

The Influence of Market Segmentation on Purchase Decision of Coffee Beverages at Imadji Coffee Shop Denpasar

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ABSTRACT

This research examines how geographic, demographic, psychographic, and behavioral segmentation influences purchase decisions at Imadji Coffee Shop Denpasar, with customer satisfaction as a mediator. Using a quantitative approach, data was collected via a Likert-scale questionnaire from 60 purposively sampled customers and analyzed with SEM-PLS (SmartPLS 4). Results show demographic and psychographic factors directly positively affect purchase decisions, while geographic and behavioral factors do not. However, customer satisfaction fully mediates the latter two, creating a significant positive influence. It is recommended that Imadji focuses its strategy on demographic and psychographic segments through targeted promotions, service enhancements, and improved customer satisfaction.

INTRODUCTION

In recent years, global coffee consumption has remained consistently high and has shown a tendency to increase. According to the 2019 Indonesian Coffee Consumption Annual Data issued by the Global Agricultural Information Network, the projected domestic consumption for 2019/2020 reached 294,000 tons, an increase of approximately 13.9% compared to consumption in 2018/2019, which was 258,000 tons. The rise in coffee consumption in Denpasar is directly proportional to the increase in the number of cafes and coffee shops, including Imadji Coffee Shop.

Imadji Coffee Shop is an outlet that offers various coffee-based beverages such as Americano, Long Black, Cappuccino, Caffe Latte, Moccacino, and others. The shop also provides a variety of non-coffee beverages including Greentea Latte, Red Velvet Latte, Vanilla Latte, Chocolate, and tea.

Since its establishment in 2019, Imadji Coffee Shop has grown to five outlets. However, it faces the challenge of intense competition in the modern coffee industry. Its strategic location in the center of Denpasar city provides high accessibility but also places it in direct proximity to many competitors. This competitive environment demands that Imadji optimizes its marketing strategies, one of which is through market segmentation comprising geographic, demographic, psychographic, and behavioral consumer segmentation.

Demographically, Imadji Coffee Shop's consumer base is highly diverse, encompassing various ages, income levels, and professions. Psychographically, there are consumer groups that prioritize the aesthetic of the place and the social experience, while others are more focused on efficiency and the quality of the coffee's taste. This diversity has not been fully accommodated by the company's current strategies.

Furthermore, Imadji has not yet maximized the use of consumer behavioral patterns, such as visit frequency, to design effective retention strategies. A systematic implementation of loyalty programs or discounts based on shopping habits—such as incentives for regular customers—has not been achieved. To date, Imadji has not fully leveraged the potential of segmentation to deeply meet consumer preferences and expectations. According to Hariyansah (2021), segmentation, also known as market segmentation, is the act of dividing a market into several category groups. He reveals that 60% of business failures are caused by a company's inability to classify and determine the target market. Leveraging market segmentation is key to enhancing customer satisfaction. If consumers are satisfied with the products and services offered, this will influence their repurchase decisions (Kotler & Keller, 2016).

The repurchase decision is a crucial factor that supports a company's stability amidst increasingly fierce competition. Importantly, repurchase decisions do not only increase sales but also drive business growth through repeated purchases and foster customer loyalty. Therefore, a refined segmentation strategy is not merely an option but a necessity for Imadji Coffee Shop to secure its market position and ensure sustainable growth.

THEORETICAL REVIEW

Market Segmentation

Market Segmentation is a strategic process of disaggregating a heterogeneous market into smaller, more homogeneous consumer segments based on shared characteristics, such as needs, wants, and behavioral patterns (Kotler & Keller, 2016; Tjiptono, 2019). This division enables businesses to design and implement tailored marketing strategies that effectively address the specific preferences of each target group.

a. Demographic Segmentation

Geographic segmentation entails dividing a market into distinct units based on geographical boundaries, such as nations, states, provinces, cities, or neighbourhoods. A company may choose to operate in one or a few specific areas or to serve a broader market while accounting for differences in local needs and characteristics.

