

INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON PIZZA HUT CUSTOMER SATISFACTION MEDIATED BY PURCHASE DECISION

Nirmala Sindi Tatia¹, Barkah², Bintoro Bagus Purmono³, Heriyadi⁴, Pramana Saputra⁵
Faculty of Economics and Business, Universitas Tanjungpura, Indonesia^{1,2,3,4,5}

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ABSTRACT

Pizza Hut is a well-known name among enthusiasts of pizza, with its presence in Indonesia dating back to 1958. The intensifying competition in this industry, spurred by the emergence of new competitors, necessitates a thorough examination. This research aims to analyze the influence of product quality and service quality on customer satisfaction, mediated by the purchasing decisions made at Pizza Hut. Data collection employed a questionnaire distributed to 225 respondents using purposive sampling techniques. The research adopts a quantitative approach, employing Structural Equation Modeling (SEM) with the assistance of AMOS 24 to analyze and evaluate the measurement and structural models constructed for the study. The findings of this research reveal a positive and significant influence of product quality and service quality on purchase decisions. Both product quality and service quality exert a positive and significant impact on customer satisfaction. Purchase decisions significantly influence customer satisfaction in a positive manner. Furthermore, product quality and service quality positively and significantly influence customer satisfaction through purchase decisions.

E-mail:
nirmalasinditatia@gmail.com

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1. INTRODUCTION

Along with the development of technology, we are aware of changes in lifestyle, namely the tendency towards ready-to-eat food. Fast food restaurants are a business trend that is very common in society, because fast food restaurants make things easier in today's busy society. Along with the development of the culinary world, Indonesia is becoming increasingly modern, especially in urban areas where people prefer fast and practical food. People find it difficult to avoid fast food because the increasingly sophisticated metropolitan lifestyle has made Indonesia a country identified as a culinary paradise. Both foreign specialties and traditional specialties. One sector that has been strongly impacted by the COVID-19 pandemic is the fast food industry. Many restaurants were forced to close due to lockdown policies and restrictions on social interaction at the beginning of 2020. This also affects the condition of consumers who tend to avoid interacting with other people in public places [1]. The COVID-19 pandemic has had a huge effect on the sustainability of the F&B industry, especially how business actors can survive during times of uncertain conditions. Everything has changed and is different from before, so you must be able to get used to all the changes that occur, especially in responding to changes in consumer behavior [2]. The COVID-19 pandemic that has attacked the world has not only had an impact on the economy, but has also resulted in changes in customer attitudes in fulfilling their main desires, both primary, secondary and tertiary. Primary needs are the minimal physical needs of society, secondary are complementary needs to the primary and tertiary are desires that are often expressed as desires for something luxurious [3]. Changes in consumer behavior in "Journal of Business Research: Impact of Covid-19 on consumer behavior: Will the old habits return or die?" stated that "the arrival of the Covid-19 pandemic has given rise to changes in customer actions which are influenced by regulations and procedures for shopping and purchase the products they need" [4].

Pizza Hut, one of the fast-food establishments in Indonesia, was established in 1984 at the Djakarta Theater Building in Thamrin, Jakarta, marking the commencement of its presence in the country. PT Sari

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Melati Kencana Tbk holds the exclusive franchise rights for Pizza Hut in the Indonesian market. Currently, Pizza Hut boasts an extensive network comprising 615 Pizza Hut outlets strategically located across various regions in Indonesia, spanning 22 provinces. Presently, PT Sarimelati Kencana Tbk has not escaped the repercussions of the COVID-19 pandemic. The losses incurred last year have escalated further in the second quarter of 2023, according to information provided by PT Sarimelati Kencana Tbk, the recorded loss has surged to Rp57.47 billion compared to the Rp3.28 billion loss experienced in the previous year. Revenue and sales for the second quarter of 2023 amounted to Rp1.81 trillion, reflecting a modest increase of 3.37% from the corresponding period last year, which recorded Rp1.75 trillion [5].

