

The Effect of Promotion, Discount, Service Quality on Consumer Satisfaction through Purchase Decisions on E-commerce as Intervening Variables on Students of the Faculty of Economics, UNM

Syamsu Rijal^{1*}, Resky Wira Hidayah², Mustari³, Andi Caesar To Tadampali⁴, Wulan Purnamasari⁵

¹⁻⁵Economic Education, Faculty of Economics and Business, Universitas Negeri Makassar, Sulawesi Selatan, Indonesia

Email: syamsurijalasnur@unm.ac.id¹, reskywirahidayah@gmail.com², mustari7105@unm.ac.id³, andi.caesar@unm.ac.id⁴, wulan.purnamasari@unm.ac.id⁵

Abstract. E-commerce has become an inseparable part of people's daily lives. Nowadays, more and more consumers choose to shop online, which provides more business opportunities for e-commerce companies and also gives consumers more choices. The purpose of this study is to gain broader knowledge and understanding of the influence of promotions, discounts, service quality on consumer satisfaction through purchasing decisions on e-commerce as intervening variables in students of the Faculty of Economics and Business, State University of Makassar. The method used in this study is a quantitative research technique with a descriptive research type. The sample used in this study was 100 respondents. The data analysis technique used is the Partial Least Square Structural Equation Model (PLS-SEM). The results of this study show that promotion, discount, service quality have a positive and significant influence on consumer satisfaction. Likewise, purchasing decisions have a positive impact on consumer satisfaction. Purchasing decisions are able to mediate the relationship between promotion, discount, service quality on consumer satisfaction.

Keywords: Promotion, Discount, Service Quality, Consumer Satisfaction, Purchasing Decisions, E-commerce

1. Introduction

Digital marketing is a marketing strategy that utilizes digital technology, one of which is the internet. One of the new lifestyles today is shopping through online shops [1]. E-commerce is now an integral part of people's everyday lives due to the growing popularity of the Internet. Nowadays, more and more customers prefer to shop online, which gives them more options and increases business potential for e-commerce businesses. The term "E-commerce" refers to the exchange of goods and services electronically via the internet [2]. Purchasing and shopping patterns have changed along with the increasing e-commerce market and technological developments [3].

Promotional efforts play an important role in increasing the number of product sales. To convince customers to buy a product, promotions can act in conveying its advantages. It can be clearly seen that modern retailers are currently increasingly conducting sales promotions through price cuts, point of purchase (POP), advertising and posters on store shelves [4].

Promotion is a set of marketing strategies, actions, and communication channels intended to increase sales by attracting customers and enticing them with information, training, beliefs, points of sale, and maintaining their interest in the product [5]. Most studies conclude that sales promotions have a significant impact on consumer behavior and purchasing decisions, but the effects of promotional elements may vary.

Students who make purchases on e-commerce often look for discounts available on the platform [6]. E-commerce offers many services to consumers including discounts, which provide relatively cheap prices compared to direct purchases. Direct price reductions on purchases made within a certain period of time are known as discounts, and their purpose is to show customers that the seller really values their customers [7].



Customers find discounts to be the most alluring feature when making a purchase, but they also have high expectations for the quality of service provided by online retailers.

Service quality is one of the main elements that buyers consider before making a purchase. The quality of a company's service is used to improve the ability of an organization or company to retain customers which will ultimately affect profitability [8]. In an effort to improve the fulfillment of consumer needs and desires, it is hoped that every online store will improve the quality aspect to match the services provided. This makes it easier for buyers to discover the proper product and draws more users to the e-commerce exchange, both of which contribute to the future growth of the e-commerce market [9].

Consumer satisfaction is a comparison of consumer expectations and impressions of the services they receive. Achieving optimal service quality does not guarantee complete customer satisfaction, but it is still important in developing marketing strategies [10]. Purchasing decisions, especially choosing from two or more possible alternatives, are one of the things that influence customer satisfaction. This means that in order for someone to make a choice, there must be a number of options available. Before deciding on a marketing strategy, companies often use purchasing decisions as standard information. Customer satisfaction triggers repeat purchases, creating comfort and trust between customers and online businesses [11]. The process of choosing from various alternative problem-solving options with real follow-up is an example of how consumers make purchasing decisions. In this case, it is when consumers have the option to choose from two or more options before deciding to purchase a product. Regarding consumer behavior, customer satisfaction is an important determinant of brand loyalty and repeat business. In terms of consumer behavior, brand loyalty and repeat business are significantly influenced by customer happiness [12]. The satisfaction experienced by consumers before purchasing a desired product is the most basic consideration before consumers make a decision to purchase a product [13].

