INFLUENCE OF PRODUCT AND DIGITAL MARKETING ON PURCHASE DECISIONS: THE MEDIATING ROLE OF CONSUMER SATISFACTION
(CASE STUDY OF KAMPUNG LELE KEDIRI)

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Abstract:This study examines the influence of product quality and digital marketing on purchasing decisions with consumer satisfaction as an intervening variable in Kampung Lele Kediri. The research employs a quantitative approach with a sample of 100 consumers, selected through purposive sampling. Data analysis was conducted using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS software. The results reveal several unique findings that contradict previous research. While product quality shows a positive and significant effect on consumer satisfaction (T-statistic 5.417, P-value 0.000, coefficient 0.463), it unexpectedly demonstrates a negative significant impact on purchasing decisions (T-statistic 3.292, P-value 0.001, coefficient - 0.257). Digital marketing efforts prove ineffective, showing no significant influence on either consumer satisfaction (T-statistic 0.890, P-value 0.374) or purchasing decisions (T-statistic 0.057, P-value 0.954). Notably, consumer satisfaction exhibits a negative significant effect on purchasing decisions (T-statistic 3.556, P-value 0.000, coefficient -0.344), contradicting established consumer behavior theories. Furthermore, consumer satisfaction fails to effectively mediate the relationship between product quality, digital marketing, and purchasing decisions. These findings suggest a distinctive consumer behavior pattern in Kampung Lele Kediri, where traditional market dynamics and local consumer preferences may play a more significant role than conventional marketing principles. The study recommends a comprehensive review of pricing strategies, product development approaches, and digital marketing implementation to better align with local market characteristics

Keywords:Consumer Behavior Pattern, Digital Marketing Strategy, Product Quality Management, Purchase Decision Factors, Customer Satisfaction Analysis

Abstrak : Penelitian ini mengkaji pengaruh kualitas produk dan pemasaran digital terhadap keputusan pembelian dengan kepuasan konsumen sebagai variabel intervening di Kampung Lele Kediri. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 konsumen yang dipilih melalui purposive sampling. Analisis data dilakukan menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan perangkat lunak SmartPLS. Hasil penelitian menunjukkan beberapa temuan unik yang bertentangan dengan penelitian sebelumnya. Sementara kualitas produk menunjukkan pengaruh positif dan signifikan terhadap kepuasan konsumen (T-statistik 5,417, P-value 0,000, koefisien 0,463), secara tidak terduga, kualitas produk menunjukkan dampak negatif yang signifikan terhadap keputusan pembelian (T-statistik 3,292, P-value 0,001, koefisien -0,257). Upaya pemasaran digital terbukti tidak efektif, tidak menunjukkan pengaruh signifikan baik terhadap kepuasan konsumen (T-statistik 0,890, P-value 0,374) maupun keputusan pembelian (T-statistik 0,057, P-value 0,954). Secara menarik, kepuasan konsumen menunjukkan pengaruh negatif yang signifikan terhadap keputusan pembelian (T-statistik 3,556, P-value 0,000, koefisien -0,344), yang bertentangan dengan teori perilaku konsumen yang sudah mapan. Selain itu, kepuasan konsumen gagal memediasi hubungan antara kualitas produk, pemasaran digital, dan

keputusan pembelian secara efektif. Temuan ini menunjukkan pola perilaku konsumen yang khas di Kampung Lele Kediri, di mana dinamika pasar tradisional dan preferensi konsumen lokal mungkin memiliki peran yang lebih dominan dibandingkan dengan prinsip-prinsip pemasaran konvensional. Penelitian ini merekomendasikan tinjauan menyeluruh terhadap strategi penetapan harga, pendekatan pengembangan produk, dan implementasi pemasaran digital agar lebih selaras dengan karakteristik pasar lokal.