The losses experienced by Pizza Hut until the second quarter of 2023 mean that Pizza Hut must continue to aggressively encourage consumer interest in consuming their products, especially to survive in this highly competitive economic era. One of the ways to survive in this competitive economic era is by improving their product quality. In order to successfully market their services or goods, all companies are required to have good product quality [6]. Product quality is something that must receive special attention from manufacturers or companies, knowing that product quality has a strong correlation with customer satisfaction issues as the goal of marketing activities carried out by companies [7]. Product quality is the main driver of consumer satisfaction based on their purchase [8]. A product must have good quality delivery to be able to generate decisions and customer satisfaction, which leads to purchase decisions [9]. To cultivate loyal consumers, it is imperative to attain consumer satisfaction. To achieve this, the business world must create products, services, or experiences that meet customer expectations regarding service quality [10].

Factors influencing purchase decisions extend beyond product quality; service quality is also a significant determinant in shaping purchasing choices. The close relationship between service quality and purchase decisions highlights the pivotal role each customer plays as a foundational factor in choosing to utilize or acquire a product and establishing a robust relationship with the company. Companies have the capacity to enhance the quality of service provided, ensuring customer comfort and striving to deliver the best possible experience [11]. Service quality is identified as the disparity between customer expectations and their perceptions of the received service [12]. The interconnection between service quality and customer satisfaction is of paramount importance for companies since customer satisfaction reflects the optimal service provision desired by consumers from the company. Service is considered of high quality when it can meet customer needs and desires [13]. Exceptional service quality not only reduces costs but also concurrently elevates customer satisfaction [14]. Service quality signifies the excellence of the offered service in meeting and exceeding customer expectations, often evaluated based on customer perceptions of the product [15]. In addition to product quality and service quality, satisfaction represents a post-purchase behavioral response indicating customer feelings after using a specific product or service [16]. Customer satisfaction generally reflects a certain level of contentment when service and product quality align with customer expectations [17]. Therefore, purchase decisions play a crucial role in enhancing customer satisfaction [18]. Purchase decisions constitute physical activities and decision-making processes followed by consumers to obtain, use, and dispose of products and services that fulfill their needs and desires [19]. In summary, beyond product quality, the influential role of service quality and the subsequent impact on customer satisfaction underscores the intricate dynamics that shape purchasing behavior in the marketplace.

The capacity of a product to deliver performance outcomes that meet or exceed customers' expectations is referred to as the product quality. Form, features, performance quality, durability, dependability, repairability, style, and design are the eight dimensions of product quality [20]. Putra [7] states that the capacity of a business to give each product a unique identity or feature so that customers can identify the product qualifies as product quality. According to Wang et al. [21], the ability of a product or service to satisfy consumer needs can determine its quality level.

The ability to provide high-quality service is anticipated to be a key advantage for business owners in their efforts to attract prospective consumers. In the context of a company's service qualities, the evaluation of service quality can be conducted by comparing customers' perceptions of the services they have received or obtained with their authentic expectations or desires for those services [22]. Service is the main value constituent in applying company performance to achieving success. Providing the best service is a very important strategy because as good quality increases, consumer consistency is always maintained [9]. The quality of service is the service provided by the service owner to customers, which can be in the form of convenience, speed, interaction, capacity, and friendliness, with the aim of achieving

the behavior and character demonstrated by the service owner to achieve customer satisfaction [23]. Service quality is related to the ability of a product or service to satisfy or at least satisfy customer needs [24].

Customer satisfaction refers to consumers' evaluative responses to their level of satisfaction [25]. The level of satisfaction can be determined by the gap between perceived performance and expectations. Customer expectations can be influenced by previous meetings, feedback from family members, and knowledge assurance from marketers and competitors [26]. Customer satisfaction refers to the assessment made by individuals after making a purchase, in which they evaluate selected alternatives based on their ability to provide desired results, either meeting or exceeding consumer expectations. The overall level of satisfaction depends on the congruence of expectations, which requires evaluating perceived performance in relation to initial expectations. Customer satisfaction can also be interpreted as the customer's perception that their expectations have been met or exceeded [27]. Customer satisfaction is a complex experience in the food industry, and assessing customer experience is complex.