1.1. The relationship between promotion and consumer satisfaction

One important marketing strategy to increase consumer satisfaction is promotion. According to [14] promotion is carried out to display the advantages of a product or service owned with the aim of persuading consumers to buy the product or service. With the right strategy, e-commerce applications can increase positive consumer impressions. Thus, promotion has an important role in influencing consumer satisfaction [15].

H1: Promotion is positively impacted by consumer satisfaction.

1.2. The relationship between discount and consumer satisfaction

Discounts can increase consumer satisfaction. A marketing strategy that is often used in e-commerce applications to attract consumer attention is discounts. According to [16] discounts are prices that are set dynamically. Consumers often look for stores that provide discounts, this shows that consumers like discounts [17]. Overall, discounts have great potential to increase consumer satisfaction, especially if done with the right strategy.

H2: Discount is positively impacted by consumer satisfaction.

1.3. The relationship between quality of service and consumer satisfaction

Service quality is a major factor that can affect customer satisfaction. According to [18] one of the important elements that significantly affects sales productivity is service quality. The quality of service provided is one of the main factors that consumers tend to use e-commerce more often for shopping. Consumer satisfaction will affect the business being run if the quality can be maintained. This is influenced by comparing consumers' short-term emotional reactions to certain service performance [19].

H3: Quality service is positively impacted by consumer satisfaction.

1.4. The relationship between promotions and purchasing decisions

Promotion is the most influential marketing communication tool to acquire consumers and shape purchasing behavior [20]. In the initial stage, promotion aims to attract attention, followed by creating interest in a product or service, triggering desire, and finally forming actions such as buying or using services. Promotion encourages impulsive buying behavior in consumers, where consumers are interested in buying a product because of an attractive offer even though they did not initially plan to buy [21].

H4: Promotion is positively impacted by purchasing decisions.

1.5. The relationship between discount and purchasing decision

Discounts have a significant influence on consumer purchasing decisions. The marketing strategy often used by e-commerce is discounts, this aims to increase the added value so that consumers immediately buy the

products offered. When consumers see discounts that show a lower price than the initial price, consumers will be more interested because they can save costs [22].

H5: Discount is positively impacted by purchasing decisions.

1.6. The relationship between service quality and purchasing decision

Service quality can affect consumer assessment, trust and commitment so it is important for long-term business success [23]. E-commerce can increase consumer trust by maintaining the quality of service provided. This trust has a major role in consumer decisions in purchasing. Customers who feel comfortable and confident with the services provided tend to be easier to make purchasing decisions [24].

H6: Quality service has a positive effect on purchasing decision.

1.7. The relationship between consumer satisfaction and purchasing decisions

Consumer satisfaction also plays a big role in creating consumer purchasing decisions. Consumer satisfaction is a state in which consumers feel satisfied, both in product quality and overall interactions felt by consumers. In the context of purchasing decisions, consumers measure how affordable a product is when needed, both in terms of price and quality. Consumers can measure the level of satisfaction by looking at reviews given by previous consumers. So, when consumers make a purchase, they usually have certain expectations about what they will get [25]. Therefore, consumer satisfaction can drive purchasing decisions.

H7: consumer satisfaction has a positive effect on purchasing decision.

1.8. The relationship between promotion and consumer satisfaction through purchasing decisions

Basically, a purchasing decision is a process carried out to take a step after evaluating and choosing one of the alternative products that need to be purchased [26]. One element that has a significant influence on consumer satisfaction is promotion. Through sales promotions, sellers can influence consumers to try new products and encourage them to buy more [27].

H8: Purchasing decision mediates the relationship between promotion and consumer satisfaction.

1.9. The relationship between discount and consumer satisfaction through purchasing decision

Discounts are also often the main factor that motivates buyers to make purchases, especially when buyers think they get more value at a cheaper price [28]. Relevant discounts can accelerate consumer purchasing decisions. This can be seen from the amount of the discount given, its validity period and the type of product that gets the discount.

H9: Purchasing decision mediates the relationship between promotion and consumer satisfaction.

1.10. The relationship between service quality and consumer satisfaction through purchasing decision

Service quality plays an important role in influencing consumer satisfaction. Service quality determines consumer satisfaction because it not only stabilizes quality but also develops products. Service quality is a comprehensive assessment of the services provided by a party (seller) which is directly received by the buyer [29]. Purchasing decisions are intermediary factors between promotions, discounts, quality and consumer satisfaction.

H10: Purchasing decision mediates the relationship between quality service and consumer satisfaction.

