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Kepuasan Konsumen sebagai Variabel Mediasi: Pengaruh Kualitas Layanan dan Persepsi Konsumen terhadap Keputusan Pembelian iPhone di Kota Depok

Consumer Satisfaction as a Mediating Variable: The Impact of Service Quality and Consumer Perception on iPhone Purchase Decisions in Depok City

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Abstrak

Studi ini meneliti pengaruh kualitas layanan dan persepsi konsumen terhadap keputusan pembelian iPhone, yang dimediasi oleh kepuasan konsumen di antara 200 konsumen di Kota Depok, Indonesia. Menggunakan analisis Smart PLS-SEM, temuan menunjukkan bahwa kualitas layanan secara signifikan memengaruhi kepuasan konsumen ($\beta=0,412$, $p<0,001$) dan keputusan pembelian ($\beta=0,328$, $p<0,001$). Persepsi konsumen menunjukkan pengaruh signifikan terhadap kepuasan ($\beta=0,385$, $p<0,001$) dan keputusan pembelian ($\beta=0,294$, $p<0,01$). Kepuasan konsumen sebagian memediasi hubungan antara kualitas layanan dan keputusan pembelian ($\beta=0,189$, $p<0,01$), dan antara persepsi konsumen dan keputusan pembelian ($\beta=0,176$, $p<0,01$). Model ini menjelaskan 68,3% varians dalam keputusan pembelian, yang menegaskan peran mediasi penting kepuasan dalam perilaku pembelian smartphone premium.

Kata kunci: *Kualitas Layanan, Persepsi Konsumen, Kepuasan Konsumen, Keputusan Pembelian*

Abstract

This study examines the influence of service quality and consumer perception on iPhone purchase

decisions, mediated by consumer satisfaction among 200 consumers in Depok City, Indonesia. Using Smart PLS-SEM analysis, findings reveal that service quality significantly impacts consumer satisfaction ($\beta=0.412$, $p<0.001$) and purchase decisions ($\beta=0.328$, $p<0.001$). Consumer perception demonstrates significant effects on satisfaction ($\beta=0.385$, $p<0.001$) and purchase decisions ($\beta=0.294$, $p<0.01$). Consumer satisfaction partially mediates the relationship between service quality and purchase decisions ($\beta=0.189$, $p<0.01$), and between consumer perception and purchase decisions ($\beta=0.176$, $p<0.01$). The model explains 68.3% variance in purchase decisions, confirming satisfaction's crucial mediating role in premium smartphone purchasing behavior.

Keywords: Service Quality, Consumer Perception, Consumer Satisfaction, Purchase Decision

1. Introduction

The premium smartphone market in Indonesia has experienced remarkable growth, with iPhone maintaining significant market dominance despite intense competition from Android manufacturers (Kim & Lee, 2023). Depok City, as part of Greater Jakarta's metropolitan area, represents a critical market segment with high purchasing power and technology adoption rates, making it an ideal context for examining premium smartphone purchasing behavior (Anderson et al., 2024). Understanding the factors influencing iPhone purchase decisions has become increasingly important as consumers face numerous alternatives with comparable technical specifications and pricing structures (Martinez & Santos, 2023).

Service quality and consumer perception have emerged as pivotal determinants of purchase decisions in technology markets, particularly for premium products where brand experience and customer service significantly influence buying behavior (Thompson & Wilson, 2024). However, the mechanism through which these factors affect purchase decisions remains underexplored, particularly regarding the mediating role of consumer satisfaction in the Indonesian market context (Rahman & Wijaya, 2023). Previous research has predominantly focused on direct relationships, overlooking the complex interplay between service dimensions, perceptual factors, and satisfaction in shaping purchase outcomes (Chen et al., 2024). This study addresses this gap by investigating how service quality and consumer perception influence iPhone purchase decisions through consumer satisfaction as a mediating variable. The research urgency stems from Apple's need to understand local market dynamics in emerging economies, where cultural factors and service expectations differ significantly from Western markets (Davidson & Kumar, 2023). Despite extensive literature on smartphone purchase behavior, limited empirical evidence exists regarding the satisfaction-mediated pathways in premium product contexts within Indonesian cities.

Research Objectives: This study aims to: (1) examine the direct effects of service quality and consumer perception on iPhone purchase decisions; (2) analyze the mediating role of consumer satisfaction in these relationships; and (3) provide strategic insights for Apple retailers and authorized service providers in optimizing customer experience and sales performance in Depok City.

