The Influence of Brand Image, Product Quality, and Social Media Promotion on Customer Satisfaction through Purchase Decisions at Viera Cake House in Pekanbaru City

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Article Info	ABSTRACT
	One of the cake shops in Pekanbaru is Viera Cake House. There is a phenomenon related to the decline in the level of customer satisfaction at Viera Cake House. Low customer satisfaction will have an impact on decreasing purchasing decisions at Viera Cake House. This research aims to see the influence of brand image, product quality, and social media promotion on customer satisfaction through purchasing decisions at Viera Cake House in Pekanbaru City. The number of samples taken in the research was determined using the Lameshow formula and a sample of 100 consumers was obtained. The data analysis method used is Structural Equation Model (SEM) using SmartPLS software. The test results showed that brand image, product quality and social media promotion had a positive and significant effect on purchasing decisions. Purchasing decisions have a positive and significant effect on customer satisfaction. Product quality and social media promotion have a positive and significant effect on customer satisfaction through purchasing decisions. Brand image does not have a significant effect on customer satisfaction through purchasing decisions.

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1. INTRODUCTION

In today's business era, competition in the business world is getting tighter. This increasingly fierce competition requires business people to be able to maximize their company's performance in order to compete in the market. Companies must go to great lengths to learn and understand the needs and wants of their customers. By understanding the needs, wants, and demands of customers, it will provide important input for companies to design marketing strategies to create satisfaction for their customers [1].

Satisfaction according to Kotler & Keller [2] is a feeling of happiness or disappointment that arises after comparing his perception of the performance or results of a product and his expectations. One of the cake shops in Pekanbaru is the Viera Cake House which is a typical Riau souvenir center located on Jalan Melati Panam exactly in front of Jalan Naga Sakti or Riau Main Stadium. Rumah Kue Viera is a complete souvenir center at affordable prices. There is a phenomenon related to the decrease in the customer satisfaction level of Rumah Kue

Viera. This decrease in customer satisfaction was obtained from the results of observations conducted on January 28, 2023 by distributing a pre-research questionnaire containing 5 statements about Customer Satisfaction, Purchase Decisions, Brand Image, Product Quality, and Social Media Promotion, which was distributed to 30 customers of Rumah Kue Viera. The results of the distribution of the pre-research questionnaire are as follows:

Table 1. Respondents' Responses to the Initial Questionnaire

No	Variable	Statement Items	Respondent's Response (Person)				Sum
			SS	S	TS	STS	
1	Customer Satisfaction	I am satisfied with the products of Rumah Kue Viera	2	3	11	14	30
2	Purchase Decision	I decided to buy Viera Cake House products.	3	4	9	14	30
3	Brand Image	I chose Rumah Kue Viera because of its widely known brand	3	4	10	13	30
4	Product Quality	Viera Cake House has good product quality	1	3	13	13	30
5	Social Media Promotion	I found out about the Viera Cake House product through promotions carried out on social media	2	2	15	11	30
	Sum		11	16	58	65	150
	Percentage (%)		7,3	10,7	38,7	43,3	100

Source: Processed Data, 2023

Based on the customer satisfaction assessment questionnaire above, it shows that the level of customer satisfaction at Rumah Kue Viera is still low, this can be seen from the answers of many respondents who answered "Strongly disagree". This shows that low customer satisfaction will have an impact on decreasing purchase decisions at Rumah Kue Viera. The definition of a purchase decision is a stage in the buyer's decision-making process where the consumer actually buys. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered [1].

The phenomenon related to the purchase decision was obtained from the results of an interview with Rikrik Fatimah as the Finance Department of Rumah Kue Viera, the interview was held at Rumah Kue Viera Jalan Melati on Wednesday, August 10, 2022 at 12.30 WIB, Rikrik Fatimah stated: "In 2021 the sales figures or turnover of Rumah Kue Viera have decreased compared to previous years. Our guess is that the competition in the cake and souvenir business typical of Pekanbaru has begun to be rapid, where many souvenir, shops have begun to appear. So that consumers are treated to more alternative choices of cake products and also diverse prices and promotional strategies that are also increasingly creative".