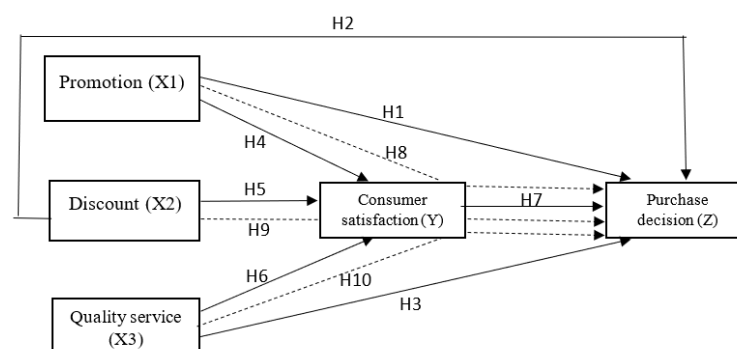


Figure 1. Research Model

2. Method

This study aims to analyze the effects of promotions, discounts, and service quality on consumer satisfaction, and how these factors influence purchasing decisions on e-commerce applications among students. The research specifically investigates the relationships between these variables to test the hypothesis that promotions, discounts, and service quality significantly affect consumer satisfaction and purchasing decisions. The population for this study consisted of active students enrolled in the 2023-2024 intake at the Faculty of Economics, Makassar State University. This group was selected due to their frequent use of e-commerce platforms, making them a relevant and valuable source of data for the research. A total of 100 students were selected using a non-probability convenience sampling technique. This method was chosen to ensure that the sample was easily accessible and representative of students who are active participants in e-commerce transactions. Data collection was conducted through a structured questionnaire, distributed both physically and digitally during the period of October to November 2024. The questionnaire was designed to gather information on students' perceptions of promotions, discounts, service quality, consumer satisfaction, and purchasing decisions. The questionnaire included Likert-scale questions to measure the intensity of student responses, as well as closed-ended questions to capture more specific data related to the variables of interest. To ensure reliability and validity, the questionnaire was pre-tested on a small group of students before the full survey distribution.

The instrument used in this study was a structured questionnaire, which included both closed-ended and Likert-scale questions. These questions were designed to measure key variables:

1. Promotions: The types and frequency of promotions that students encounter on e-commerce platforms.
2. Discounts: The perception of discounts and their impact on purchasing behavior.
3. Service Quality: Students' perceptions of the service quality provided by e-commerce platforms, including responsiveness, reliability, and customer support.
4. Consumer Satisfaction: The overall satisfaction students feel after their e-commerce experiences.
5. Purchasing Decisions: The decision-making process related to making purchases through e-commerce platforms, influenced by the previous variables.

The data was analyzed using SmartPLS version 4.0, a software program that supports structural equation modeling (SEM). This method was chosen due to its ability to handle complex relationships between multiple variables, such as the effects of promotions, discounts, service quality on consumer satisfaction and purchasing decisions. Structural equation modeling allows for the evaluation of both the measurement model (testing the validity of the survey instrument) and the structural model (analyzing the relationships between variables). This software provides a robust method to identify direct and indirect effects within the proposed model. To ensure the reliability and validity of the data, several techniques will be employed. Cronbach's alpha will be used to test internal consistency, ensuring that the items in the questionnaire reliably measure the constructs. Confirmatory Factor Analysis (CFA) will be conducted to assess construct validity, verifying that the measurement model accurately reflects the theoretical concepts under study.

3. Result and Discussion

The results of this study based on the answers of 100 respondents of active students of the Faculty of Economics, UNM can be seen in table 1. Of the 100 respondents, there were 74 female respondents with a presentation (74%) and 26 male respondents with a percentage (26%). The age of respondents who reached 18 years was 29 people with a percentage (29%), 19 years old 62 people with a percentage (29%). And 20 years old as many as 9 people with a percentage (9%). Furthermore, based on the economic development study program as many as 10 people (10%), management as many as 28 people (28%), digital business as many as 10 people (10%), accounting (S1) as many as 16 people (16%), accounting (D4) as many as 6 people (6%), economic education 12 people (12%), accounting education 7 people (7%), and entrepreneurship 11 people (11%).

Tabel 1. Respondent characteristics

No	Description	Frequency	Percent
1	Gender		
	Female	74	74%
	Male	26	26%
2.	Age		
	18	29	29%

	19	62	62%
	20	9	9%
3.	Study program		
	economic development (S1)	10	10%
	Management (S1)	28	28%
	Digital Business (S1)	10	10%
	Accounting (S1)	16	16%
	Accounting (D4)	6	6%
	Economic Education (S1)	12	12%
	Accounting Education (S1)	7	7%
	Entrepreneurship (S1)	11	11%
4.	Graduate		
	2023	70	70%
	2024	30	30%

Source: processed by researchers (2024)

Model Assessment Results

In conducting the outer model related testing, researchers use several measurements such as convergent validity, discriminant validity and reliability. In this study, researchers conducted a measurement model test on 100 respondent data. The results of the measurement model test of this study can be seen in Figure 2 below.