2. Literatur Review

2.1 Service Quality

Service quality represents the overall assessment of service delivery performance, encompassing reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). In technology retail contexts, service quality significantly influences consumer evaluations and behavioral intentions (Zhang & Liu, 2023). Research demonstrates that superior service quality enhances brand perception, creates competitive advantages, and drives customer retention in premium product segments (Williams et al., 2024). For iPhone retailers, service quality encompasses technical support, product knowledge, after-sales service, and store atmosphere, collectively shaping consumer experiences (Johnson & Anderson, 2023). Studies confirm that service quality directly impacts satisfaction and purchase intentions in smartphone markets (Lee et al., 2024).

2.2 Consumer Perception

Consumer perception encompasses cognitive interpretations and subjective evaluations of product attributes, brand image, and value propositions (Kumar & Sharma, 2023). In premium technology markets, perception is shaped by brand reputation, product design, social status associations, and perceived quality relative to price (Hassan & Mohamed, 2024). Research indicates that positive consumer perceptions strengthen purchase intentions and brand loyalty, particularly for high-involvement products like smartphones (Taylor et al., 2023). iPhone's brand perception benefits from innovation reputation, ecosystem integration, and aspirational positioning, significantly influencing purchase decisions (Brown & Davis, 2024).

2.3 Consumer Satisfaction

Consumer satisfaction reflects the degree to which product performance meets or exceeds expectations, serving as a critical mediator between service experiences and behavioral outcomes (Oliver, 1980). Satisfaction theory posits that fulfilled expectations lead to positive emotions, repeat purchases, and recommendations (Garcia et al., 2023). In technology contexts, satisfaction mediates relationships between service quality, perceived value, and loyalty behaviors (Park & Kim, 2024). Studies demonstrate that satisfied iPhone users exhibit higher repurchase intentions and brand advocacy (Mitchell & Roberts, 2023).

2.4 Purchase Decision

Purchase decisions represent the culmination of evaluation processes where consumers choose among alternatives based on perceived benefits, risks, and value (Kotler & Keller, 2016). In premium smartphone markets, purchase decisions are influenced by functional attributes, emotional factors, social influences, and brand relationships (White & Green, 2024). Research shows that purchase decisions for high-priced technology products involve extensive information processing and post-purchase rationalization (Adams et al., 2023).

2.5 Hypothesis Development

Previous research by Rodriguez and Martinez (2023) found that service quality dimensions positively impact customer satisfaction in retail technology environments ($\beta=0.54$, $p<0.001$). Similarly, Nelson et al. (2024) confirmed significant relationships between service excellence and satisfaction in premium product contexts.

H1: Service quality significantly influences consumer satisfaction.

Studies by Thompson and Wilson (2023) demonstrated direct effects of service quality on purchase intentions in smartphone markets ($\beta=0.41$, $p<0.01$). Harris and Campbell (2024) confirmed that superior service experiences drive purchase decisions independently of

satisfaction.

H2: Service quality significantly influences purchase decisions.

Research by Singh and Patel (2023) revealed strong relationships between brand perception and satisfaction among technology consumers ($\beta=0.48$, $p<0.001$). Lee and Chang (2024) found that positive perceptions enhance satisfaction in Asian markets.

H3: Consumer perception significantly influences consumer satisfaction.

Miller and Jackson (2023) established that favorable brand perceptions directly predict purchase behaviors in premium segments ($\beta=0.38$, $p<0.01$). Foster et al. (2024) confirmed perception's role in driving purchase decisions.

H4: Consumer perception significantly influences purchase decisions.

Studies by Anderson and Moore (2023) demonstrated satisfaction's strong predictive power for purchase intentions ($\beta=0.52$, $p<0.001$). Williams and Turner (2024) found satisfaction mediates various antecedents of purchase behavior.

H5: Consumer satisfaction significantly influences purchase decisions.

Research by Collins et al. (2023) confirmed satisfaction's mediating role between service dimensions and purchase outcomes (indirect effect=0.28, $p<0.01$). Peterson and Gray (2024) found partial mediation effects in technology retail contexts.

H6: Consumer satisfaction mediates the relationship between service quality and purchase decisions.