The statement from Rikrik Fatimah as the Finance Department of Rumah Kue Viera can be justified because currently there are many similar Pekanbaru souvenir shops. The presence of cake shops and other typical Pekanbaru souvenirs adds to the competition in the cake business in Pekanbaru so that consumers are faced with situations or considerations in making purchase decisions. Low purchase decisions will have an impact on decreasing consumer satisfaction with Viera Cake House products. Based on previous research, other factors that affect customer satisfaction besides purchase decisions are Brand Image, Product Quality, and Social Media Promotion.

2. LITERATURE REVIEW

2.1 Brand Image

Brand image is a description of consumer associations and beliefs in certain brands [3]. According to Tjiptono [4] a trademark is a sign in the form of an image, name, word, letters, numbers, color arrangement or a combination of these elements that have distinguishing power and are used in trading activities of goods or services. Brand image indicators are: 1) Corporate image, namely: a set of associations that consumers perceive as companies that make products and services; 2) User image, namely: a set of associations that consumers perceive towards users who use goods or services, including the user himself, lifestyle or personality and social status; and 3) Product image, namely: a set of associations that consumers perceive a product, which includes the attributes of the product, benefits for consumers, its use, and guarantees [3].

2.2 Product Quality

Product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes [3]. Product quality indicators are: 1) Performance; 2) Durability; 3) Conformance to specifications; 4) Features; 5) Aesthetics; and 6) Perceived quality [3].

2.3 Social Media Promotion

According to Tjiptono [4], promotion is a marketing activity to spread information, influence or persuade, and also remind the target market of a company to be willing to accept, buy and be loyal to the products offered by the company concerned. According to Novaliana [5], social media promotion is an internet-based promotion model that has the goal of contributing through various social media. Social media promotion has a wide reach and globally, it can provide information quickly without geographical barriers. So it can be concluded that social media promotion is a promotional strategy where a company uses social media to market its products by utilizing the people who are in it as the purpose of promotion. The indicators of social media promotion are: 1) Content Creation; 2) Content Sharing; 3) Connecting; and 4) Community Building [6].

2.4 Customer Satisfaction

According to Griffin [7], customer satisfaction is a function and expectation, namely customer evaluation of product or service performance that meets or exceeds consumer expectations. Customer satisfaction is the customer's response to the evaluation of the perceived mismatch between expectations and actual performance of the service [1]. Customer satisfaction indicators are: 1) Expectation conformity; 2) Interest in revisiting; and 3) Willingness to recommend [8].

2.5 Purchase Decision

The purchase decision process is a consumer behavior to determine a decision development process in purchasing a product [2]. Consumer decision-making is a problem-solving process that is directed at a goal. A purchase decision is a person's attitude to buy or use a product, either in the form of goods or services that have been believed to satisfy him or her and willingness to bear the risks that may arise [9]. The indicators of the purchase decision are: 1) Product selection; 2) Choice of brands; 3) Distributor options; 4) Time of purchase; and 5) The number of purchases [8].

3. METHODS

This investigation uses quantitative research. Quantitative research methods are research methods that are explicitly structured, systematic, and planned from the beginning of research design. Data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses, and data collection is carried out using research instruments. This approach is based on the philosophy of positivism, used to research on a specific population or sample [10]. The number of samples taken in the study was determined by the Lameshow formula and a sample of 100 consumers was obtained. The data analysis method used is the Structural Equation Model (SEM) using SmartPLS software.

4. RESULTS AND DISCUSSION

This research produces research results from data obtained and processed, for this reason the research results are as follows:

4.1 Validity Test

The validity test is used to measure the validity or validity of a questionnaire, the validity test is carried out by comparing the value of the calculated r with the table at a significant level of 5% for 2 sides. If r counts>r table, then the statement items are declared valid. The value of r calculated in this test is the person correlation between items with the total variable score. While the value of r of the table can be seen in the r table with the equation: Df = n – 2; r table = 100 - 2; = 98; r table = 0.197. The test results show the following information:.