H1 : Geographic segmentation positively and significantly influences coffee beverage purchase decisions at Imadji Coffee Shop in Denpasar.

b. Geographic Segmentation

Demographic segmentation involves dividing the market into groups based on variables such as age, family size, stage in the family life cycle, gender, income, occupation, education, religion, ethnicity, generation, nationality, and social class. This is one of the most prevalent segmentation approaches because consumer needs, wants, and usage rates are often highly correlated with these demographic factors.

H2 : Demographic segmentation positively and significantly influences coffee beverage purchase decisions at Imadji Coffee Shop in Denpasar.

c. Psychographic Segmentation

Psychographic segmentation is an approach that combines psychological and demographic dimensions to gain a deeper understanding of consumers. This method classifies consumers into groups based on their lifestyle, personality traits, and values. It is particularly valuable as individuals with similar demographic profiles can exhibit vastly different psychographic characteristics.

H3 : Psychographic segmentation positively and significantly influences coffee beverage purchase decisions at Imadji Coffee Shop in Denpasar.

d. Behavioral Segmentation

Behavioral segmentation divides consumers into groups based on their knowledge, attitudes, patterns of use, or responses to a product. Many marketers consider behavioural variables to be the most effective starting point for constructing market segments. Key behavioural variables include purchase occasions, benefits sought, user status, usage rate, loyalty status, buyer readiness stage, and attitude toward the product.

H4 : Behavioral segmentation positively and significantly influences coffee beverage purchase decisions at Imadji Coffee Shop in Denpasar

Purchase Decision

Purchase Decision represents the consumer's final intent to select a product for consumption based on their preferences (Maulana, 2017). This process is related to the consumer's choice in consuming a product or service, which typically follows a comparison between different available options. Meanwhile, Kotler and Keller (2016) argue that consumer purchase decisions are a component of consumer behavior, encompassing the processes used by individuals, groups, and organizations to select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. These decisions are closely intertwined with the consumer's distinct nature, background, and purchasing habits. According to Santoso et al. (2024), a purchase decision can reflect the underlying cognitive processes as well as the concrete steps taken by an individual when selecting and purchasing products.

Coffee Beverages

Coffee is a highly sought-after global agricultural commodity derived from plants of the genus *Coffea*, belonging to the Rubiaceae family. Coffee as a product or beverage results from processing the beans through various methods, including the wet process, dry process, and honey process. The resulting coffee products are diverse, ranging from instant coffee and ground coffee to coffee-based beverages such as cold brew and latte (Anggia & Wijayanti, 2023).

Consumer Satisfacton

According to Rangkuti (2016) as cited in Randika et al. (2022), customer satisfaction is an evaluative response resulting from the discrepancy between prior consumer expectations and the actual performance perceived after product usage. Essentially, customer satisfaction refers to a condition experienced by consumers when the product or service received from a company fulfills or even exceeds their predetermined expectations (Wardhana, 2024). In other words, if a product or service offered by a company meets or surpasses consumer expectations, their satisfaction with the product or service will increase. This satisfaction can foster loyalty, wherein consumers exhibit a tendency to repurchase the product repeatedly (repurchase decisions).

H5: Customer satisfaction mediates the positive and significant effect of geographic segmentation on coffee beverage purchase decisions at Imadji Coffee Shop Denpasar.

H6: Customer satisfaction mediates the positive and significant effect of demographic segmentation on coffee beverage purchase decisions at Imadji Coffee Shop Denpasar.

H7: Customer satisfaction mediates the positive and significant effect of psychographic segmentation on coffee beverage purchase decisions at Imadji Coffee Shop Denpasar.

H8: Customer satisfaction mediates the positive and significant effect of behavioral segmentation on coffee beverage purchase decisions at Imadji Coffee Shop Denpasar.