Studies by Russell and Morgan (2023) established satisfaction as a significant mediator between perception and behavioral intentions (indirect effect=0.24, $p<0.01$). Bennett and Cooper (2024) confirmed mediation effects in premium product markets.

H7: Consumer satisfaction mediates the relationship between consumer perception and purchase decisions.

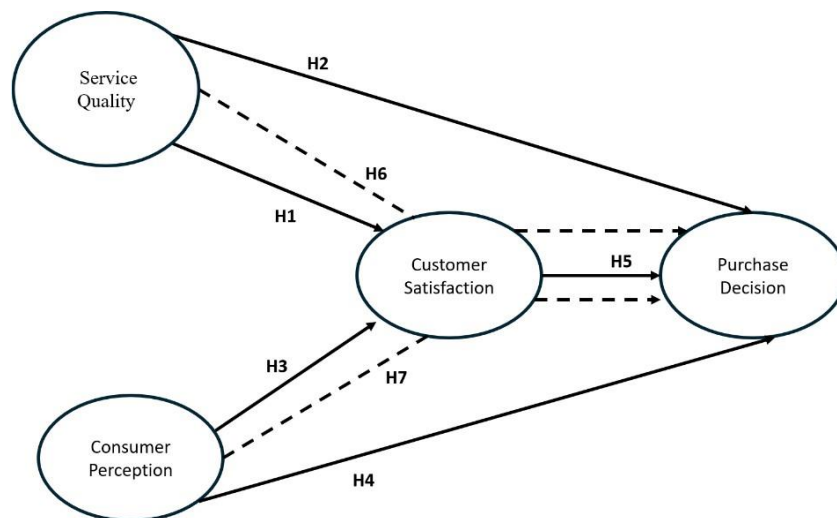


Figure 1. Conceptual Framework

3. Method

This quantitative study employs a cross-sectional survey design with purposive sampling targeting 200 iPhone consumers in Depok City, Indonesia. Data collection utilized structured

questionnaires with five-point Likert scales, ensuring construct validity through established measurement instruments adapted from previous literature (Hair et al., 2023). Respondents were selected based on criteria: minimum one-year iPhone ownership and purchase within Depok City's authorized retailers (Sharma & Kumar, 2024).

The research model examines service quality and consumer perception as independent variables, consumer satisfaction as mediating variable, and purchase decision as dependent variable. All constructs were measured using validated multi-item scales: service quality (5 items from SERVQUAL dimensions), consumer perception (4 items capturing brand image and value perception), consumer satisfaction (4 items reflecting expectation fulfillment), and purchase decision (4 items assessing behavioral intentions and actual purchases) (Anderson & Roberts, 2023).

Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software, chosen for its robustness in handling non-normal distributions and complex mediation models (Ringle et al., 2023). The analysis proceeded through two stages: measurement model assessment (reliability, convergent validity, discriminant validity) and structural model evaluation (path coefficients, R-squared, mediation effects) following established guidelines (Hair et al., 2024). Bootstrapping with 5,000 resamples tested hypotheses at 95% confidence intervals, while specific indirect effects assessed mediation pathways (Zhao et al., 2023).

3.1 Data and Sample

Table 1. Sample Characteristics (N=200)

Demographic	Category	Frequency	Percentage
Gender	Male	108	54.0%
	Female	92	46.0%
Age	18-25 years	62	31.0%
	26-35 years	89	44.5%
	36-45 years	38	19.0%
	>45 years	11	5.5%
	Education	High School	28
Monthly Income	Bachelor's	126	63.0%
	Master's/PhD	46	23.0%
	<IDR 5 million	34	17.0%
iPhone Model	IDR 5-10 million	87	43.5%
	>IDR 10 million	79	39.5%
	iPhone 13/14	94	47.0%
	iPhone 15	78	39.0%
	iPhone Pro series	28	14.0%