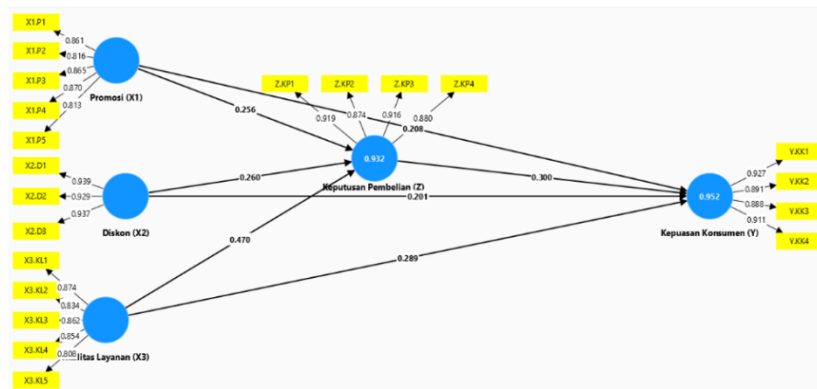


Figure 2. Measurement Model Test Results

Based on the respondent data, steps can be taken, namely conducting an outer model test (measurement model) starting with a convergent validity test. Generally, research adopts a factor loading threshold of 0.70. In order for a construct to be considered reliable, its value must be greater than Outer Loadings > 0.70, and the Average Variance Extracted (AVE) value > 0.50. Therefore, all research variables can be considered to have adequate Convergent Validity.

Table 2. Construct Reliability

Variable	Cronbach's Alpha	Composite Reliability	Rho_a	Information
Promotion (X1)	0,876	0,880	0,910	All Reliable
Discount (X2)	0,915	0,915	0,946	
Service of quality (X3)	0,878	0,880	0,911	
Consumer Satisfaction (Y)	0,909	0,910	0,936	
Purchase Decision (Z)	0,899	0,899	0,930	

Source: SmartPLS Data Processing Results, 2024

The next step to see the difference between one construct and another is the discriminant validity test. This can be seen from the Cross Loading value of each construct in table 3 below.

Table 3. Cross Loading

Kode	X1	X2	X3	Y	Z
P1	0,827	0,753	0,757	0,761	0,734
P2	0,759	0,664	0,664	0,666	0,692
P3	0,855	0,772	0,780	0,788	0,765
P4	0,853	0,836	0,831	0,852	0,855
P5	0,790	0,690	0,801	0,760	0,777
D1	0,822	0,938	0,807	0,827	0,843
D2	0,855	0,917	0,845	0,837	0,834
D3	0,852	0,918	0,788	0,860	0,824
KL1	0,815	0,779	0,842	0,805	0,819
KL2	0,770	0,725	0,776	0,793	0,766
KL3	0,746	0,678	0,820	0,752	0,740
KL4	0,808	0,773	0,873	0,780	0,795
KL5	0,714	0,642	0,786	0,708	0,715
KK1	0,860	0,841	0,821	0,904	0,854
R	0,835	0,844	0,832	0,879	0,833
KK3	0,841	0,754	0,870	0,876	0,844
KK4	0,797	0,789	0,800	0,888	0,832
KP1	0,812	0,784	0,810	0,836	0,879
KP2	0,797	0,779	0,824	0,802	0,864
KP3	0,864	0,791	0,844	0,833	0,888
KP4	0,814	0,806	0,805	0,852	0,874

Source: SmartPLS Data Processing Results, 2024

R-square

The R-Square test is designed to make corrections and predictions with a standard value of 0.67 (strong), a value of 0.33 (moderate), and a value of 0.19 (weak). The purchasing decision has a value of 0.930, which means that the promotion, discount, and service quality variables cover 93% of the variables. In addition, the variables of promotion, discounts and service quality have an influence of 0.915 on the purchasing decision variable with a percentage of 91.5%.

F-square

Three criteria are used to define the f-square test: small (0.02), medium (0.15), and large (0.35). The previous calculation shows that the f^2 value of X1 against Y is 0.053, meaning that the value has a small effect. The f^2 value of X2 against Y is 0.059, meaning that the variable has a small effect. The f^2 value of X3 against Y is 0.071, meaning that the variable has a small effect. The f^2 value of X1 against Z is 0.119, meaning that the value has a small effect. The f^2 value of X2 against Z is 0.080, meaning that the variable has a small effect. The f^2 value of X3 against Z is 0.258, meaning that the variable has a medium effect. The f^2 value of Z against Y is 0.163, meaning that the variable has a medium effect.