Kata Kunci: Pola Perilaku Konsumen, Strategi Pemasaran Digital, Manajemen Kualitas Produk, Faktor Keputusan Pembelian, Analisis Kepuasan Pelanggan

INTRODUCTION

The evolution of digital technology has significantly transformed the business landscape, including Indonesia's MSME sector. According to data from the Ministry of Cooperatives and SMEs (2023), only 19.5% of total MSMEs in Indonesia have adopted digitalization in their business processes. This phenomenon indicates a digital gap that needs to be addressed, particularly in the context of developing local production centers like Kampung Lele Kediri. Kampung Lele Kediri, established in 2010, has emerged as a prominent catfish cultivation and processing center. According to the Kediri Fisheries Department (2023), there are more than 150 catfish farmers with a total production reaching 500 tons annually. However, initial observations revealed several crucial issues affecting business development in this area. Despite the increased adoption of digital marketing techniques by small-scale fish farmers in Kediri (Putra, 2022), understanding how these strategies interact with product quality to influence consumer satisfaction and ultimately purchase decisions remains limited (Rahman, 2023).

This phenomenon requires further investigation to provide insights for local businesses and policymakers. Kampung Lele Kediri offers various products divided into two main categories: raw/fresh products and processed products. Raw/fresh products include fresh consumed catfish, catfish seeds, and high-quality broodstock for cultivation. Meanwhile, for processed products, Kampung Lele Kediri presents various culinary innovations made from catfish, such as catfish floss, catfish nuggets, catfish meatballs, catfish chips, catfish pempek, smoked catfish, and catfish sambal, all processed with guaranteed quality standards. In marketing its products, Kampung Lele Kediri has adopted a comprehensive digital marketing strategy through various social media platforms such as Instagram for product photos and activities, Facebook for community building through groups and fanpages, WhatsApp for sales groups and consultations, and TikTok for educational sharing content about cultivation.

Additionally, to expand market reach and facilitate consumers, Kampung Lele Kediri has joined the Go-Food food delivery service, allowing consumers to easily order processed catfish products online. Furthermore, while the role of consumer satisfaction as an intervening variable between marketing efforts and purchase decisions has been established in other industries (Taylor, 2021), its application in the context of Kampung Lele Kediri remains unexplored (Widodo, 2023). This opens opportunities to investigate how satisfaction mediates the relationship between product quality, digital marketing, and purchase decisions in this unique setting.

Recent research by Wijaya and Rahman (2022) on "The Impact of Product Quality on Purchase Decisions" shows a positive relationship between product quality and purchase decisions but has not considered the mediating role of consumer satisfaction. Pratama's study (2023) on "Digital Marketing in MSMEs" reveals the importance of digital technology adoption but has not integrated product quality aspects in its analysis. Research by Sari and Putra (2023) on "Consumer Satisfaction as a Mediator" found a significant role for consumer satisfaction, although in a different context from the fish processing industry. By addressing these gaps, this research aims to analyze and prove the impact of product quality and digital marketing on consumer satisfaction, which in turn influences purchase decisions directly and indirectly in Kampung Lele Kediri. The findings are expected to help business actors better understand consumer behavior in Kampung Lele Kediri and develop more effective business strategies in this evolving market landscape.

Theoretical Foundation

1. Product

A product is anything that can be offered to the market to gain attention, be purchased, used, or consumed that can satisfy consumer wants or needs (Kotler & Armstrong, 2018). Products can be understood as a combination of various elements, both tangible and intangible, including aspects such as packaging, color choices, pricing, quality standards, and brand identity, complemented by service and seller reputation (Stanton, 1996). Meanwhile, in a broader perspective, a product represents the producer's interpretation of something that can be marketed to meet consumer demands and needs while considering the organization's internal capabilities and market purchasing power (Tjiptono, 1999). In the context of Kampung Lele Kediri, the main product is catfish and its various processed forms. According to Tjiptono (2015), products have several attributes that can influence consumer purchasing decisions, including: Product quality, Product features, Style and product design, Brand, Packaging.

2. Digital Marketing

Digital marketing is the use of digital technology to achieve marketing objectives, including marketing efforts conducted through the internet, social media, email, and other digital platforms (Chaffey & Ellis-Chadwick, 2019). Digital marketing consists of marketing and branding activities that utilize various web-based platforms such as email, AdWords, and blogs (Sanjaya & Josua, 2009). According to Sanjaya & Tarigan (2009), several digital marketing components that can influence purchasing decisions include: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, Email Marketing. Naruliza & Suseno (2021), Oktapiana (2018), Kurniati & Ribowo (2021), and Putri & Marlien (2022) demonstrate the positive impact of digital marketing on consumer purchasing decisions. Additionally, studies conducted by Fadjri & Silitonga (2019) and Nugroho (2021) also reveal that digital marketing implementation has a positive influence on consumer satisfaction levels.