Table 2. Validity Test Results

Variable	Item	r calculate	r table	Results
Brand Image (x1)	X1.1	0.738	0,197	Valid
	X1.2	0.826	0,197	Valid
	X1.3	0.809	0,197	Valid
Product Quality (x2)	X2.1	0.693	0,197	Valid
	X2.2	0.758	0,197	Valid
	X2.3	0.796	0,197	Valid
	X2.4	0.883	0,197	Valid
	X2.5	0.837	0,197	Valid
	X2.6	0.736	0,197	Valid
Social Media Promotion (X3)	X3.1	0.821	0,197	Valid
	X3.2	0.851	0,197	Valid
	X3.3	0.782	0,197	Valid
	X3.4	0.845	0,197	Valid
Purchase Decision (Z)	Z1	0.754	0,197	Valid
	Z2	0.701	0,197	Valid
	Z3	0.722	0,197	Valid
	Z4	0.737	0,197	Valid
	Z5	0.753	0,197	Valid
Customer Satisfaction (Y)	Y1	0.695	0,197	Valid
	Y2	0.743	0,197	Valid
	Y3	0.703	0,197	Valid

Source: Data Processed (2024)

Based on the table above, it can be known that each statement item is valid, this can be identified if the correlation value is greater than r in the table then the data is valid. Thus the statement items used are declared valid and can be used.

4.2 Reliability Test

The reliability test aims to find out the extent to which the measurements that have been made in this study are reliable or reliable. Measurement consistency illustrates that the instrument can work well at different times and situations. The reliability test was carried out by calculating the Cronbach's Alpha value of each instrument in a variable. The value for determining the reliability of an instrument is *Cronbach's Alpha* value > 0.60.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Results
Brand Image (x1)	0,892	0,60	Reliable
Product Quality (x2)	0,925	0,60	Reliable

Social Media Promotion (X3)	0,925	0,60	Reliable
Purchase Decision (Z)	0,890	0,60	Reliable
Customer Satisfaction (Y)	0,846	0,60	Reliable

Source: Data Processed (2024)

Based on the table above, it shows that the value of the alpha coefficient of Cronbach for all variables (variables x and y) has a > value of 0.60. So all variable statements are valid and reliable.

4.3 Measurement Model (Outer Model)

Measurement model testing is used to validate the built research model. The two main parameters built are construct validity testing (convergent and discriminatory validity) and construct internal consistency testing (reliability).
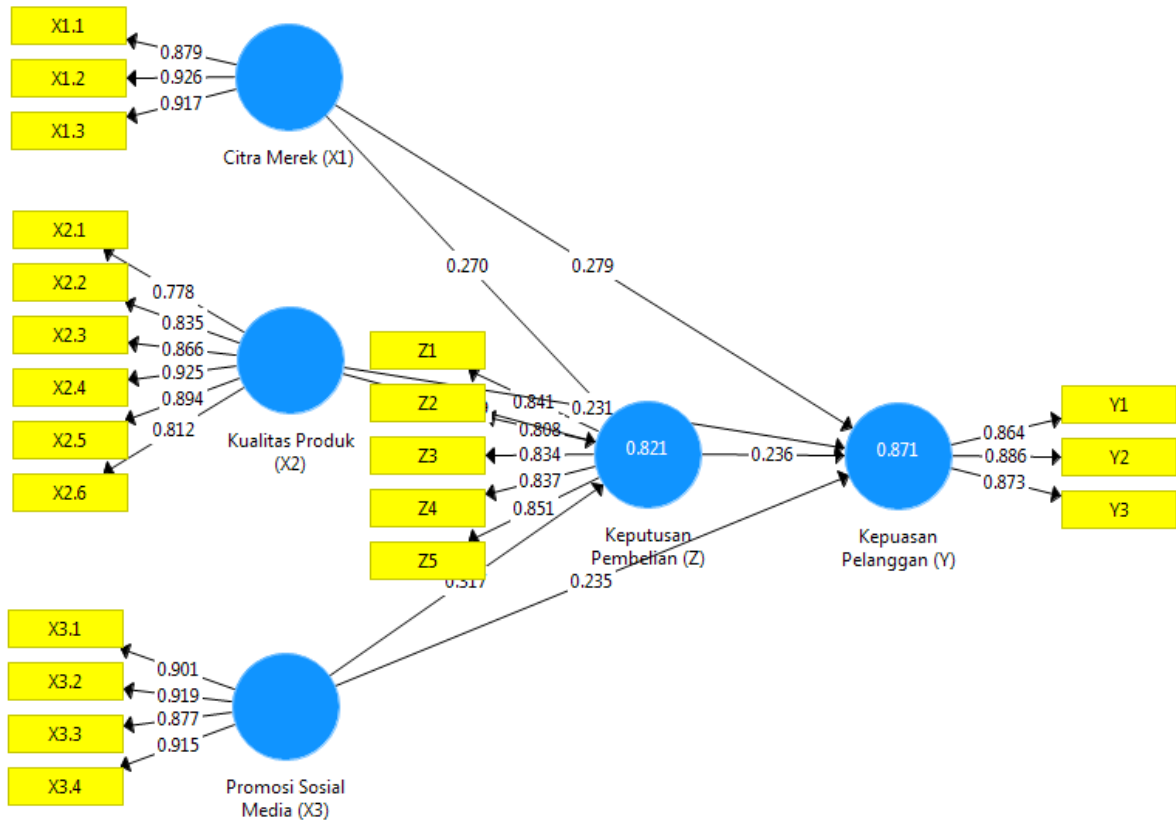

