fit testing for the Saturated Model and the Estimated Model, including several key indicators. The SRMR value of 0.097 in both models indicates good model fit because it is less than 0.9, and the NFI (Normed Fit Index) value of 0.654 indicates moderate model fit.

Path Coefficients

Path coefficient measurements are used to assess the significance and strength of the relationship between variables and to test research hypotheses (Santy 2024). Path coefficient values range from -1 to +1, with values closer to +1 indicating a stronger positive relationship, and vice versa (Syahidah and Aransyah 2023). The direct effect describes the extent to which changes in the independent variable affect the dependent variable, assuming that other variables in the model remain constant (Ghozali, 2018). The results of the direct effect are shown in the Table below.

Tabel 12. Direct effect

	Original	T Statistics	
	sample (O)	(O/STDEV)	P Values
Price -> Purchase Decision	0.262	2.421	0.015
Price -> Consumer Satisfaction	0.016	0.121	0.893
Product Quality -> Purchase Decision	0.519	5.201	0.000
Product Quality -> Customer Satisfaction	0.236	1.844	0.065
Purchase Decision -> Customer Satisfaction	0.569	5.084	0.000

(Source: Primary Data Processing, 2025)

a) The Effect of Price on Consumer Decisions

The results show that price has a positive and significant effect on the purchase decision of "Harum Enak" ground pepper, with a p-value of 0.015 (<0.05) and a t-statistic of 2.421 (>1.96). This is because the price of "Harum Enak" ground pepper declines at higher volumes, aligning with consumers' income levels. Levels. The affordable price makes consumers feel this product is worth buying, as it is commensurate with its quality. This aligns with the research by Achmad Ali Yafi K and Didit Darmawan (2025), which found that price significantly influences a product's purchase decision. Thus, an increase in purchase decisions is indicated by a product price that meets consumer



expectations. Prices that meet consumer expectations can foster a positive perception of value, thereby encouraging purchases.

b) The Effect of Price on Consumer Satisfaction

The results of the study indicate that price does not have a positive and significant effect on consumer satisfaction, as the P-value is 0.893 (>0.05) and the t-statistic is 0.121 (<1.96). Therefore, the impact of price on satisfaction is not statistically significant. This indicates that consumers of "Harum Enak" ground pepper do not consider price to be a significant factor in assessing satisfaction. Although this product is marketed at a relatively affordable price and has a larger volume than competing brands, consumers prioritize quality, taste, and product experience. The level of consumer satisfaction is reflected in assessments that the "Harum Enak" product meets expectations, that the price offered is in line with the purchasing power of various groups, and that there is a balance between product quality and quantity. These results align with Maini et al. (2024), who found that the price variable does not have a significant effect on consumer satisfaction. In contrast, product quality has a positive, significant impact. This means that product quality plays a more dominant role in shaping consumer satisfaction than price factors. Additionally, research by Febriansyah (2024) supports these findings, showing that price does not affect consumer satisfaction, whereas service quality has a positive, significant effect on it. The conclusion from these findings is that consumers value satisfaction with quality and product usage experience more than price.

c) The Influence of Product Quality on Purchasing Decisions

The analysis results show that the product quality variable has a positive and significant effect on the purchase decision of "Harum Enak" ground pepper with a p-value of 0.000 (<0.05) and a t-statistic of 5.201 (>1.96). This indicates that the higher consumers' perceived product quality, the greater their tendency to purchase. Good product quality is reflected in the spicy taste that distinguishes "Harum Enak" from similar products, its sharp, fragrant aroma, and the guarantee of consumer safety, as it carries a halal label. In addition, the presence of an expiration date on the packaging increases consumer safety and trust in the product. These findings align with Ardiansyah et al. (2023), who found that product quality positively and significantly influences purchasing decisions, as high quality can increase consumer satisfaction and trust in the product. Thus, the quality of the "Harum Enak" product is not only a differentiator from competitors but also a reason consumers are encouraged to try and ultimately decide to buy.



d) The Effect of Product Quality on Consumer Satisfaction

Based on Table 12, the results show that product quality does not have a positive and significant effect on customer satisfaction, as indicated by a P-value of 0.065 (>0.05) and a t-statistic of 1.844 (<1.96). This shows that product quality does not contribute directly to customer satisfaction. This finding aligns with Nurlina and Wulandari's (2024) findings, which show that product quality influences purchasing decisions but does not directly affect consumer satisfaction. This is because the "Harum Enak" ground pepper product is relatively new to the market and not yet widely known among consumers. Although the "Harum Enak" ground pepper product has good quality in terms of taste, distinctive aroma, Authenticity of Bangka white pepper raw materials, and hygienic packaging, consumers have not yet fully considered these quality dimensions as a basis for assessing satisfaction. Therefore, positive quality is not enough to build consumer satisfaction with the product.