3. Purchase Decision

Purchase decision is the decision-making process undertaken by consumers before purchasing a product or service (Schiffman & Kanuk, 2010). Kotler & Keller (2016) explain that the purchase decision process consists of five stages: Problem recognition, Information search, Alternative evaluation, Purchase decision, Post-purchase behavior. The purchasing process is a crucial component in understanding consumer behavior. This includes how individuals, communities, and institutions select, consume, and utilize products or services to meet their needs (Kotler and Armstrong, 2016). Personal characteristics such as age, profession, and financial condition become factors that influence how someone makes decisions when shopping (Pakpahan M, 2016). These consumer behavior patterns will ultimately have a significant impact on how they make decisions in the process of purchasing a product or service.

4. Consumer Satisfaction

Consumer satisfaction is the feeling of pleasure or disappointment that emerges after comparing the perceived performance (outcome) of a product against expected performance (Kotler & Keller, 2016). Customer satisfaction is achieved when a product or service can meet consumer expectations, aspirations, and needs through demonstrated performance (Brown, in Dwiastuti, et al., 2012). Satisfied customers tend to show sustainable consumption patterns, develop loyalty to these products and services, and voluntarily become marketing agents by recommending them to others through word-of-mouth communication. According to

Tjiptono (2014), factors influencing consumer satisfaction include: Product quality, Service quality, Emotional aspects, Price, Cost and convenience.

Previous Research

1. Product Quality and Purchase Decision

Author: Susanto & Hidayat (2023)
a. Title: "The Impact of Product Quality and Price on Purchase Decisions of Processed Fish Products"
b. Journal: Journal of Marketing Management, Vol. 15(2)
c. Results: Product quality has a positive and significant effect on purchase decisions with a determination coefficient of 67.8%
d. Relevance: Provides empirical foundation about the importance of product quality in the fish processing industry, particularly regarding standardization and product consistency

Author: Pratiwi, Rahman, & Santoso (2022)
a. Title: "Analysis of Product Quality Impact on Consumer Satisfaction in Fish Processing Industry"
b. Journal: International Journal of Food Quality, Vol. 8(4)
c. Results: There is a positive relationship between product quality and consumer satisfaction (r=0.724)
d. Relevance: Shows the importance of quality aspects in the fish processing industry and its impact on consumer satisfaction

2. Digital Marketing

Author: Wijaya & Putri (2023)
a. Title: "Digital Marketing Effectiveness in Increasing MSME Sales in the Post-Pandemic Era"
b. Journal: Digital Management Journal, Vol. 5(1)
c. Results: Digital marketing contributes 58.3% to MSME sales increase
d. Relevance: Provides empirical evidence about digital marketing effectiveness in Indonesian MSME context

Author: Chen, Liu, & Wang (2022)
a. Title: "Digital Marketing Strategies and Customer Purchase Decision in SMEs"
b. Journal: Journal of Small Business Strategy, Vol. 12(3)
c. Results: Digital marketing implementation increases purchase decisions by 45%
d. Relevance: Shows the relationship between digital marketing strategy and purchase decisions

3. Consumer Satisfaction as Intervening Variable

Author: Rahmawati & Joko (2023)
a. Title: "The Mediating Role of Consumer Satisfaction in the Relationship between Product Quality and Purchase Decision"
b. Journal: Management Research Journal, Vol. 9(2)
c. Results: Consumer satisfaction partially mediates the relationship between product quality and purchase decisions
d. Relevance: Provides theoretical basis for using consumer satisfaction as an intervening variable

Author: Anderson & Thompson (2022)
a. Title: "Customer Satisfaction as Mediating Variable in Digital Marketing"
b. Journal: Journal of Customer Behavior, Vol. 18(4)
c. Results: Consumer satisfaction fully mediates the relationship between digital marketing and purchase decisions
d. Relevance: Strengthens the use of consumer satisfaction as an intervening variable in digital marketing context

4. Fishery Industry

Author: Nugroho, Santoso, & Wibowo (2023)

a. Title: "Analysis of Factors Affecting the Success of Catfish Farming Business"
b. Journal: Indonesian Aquaculture Journal, Vol. 11(2)
c. Results: Product quality and marketing strategy contribute 72.4% to business success
d. Relevance: Provides specific context regarding the catfish farming industry