Figure 1. Outer Model

Based on the Outer Model image above, it shows that the outer loading value of each statement item for all variables with a loading value greater than 0.6 has a high level of validity, so it meets *convergent validity*.

4.4 Convergent Validity Test

The validity test aims to determine the validity of each relationship between the indicator and its construct or latent variable. The validity test of the measurement model with indicator reflexiveness is assessed based on the correlation between the item score or component score estimated with the smartPLS program.

Table 4. Outer *Loading Value*

Variable	Item	*Outer Loading*	Critical Value	Information
Customer Satisfaction (Y)	Y1	0.864	0,6	Valid
	Y2	0.886	0,6	Valid
	Y3	0.873	0,6	Valid
Purchase Decision (Z)	Z1	0.841	0,6	Valid

Variable	Item	*Outer Loading*	Critical Value	Information
	Z2	0.808	0,6	Valid
	Z3	0.834	0,6	Valid
	Z4	0.837	0,6	Valid
	Z5	0.851	0,6	Valid
	X1.1	0.879	0,6	Valid
Brand Image (x1)	X1.2	0.926	0,6	Valid
	X1.3	0.917	0,6	Valid
	X2.1	0.778	0,6	Valid
	X2.2	0.835	0,6	Valid
	X2.3	0.866	0,6	Valid
Product Quality (x2)	X2.4	0.925	0,6	Valid
	X2.5	0.894	0,6	Valid
	X2.6	0.812	0,6	Valid
	X3.1	0.901	0,6	Valid
Social Media	X3.2	0.919	0,6	Valid
Promotion (X3)	X3.3	0.877	0,6	Valid
	X3.4	0.915	0,6	Valid

Source: Data processed (2024)

From the results of data processing with PLS seen in the table above, it can be seen that the majority of indicators in each variable in this study have a *loading* value greater than 0.6. This shows that variable indicators that have a *loading* value greater than 0.6 have a high level of validity, thus meeting *convergent validity*.

Tabel 5. Hasil Uji *Average Variance Extracted* (AVE)

Variable	*Average Variance Extracted* (AVE)	Information
Brand Image (x1)	0.823	Valid
Product Quality (x2)	0.728	Valid
Social Media Promotion (X3)	0.816	Valid
Purchase Decision (Z)	0.696	Valid
Customer Satisfaction (Y)	0.765	Valid

Source: Data processed (2024)

The table shows that the variables brand image (X1), product quality (X2), social media promotion (X3), purchase decision (Z), and customer satisfaction (Y) have an AVE value above 0.5, meaning that these variables are valid.

Construct reliability is measured by *Cronbach's alpha* value and *composite reliability*, reliable construct if *Cronbach's alpha* value is above 0.60, and *composite reliability value* above 0.70 indicators are said to be consistent in measuring the latent variables.