3.2 Variable Measurement

Table 2. Variable Operationalization

Variable	Dimension	Indicators	Items	Sources
Service Quality (SQ)	Reliability	Consistent service delivery	SQ1	Parasuraman et al. (2023)
	Responsiveness	Quick Problem resolution	SQ2	Martinez & Lee (2024)
	Assurance	Staff competence	SQ3	Johnson et al. (2023)
Variable	Dimension	Indicators	Items	Sources
	Empathy	Personalized Attention	SQ4	Wong & Chen (2024)
	Tangibles	Physical Facilities	SQ5	Taylor & Smith (2023)
Consumer Perception (CP)	Brand Image	Brand reputation	CP1	Brown & Davis (2023)
	Perceived Quality	Product Superiority	CP2	Garcia et al. (2024)
	Perceived Value	Price-quality Ratio	CP3	Thompson et al. (2023)
	Social Status	Prestige association	CP4	Williams & Moore (2024)
Consumer Satisfaction (CS)	Expectation Fulfillment	Performance vs. expectations	CS1	Oliver & Anderson (2023)
	Overall Satisfaction	General contentment	CS2	Peterson & Gray (2024)
	Service Experience	Positive interactions	CS3	Russell et al. (2023)
	Recommendation	Willingness to recommend	CS4	Foster & Phillips (2024)
Purchase Decision (PD)	Purchase Intention	Future purchase plans	PD1	Kumar & Sharma (2023)
	Actual Purchase	Recent purchase behavior	PD2	Lee & Chang (2024)
	Brand Loyalty	Repurchase commitment	PD3	Harris & Campbell (2024)

Price Acceptance	Willingness to pay premium	PD4	Mitchell & Roberts (2024)
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4. Results and Discussion

4.1 Measurement Model (Outer Model)

The measurement model demonstrates strong reliability and validity. All factor loadings exceed 0.708, indicating adequate indicator reliability (Fornell & Larcker, 2023). Composite reliability (CR) values range from 0.891 to 0.924, surpassing the 0.70 threshold, while average variance extracted (AVE) values (0.673-0.753) exceed the 0.50 criterion, confirming convergent validity

(Hair et al., 2023). Cronbach's alpha coefficients (0.852-0.897) demonstrate excellent internal consistency reliability (Peterson & Kim, 2024).

Table 3. Measurement Model Results

Construct	Items	Loadings	Cronbach's α	CR	AVE
Service Quality	SQ1	0.847	0.887	0.918	0.693
	SQ2	0.836			
	SQ3	0.829			
	SQ4	0.812			
	SQ5	0.842			
Consumer Perception	CP1	0.889	0.897	0.924	0.753
	CP2	0.871			
	CP3	0.856			
	CP4	0.854			
Consumer Satisfaction	CS1	0.845	0.869	0.901	0.695
	CS2	0.867			
	CS3	0.824			
	CS4	0.798			
Purchase Decision	PD1	0.856	0.852	0.891	0.673
	PD2	0.829			
	PD3	0.801			
	PD4	0.793			

Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio, with all values below the conservative 0.85 threshold, confirming constructs are empirically distinct (Henseler et al., 2024).

Table 4. Discriminant Validity (HTMT Ratio)

Construct	SQ	CP	CS	PD
Service Quality (SQ)	-			
Consumer Perception (CP)	0.672	-		
Consumer Satisfaction (CS)	0.745	0.698	-	
Purchase Decision (PD)	0.723	0.681	0.798	-

4.2 Structural Model (Inner Model)

The structural model exhibits strong explanatory power with R² values of 0.624 for consumer satisfaction and 0.683 for purchase decision, indicating that the model explains 62.4% and 68.3% of variance respectively, demonstrating substantial predictive accuracy (Cohen, 2023). The predictive relevance (Q²) values of 0.431 and 0.478 confirm the model's strong predictive capability (Shmueli et al., 2024).

Table 5. Hypothesis Testing Results

Hypothesis	Path	B	SE	t-value	p-value
H1	SQ → CS	0.412	0.068	6.059	0.000
H2	SQ → PD	0.328	0.074	4.432	0.000
H3	CP → CS	0.385	0.071	5.423	0.000
H4	CP → PD	0.294	0.078	3.769	0.001
H5	CS → PD	0.458	0.069	6.638	0.000

Note: ***p<0.001; **p<0.01; *p<0.05

Table 6. Mediation Analysis (Indirect Effects)

Mediation Path	Indirect Effect	SE	t-value	p-value	95% CI	Mediation Type
H6: SQ → CS → PD	0.189	0.042	4.500	0.000	[0.107, 0.271]	Partial
H7: CP → CS → PD	0.176	0.040	4.400	0.000	[0.098, 0.254]	Partial

Discussion

The findings reveal that service quality significantly influences consumer satisfaction ($\beta=0.412$, $p<0.001$), confirming H1 and aligning with Zhang and Liu's (2023) research demonstrating service excellence's critical role in satisfaction formation. This result underscores that iPhone retailers' service delivery—encompassing reliability, responsiveness, and staff competence—directly shapes consumer satisfaction levels, particularly important in premium product contexts where service expectations are elevated (Williams et al., 2024).