Discussion

This study highlights the influence of promotion, discount, service quality on consumer satisfaction mediated by purchasing decisions on e-commerce among students of the Faculty of Economics, Makassar State University. Based on statistical calculations, this study approved the ten hypotheses that have been proposed.

Table 4. Hypothesis

Variabel	Standard Deviation	T Statistics	P Value	Ket.
X1-> Y	0,125	2,521	0,006	Sig.
X1-> Z	0,112	2,987	0,001	Sig.

X2 -> Y	0,096	2,745	0,003	Sig.
X2 -> Z	0,089	2,457	0,007	Sig.
X3 -> Y	0,137	2,993	0,001	Sig.
X3 -> Z	0,096	4,474	0,000	Sig.
Z -> Y	0,109	3,397	0,000	Sig.

Source: SmartPLS Data Processing Results, 2024

The Influence of Promotion on Consumer Satisfaction in E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. The first hypothesis test's findings indicate that promotion significantly and favorably affects UNM Faculty of Economics students' consumer satisfaction. As one aspect of marketing to provide information and encourage students to buy products, promotion has an important role. Information received from promotions will affect consumer curiosity. Promotions in e-commerce are very diverse, such as attractive advertisements, free shipping, to loyalty programs. This strategy is very likely to attract consumer attention in making purchases on products that have been offered. By offering promotions that are relevant, easily accessible, and consistent, it can increase positive consumer experiences, especially among students.

The Influence of Discount on Consumer Satisfaction in E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. Promotion significantly and favorably affects the consumer satisfaction of UNM Faculty of Economics students, according to the findings of the second hypothesis test. In general, a discount is a reduction in the initial price of a product that will be given to prospective buyers. To attract the attention of consumers, one strategy that can be done is to provide discounts, especially for students who tend to be active in e-commerce applications. Students always expect discounts, especially if they buy in large quantities. One of the main factors that influences student satisfaction is price affordability. Students tend to be more satisfied when discounts are given on products that are relevant to their needs such as books, stationery, fashion, etc. When a product is offered at a lower price than the original price, students as consumers feel that they get more benefits in their transactions. Overall, consumer satisfaction is influenced by the discounts given.

The Influence of Service of Quality on Consumer Satisfaction in E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. The findings of the third hypothesis test indicate that customer satisfaction among UNM Faculty of Economics students is positively and significantly impacted by service quality. Consumer satisfaction, especially students, can be achieved if their expectations are in accordance with or even exceed the services provided. In the context of service quality, including reliability, convenience, speed, and responsive service. An important factor in service quality is service reliability, which includes the suitability of goods, the right delivery time, and ease of filing a return if necessary. Reliability helps provide a sense of satisfaction with the quality of service felt by students. Reliable, responsive, safe and appropriate service according to consumer expectations can increase student loyalty as consumers.

The Influence of Promotion on Purchasing Decisions on E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. Promosi mempunyai pengaruh yang baik dan signifikan terhadap keputusan pembelian mahasiswa di Fakultas Ekonomi Universitas Negeri Makassar berdasarkan hasil uji hipotesis keempat. Promotion is a form of marketing communication and an important element in marketing strategy. This promotion functions as a tool for forming value perceptions among students. Promotion increases students' interest in making purchasing decisions in buying the product, especially when students compare the original price with the price after the discount. Promotion can influence consumption behavior by creating a sense of urgency and added value that encourages students to buy products. Therefore, e-commerce needs to continue to innovate in implementing promotional strategies so that they can be relevant among students.

The Influence of Discounts on Purchasing Decisions on E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. Discounts have a good and considerable impact on students' purchasing decisions at Makassar State University's Faculty of Economics, according to the findings of the fifth hypothesis test. Discounts play an important role in influencing students' purchasing decisions in e-commerce applications. Discounts are often used as an effective marketing strategy to attract students who tend to be price sensitive. When a product is offered at a lower price than its normal price, consumers feel they are getting more value, which can motivate them to buy. In a marketing context, discounts also function to increase sales by creating urgency for consumers to buy immediately before the discount period ends. This sense of urgency is a strong psychological factor, encouraging consumers to make decisions quickly. E-commerce with various discount programs such as flash sales or daily discounts is able to attract students to shop more often.