Author: Rahman & Setiawan (2022)

a. Title: "Digital Transformation in Indonesian Fishery Industry: Challenges and Opportunities"
b. Journal: Asian Journal of Business Management, Vol. 14(3)
c. Results: Digital transformation increases marketing efficiency by 63%
d. Relevance: Provides perspective on digitalization in Indonesian fishery industry

This research integrates product quality and digital marketing variables simultaneously with consumer satisfaction as an intervening variable at the Kampung Lele Kediri production center using a quantitative approach through path analysis and mediation analysis, aiming to provide specific recommendations and produce a digital-based MSME development model in the fishery sector while considering the special characteristics of the catfish processing industry.

Relationship Between Variables and Hypothesis

1. Relationship between Product Quality and Consumer Satisfaction

Product quality plays a fundamental role in shaping consumer satisfaction. According to consumer satisfaction theory (Oliver, 2020), product quality that meets or exceeds consumer expectations will result in satisfaction. In the context of Kampung Lele Kediri, product quality includes, Freshness of catfish, Cleanliness of processing, Consistency of taste, Compliance with health standards Pratiwi et al.'s (2022) research proves that product quality has a positive effect on consumer satisfaction with a correlation of 0.724 in the fish processing industry.

> **H1: Product quality has a positive and significant effect on consumer satisfaction in Kampung Lele Kediri**

2. Relationship between Digital Marketing and Consumer Satisfaction

Digital marketing offers various advantages that can increase consumer satisfaction through Ease of access to product information, Real-time interaction with manufacturers, Transparency of production processes, Speed of response to feedback. The study of Chen et al. (2022) shows that effective implementation of digital marketing increases consumer satisfaction levels by 42%. Based on these findings, the following hypothesis is formulated:

> **H2: Digital marketing has a positive and significant effect on consumer satisfaction in Kampung Lele Kediri**

3. Relationship between Consumer Satisfaction and Purchasing Decisions

Consumer behavior theory asserts that satisfaction from previous experiences influences future purchasing decisions. Rahmawati & Joko (2023) proved that consumer satisfaction has a mediating effect in the relationship between product quality and purchasing decisions. Tjiptono and Chandra stated that product quality has a direct influence on purchasing decisions. Products with good quality tend to be the consumer's choice in the purchasing decision-making process. Therefore, the following hypothesis is formulated:

H3: Consumer satisfaction has a positive and significant influence on purchasing decisions in Kampung Lele Kediri

4. Relationship between Product Quality and Purchasing Decisions

Product quality can influence purchasing decisions both directly and indirectly. Susanto & Hidayat (2023) found a direct influence of product quality on purchasing decisions with a determination coefficient of 67.8%. Based on these findings, the following hypothesis is formulated:

H4: Product quality has a positive and significant effect on purchasing decisions in Kampung Lele Kediri

5. Relationship between Digital Marketing and Purchasing Decisions

Chaffey and Ellis-Chadwick explained that digital marketing can influence purchasing decisions through various channels such as social media, email marketing, and content marketing. Easily accessible information and interactions offered by digital marketing can speed up the purchasing decision-making process. Wijaya & Putri (2023) proved the contribution of digital marketing by 58.3% to increasing MSME sales. Based on this empirical evidence, the following hypothesis is formulated:

H5: Digital marketing has a positive and significant influence on purchasing decisions in Kampung Lele Kediri

6. The Role of Consumer Satisfaction Mediating

Consumer satisfaction acts as an intervening variable that mediates the relationship between: a) Product quality and purchasing decisions b) Digital marketing and purchasing decisions. Anderson & Thompson (2022) proved the mediating role of consumer satisfaction in the context of digital marketing. Based on these findings, the following hypothesis is formulated:

H6: Consumer satisfaction mediates the relationship between product quality and digital marketing on purchasing decisions in Kampung Lele Kediri.

Conceptual Framework

Information :

Variable X1 : Product
Variable X2: Digital Marketing
Variable Z: Customer Satisfaction
Variable Y: Purchase Decision

RESEARCH METHODOLOGY

1. Type of Research

This study uses a quantitative approach with an explanatory research type, which aims to explain the causal relationship between variables through hypothesis testing (Sugiyono, 2022). The analysis method uses path analysis to test the mediation effect.