Conceptual Framework

The market segmentation at Imadji Coffee Shop consists of four components:

First, geographic segmentation, which covers location and accessibility, such as the shop's location strategy, ease of access, and distance from consumers' residences. Second, demographic segmentation, which focuses on consumer characteristics such as age, gender, income, and education. Third, psychographic segmentation, which assesses consumer preferences and tendencies related to products, pricing, lifestyle, and product-customer taste alignment. Finally, behavioral segmentation, which measures consumer responses and consumption patterns, including product knowledge, purchase frequency, perceived benefits, quality perceptions, and consumption intensity.

Consumer satisfaction is measured through the confirmation of consumer expectations regarding product quality, price, and service received, as well as repurchase intention and willingness to recommend the product to others. This satisfaction subsequently influences repurchase decisions, which encompass aspects such as need fulfillment, perceived product benefits, timeliness, product suitability, and repurchase frequency. Thus, this conceptual framework illustrates the relationship between market segmentation as the exogenous variable, consumer satisfaction as the intervening (mediating) variable, and purchase decisions as the endogenous variable.

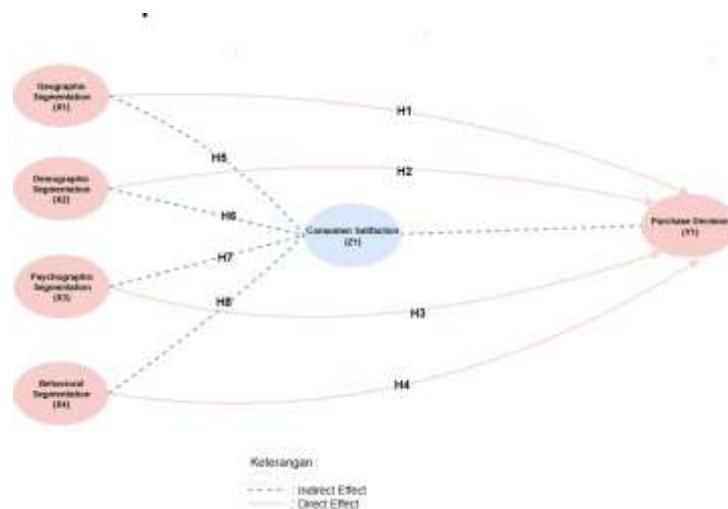


Figure 1. Conceptual Framework

METHODOLOGY

This study applied a quantitative research design using a structured questionnaire measured on a five-point Likert scale. Data were analyzed with Structural Equation Modeling- Partial Least Squares (SEM-PLS) using SmartPLS 4 software to examine the relationships among the studied variables.

The population consisted of all consumers who had purchased and consumed coffee at Imadji Coffee Shop Denpasar. As the total population size was unknown, purposive sampling was employed with inclusion criteria requiring respondents to have consumed coffee at the shop and to be willing to

participate. Referring to Chin (1998) and Hair et al. (2011) in Ragapadmi et al. (2023), who suggest a minimum of 30–100 samples or at least ten times the number of latent variables, this study determined 60 respondents as an adequate sample size for six latent variables.

Data analysis was carried out in two main stages. The first stage tested the measurement model to ensure construct validity and reliability through convergent validity, discriminant validity, and composite reliability. The second stage assessed the structural model to evaluate the significance of the hypothesized relationships, using path coefficients, coefficient of determination (R^2), and bootstrapping procedures.

RESEARCH RESULTS

Outer Model

There are three tests conducted in the evaluation of the outer model, namely convergent validity, discriminant validity, and composite reliability.

a. Convergent validity

Convergent Validity is used to assess the validity of constructs by analyzing the factor loadings of latent variables and their indicators. An acceptable factor loading value should be greater than 0.70, while the Average Variance Extracted (AVE) for each latent construct is expected to exceed 0.50, indicating a well-fitting measurement model.