The Influence of Service of Quality on Purchasing Decisions on E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. According to the findings of the sixth

hypothesis test, service quality significantly and favorably influences the purchases made by UNM students in the Faculty of Economics. Service quality plays an important role in attracting consumer purchasing decisions. When stores in e-commerce are able to provide services that meet or even exceed the expectations of consumers, especially students, the level of student trust in the product will increase. Consumers who feel comfortable and confident with the services provided tend to be easier to make purchasing decisions. When businesses provide guaranteed services, such as return policies or warranties, consumers feel safer and more comfortable in making decisions/ Good service quality helps create positive word-of-mouth. Consumers who are satisfied with the services provided tend to tell their experiences to others.

The Influence of Purchasing Decisions on Consumer Satisfaction in E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. According to the findings of the seventh hypothesis test, students at UNM's Faculty of Economics' consumer satisfaction is positively and significantly impacted by their purchase selections. In making a purchase transaction, students have hopes and expectations. These expectations are based on needs, preferences, and information obtained previously. If the product purchased is in accordance with needs and expectations, consumers will feel satisfied. Conversely, if it does not meet expectations, the level of dissatisfaction increases. The consumer purchasing decision-making process includes evaluating products or services based on their needs, preferences, and information. When students buy products that truly match their needs and expectations, there is a possibility that they will be satisfied. Thus, stores in e-commerce need to pay attention to all aspects that influence purchasing decisions so that consumers can feel satisfied and have the potential to become loyal customers.

The Influence of Promotion on Consumer Satisfaction Through Purchasing Decisions on E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. The eighth hypothesis test results indicate that, through the purchase decisions of Makassar State University's Faculty of Economics students, promotions have a favorable and significant impact on consumer satisfaction. Students tend to look for attractive offers to meet their needs. Through sales promotions, sellers can attract new consumers, influence to try and encourage consumers to buy more and ward off competitors' promotional activities. Purchasing decisions act as intermediaries that connect the appeal of promotions with consumer experience. Purchasing decisions may occur if the offers made can successfully influence students. Currently, digital media has expanded the reach of promotions so that it is easier to reach potential consumers. Advertisements on social media, coupons in emails and special promotions in applications can effectively influence purchasing decisions.

The Influence of Discount on Consumer Satisfaction Through Purchasing Decisions on E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. According to the findings of the ninth hypothesis test, discounts significantly and favorably impact customer satisfaction, which is mediated by the purchases made by Makassar State University's Faculty of Economics students. Students who feel that discounts provide real added value tend to be more satisfied with their purchasing decisions. This happens because students have the perception that they have made a smart choice by taking advantage of discount opportunities, which can ultimately increase satisfaction with products and brands. Discounts that are given well and strategically can encourage purchasing decisions, create satisfaction and build consumer loyalty. Understanding consumer needs and providing relevant discounts will be the key to creating sustainable relationships and increasing overall consumer satisfaction. Students who tend to be price sensitive will have a greater influence on their level of satisfaction.

The Influence of Service Quality on Consumer Satisfaction Through Purchasing Decisions on E-Commerce Applications of Students of the Faculty of Economics, Makassar State University. The findings of the eleventh hypothesis test indicate that, through the purchase decisions of Makassar State University's Faculty of Economics students, service quality significantly and favorably influences customer satisfaction. Purchasing decisions made on the basis of good service quality have a positive impact on consumer satisfaction. A good service experience can reduce the risks felt by students, such as concerns about products that do not meet expectations or other problems that may arise. This provides a sense of security and satisfaction with the decisions that have been taken. On the other hand, purchasing decisions influenced by service quality also have an impact on student loyalty as consumers. The main factors that determine consumer satisfaction are not only stabilizing quality, but also developing products. Students who are satisfied with the purchasing decisions they have taken will make repeat purchases in the future.

4. Conclusion

The results of this study indicate that promotion, discount, and service quality have a positive and significant influence on consumer satisfaction. This finding aligns with previous research suggesting that these factors play a crucial role in enhancing the customer experience and satisfaction in the context of e-commerce.

Specifically, promotions and discounts were shown to attract customers by providing perceived value, while service quality contributed to overall satisfaction through customer service and reliable delivery. Moreover, purchasing decisions were found to have a positive impact on consumer satisfaction, confirming that when customers make a purchase, it positively reinforces their satisfaction with the e-commerce platform. Additionally, purchasing decisions act as a mediator in the relationship between promotion, discount, service quality, and consumer satisfaction. This indicates that while promotions, discounts, and service quality directly influence satisfaction, the act of making a purchase further strengthens the effect of these factors on customer satisfaction. Future studies could explore other potential mediating variables, such as consumer trust or perceived value, to offer a more comprehensive understanding of the dynamics between promotional strategies, service quality, and customer satisfaction. Additionally, extending this study to other sectors of e-commerce or conducting longitudinal research could provide deeper insights into how these factors evolve over time.