e) The Influence of Consumer Decisions on Consumer Satisfaction

Consumer purchasing decisions positively and significantly influence their level of satisfaction, with a P-value of 0.000 (<0.05) and a t-statistic of 5.084 (>1.96). This means that the higher the consumers' tendency to buy "Harum Enak" ground pepper, the greater their satisfaction. These purchasing decisions reflect consumers' confidence in the quality, taste, and value of the products offered. The satisfaction that arises after purchase indicates that the product has met consumer expectations, thereby potentially increasing repeat purchase interest and strengthening the product's positive image in the market. This finding is in line with research conducted by Sinaga and Husda(2023, which states that purchasing decisions have a positive and significant influence on customer satisfaction. Satisfaction arises when the purchased product meets or exceeds consumer expectations. Thus, consumer satisfaction after buying the "Harum Enak" product demonstrates that it has met their expectations, encouraging repeat purchases and strengthening its positive image in the market. Satisfaction can only be measured after consumers try the product firsthand.

An indirect effect is the effect of an independent variable on a dependent variable that occurs through one or more intermediary variables (Irham Fatin Fadhilah & Lisnur Wachidah, 2023). In this case, the relationship between the two is mediated by a mechanism that links the independent and dependent variables. The indirect effect values are shown in the Table below.



Tabel 13. Indirect effect

	<i>Original sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
Price->Purchase Decision -> Customer Satisfaction	0.149	1.854	0.064
Product Quality-> Purchase Decision->Customer satisfaction	0.295	4.249	0.000

(Source: By Primary Data, 2025)

a) The effect of price on consumer satisfaction through purchasing decisions

The results show that price does not have a positive and significant effect on consumer satisfaction through purchasing decisions. This is indicated by the T Statistics coefficient value of 1.854 (< 1.96) and P-value of 0.064 (> 0.05). This condition explains that the price of "Harum Enak" ground pepper is more affordable and has a larger volume than competing products. However, price is not yet a strong driver in increasing consumer satisfaction. Some consumers believe that a low price does not necessarily make consumers feel satisfied if the product quality does not fully meet their expectations. Consumers tend to evaluate products based on their overall user experience, not just price. These results are in line with the research by Hamid and Susanti (2023), which found that the price variable does not have a positive and significant effect on customer satisfaction. This is because the amount paid does not necessarily provide a level of satisfaction that meets customer expectations, so price is not the only factor that determines satisfaction.

b) The effect of product quality on consumer satisfaction through purchasing decisions

Based on the Table above, the path coefficient for the original sample (O) column in the test was 0.295. The T-statistic result was 4.249 (> 1.96) and the P-value was 0.000 (< 0.05). The results of this study indicate that product quality has a positive and significant effect on consumer satisfaction through purchasing decisions. This means that the higher the quality of the product offered, the greater the consumer's interest in buying and the greater their level of satisfaction. "Harum Enak" ground pepper has high product quality because it comes from Bangka Belitung pepper. In addition, "Harum Enak" ground pepper has a spicy, sharp aroma. When a product delivers a sharp taste and smell, consumers will consider the price they pay commensurate with the benefits they obtain. This condition not only influences purchasing decisions but also creates a sense of satisfaction, increasing the likelihood of repeat purchases. These findings align with the research by Reva et al. (2025), which found that product quality not only directly affects



purchasing decisions but also increases customer satisfaction, thereby strengthening repeat-purchase interest.

CONCLUSION

Based on the results of the research and analysis that has been carried out, the following conclusions can be drawn:

1. Price has a positive and significant effect on the decision to purchase "Harum Enak" ground pepper in Pangkalpinang City.
2. Quality has a positive and significant effect on the purchase decision of "Harum Enak" ground pepper in Pangkalpinang City.
3. Price does not have a positive and significant effect on consumer satisfaction with "Harum Enak" ground pepper in Pangkalpinang City.
4. Quality does not have a positive and significant effect on consumer satisfaction with "Harum Enak" ground pepper in Pangkalpinang City.
5. Purchase decisions have a positive and significant effect on consumer satisfaction with "Harum Enak" ground pepper in Pangkalpinang City.
6. Price does not have a positive and significant effect on consumer satisfaction through purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City.
7. Product quality has a positive and significant effect on consumer satisfaction through purchasing decisions for "Harum Enak" ground pepper in Pangkalpinang City.

SUGGESTION

Based on the research results, PT Pelangi Nusantara Sehati, the producer of "Harum Enak" ground pepper, is advised to focus on improving product quality and strengthening its brand. Quality is a key factor influencing purchasing decisions and consumer satisfaction, so producers need to maintain product consistency in taste, aroma, and cleanliness. Important information on packaging, such as halal labels and expiration dates, must also be updated regularly to foster consumer trust. In terms of promotion, producers need to introduce "Harum Enak" as a quality local product through social media, retail stores, and promotional activities that highlight the advantages of Bangka Belitung white pepper. Prices should remain competitive to meet consumer purchasing power. Furthermore, expanding distribution to modern markets, souvenir shops, and online sales is necessary to increase product accessibility. With this strategy, it is hoped that "Harum Enak" will become increasingly well-known, in demand, and able to compete in the broader market.



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