4.5 Uji Composite Reliability

Tabel 6. Hasil Uji *Composite Reliability*

Variable	*Cronbach's Alpha*	*rho_A*	*Composite Reliability*
Brand Image (x1)	0.892	0.893	0.933
Product Quality (x2)	0.924	0.930	0.941
Social Media Promotion (X3)	0.925	0.925	0.947
Purchase Decision (Z)	0.891	0.893	0.920
Customer Satisfaction (Y)	0.846	0.846	0.907

Source: Data processed (2024)

The test results show that the construct of all variables is reliable with *a Cronbach's alpha* value above 0.60, and *composite reliability* greater than 0.7.

4.6 Discrimination Validity Test

The following are the results of the validity of the discrimination in the form of *cross loading values,*

Table 7. Cross *Loading Values*

	Brand Image (x1)	Product Quality (x2)	Social Media Promotion (X3)	Customer Satisfaction (Y)	Purchase Decision (Z)
X1.1	0.879	0.770	0.815	0.786	0.767
X1.2	0.926	0.784	0.788	0.815	0.790
X1.3	0.917	0.796	0.827	0.825	0.790
X2.1	0.582	0.778	0.646	0.649	0.662
X2.2	0.779	0.835	0.751	0.762	0.710
X2.3	0.802	0.866	0.772	0.765	0.803
X2.4	0.806	0.925	0.812	0.835	0.823
X2.5	0.768	0.894	0.804	0.792	0.778
X2.6	0.659	0.812	0.695	0.704	0.658
X3.1	0.805	0.777	0.901	0.809	0.783
X3.2	0.815	0.812	0.919	0.828	0.789
X3.3	0.807	0.792	0.877	0.791	0.788
X3.4	0.797	0.792	0.915	0.796	0.792
Y1	0.760	0.755	0.776	0.864	0.799
Y2	0.774	0.767	0.773	0.886	0.715
Y3	0.803	0.794	0.792	0.873	0.799
Z1	0.656	0.657	0.670	0.671	0.841
Z2	0.683	0.720	0.675	0.710	0.808
Z3	0.725	0.763	0.737	0.814	0.834
Z4	0.744	0.730	0.757	0.722	0.837
Z5	0.780	0.749	0.791	0.753	0.851

Source: Data processed (2024)

Based on the table above, it shows that the *loading* value of each indicator item against its construct (X1, X2, X3, Z, and Y) is greater than the *cross loading* value. Thus, it can be concluded that all constructs or latent variables already have good *discriminant validity*, where the indicators in the construction indicator block are better than the indicators in other blocks.

4.7 Model Struktural (Inner Model)

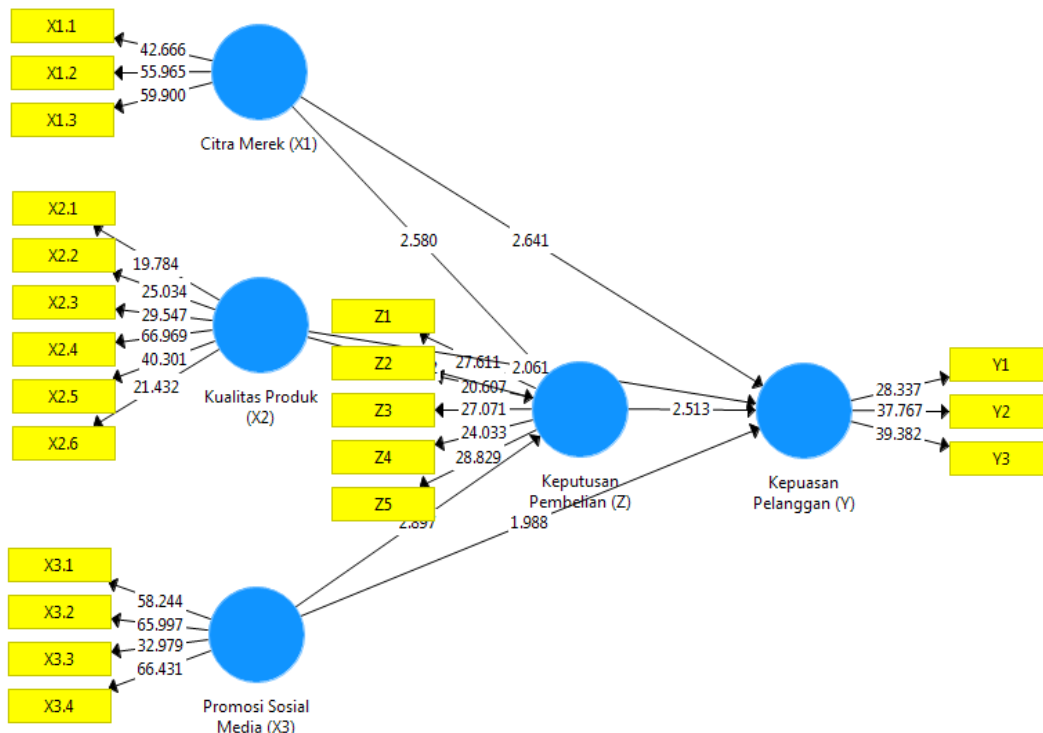Here are the results Here are the results from the inner model.