2. Population and Sample

The sampling technique uses a nonprobability purposive sampling method. The sampling period is July and August 2024. The sample calculation is based on the unknown population size. Therefore, to facilitate the calculation of the sample, the assumption of Sekaran is that in SEM analysis, the minimum sample is 100 respondents. As a sample to represent the population, a sample of 120 was taken. The data is primary data using a questionnaire survey, distributed to respondents using the Google Form purposive sampling technique. d. In data analysis using descriptive analysis, validity and reliability tests using SPSS and SmartPLS as follows Outer Model, Inner Model, Model Fit, Direct Effects, and Specific Indirect Effects.

Variables and Operational Definitions

Variables	Indicator	Reference
Product (X1)	1. Product quality 2. Product features 3. Product style and design 4. Brand 5. Packaging	The Greatest Showman (2015)
Digital Marketing (X2)	1. Search Engine Optimization (SEO) 2. Search Engine Marketing (SEM) 3. Content Marketing 4. Social Media Marketing 5. Email Marketing	The Last Supper (2009)
Customer Satisfaction	1. Problem introduction 2. Information search 3. Alternative evaluation 4. Buying decision 5. Post-purchase behavior	Kotler & Keller (2016)
Purchase Decision	1. Product quality 2. Quality of service 3. Emotional 4. Price 5. Cost and convenience	The Greatest Showman (2014)

Data Analysis Methods

This study uses a quantitative approach with an explanatory research design to test the causal relationship between variables. This methodology refers to several recent sources such as Hair et al. (2022) in "A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis method uses Partial Least Square- Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. Data analysis includes evaluation of the measurement model (outer model) which includes convergent validity with a loading factor value of >0.7, discriminant validity through cross loading, composite reliability >0.7, and average variance extracted >0.5. Furthermore, an evaluation of the structural model (inner model) is carried out including testing R-Square (R^2), Q-Square (Q^2), path coefficient, T-Statistics values >1.96, and P-Values <0.05. Mediation testing is carried out through direct effect, indirect effect, total effect, and VAF (Variance Accounted For) analysis.

DATA ANALYSIS AND DISCUSSION

Data analysis

Respondent Descriptive

Gender, age, profession are the characteristics of respondents observed in this study. The following is a description of the characteristics of respondents:

Respondent Characteristics by Gender

Gender	Frequency	Percentage
Man	24	24%
Woman	76	76%
Amount	**100**	**100%**

The majority of consumers of Kampung Lele Kediri are women with a significant percentage of 76% or 76 people from the total respondents.Male consumers have a smaller percentage, which is 24% or 24 people from the total respondents. Women are more dominant in making decisions to purchase catfish products. The digital marketing strategy implemented may be more effective in reaching female consumers. Women are likely to be more active in responding to this survey or research. Based on the results of the analysis of respondent characteristics, Kampung Lele Kediri needs to optimize marketing strategies that are more focused on the female consumer segment through attractive and relevant digital content, such as presenting various variations of healthy, practical, and innovative catfish dishes.

Respondent Characteristics by Age

Age	Frequency	Percentage
17 – 19	10	10%
20 – 25	45	45%
26 – 30	25	25%
>30	20	20%
Amount	**100**	**100%**

The majority of consumers of Kampung Lele Kediri are in the age range of 20-25 years with a percentage of 45%. This shows that digital marketing products and strategies attract more interest from young productive age consumers or early adults. The second largest group is the age of 26-30 years at 25%, followed by the age group> 30 years at 20%. This indicates that catfish products are also quite in demand by adult age groups who are generally financially stable.The 17-19 age group has the lowest percentage, namely 10%, which shows that catfish products are relatively less popular among the late adolescent group.

Respondent Characteristics by Profession

Work	Frequency	Percentage
Students	25	25%
Government employees	25	25%
Private employees	25	25%
Self-employed	20	20%
Etc	5	5%
Amount	**100**	**100%**

Based on the analysis of respondent characteristics by profession, there is an even distribution between Students, Civil Servants, and Private Employees, each with a percentage of 25%, followed by the Self-Employed group at 20%, and other categories at 5%. This diversity of professions shows the success of the Kampung Lele Kediri digital marketing strategy in reaching various market segments, so it is necessary to develop a more specific and measurable marketing strategy for each professional group. This can be done by adjusting digital marketing content according to the characteristics and needs of each profession, optimizing digital marketing time based on the activity patterns of each group, and developing product variations that are in line with the purchasing power and preferences of each consumer segment, so that it can maintain and increase the market share that has been achieved.