Table 1. Loading Factor

Variabel	Indicator	Loading Factor
Geographic segmentation	X1.1	0,912
	X1.2	0,878
	X1.3	0,849
Demographic segmentation	X2.1	0,801
	X2.2	0,909
	X2.3	0,854
	X2.4	0,731
Psychographic segmentation	X3.1	0,861
	X3.2	0,872
	X3.3	0,869
	X3.4	0,936
Behavioral segmentation	X4.1	0,853
	X4.2	0,916
	X4.3	0,907
	X4.4	0,829
	X4.5	0,873
Consumer satisfaction	Z1.1	0,917
	Z1.2	0,910
	Z1.3	0,835
Purchase Decision	Y1.1	0,821
	Y1.2	0,868
	Y1.3	0,874
	Y1.4	0,891

Table 2. Avarage Variance Extracted (AVE).

Variable	Avarage Variance Extracted (AVE)
Geographic segmentation	0,774
Demographic segmentation	0,683
Psychographic segmentation	0,783
Behavioral segmentation	0,768
Consumer satisfaction	0,789
Purchase Decision	0,746

b. Discriminant Validity

In this study, discriminant validity was evaluated using the cross-loadings approach and the Fornell-Larcker criterion. Discriminant validity through cross-loadings is confirmed when the loading value of each indicator on its associated construct is higher than its loadings on other constructs.

Table 3. Cross Loadings

	X1	X2	X3	X4	Z1	Y1
X1.1	0,912	0,362	0,443	0,418	0,397	0,336
X1.2	0,878	0,353	0,391	0,406	0,461	0,267
X1.3	0,849	0,540	0,595	0,433	0,434	0,510
X2.1	0,208	0,801	0,401	0,436	0,341	0,384
X2.2	0,495	0,909	0,640	0,600	0,493	0,605
X2.3	0,410	0,854	0,597	0,586	0,326	0,544
X2.4	0,457	0,731	0,555	0,725	0,352	0,477
X3.1	0,407	0,615	0,861	0,716	0,518	0,664
X3.2	0,484	0,602	0,872	0,663	0,608	0,761
X3.3	0,583	0,584	0,869	0,761	0,580	0,676
X3.4	0,484	0,584	0,936	0,728	0,538	0,725
X4.1	0,471	0,685	0,658	0,853	0,501	0,550
X4.2	0,421	0,571	0,748	0,916	0,632	0,736
X4.3	0,416	0,608	0,625	0,907	0,654	0,609
X4.4	0,322	0,623	0,75	0,829	0,738	0,817
X4.5	0,508	0,651	0,743	0,873	0,551	0,543
Z1.1	0,490	0,461	0,659	0,689	0,917	0,708
Z1.2	0,523	0,427	0,554	0,668	0,910	0,694
Z1.3	0,279	0,345	0,471	0,544	0,835	0,700
Y1.1	0,426	0,593	0,631	0,610	0,675	0,821
Y1.2	0,312	0,585	0,747	0,692	0,628	0,868
Y1.3	0,369	0,486	0,691	0,711	0,762	0,874
Y1.4	0,406	0,476	0,693	0,610	0,652	0,891

Table 4. Fornell-Larcker Value

	X1	X2	X3	X4	Z1	Y1
X1	0,880					
X2	0,489	0,826				
X3	0,554	0,674	0,885			
X4	0,479	0,713	0,809	0,876		
Z1	0,491	0,465	0,636	0,716	0,888	

Y1	0,437	0,619	0,801	0,762	0,788	0,864
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c. Composite Reability

A common measure used to assess the internal consistency of indicators in evaluating a construct within SEM-PLS is Composite Reliability (CR) and Cronbach's alpha. A construct is considered to have high reliability and can be used for further analysis if the CR value exceeds 0.70. This reliability test is further reinforced by Cronbach's alpha, where a variable is deemed reliable when the Cronbach's alpha value is greater than 0.70.