Purchase decisions are when consumers make choices regarding the products or services they want to obtain before the actual purchase. This choice is realized when consumers have the desire to fulfill their needs [28]. Purchase decisions are defined as a thought process that is very important in meeting consumer needs and involves considering the advantages and disadvantages of several brands and goods before making a final choice [29]. Purchase decisions are decisions taken by consumers to purchase a product after considering various information [30]. Before completing a purchase, consumers must make a series of decisions based on their willingness to satisfy their needs [31].

Each research on customer satisfaction has been carried out by previous researchers. However, it does not rule out the possibility that from these studies, there will still be differences in research results, so an opportunity arises for researchers to carry out research again. The findings of prior studies conducted by [32]–[35] indicate a positive and statistically significant relationship between product quality and customer satisfaction. Meanwhile, the findings of [36], [37] show that product quality does not exert a statistically significant impact on consumer satisfaction. On the other hand, other studies undertaken by [38]–[40] have found evidence supporting a positive and significant relationship between service quality and customer satisfaction. This finding contrasts with the research conducted by [41], which posits that service quality does not yield a favorable impact on customer satisfaction. This study aims to examine the outcomes of earlier studies that exhibited variations by investigating the results using diverse respondent entities.

Literature Review

Product Quality and purchase Decisions

One of the main factors that companies must pay attention to is product quality, where buyers will be satisfied if the results of their evaluation prove that the product used is good quality [34]. For business companies, a product must have a value that provides economic benefits. The company must be able to maintain competitive quality that keeps developing as well as delivering good product quality to generate purchase decisions and customer satisfaction so buyers can decide to carry out the purchase [9]. According to research carried out by Mappesona et al., [20], Product quality influences purchase decisions. Wang et al., [21] Product quality is proven to have a close influence on purchase decisions. According to Chong, [42], The quality of the products sold by the company is believed to influence purchase decisions.

Service Quality and Purchase Decisions

High-quality service has a strong relationship with purchase decisions for each consumer, which is one of the factors as a basis for purchasing or using a product or carrying out business, both services and goods. Buyers must be given positive service because service quality is strongly related to purchase decisions [11]. According to the research conducted by Dyatmika and Firdaus, [43], service quality is closely related to purchase decisions individually. Based on research by Putra and Wimba, [7], the impact of service quality on buying decisions is notably positive. According to a recent study conducted by Ali et al. [17], it has been found that there is a notable positive impact of service quality on consumers' purchase decisions. Based on a study conducted by Prianggoro and Sitio [13], it has been shown that there is a positive and statistically significant correlation between purchase decision variables and service quality, meaning that the quality of existing services increases, so buyers have a tendency to make purchases.

Product Quality and Customer Satisfaction

One crucial consideration for corporations is the aspect of product quality, as consumer satisfaction is contingent upon their assessment of the items' quality. According to a study conducted by Putra and Wimba, [7], product quality refers to the level of excellence exhibited by a company's product, as determined by its alignment with consumer preferences and fulfillment of client needs and specifications. Hence, the level of customer satisfaction is contingent upon the company's capacity to deliver high-quality products that align with consumer expectations [44]. Customer satisfaction is the result of evaluations made by customers of products after consumption, which creates a certain level of satisfaction. The measurement of customer satisfaction involves assessing the disparity between customer expectations and the benefits provided by a product that can fulfill the needs and desires of the customers [44]. One of the important things that companies must observe is product quality, where buyers will be satisfied if the assessment results prove that the product used is a high-quality product Putra & Wimba, [7]. As stated Ongkowijoyo, [33], One crucial consideration for corporations is the aspect of product quality, as consumer pleasure is contingent upon their assessment of the items' quality. According to a study conducted by Putra and Wimba, [7], Product quality refers to the level of excellence exhibited by a company's product, as determined by its alignment with consumer preferences and fulfillment of client needs and specifications. Hence, the level of customer satisfaction is contingent upon the company's capacity to deliver high-quality products that align with consumer expectations [44].