Descriptive Analysis

Creating a Measurement Model (Exterior) The influence between variables on the path diagram can help explain the series of causal relationships of the constructs of the theoretical model that has been built. The components of the instrument statement can be identified by using convergent validity to find out the entire latent variable. The following table shows the results of external filling after data processing:
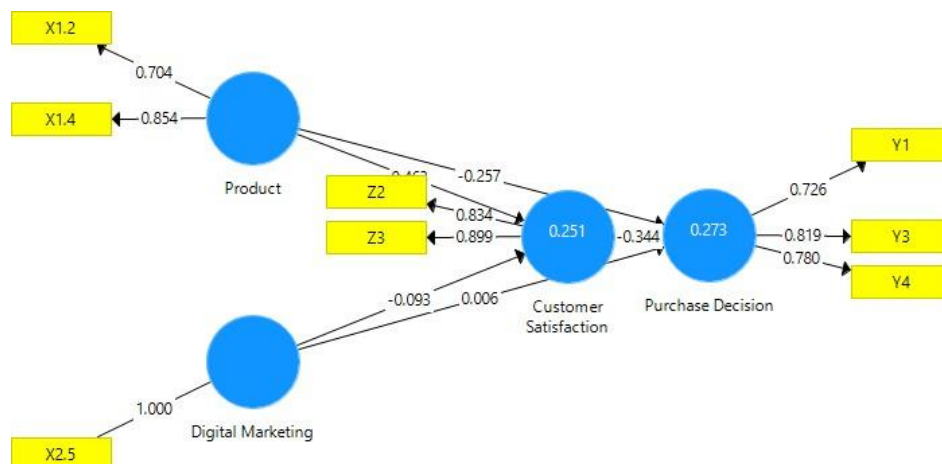
First Outer Loading Table

	Customer Satisfaction	Digital Marketing	Products	Purchase Decision
X1.1			0.264	
X1.2			0.717	
X1.3			-0.321	
X1.4			0.764	
X1.5			0.449	
X2.1		0.215		
X2.2		-0.098		
X2.3		-0.606		
X2.4		0.718		
X2.5		0.644		
Y1				0.698
Y2				0.283
Y3				0.834
Y4				0.776
Y5				0.568
Z1	0.399			
Z2	0.663			
Z3	0.810			
Z4	-0.807			
Z5	0.416			

Based on the results of the outer loading analysis, several valid indicators were found (>0.7), namely Product (X1.2 and X1.4), Digital Marketing (X2.4), Purchase Decision (Y3 and Y4), and Customer Satisfaction (Z3). For invalid indicators, it is recommended to be deleted or modified, and retesting is needed after deleting the indicator, especially for indicators with negative values that require improvements to the research instrument. This has implications for the need to increase construct validity, considering that some indicators may be less relevant to the context of Kampung Lele Kediri, so adjustments are needed to measure variables to increase validity. To improve the quality of research, it is recommended to revise invalid indicators, conduct a pilot study before the main research, consider the local context of Kampung Lele Kediri in creating indicators, and conduct a re-confirmatory factor analysis after improvements are made.

Outer Loading Table

	Customer Satisfaction	Digital Marketing	Products	Purchase Decision
X1.2			0.704	
X1.4			0.854	
X2.5		1,000		
Y1				0.726
Y3				0.819
Y4				0.780
Z2	0.834			
Z3	0.899			

Based on the results of the second outer loading processing, there are several valid indicators with loading factor values >0.7, namely for the Product Variable (X1) consisting of X1.2 (Product features) with a value of 0.704 and X1.4 (Brand) with a value of 0.854, which indicates that product features and brands are strong indicators in measuring product variables in Kampung Lele Kediri; for the Digital Marketing Variable (X2), namely X2.5 (Email Marketing) with a value of 1,000, indicating that email marketing is the only very strong indicator in measuring the effectiveness of digital marketing; for the Purchase Decision Variable (Y) consisting of Y1 (Problem recognition) with a value of 0.726, Y3 (Alternative evaluation) with a value of 0.819, and Y4 (Purchase decision) with a value of 0.780, where these three indicators show an important role in the consumer purchasing decision process; and for the Consumer Satisfaction Variable (Z) consisting of Z2 (Service quality) with a value of 0.834 and Z3 (Emotional) with a value of 0.899, which shows that service quality and emotional factors are strong indicators in measuring consumer satisfaction; after the second processing, all remaining indicators have a loading factor value >0.7, which means that they have met the convergent validity criteria and can be used for further analysis in the study of the influence of products and digital marketing on purchasing decisions with consumer satisfaction as an intervening in Kampung Lele Kediri.