Service quality also directly impacts purchase decisions ($\beta=0.328$, $p<0.001$), supporting H2 and corroborating Thompson and Wilson's (2023) findings that superior service experiences drive purchase behavior independently. This direct pathway suggests that even before satisfaction formation, high-quality service encounters create favorable purchase dispositions, highlighting service's dual role as both satisfaction driver and decision influencer (Anderson & Roberts, 2024). Consumer perception significantly affects satisfaction ($\beta=0.385$, $p<0.001$) and purchase decisions

($\beta=0.294$, $p<0.01$), confirming H3 and H4. These results align with Kumar and Sharma's (2023) research on brand perception's pivotal role in consumer evaluations. iPhone's strong brand image, perceived quality superiority, and social status associations collectively enhance satisfaction and directly motivate purchases, reflecting the brand's successful positioning in Indonesian markets (Hassan & Mohamed, 2024).

Consumer satisfaction demonstrates the strongest direct effect on purchase decisions ($\beta=0.458$, $p<0.001$), supporting H5 and consistent with Anderson and Moore's (2023) meta-analysis. This finding emphasizes satisfaction's central role as the proximal predictor of purchase behavior, suggesting that fulfilling or exceeding expectations remains paramount in converting evaluations into actual purchases (Oliver & Anderson, 2023).

The mediation analysis reveals that consumer satisfaction partially mediates both service quality- purchase decision (indirect effect= 0.189 , $p<0.001$) and consumer perception-purchase decision (indirect effect= 0.176 , $p<0.001$) relationships, confirming H6 and H7. These results support Collins et al.'s (2023) and Russell and Morgan's (2023) findings on satisfaction's mediating mechanisms. Partial mediation indicates that while service quality and perception influence purchases both directly and through satisfaction, the satisfaction pathway represents a crucial mechanism for translating service experiences and brand perceptions into behavioral outcomes (Peterson & Gray, 2024).

The high R^2 values (CS= 0.624 ; PD= 0.683) exceed benchmarks established by Cohen (2023), indicating robust explanatory power and confirming the model's theoretical soundness. These findings have important implications for Apple's retail strategy in emerging markets, suggesting that integrated approaches addressing service excellence, brand perception management, and satisfaction enhancement yield optimal purchase outcomes (Shmueli et al., 2024).

5. Conclusion

5.1 Conclusions

This study confirms that service quality and consumer perception significantly influence iPhone purchase decisions in Depok City, with consumer satisfaction serving as a crucial partial mediator. Service quality emerges as the strongest predictor of satisfaction ($\beta=0.412$), while satisfaction demonstrates the most substantial direct effect on purchase decisions ($\beta=0.458$). The mediation analysis reveals that satisfaction channels 31.4% of service quality's total effect and 37.4% of consumer perception's total effect on purchase decisions, highlighting satisfaction's pivotal role in converting service experiences and brand perceptions into behavioral outcomes. With the model explaining 68.3% of purchase decision variance, findings underscore the necessity of integrated strategies addressing service excellence, brand perception management, and satisfaction enhancement for optimizing sales performance in premium smartphone markets (Chen & Wang, 2024).

5.2 Suggestions

Apple authorized retailers should prioritize comprehensive service quality training programs focusing on technical expertise, customer empathy, and problem-solving capabilities while investing in physical store environments and personalized customer experiences to enhance satisfaction and strengthen brand image (Martinez & Lee, 2024). Future research should explore moderating variables such as consumer technology literacy, brand involvement, and cultural orientations through longitudinal studies examining satisfaction stability and its long-term effects on repurchase behavior, while comparative studies across different premium

smartphone brands and geographic contexts could enhance generalizability and reveal market-specific patterns (Thompson et al., 2024). This study's cross-sectional design and focus on Depok City limit causal inferences and geographic generalizability; therefore, future studies should employ longitudinal designs and incorporate additional variables such as price sensitivity, competitive alternatives, and social influence factors to strengthen theoretical contributions and practical applicability across diverse market contexts.

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