Service Quality and Customer Satisfaction

The focus of this study pertains to the service rendered by the service provider to its customers. This service encompasses various aspects such as convenience, efficiency, engagement, capacity, and amiability. The ultimate objective is to cultivate a service provider's behavior and demeanor that leads to customer contentment. According to Hasibuan and Rambe [23], Currently, the primary determinant of achieving a competitive advantage in the commercial realm lies in the provision of superior services, hence augmenting the degree of customer contentment. Hence, the evaluation of service quality by consumers holds significant importance in the advancement of their business [45]. The findings of Anwar et al. [46] and Supriyanto et al. [47] indicate a significant correlation between service quality and consumer satisfaction. The research conducted by Le et al. [48] and Sari et al. [49] demonstrates that the service quality variable significantly influences consumer satisfaction. The impact of service quality variables on consumer satisfaction levels is substantial. According to Raza et al. [45] and N. Slack et al. [39], customer satisfaction is attained when the level of service received surpasses the initial expectations. This implies that the degree of service quality exerts a substantial impact on consumer satisfaction. According to a study conducted by Wattoo and Iqbal [50], there is a favorable correlation between service quality and consumer satisfaction. The study conducted by P.J et al. [38] and Tuncer et al. [40] unveiled a significant association between service quality and customer satisfaction.

Purchase Decisions and Customer Satisfaction

Consumer satisfaction is closely related to the purchase decisions they make. The decision to buy is a psychological process that consumers go through, starting with paying attention to the product or service, and if it gives a good impression, the consumer will proceed to the interest stage to find out more about the advantages of the product or service. Based on this concept, a purchase decision is a step or process in which consumers decide to buy or use a product or service. Customer satisfaction refers to the extent to which customer expectations are met in a satisfactory manner. This includes the emotional response felt by customers after making a purchase, which can vary from anger, dissatisfaction, enthusiasm, or excitement. Whether customers believe that the service has met or even exceeded their expectations will influence the level of customer satisfaction [22]. The results of research conducted by Chaerudin and Syafarudin [51] show that purchase decisions exert a favorable and noteworthy impact on customer satisfaction. According to a study conducted by Prianggoro and Sitio [13], it was found that there is a favorable correlation between Purchase Decisions and Customer Satisfaction. The study conducted by Suwarno [52] reveals that purchase decisions have a notable and favorable impact on consumer satisfaction. Purchase decisions have been found to exert a substantial influence on customer satisfaction, as evidenced by the studies conducted by Ali et al. [13], [17], and Vierdwiyani [53].

Product Quality on Customer Satisfaction is mediated by Purchase Decisions

The purchasing decision is a crucial aspect for consumers, as it serves as a pivotal element in formulating marketing strategies for implementation in a business endeavor. Based on the product, there are certainly many elements of product attributes that can influence buyers in making purchase

decisions, for example, product quality and service quality [54]. Purchase decisions have a role in mediating product quality and customer satisfaction [54]. According to the research carried out Hamdun & Subaidah[55], product quality on customer satisfaction through purchase decisions has a significant and positive effect.

Service quality on Customer Satisfaction is mediated by Purchase Decisions

The quality of service represents a crucial factor influencing purchasing decisions. Service quality stands out as one of the paramount considerations in this context, as contemporary customers possess heightened awareness regarding the level of service they receive. This awareness has compelled companies to allocate extra attention to the extent of service provided to their customers, aiming to attain additional satisfaction that can yield superior outcomes [56]. Customer satisfaction measurement takes into account both needs and expectations. The term "satisfaction" derives from the word "comfort," which correlates with the level of contentment [56]. Customer satisfaction generally reflects a certain degree of contentment when service and product quality align with customer expectations [17]. Consequently, purchasing decisions play a pivotal role in enhancing customer satisfaction [18]. According to Aldrin and Widiyanesti [57], service quality has a positive impact on consumer satisfaction, mediated by purchase decisions. In alignment with research conducted by Vierdwiyani [53], purchase decisions mediate the influence of service quality on customer satisfaction.