Figure 2. *Inner Model*

Based on the *Inner Model* image above, it is the result of testing with the bootstrapping method from PLS analysis. In PLS, testing each relationship is carried out using simulations with bootstrapping methods on samples. This test aims to minimize the problem of abnormalities in the research data. This test is also intended to obtain the test results of each hypothesis.

4.8 Uji R Square

Here are the results for the R square test from the output results of the Smart PLS.

Table 8. R Square Value

	R Square	R Square Adjusted
Customer Satisfaction (Y)	0.871	0.865
Purchase Decision (Z)	0.821	0.816

Source: Data processed (2024)

Based on the data presented in the table above, it can be seen that the R-Square value for the purchase decision variable (Z) is 0.821. The acquisition of this score explains that the percentage of purchase decisions (Z) can be explained by brand image (X1), product quality (X2) and social media promotion (X3) simultaneously by 82.1%, and the rest (17.9%) is influenced by other factors. The R-Square value for the customer satisfaction variable (Y) is 0.871, The acquisition of the score explains that the percentage of purchase decisions (Y) can be explained by brand image (X1), product quality (X2) and social media promotion (X3) and purchase decisions (Z) simultaneously by 87.1%, and the rest (12.9%) is influenced by other factors.

4.9 Hypothesis Test (T Statistics)

The following are the results of testing the direct influence hypothesis and indirect influence.

Table 9. Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image (X1) -> Purchase Decision (Z)	0.270	0.273	0.105	2.580	0.010

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product Quality (X2) -> Purchase Decision (Z)	0.359	0.357	0.088	4.072	0.000
Social Media Promotion (X3) -> Purchase Decision (Z)	0.317	0.315	0.109	2.897	0.004
Purchase Decision (Z) -> Customer Satisfaction (Y)	0.236	0.236	0.094	2.513	0.012

Source: Data processed (2024)

Based on the table can be outlined:

1. The brand image variable has *p values* of 0.010 < 0.05, meaning that brand image has a significant positive effect on purchase decisions.
2. The product quality variable has *p values* of 0.000 < 0.05, meaning that brand image has a significant positive effect on purchase decisions.
3. The social media promotion variable has *p values* of 0.004 < 0.05, meaning that brand image has a significant positive effect on purchase decisions.
4. The purchase decision variable has *p values* of 0.012 < 0.05, meaning that brand image has a significant positive effect on customer satisfaction.

Table 10. Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image (X1) -> Purchase Decision (Z) -> Customer Satisfaction (Y)	0.064	0.068	0.043	1.491	0.137
Product Quality (X2) -> Purchase Decision (Z) -> Customer Satisfaction (Y)	0.085	0.083	0.037	2.283	0.023
Social Media Promotion (X3) -> Purchase Decision (Z) -> Customer Satisfaction (Y)	0.075	0.073	0.037	2.017	0.044

Source: Data processed (2024)

Based on the data presentation in the table above, it can be seen that:

1. The *p values* of brand image (0.137) > 0.05, so brand image does not have a significant effect on customer satisfaction through purchase decisions.
2. The p *values* of product quality (0.023) < 0.05, then product quality has a positive and significant effect on customer satisfaction through purchase decisions.
3. The p *values of* social media promotion (0.044) < 0.05, so social media promotion has a positive and significant effect on customer satisfaction through purchase decisions.