Table 5. Composite Reliability dan Cronbach's Alpha

	Composite Realiability	Cronbach's alpha
X1	0,866	0,856
X2	0,868	0,843
X3	0,910	0,907
X4	0,937	0,925
Z1	0,872	0,865
Y1	0,888	0,886

Inner Model

The purpose of inner model evaluation is to analyze the structural connections among latent variables within the research framework. This process involves examining path coefficients and R-square values to evaluate the strength and significance of the proposed relationships.

Table 7. Path Coefficients

Construct	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Geographic Segmentation → Purchase Decision	-0,134	-0,131	0,092	1,458	0,072
Demographic Segmentation → Purchase Decision	0,146	0,152	0,086	1,698	0,045
Psychographic Segmentation → Purchase Decision	0,477	0,483	0,135	3,538	0,000
Behavioral Segmentation → Purchase Decision	-0,02	-0,033	0,146	0,135	0,446
Geographic Segmentation → Customer Satisfaction → Purchase Decision	0,1	0,101	0,044	2,274	0,012
Demographic Segmentation → Customer Satisfaction → Purchase Decision	-0,087	-0,089	0,072	1,215	0,112
Psychographic Segmentation → Customer Satisfaction → Purchase Decision	0,057	0,065	0,093	0,614	0,270

Behavioral Segmentation → Customer Satisfaction → Purchase Decision	0,324	0,319	0,100	3,246	0,001
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Hypothesis testing was conducted using the bootstrapping procedure. This involved analyzing the original sample values to determine the direction of relationships between variables, as well as the t-statistics (T) and p-values (P) to assess the level of significance and original sampel for effect it positively or not. A relationship was considered significant if the t-statistics exceeded 1.65 or the p-value was lower than the significance threshold of 0.05.

Table 6. R-square (R²)

	R-square	R-square adjusted
Y1	0,79	0,77
Z1	0,557	0,525

The R-square value of 0,557 for consumer satisfaction and 0,79 for purchase decisions indicates that the model explains 55,7% of the variation in consumer satisfaction and 79% of the variation in purchase decisions, while the remaining portions are influenced by other factors outside the model. Overall, the model demonstrates strong explanatory power for purchase decisions, although external factors also contribute.

DISCUSSION

The findings of this study indicate that market segmentation plays a critical role in shaping consumer purchase decisions at Imadji Coffee Shop Denpasar. Among the four dimensions examined – demographic, geographic, psychographic, and behavioral – only demographic and psychographic segmentation were found to significantly influence purchasing decisions, while geographic and behavioral segmentation did not demonstrate a meaningful effect. This suggests that consumer behavior in the coffee shop context is more strongly driven by personal characteristics and lifestyle preferences rather than physical accessibility or habitual patterns.

Demographic segmentation, which included age, gender, income, and education, emerged as an important determinant of consumer purchase decisions. Younger, productive consumers demonstrated stronger enthusiasm for coffee consumption, often associating coffee shops with social activities, studying, or working. Gender differences were present but not dominant, as both male and female consumers actively purchased coffee, albeit with slightly different consumption preferences. Income was shown to be a relevant factor, with higher-income groups displaying more flexibility in spending on coffee, while education influenced consumers' awareness of product quality, brand image, and lifestyle alignment. These findings reinforce earlier research by Jufrin and Ismunandar (2021), who emphasized that demographic characteristics significantly shape consumer purchasing behavior in coffee shop settings.

Psychographic segmentation provided the strongest explanation of purchase decisions. Consumers tended to prioritize lifestyle fit, personal taste, and experiential value when choosing to buy coffee. Beyond the functional aspects of price and product quality, they valued the emotional and sensory experiences associated with coffee consumption. This reflects previous findings by Febrianto et al. (2023) who demonstrated that psychographic factors such as lifestyle orientation and consumer values significantly affect purchasing in cafés, especially among younger audiences. The implication is that Imadji Coffee Shop must focus on creating experiences that align with consumer identities and aspirations, offering product variations and store atmospheres that reinforce lifestyle relevance and emotional connection.