Conceptual Framework

Based on the description above, a conceptual image will be formed as follows:

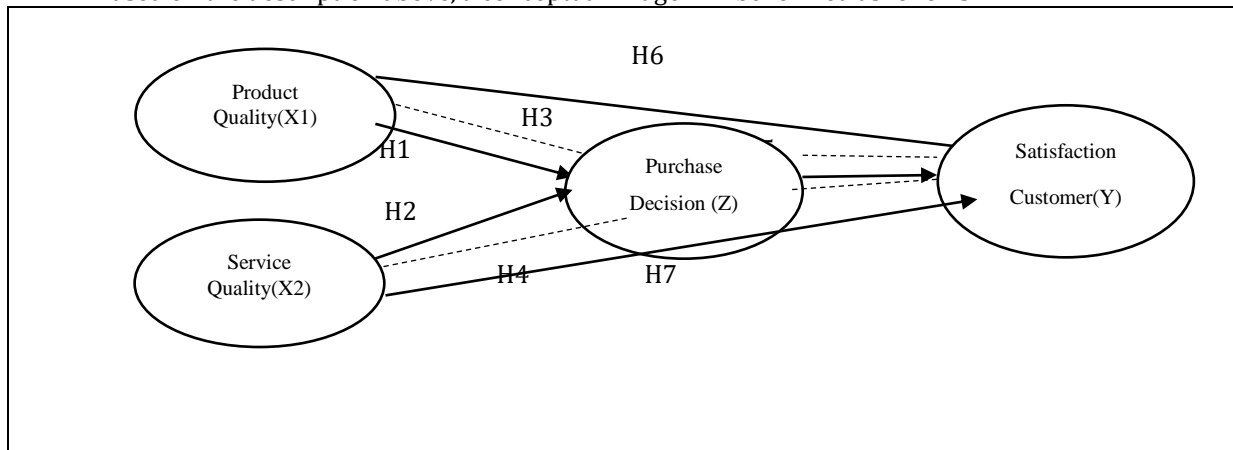


Figure 1. Research Framework

Research Hypothesis

Based on this understanding, the following research hypotheses are proposed, including:

1. Product quality influences purchase decisions at Pizza Hut
2. Service quality influences purchase decisions at Pizza Hut
3. Product quality influences Pizza Hut customer satisfaction
4. Service Quality influences Customer Satisfaction at Pizza Hut
5. Purchase decisions influence customer satisfaction at Pizza Hut
6. Service Quality Influences Customer Satisfaction through Purchase Decisions at Pizza Hut
7. Product Quality influences Customer Satisfaction through Purchase Decisions at Pizza Hut

2. METHOD

The present study is a quantitative research investigation that employs a causal research design. The research employs questionnaires that are delivered to participants who have been identified as meeting the preset criteria. The survey instrument utilizes a Likert scale consisting of five points, with the following categories: The answer choices in this survey are as follows: "Strongly Agree" with a score of 5, "Agree" with a score of 4, "Neutral" with a score of 3, "Disagree" with a score of 2, and "Strongly Disagree" with a score of 1.. The measurement of product quality encompasses 7 items adapted from Golan & Leon (2022) [58], Ongkowijoyo (2022) [33], Rahayu et al. (2023) [59], and Wang et al. (2020) [21]. Service quality is gauged using 6 items adapted from Agarwal & Dhingra (2023) [60], Golan & Leon (2022) [58], Ponnaiyan et al. (2021) [61], Qiu et al. (2019) [62], and Zhong & Moon (2020) [63]. Customer satisfaction is measured through 5 items adapted from Glaveli et al. (2023) [64] and Bernarto et al. (2022) [65]. The

purchase decision is assessed using 5 items adapted from Golan & Leon (2022) [58], Hanaysha (2018b) [66], Rahayu et al. (2023)[59], Salem & Salem (2018) [67], and Supriyanto et al. (2021) [47].

The number of samples collected and examined in this study amounted to 225 respondents. The sampling technique employed was purposive sampling, based on the following criteria: 1) Indonesian citizens; 2) Minimum age of 17 years; 3) Having purchased Pizza Hut products at least twice in the past 2 months; 4) Residing in Indonesia in locations such as Pontianak, Singkawang, Jakarta, Bogor, Salatiga, Manado, Semarang, Yogyakarta, Medan, Bandung, Surabaya, Banjarmasin, and others. The questionnaire was distributed through the Google Form platform.

