

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Analysis of the Impact of Retail Marketing Mix on Purchasing Decisions through Customer Satisfaction

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ARTICLE HISTORY

Received: July 15, 2025

Revised: August 03, 2025

Accepted: September 29, 2025

DOI

<https://doi.org/10.52970/grmilf.v6i1.1767>

ABSTRACT

This study aims to analyze the influence of Retail Marketing Mix on Purchasing Decisions through Customer Satisfaction on Berkah Family Retail consumers located in Andir Market. Berkah Family Retail has a strategic role in supporting economic resilience and regional development, so increasing customer satisfaction is a very important aspect. Based on the context, customer satisfaction is seen as one of the main strategic advantages, while Purchasing Decisions are understood as a series of cognitive processes and consumer behavior in considering, choosing, and finally deciding to buy a product or service. The research method uses a quantitative approach with a random sampling technique, involving 107 respondents who are active customers of Berkah Family Retail. The data collection technique was carried out through distributing questionnaires, then analyzed using Structural Equation Modeling (SEM) with the help of SmartPLS software version 4.0. The results of the study indicate that Retail Marketing Mix has a direct and significant effect on Purchasing Decisions, and Purchasing Decisions have a significant effect on Customer Satisfaction, with a t-statistic of 6.199 and a p-value of 0.000, which indicates the hypothesis is accepted. Therefore, this research provides theoretical contributions to the development of retail marketing science and practical implications for small business management, particularly in efforts to improve customer experience and satisfaction.

Keywords: Retail Marketing Mix, Purchasing Decision, Customer Satisfaction.

I. Introduction

The retail business in Indonesia has experienced quite rapid growth in recent years, particularly in the modern retail sector with its various types. One marketing strategy that can be implemented to maintain a business is to satisfy consumers with the products sold. Consumer satisfaction is the feeling of pleasure or joy felt by someone regarding an experience. In the business world, creating customer satisfaction plays a crucial role. (Amboy et al., 2024) . Several factors supporting the development of modern retail include the opening of broad market opportunities, the advancement of the manufacturing industry that acts as a supplier of products to retailers, and government support in encouraging economic growth through the development of the retail sector. (Indrasari, 2023) . Traditional grocery stores are the backbone of basic food distribution in Indonesia, with a significant contribution to the community's economy and workforce absorption (Niaga, Asia).



Table 1. Retail Market for Basic Necessities in Indonesia

Retail Types	Number of Units (2024)	Percentage of Total Retail	Information
Traditional grocery store	3.94 million	98.78%	Dominates the retail sector, especially in rural and suburban areas
Supermarkets, minimarkets, hypermarkets	40,000	1.2%	Spread across major cities, with a focus on modern retail

Source: niaga.asia (2024)

Based on the above data, traditional grocery stores will become the largest retail outlets in Indonesia by 2024. In that year, the number of grocery stores will reach 3.94 million, equivalent to 98.78 percent of all retail outlets in Indonesia. The Ministry of Trade is encouraging the strengthening of strategic partnerships between micro, small, and medium enterprises (MSMEs), such as traditional grocery stores, and modern wholesale retailers. Traditional grocery stores are one form of MSME that most significantly supports the community's economic strength and has the potential to significantly impact community welfare and national economic progress.

Table 2. Number of Micro and Small Enterprises in the Regency of Garut

Area	2023
Garut	41,183

Source: BPS West Java Province (2025)

The table above shows that Garut ranks sixth in terms of the number of micro and small businesses, with a total of 41,183 as of 2023. The majority of the population, approximately 64.02%, is of productive age (15–59 years), creating a large market potential for the retail sector. Stable population growth and the dominance of the productive age group are driving factors for retail business development in this region. The retail sector in Garut is also dominated by grocery stores and traditional markets spread across various villages and sub-districts. Data from the West Java Provincial Community and Village Empowerment Office indicates that thousands of grocery stores will operate in the region by 2023 (opendatajabar, 2021) . The following is the latest data on the number of trading facilities by type in Garut Regency, based on the publication "Garut in Figures 2024" released by the Central Statistics Agency (BPS) of Garut Regency:

Table 3. Types of Trading Facilities in Garut Regency in 2021

No	Types of Trading Facilities	Number of Units
1.	People's Market	15 units
2.	Village Market	74 units
3.	Market Kiosk	12,974 units
4.	Supermarket	5 units
5.	Mini Market	298 units
6.	Roadside stall	2,567 units

Source: BPS Garut Regency (2022)