Reliability Test Results

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Customer Satisfaction	0.674	0.698	0.858	0.752
Digital Marketing	1.000	1.000	1.000	1.000
Product	0.377	0.399	0.758	0.613
Purchase Decision	0.670	0.664	0.819	0.602

Based on the results of the reliability test, it can be interpreted that Digital Marketing has the highest value and is very reliable with a perfect value of 1,000 for all criteria (Cronbach's Alpha, rho_A, Composite Reliability, and AVE). As for other variables, Customer Satisfaction and Purchase Decision show sufficient reliability with Composite Reliability values> 0.7 (0.858 and 0.819 respectively), although their Cronbach's Alpha values are below 0.7. The Product variable has the lowest reliability with a Cronbach's Alpha of 0.377, but still shows acceptable Composite Reliability (0.758). Overall, although some Cronbach's Alpha values are below the threshold of 0.7, the Composite Reliability values> 0.7 for all variables indicate that the research construct is still reliable for further analysis. Analysis of the Average Variance Extracted (AVE) value for each indicator with the condition that the value must be > 0.05 so that it can be concluded that the measurement meets the convergent validity criteria. The following are the AVE values of each variable.

R Square Table

Variables	R-Square
Purchase Decision	0.273
Customer Satisfaction	0.251

Based on the R-Square Table, it can be interpreted that the Y variable (Purchase Decision) has an R-Square value of 0.273 or 27.3%, which means that the independent variables (Product and Digital Marketing) with the mediating variable Consumer Satisfaction are able to explain the variation in changes in Purchase Decisions by 27.3%, while the remaining 72.7% is explained by other variables outside the research model. While for the mediating variable, namely Customer Satisfaction, it has an R-Square value of 0.245 or 24.5%, which indicates that the independent variables (Product and Digital Marketing) are able to explain the variation in changes in Consumer Satisfaction by 24.5%, while the remaining 75.5% is explained by other variables not examined in this study. The R-Square value for both variables is relatively weak because it is below 0.5 or 50%, which indicates that there are still many other factors that can influence Purchase Decisions and Consumer Satisfaction in Kampung Lele Kediri that have not been included in this research model.

Specific Indirect Effects table

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Customer Satisfaction -> Purchase Decision	-0.344	-0.345	0.097	3.556	0.000
Digital Marketing -> Customer Satisfaction	-0.093	-0.081	0.104	0.890	0.374
Digital Marketing -> Purchase Decision	0.006	0.013	0.099	0.057	0.954
Product -> Customer Satisfaction	0.463	0.470	0.086	5.417	0.000
Product -> Purchase Decision	-0.257	-0.269	0.078	3.292	0.001

Based on the results of the analysis of the relationship between variables in the case study of Kampung Lele Kediri, it was found that Consumer Satisfaction has a significant negative influence on Purchasing Decisions with a coefficient of -0.344 (T-statistic 3.556, P-value 0.000), while Digital Marketing does not show a significant influence on either Consumer Satisfaction (T-statistic 0.890, P-value 0.374) or on Purchasing Decisions (T-statistic 0.057, P-value 0.954); but on the other hand, the Product variable shows a complex influence where there is a significant positive influence on Consumer Satisfaction with a coefficient of 0.463 (T-statistic 5.417, P-value 0.000) but has a significant negative influence on Purchasing Decisions with a coefficient of -0.257 (T-statistic 3.292, P-value 0.001), which indicates an interesting dynamic in consumer behavior patterns in Kampung Lele Kediri where increasing product quality and consumer satisfaction are not always directly proportional to increasing purchasing decisions.