The present study will employ Structural Equation Modeling (SEM) in conjunction with AMOS 24 statistical software to examine and assess the measurement models and structural models of the research participants under investigation. The evaluation of the model fit test necessitates the examination of several factors pertaining to the goodness of fit index, including the goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Normed Fit Index (NFI). The assessment of validity is contingent upon the standardized loading factor (SLF), as stipulated by Hair et al. [68], necessitating a minimum threshold of 0.50 or greater. The reliability of a construct is assessed by examining the values obtained from the construct reliability table (CR) and the average variance extracted (AVE). The current study utilizes structural equation modeling (SEM) analysis to evaluate the acceptance or rejection of the formulated research hypothesis. The present study utilized structural equation modeling (SEM) to compute t-values for each coefficient. A hypothesis may be deemed to establish a causal association when the computed t-value is equal to or surpasses the critical t-value (1.96) at a preset level of significance, typically denoted as α (commonly $\alpha = 0.05$).

3. RESULTS AND DISCUSSION

Respondent Characteristics

The examination of participant profiles in this survey is grounded in the subsequent demographic factors:

Table 1. Presents an overview of the characteristics of the respondents

Category	Item	f	%
Gender	Male	103	45.78
	Female	122	54.2
	Total	225	100
Age	17-25 years old	164	72.89
	26-42 years old	58	25.78
	43-58 years old	2	0.89
	<59 years	1	0.45
	Total	225	100
Last education	Elementary School	23	10.2
	Junior High School	15	6.67
	Senior High School	115	51.1
	Diploma	13	5.78
	Bachelor	55	24.4
	Masters	4	1.78
	Doctor	0	0
Domicile	Total	225	100
	Pontianak	90	40
	Singkawang	34	15.1
	Jakarta	22	9.78
	Bogor	15	6.67
	Salatiga	14	6.62
	Manado	15	6.67
	Semarang	15	6.67
	Yogyakarta	20	8.89
	Medan	0	0
	Bandung	0	0
Surabaya	0	0	

Category	Item	f	%
	Banjarmasin	0	0
	Others	0	0
	Total	225	100
	< Rp. 300,000	145	64.4
	Rp. 300,000 – Rp. 500,000	69	30.67
The amount of funds spent to buy Pizza Hut products within 1 month	Rp. 500,000 – Rp. 1,000,000	8	3.56
	> Rp. 2,000,000	3	1.3
	Total	225	100
	1 million to < 3 million	140	62.2
	3 million to < 5 million	42	18.67
Monthly Income	5 million to < 10 million	27	12
	10 million to < 30 milion	9	4
	> 30 million	6	3.1
	Total	225	100

Respondent characteristics data is shown in Table 4.1. The number of respondents was 225. Respondents were dominated by women (54.2%) aged 17-25 years (72.89%). Those with education (51.1%), domiciled in Pontianak (40%), the amount of money spent on purchasing Pizza Hut products in the last 2 months < IDR 300,000 (64.4%), monthly income is dominated by IDR. 1,000,000- Rp. 3,000,000 (62.2%).

Measurement Model

The results of the suitability, validity and reliability tests are as follows

Table 2. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
Product quality	The raw materials in Pizza Hut products are of high quality	0.867	0.957	0.733
	Pizza Hut products have a delicious taste	0.815		
	The appearance of Pizza Hut is in accordance with what is on the menu	0.875		
	Pizza Hut products have good durability	0.854		
	Pizza Hut products provide a variety of menus	0.851		
	Pizza Hut always serves "fresh from the oven" products	0.883		
	Pizza Hut products are hygienic	0.848		
Service quality	Employees are very attentive to customer needs	0.865	0.958	0.782
	Pizza Hut staff members serve quickly and accurately	0.918		
	I felt comfortable with the staff member's service	0.888		
	Employees are very attentive to customer needs	0.883		
	Pizza Hut has good on-time service	0.862		
	They provide excellent overall service	0.850		
	Pizza Hut always meets my expectations	0.880		
Customer satisfaction	I feel comfortable in this restaurant	0.820	0.944	0.754
	I am very satisfied with Pizza Hut	0.895		
	My experience with Pizza Hut has been great	0.865		
	My desire to eat delicious food can be fulfilled at this pizza hut	0.882		
	From various similar products, I decided to buy Pizza Hut products	0.872		
Purchase Decisions	Buying Pizza Hut products is the right decision	0.898	0.958	0.813
	Alternative similar products will not change my decision to buy Pizza Hut products	0.906		
	Buying Pizza Hut products is my decision	0.910		
	I love buying Pizza Hut	0.922		