DISCUSSION

Discussion can be interpreted as an explanation of the results of research regarding the relationship between each variable in the research that has been conducted. The discussion in this study is as follows:

The Influence of Brand Image on Purchase Decisions

Based on the results of the study, it shows that the *P-Values of* the brand image (0.010) < 0.05, so the product design has a positive and significant effect on the purchase decision. Brand Image is a supporting component for a brand, where the brand represents the quality of a product. A positive consumer image of a brand is more likely for consumers to make purchases (Simamora, 2018). The process of consumer purchase decisions begins with an introduction of the consumer to a need for a product which is then followed by a search for information available or provided by the company after which the consumer gets several choices and evaluates, in the evaluation there are several considerations including brand image [11].

One of the factors that causes consumers to make purchase decisions is brand image. Brand is a key element in a company's relationship with consumers. Brands present consumers' perceptions and feelings about a product and its performance. According to Kotler & Keller [2], brand image is the perception and belief carried out by consumers, as reflected in consumer memory. Brands that have a good image will trigger consumers to do word of mouth because consumers trust the brand [12]. Consumers with a positive image of a product are more likely to make a purchase. People tend to be interested in products whose brands already have a good image and are widely known, and this is very likely to be used as a reference to assess a company and its brand has a good reputation for issuing a good product. These results are in line with research by Pardede & Madiawati [13] and Sinta [14] showing that Brand Image has a positive effect on Purchase Decisions.

The Influence of Product Quality on Purchase Decisions

Based on the results of the study, it was shown that the *P-Values of* product quality (0.000) < 0.05, so product quality had a positive and significant effect on purchase decisions. Managers in organizations focus on producing superior products and improving their quality all the time. They assume that buyers admire well-made products and can appreciate quality and performance. One of the goals of implementing product quality is to influence consumers in making their choice to use their products so that it makes it easier for consumers to make purchase decisions. An understanding of consumer behavior about product quality can be used as a basis for the consumer purchase process [4].

Product quality is closely related to purchasing decisions. Consumers will definitely want to get products that suit their needs and desires. Quality products are products that are in accordance with the needs and desires of consumers so that they will encourage consumers to purchase these products. The quality of a product is one of the important considerations for consumers in making purchase decisions. Providing high product quality is the company's obligation to achieve its goals. Good product quality makes consumers more likely to make purchase decisions, but if the quality of the product is poor, it allows consumers not to make a purchase decision [2]. These results are in line with research by Pardede & Madiawati [13] and Prasetyo [15] showing that Product Quality has a positive effect on purchase decisions.

The Influence of Social Media Promotion on Purchase Decisions

Based on the results of the study, it shows that the *P-Values of* social media promotion (0.004) < 0.05, so social media promotion has a positive and significant effect on purchase decisions. The use of promotional strategies through social media will increase marketing performance. Because by delivering through social media, the message conveyed will be widely spread in a short time, which indirectly affects the consumer's mind to see the product delivered/sold. The use of a good and appropriate promotional strategy through social media is the core of marketing a product, because with this traders can capture the attention of consumers and make the product more memorable and spread widely from one person to another [16].

Promotion through social media is very helpful for sales from the business that is being managed because it is an action that increases the number of sales from before. Where promotion is an activity that needs to be done to provide information about a product so as to encourage consumers to make purchases. Promotion is also an effort to persuade consumers to accept products, concepts and ideas that will influence buyers. Social media itself is part of the internet that has changed a lot and also benefited the social community in Indonesia [17]. This result is in line with research conducted by Riko [18] showing that social media promotion has a positive effect on Purchase Decisions.

The Influence of Purchase Decisions on Customer Satisfaction

Based on the results of the study, it shows that the *P-Values of* purchase decisions (0.012) < 0.05, then purchase decisions have a positive and significant effect on customer satisfaction. Purchasing decisions are an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. If the purchase decision they make is right, the product they buy is appropriate, it will bring satisfaction in customers [19]. These results are in line with research by Pardede & Madiawati [13] and research [14] showing that Purchase Decisions have a positive effect on Customer Satisfaction.