References

- [1] R. N. T. Dewi, "Pengaruh Kualitas Produk, Citra Merek dan Celebrity Endorser Terhadap Keputusan Pembelian Smartphone Melalui Minat Beli Sebagai Variabel Intervening," vol. 7, no. 4, pp. 409–423, 2019, doi: 10.54144/jadbis.v7i4.2862.
- [2] M. N. Afiat and S. Rijal, "Analysis of the Use of E-commerce in Improving Entrepreneurial Business Competitiveness," *Jurnal Minfo Polgan*, vol. 12, no. 2, 2023, doi: 10.33395/jmp.v12i2.12439.
- [3] K. Starcke, S. Antons, P. Trotzke, and M. Brand, "Cue-reactivity in behavioral addictions: A meta-analysis and methodological considerations," 2018, *Akademiai Kiado Rt*. doi: 10.1556/2006.7.2018.39.
- [4] C. Prima Nasrul, "A Literature Review on the Influence of Sales Promotion, Shopping Lifestyle, Store Atmosphere, and Hedonic Shopping Motivation toward Unplanned Purchase," 2019. doi: <http://10.2991/piceeba2-18.2019.14>.
- [5] M.-B. Alexandrescu and M. Milandru, "Promotion as a form of Communication of the Marketing Strategy," *Land Forces Academy Review*, vol. 23, no. 4, pp. 268–274, Dec. 2018, doi: 10.2478/raft-2018-0033.
- [6] J. Lv, Z. Wang, Y. Huang, T. Wang, and Y. Wang, "How can E-commerce businesses implement discount strategies through social media?," *Sustainability (Switzerland)*, vol. 12, no. 18, Sep. 2020, doi: 10.3390/SU12187459.
- [7] Y. Jiang, J. Shang, Y. Liu, and J. May, "Redesigning promotion strategy for e-commerce competitiveness through pricing and recommendation," *Int J Prod Econ*, vol. 167, pp. 257–270, Sep. 2015, doi: 10.1016/j.ijpe.2015.02.028.
- [8] T. Yoyo, G. Listen, U. Buddhi Dharma Ji Imam Bonjol No, and K. Ilir, "The Effect Of Promotion, Price, And Quality Of Service In Decision Making Using Online Transportation," 2020.
- [9] T. T. Nguyen, H. Thi Thu Truong, and T. Le-Anh, "Online Purchase Intention Under the Integration of Theory of Planned Behavior and Technology Acceptance Model," *Sage Journal*, vol. 13, no. 4, Oct. 2023, doi: 10.1177/21582440231218814.
- [10] T. Gajewska, D. Zimon, G. Kaczor, and P. Madzik, "The impact of the level of customer satisfaction on the quality of e-commerce services," *International Journal of Productivity and Performance Management*, vol. 69, no. 4, pp. 666–684, Apr. 2020, doi: 10.1108/IJPPM-01-2019-0018.
- [11] I. Tzavlopoulos, K. Gotzamani, A. Andronikidis, and C. Vassiliadis, "Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty," *International Journal of Quality and Service Sciences*, vol. 11, no. 4, pp. 576–587, Dec. 2019, doi: 10.1108/IJQSS-03-2019-0047.
- [12] S. Rahmani, A. Pahlevi, A. Johan Suzana, S. Rijal, and E. Susilowati, "The Impact of Customer Relationship Management on Customer Satisfaction and Loyalty: A Case Study of BSI Bank in West Jakarta," *SEIKO : Journal of Management & Business*, vol. 6, no. 2, pp. 327–335, 2023, Accessed: Sep. 21, 2024. [Online]. Available: <https://journal.stieamkop.ac.id/index.php/seiko/article/view/5261>
- [13] O. Iglesias, S. Markovic, and J. Rialp, "How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy," *J Bus Res*, vol. 96, pp. 343–354, Mar. 2019, doi: 10.1016/j.jbusres.2018.05.043.
- [14] U. Kango, A. Kartiko, and M. A. Maarif, "The Effect of Promotion on the Decision to Choose a Higher Education through the Brand Image of Education," *AL-ISHLAH: Jurnal Pendidikan*, vol. 13, no. 3, pp. 1611–1621, Oct. 2021, doi: 10.35445/alishlah.v13i3.852.
- [15] S. H. Chun and A. Nyam-Ochir, "The effects of fast food restaurant attributes on customer satisfaction, revisit intention, and recommendation using DINESERV scale," *Sustainability (Switzerland)*, vol. 12, no. 18, Sep. 2020, doi: 10.3390/SU12187435.