Table 2 presents the results of reliability and validity testing. The values in the table indicate that the standardized loading factor (SLF) for all indicator variables in the constructed model exceeds 0.50. This evidence confirms the validity of all indicators, demonstrating their capability to measure the entire constructed model. Meanwhile, the results of the reliability test exhibit congruent outcomes. This is evident in the overall average variance extracted (AVE) values for the indicator instruments, all of which exceed 0.50, while the values for the composite reliability (CR) surpass 0.70.

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
X2		425,877
Df		225
X2 Significance Probability	< 0.05	0,000
CMIN/DF	≤3.00	1,893 Good Fit
RMSEA	≤ 0.08	0.063 Good Fit
RMR	< 0.05	0.041 Good Fit
NFI	≥ 0.90	0.922 Good Fit
IFI	≥0.90	0.961 Good Fit
TLI	≥0.90	0.956 Good Fit
CFI	≥0.90	0.961 Good Fit

Based on the Goodness of Fit (GOF) measurement findings presented in Table 3, it can be concluded that the model meets the required feasibility criteria. The data shows that there are seven metrics that can be classified as profitable. The suitability index, especially the CMIN/DF value of 1.893 (less than or equal to the recommended threshold of 3.00) and the RMSEA value of 0.063 (less than or equal to the recommended threshold of 0.08), indicates that the model deemed suitable. In this study, it was determined that an RMR value of 0.041, which is less than the significance level of 0.05, can be considered.

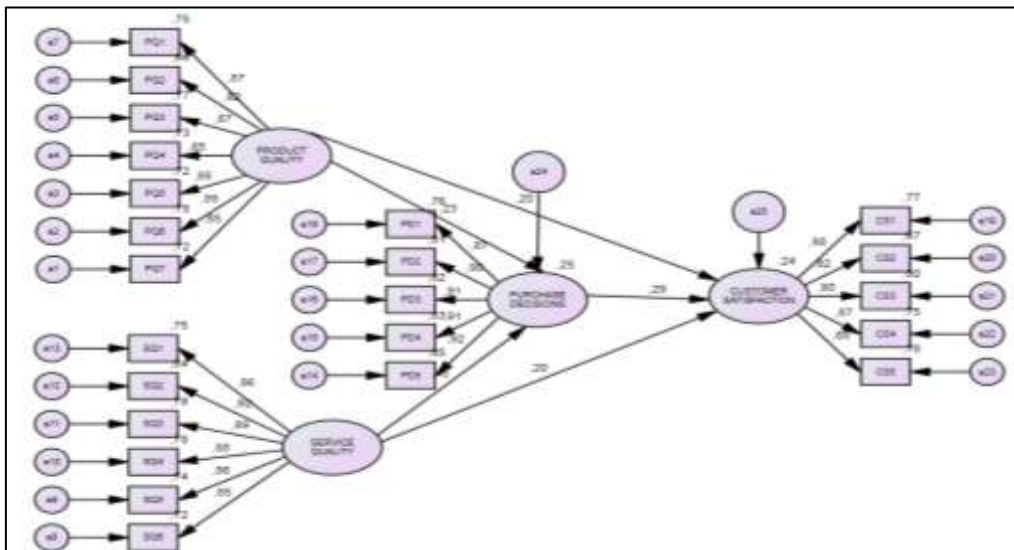


Figure 2. Full Model Testing

Hypothesis Testing

The results of testing the influence of the relationship between variables in the research configuration built in this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P
H1	Product Quality---> Purchase Decisions	0.264	0.073	3,634	***
H2	Service Quality---> Purchase Decisions	0.520	0.075	6,891	***
H3	Product Quality---> Customer Satisfaction	0.204	0.069	2,953	0.003
H4	Service Quality---> Customer Satisfaction	0.210	0.076	2,771	0.006
H5	Purchase Decisions---> Customer Satisfaction	0.258	0.067	3,854	***