The Influence of Brand Image on Customer Satisfaction Through Purchase Decisions

Based on the results of the study, it shows that the *P-Values* of the brand image (0.137) > 0.05, so the brand image does not have a significant effect on customer satisfaction through purchase decisions. Brand image is an interpretation of the accumulation of various information received by consumers. So this brand image is formed from the perceptions of consumers who have obtained various information about a brand that they have heard. These things depend on how these consumers interpret and how they interpret the information. A positive brand image will bring satisfaction to consumers in using the product) [20].

The Influence of Product Quality on Customer Satisfaction Through Purchase Decisions

Based on the results of the study, it shows that the *P-Values of* product quality (0.023) < 0.05, so product quality has a positive and significant effect on customer satisfaction through purchase decisions. According to Lupiyoadi [21] stated that consumers will be satisfied if the results of their evaluation show that the products they use are of high quality.

1. **CONCLUSION**

Based on the results of data analysis and discussion in the previous chapter, it can be concluded that:

1. Brand image has a positive and significant effect on purchase

Every product produced is expected to produce good quality or what is called product quality. The products received by consumers are products whose quality can satisfy consumers, product quality is very influential to convince consumers to make a purchase decision. If the quality of a product is good and can satisfy consumers, it can be interpreted to increase consumer satisfaction with the product. In the product concept, it is emphasized that it will like products that offer the most quality, synergistic or innovative characteristics [1]. According to Swastha & Irawan [22], the factors that drive the value of consumer satisfaction are product quality. Consumers are satisfied if after buying and using the product it turns out that the product quality is good. Consumer perception of products in the form of goods and services is determined by the quality of the product.

The Influence of Social Media Promotion on Customer Satisfaction Through Purchase Decisions

Based on the results of the study, it shows that the *P-Values of* social media promotion (0.044) < 0.05, so social media promotion has a positive and significant effect on customer satisfaction through purchase decisions. Consumer satisfaction on the product is based on the benefits informed through various promotions made by the company. Companies must further increase promotions so that the promotions carried out are more effective, especially promotions through social media. Sales promotion is a company activity to sell products that are marketed in such a way that consumers will easily see them and even with certain placement and arrangements, the product will attract the attention of consumers. Information on the existence of products with discounts and other special offers on products can increase the level of consumer satisfaction [23].

decisions. This shows that the Viera Cake House brand has been widely known by the public so that this is what makes people buy Viera Cake House products.

2. Product quality has a positive and significant effect on purchasing decisions. This is because Viera Cake House products, for example, sponge or cake products have a soft texture with quality ingredients so that people buy these products.

3. Social media promotion has a positive and significant effect on purchase decisions. This is because Viera's social media accounts are very active in uploading interesting promotional posts, which is currently active on Instagram, Facebook and also on Tiktok.

4. Purchase decisions have a positive and significant effect on customer satisfaction. This is because the community views that Viera Cake House products are in accordance with their needs for quality and delicious culinary products to consume so that this brings satisfaction to consumers.

5. Brand image does not have a significant effect on customer satisfaction through purchasing decisions. This shows that the higher the brand image, the more it will not affect or have an impact on increasing customer satisfaction. The existence of purchase decision variables as a mediator does not make the relationship between brand image and satisfaction stronger because people decide to buy not because of the brand image of the product but because of the reason their family ordered the product.

6. Product quality has a positive and significant effect on customer satisfaction through purchasing decisions. The existence of purchase decision variables as a mediator makes the relationship between product quality and satisfaction even stronger because people decide to buy Viera Cake House products after getting to know the quality of the product.

Social media promotion has a positive and significant effect on customer satisfaction through purchase decisions. This shows that the higher the social media promotion, the more it will affect and have an impact on increasing customer satisfaction. The existence of purchase decision variables as a mediator makes the relationship between social media promotion and satisfaction even stronger because people decide to buy because of the intense promotions carried out by Rumah Kue Viera on social media.

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