The data in Table 3 above shows that Garut Regency has a fairly diverse trade infrastructure, with market stalls dominating as the primary means of distributing community needs. The dominance of grocery stores and traditional markets reflects a local economic structure that remains heavily reliant on small- and medium-scale trade. Grocery stores serve not only as places to shop for daily necessities but also as an integral part of social life in villages. This aligns with the conditions found in the research object, namely BF Retail, located in Andir Market, Bayongbong District, Garut Regency. This business is a clear example of the role of market kiosks and grocery stores in supporting the basic needs of the local community. As part of the daily

necessities distribution network, BF Retail not only provides necessities at affordable prices but also demonstrates how micro-enterprises can survive and thrive amidst the competition and dynamics of traditional markets. The existence of this store reflects the important role of the informal sector and small-scale trade in the local economic structure of Garut Regency, as well as how grocery stores remain a mainstay of the community, especially in rural areas like Bayongbong. While the strategic role of stores like BF Retail has proven crucial in meeting community needs, research specifically examining the relationship between consumer purchasing decisions and customer satisfaction levels in traditional market environments, particularly in rural areas like Bayongbong District, is still limited. Most previous studies have focused on modern stores or online stores, thus failing to fully describe the dynamics of consumer behavior in the context of local grocery stores operating in non-urban areas. This gap underlies the importance of this research, which aims to fill the research gap regarding how purchasing decision factors influence customer satisfaction in local micro-enterprises like BF Retail.

This is in line with previous research findings that the retail marketing mix has a positive effect on purchasing decisions at the Alfamart store on Jalan Andi Makkasau, Pinrang Regency, stating that the Store Atmosphere variable has a positive and significant effect on purchasing decisions. (Muslimin, 2021). From the research results, researchers concluded that product and promotion variables do not have a partial effect on purchasing decisions, while price and place variables are proven to have a partial effect on purchasing decisions. (Wardani et al., 2021). Purchasing decisions have a positive and significant influence on consumer satisfaction. Moderation in purchasing decisions strengthens and significantly influences the influence of digital marketing on customer satisfaction. (Nadya, 2021). Huang's findings emphasize that consumer satisfaction can sometimes lead to decision dissatisfaction if customers are dissatisfied with the purchasing process itself. This highlights the potential for relationship breakdown, where customers may continue purchasing despite being previously dissatisfied, suggesting that purchasing decisions may not solely depend on existing levels of satisfaction. (Huang, 2023). This study found that the marketing mix (product, price, place, promotion) has a positive and significant influence on customer satisfaction in the cafe and restaurant industry in Samarinda. The better the marketing mix is implemented, the higher the level of customer satisfaction, which also impacts customer loyalty (Fitri et al., 2024). This study highlights the importance of adapting marketing mix strategies to customer needs and expectations to avoid negative impacts on customer satisfaction. (Carolina, 2024). Thus, based on the background of the problem above, it is identified that related to this research with the title "The Influence of Retail Marketing Mix and Purchasing Decisions on Customer Satisfaction", this research on the popularity of Berkah Family Retail is relevant to see to what extent the existence of Retail Marketing Mix and Purchasing Decisions plays an important role in increasing Customer Satisfaction.

II. Literature Review and Hypothesis Development

2.1. Retail Marketing Mix

The theoretical basis of the marketing mix concept is essentially a marketing strategy and tool that companies can control to create the desired response from the target market (Lengkong et al., 2023). The retail context involves selling products or services directly to consumers for personal use, not for resale. The main objective of this process is to meet customer needs, influence their purchasing decisions, and build satisfaction and loyalty to a particular store or brand (Diana & Jember, 2025). The retail marketing mix serves as a reference for companies in developing strategies to achieve their stated goals. This strategy involves various important elements, such as business location, store operations, product types, pricing policies, store atmosphere, service quality, and promotional methods applied (Nurbianto et al., 2021). The marketing mix is a combination of strategies that include product, price, place, and promotion, designed to create mutually beneficial relationships with consumers. These elements can be managed by companies to influence purchasing decisions and reach target markets effectively, with the main goal of meeting customer needs and desires (Dadang Syaputra, 2022).

2.2. Purchasing Decision

Purchasing decisions are the primary foundation for reflecting consumer behavior in determining and selecting products, services, or ideas that suit their needs. This process involves gathering and processing information to evaluate various options before making the final decision deemed most appropriate. (Tirtayasa et al., 2021) . Purchasing decisions are made when customers find a product that meets predetermined criteria, with various factors playing a role in supporting the purchasing process. (Manggala et al., 2022) . Purchasing decisions are the process individuals go through when making product choices, after considering various aspects. The stages in this process include need recognition, information search, evaluation of various options, purchasing decision making, and post-purchase responses. Consumers typically choose the product that best suits their personal needs and preferences. (Anwar Virgano Fauzi, Ambar Lukitaningsih, 2023) . Thus, the decision to purchase a product or service is influenced by emotional factors from within the individual as well as external factors. This process is an important psychological element in analyzing how consumers make purchasing decisions. (Barokah et al., 2022) .