Based on Table 4, the t-statistic is associated with product quality in purchasing decisions at 3.634, surpassing the critical t-table value of 1.96. Similarly, the p-value is less than 0.001, which is below the significance level of 0.05 ($\alpha=0.05$). The results are consistent with the first hypothesis that product quality is closely related to purchasing decisions. For the second hypothesis, the t-statistic value for the positive influence of service quality on purchasing decisions is 6.891, with a p-value below 0.001. This substantiates the assertion that service quality significantly impacts purchase decisions. Regarding the third hypothesis, the t-statistic value for the relationship between product quality and customer satisfaction is 2.953, while the p-value is below 0.05. These findings show a good relationship between service quality and customer satisfaction levels. The fourth hypothesis shows a t-statistic value of 2.771 which indicates the influence of service quality on customer satisfaction. Additionally, the associated p value was found to be below the significance level of 0.05. These findings indicate the existence of a concurrent relationship between service quality and customer satisfaction. Finally, the fifth hypothesis shows that there is a significant relationship between purchase decisions and customer satisfaction, which is indicated by a t-statistic value of 3.854 and a p-value of less than 0.001. This observation shows that there is a significant relationship between purchase decisions and consumer satisfaction. Furthermore, the indirect impact of the mediating variable is in Table 5 which contains the results.

Table 5. Sobel Test - Significance of Mediation

	Sobel test statistics	Two-tailed probability
product quality ---> Purchase decision ---> customer satisfaction	2.63	0.0083
service quality---> Purchase decisions ---> customer satisfaction	3.36	0.0007

The Sobel test was carried out and the results are presented in Table 5. The analysis produced a Sobel statistical value of 2.63 accompanied by a p-value of 0.083. The results show that the Sobel test statistic exceeds the critical t-table value of 1.96, and similarly, the calculated p-value is less than 0.05. This observation indicates an indirect relationship between product quality and customer satisfaction, which is mediated through purchase decisions.. A consistent pattern is also observed in service quality, where the Sobel test statistic is 3.36, surpassing 1.96, with a p-value of 0.007, below 0.05. Consequently, there exists an indirect impact on service quality and customer satisfaction through purchase decisions.

4. CONCLUSION

In the current competitive market environment and technological advancements, all business entities strive to excel in competition and garner attention by implementing impeccable marketing tactics. Companies are required to comprehend, observe, and promptly respond to changing needs to succeed in intense competition [6]. High-quality products, such as unique flavors and variants, innovative presentation methods, and product durability, play a crucial role in influencing consumer purchasing decisions. The enhancement of product quality is correlated with an increase in Pizza Hut product purchases [21], [42] Service quality also positively impacts the improvement of purchasing decisions when characterized by friendly, diligent, and prompt service. It can be inferred that Pizza Hut establishes optimal service quality, prompting consumers to decide on purchasing Pizza Hut products [7]. Therefore, as product quality improves, customer satisfaction perceptions are likely to increase, leading to the conclusion that Pizza Hut creates optimal product quality, resulting in favorable customer satisfaction perceptions [32]. The close correlation between service quality and customer satisfaction at Pizza Hut implies that an improvement in service quality corresponds to an increase in customer satisfaction. Based on the findings of the conducted research at Pizza Hut, a recommendation that the researcher can provide to business practitioners is that, given the intensifying competition in the fast-food industry, Pizza Hut should consistently retain its customer base by upholding the quality of service and maintaining high standards of product quality. This strategic approach ensures that consumers remain satisfied when making purchasing decisions, consequently mitigating the likelihood of customer migration to competing products.

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