- [16] J. Chen, L. X. Yang, D. W. Huang, X. Yang, and Y. Y. Tang, "Dynamic Discount Pricing in Competitive Marketing," *IEEE Access*, vol. 7, pp. 145340–145347, 2019, doi: 10.1109/ACCESS.2019.2945884.
- [17] S. Khairawati, "Effect of customer loyalty program on customer satisfaction and its impact on customer loyalty," *International Journal of Research in Business and Social Science (2147- 4478)*, vol. 9, no. 1, pp. 15–23, Dec. 2019, doi: 10.20525/ijrbs.v9i1.603.
- [18] Abd-Elrahman, A. El-Borsaly, and S. Hassan, "The Impact Service Quality On Organizational Performance In The Mobile Telecommunications Sector In Egypt," *Proceedings on Engineering Sciences*, vol. 2, no. 1, pp. 93–104, 2020, doi: 10.24874/PES02.01.010.
- [19] B. Widagdo and K. Roz, "Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction," *Journal of Asian Finance, Economics and Business*, vol. 8, no. 1, pp. 395–405, 2021, doi: 10.13106/jafeb.2021.vol8.no1.395.
- [20] J. R. Hanaysha, "Impact of Price Promotion, Corporate Social Responsibility, and Social Media Marketing on Word of Mouth," *Business Perspectives and Research*, vol. 9, no. 3, pp. 446–461, Sep. 2021, doi: 10.1177/2278533721989839.
- [21] Á. M. Ritter, M. Borchardt, G. L. R. Vaccaro, G. M. Pereira, and F. Almeida, "Motivations for promoting the consumption of green products in an emerging country: Exploring attitudes of Brazilian consumers," in *Journal of Cleaner Production*, Elsevier Ltd, Nov. 2015, pp. 507–520. doi: 10.1016/j.jclepro.2014.11.066.
- [22] F. Agmeka, R. N. Wathoni, and A. S. Santoso, "The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce," in *Procedia Computer Science*, Elsevier B.V., 2019, pp. 851–858. doi: 10.1016/j.procs.2019.11.192.
- [23] P. Thaichon, A. Lobo, C. Prentice, and T. N. Quach, "The development of service quality dimensions for internet service providers: Retaining customers of different usage patterns," *Journal of Retailing and Consumer Services*, vol. 21, no. 6, pp. 1047–1058, Nov. 2014, doi: 10.1016/j.jretconser.2014.06.006.
- [24] B. Palese and A. Usai, "The relative importance of service quality dimensions in E-commerce experiences," *Int J Inf Manage*, vol. 40, pp. 132–140, Jun. 2018, doi: 10.1016/j.ijinfomgt.2018.02.001.
- [25] F. Zaydan, "The Influence of Mcdonald's Application on Consumer Satisfaction and Purchasing Decisions among Students in Bandung City," *International Journal Administration, Business & Organization*, vol. 5, no. 3, pp. 115–123, Aug. 2024, doi: 10.61242/ijabo.24.339.
- [26] R. Y. Chenavaz, G. Feichtinger, R. F. Hartl, and P. M. Kort, "Modeling the impact of product quality on dynamic pricing and advertising policies," *Eur J Oper Res*, vol. 284, no. 3, pp. 990–1001, Aug. 2020, doi: 10.1016/j.ejor.2020.01.035.
- [27] M. Djuuna, N. Sayidah, and S. U. Ady, "Analysis of The Influence of Website Quality, Sales Promotions, and Prices on Purchase Decisions Through Consumer Trust on Jagoujian.com," *Quantitative Economics and Management Studies*, vol. 5, no. 1, pp. 153–161, Jan. 2024, doi: 10.35877/454ri.qems2358.
- [28] S. Çavuşoğlu, B. Demirağ, and Y. Durmaz, "Investigation of the effect of hedonic shopping value on discounted product purchasing," *Review of International Business and Strategy*, vol. 31, no. 3, pp. 317–338, 2020, doi: 10.1108/RIBS-04-2020-0034.
- [29] A. Putri, C. Suhartono, and M. Kristanti, "Pengaruh Kualitas Layanan Terhadap Minat Kunjung Kembali Kaizen BBQ Grill & Shabu-Shabu Surabaya Dengan Customer Experience Sebagai Variabel Mediasi," *Jurnal Manajemen Perhotelan*, vol. 9, no. 1, pp. 46–54, Mar. 2023, doi: 10.9744/jmp.9.1.46-54.