By contrast, geographic segmentation did not play a significant role in purchase decisions. Although consumers generally agreed that Imadji Coffee Shop is located strategically, is easily accessible, and is not far from their residence, these considerations were not decisive in driving repeat purchases. Consumers appeared to prioritize the functional and emotional value of the product over physical accessibility. Similarly, behavioral segmentation, which included product knowledge, frequency of purchase, and consumption levels, was not found to be a significant predictor of consumer decision-making. These behaviors were shaped more by situational or external factors such as time availability and social trends rather than consistent patterns of loyalty.

The mediation analysis provided deeper insights into these relationships. Consumer satisfaction was found to fully mediate the influence of geographic and behavioral segmentation on purchase decisions. While accessibility, store location, or habitual patterns of consumption may initially attract attention, they did not directly drive purchase decisions unless accompanied by a satisfying consumption experience. This aligns with the Stimulus–Organism–Response framework, in which external stimuli such as location or behavioral tendencies influence outcomes only through internal evaluations like satisfaction. In practice, this means that even when a coffee shop is strategically located and frequently visited, repeat purchases or loyalty will not materialize unless consumers are satisfied with the quality of the product, service efficiency, and overall experience.

These findings are also supported by Expectancy Disconfirmation Theory, which emphasizes that satisfaction arises when consumption outcomes meet or exceed initial expectations. Geographic and behavioral factors may shape expectations, but only positive experiences transform them into purchase intentions. Conversely, the study found no mediating role of satisfaction in the relationships between demographic and psychographic segmentation and purchase decisions. These factors exerted direct effects, suggesting that consumer characteristics such as age, income, or lifestyle already establish strong preferences toward coffee consumption without requiring satisfaction as an intermediary.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this study conclude that demographic and psychographic segmentation have a direct, positive, and significant influence on purchase decisions. Conversely, geographic and behavioral segmentation did not exhibit a significant direct effect on purchase decisions. However, mediation analysis revealed that customer satisfaction fully mediates the influence of both geographic and behavioral segmentation on purchase decisions, resulting in a positive and significant indirect effect. These mediation paths were statistically confirmed, with each yielding a p -value < 0.05 and a t -statistic > 1.65 . In contrast, customer satisfaction did not mediate the effects of demographic and psychographic segmentation on purchase decisions.

Based on these results, it is recommended that Imadji Coffee Shop focus its marketing strategies on demographic and psychographic segments through targeted promotions, such as aesthetic visual campaigns on Instagram, work-friendly packages for students and professionals, and low-sugar coffee options for health-conscious consumers. Service enhancement should also be prioritized through regular barista training and the implementation of a digital queuing system to improve customer satisfaction and experience. Furthermore, future studies are advised to expand the literature review, incorporate additional relevant indicators, and include more diverse locations to enhance the comprehensiveness and generalizability of the findings.

FURTHER STUDY

This study is subject to several limitations that should be acknowledged. First, the sample size of only 60 respondents is relatively small, which limits the generalizability of the findings to a broader population. Second, the research focused solely on a single case, namely Imadji Coffee Shop in Denpasar, making the results context-specific and potentially different if applied to similar businesses in other locations. Third, the indicators employed in this study were limited to predetermined variables, which may not fully capture the complexity of other factors that could influence consumer purchase decisions.

In light of these limitations, future research is recommended to: (1) employ a larger sample size to increase the representativeness of the results; (2) expand the research objects by including multiple coffee shops in different locations to allow comparative analysis across contexts; (3) incorporate additional relevant indicators that were not examined in this study, such as social influences, digital technology, and the role of social media in shaping consumer behavior; and (4) explore a more diverse range of literature to enrich the analytical perspective. These efforts are expected to provide more comprehensive insights and offer a stronger foundation for broader generalization in future studies.

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