Discussion

1. H1 is accepted: Product has a positive and significant effect on Consumer Satisfaction (T-statistic 5.417 > 1.96, P-value 0.000, coefficient 0.463), in line with the research of Pratiwi et al. (2022) and Oliver's theory (2020) on the role of product quality on consumer satisfaction.
2. H2 is rejected: Digital Marketing has no significant effect on Consumer Satisfaction (T-statistic 0.890 <1.96, P-value 0.374), in contrast to the findings of Chen et al. (2022), indicating that the implementation of digital marketing in Kampung Lele Kediri is not optimal.
3. H3 is rejected: Consumer Satisfaction has a significant negative effect on Purchasing Decisions (T-statistic 3.556 > 1.96, P-value 0.000, coefficient -0.344), contrary to consumer behavior theory and research by Rahmawati & Joko (2023).
4. H4 is rejected: Product has a significant negative effect on Purchasing Decisions (T-statistic 3.292 > 1.96, P-value 0.001, coefficient -0.257), different from the research of Susanto & Hidayat (2023).

5. H5 is rejected: Digital Marketing does not have a significant effect on Purchasing Decisions (T-statistic 0.057 < 1.96, P-value 0.954), which is not in line with the theory of Chaffey and Ellis-Chadwick and research by Wijaya & Putri (2023).

6. H6 is rejected: Consumer Satisfaction is not effective as a mediator because it has a negative influence, contrary to the findings of Anderson & Thompson (2022).

This conclusion indicates the uniqueness of consumer behavior patterns in Kampung Lele Kediri which is different from previous studies, where increasing product quality and consumer satisfaction actualy showed a negative impact on purchasing decisions, while digital marketing strategies have not had a significant impact.

Research Implications

The research on Kampung Lele Kediri revealed several important implications that require strategic attention. Although the product has a positive effect on consumer satisfaction, it has a negative effect on purchasing decisions, indicating the need for evaluation of pricing strategies and suitability to consumer purchasing power. The insignificant digital marketing strategy requires fundamental improvements, including improving HR competency and optimizing the use of social media. The negative effect of consumer satisfaction on purchasing decisions requires an in-depth evaluation of the factors that influence purchasing behavior and the development of a more effective customer loyalty program. From the management side, it is necessary to develop a more comprehensive marketing strategy, continuous HR training, periodic evaluation of marketing performance and customer satisfaction, and the development of a more structured quality management system to improve the business performance of Kampung Lele Kediri in the future.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the study in Kampung Lele Kediri, a unique pattern was found in consumer behavior where only the first hypothesis (H1) was accepted, namely the positive influence of products on consumer satisfaction. The other five hypotheses were rejected with findings that contradicted previous theories and research, especially on the negative influence of consumer and product satisfaction on purchasing decisions, as well as the ineffectiveness of digital marketing and the mediating role of consumer satisfaction. This indicates that there are special characteristics in the Kampung Lele Kediri market that require a different strategic approach than usual.

Suggestions and Limitations

Amidst the ever-changing market dynamics, here are strategic recommendations to transform Kampung Lele Kediri into a superior and sustainable culinary destination the Product Strategy Revolution emphasizes transformative changes in product offerings by conducting in-depth evaluations of pricing structures and creating diverse menu variations that appeal to all market segments. This approach ensures that the value of the products remains optimal, delivering quality and satisfaction without imposing significant price burdens on consumers.

By tailoring product strategies to market demands, businesses can strengthen their competitive edge while maintaining affordability and accessibility. The Impressive Digital Transformation focuses on establishing a compelling digital presence through integrated marketing strategies that leverage various platforms effectively. Empowering skilled human resources as digital marketing experts and creating highly relevant, captivating content ensures that target markets are engaged and retained. This approach not only enhances brand visibility but also strengthens customer relationships, positioning the business as a leader in the digital age. Finally, the Customer Satisfaction Orchestra and Management System Masterplan highlight the importance of customer loyalty and operational excellence.

By crafting personalized loyalty programs, perfecting service quality, and delving into consumer preferences through thorough research, businesses can foster stronger emotional connections with their customers. Simultaneously, building a robust quality management system, conducting regular supervision and evaluation, and investing in continuous training for human resources lay the groundwork for sustainable growth and adaptability in an ever-evolving market.Through the implementation of this synergistic strategy,

Kampung Lele Kediri will be able to create perfect harmony between product quality, customer satisfaction, and sustainable business growth.

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