2.3. Customer Satisfaction

Customer satisfaction is defined as the level of satisfaction experienced by customers after purchasing a product, comparing it to their expectations. Impressed customers tend to remain loyal in the long term and are more likely to purchase a company's new products. (Ramadhani et al., 2021) . Customer satisfaction reflects the emotional feelings that arise after a purchase, ranging from disappointment to extreme satisfaction, depending on whether the service received meets or exceeds expectations. This evaluation is usually conducted after the transaction, by comparing initial expectations and perceived reality. This study aims to examine the effect of the Retail Marketing Mix and Purchasing Decisions on Customer Satisfaction. Based on these findings, I hypothesize that :

H1: Retail Marketing Mix has a positive and significant effect on Purchasing Decisions.

H2: Retail Marketing Mix has a positive and significant effect on Customer Satisfaction.

H3: Purchasing decisions have a positive and significant effect on customer satisfaction.

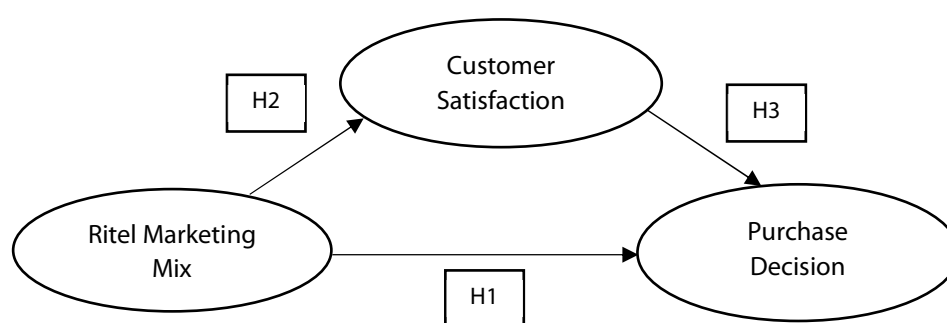


Figure 1. Conceptual Framework

Based on the context of customers as people who directly experience the service, measuring satisfaction becomes important, and service quality must be viewed from the customer's perspective and needs. When customer expectations and the product they receive match, this is called customer satisfaction. Customers will be disappointed if the product does not meet their expectations. Conversely, if the product meets what customers expect, customers will be satisfied. Companies must maintain customer trust through consistent service, clear communication, appropriate products, and fulfilled commitments. This can increase

satisfaction and support long-term success, while poor service can erode customer trust. This aligns with the conceptual framework interpreted for each variable in the study.

III. Research Method

3.1. Type of research, population, and sample

This study uses a quantitative approach with a descriptive and explanatory design. The descriptive method is used to describe the characteristics of the population and research variables, while the explanatory method is used to examine the relationship between variables and their effects. This study is causal in nature because it aims to determine the causal relationship between the independent variable (Retail Marketing Mix) and the dependent variable (Purchase Decision) through a mediating variable (Customer Satisfaction). The population in this study includes all customers domiciled in Andir Market and its surroundings, specifically individuals who have purchased BF Retail products with the criteria of being aged 12-35 years and consumers who make repeat purchases. Considering the unavailability of definitive data on the number of customers, the population in this study is limited to customers who have knowledge and experience shopping for products at BF Retail. The sample in this study is a portion of the population taken to represent the characteristics of the entire population and become the focus of data collection. This study uses a probability sampling technique with a simple random sampling approach, namely a random sampling method in which each member of the population has an equal chance of being selected as a research respondent. The number of samples in this study, namely 107, was determined using the Tabachnick formula with a 95% confidence level and a 5% margin of error. The required sample size was determined using the Tabachnick formula. The sampling technique used in collecting data was carried out randomly by identifying predetermined criteria, as follows:

$$n \geq 104 + m$$

Information:

n = Sample Quantity

m = Variable Quantity

Sample preparation:

$$n = \geq 104 + 3$$

$$n = 107$$

Based on the data analysis above, the sample calculation interpreted through the calculations produced that in this study, 107 respondents were needed in this study.

3.2. Sampling Method and Measurement Scale

Data collection was conducted through a questionnaire distributed to eligible respondents, both online and offline. This questionnaire was designed to measure the influence of the Retail Marketing Mix on Purchasing Decisions, Purchasing Decisions on Customer Satisfaction, and the Retail Marketing Mix on Customer Satisfaction. The questionnaire used a 5-point Likert scale, with the following response options: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. With the Likert scale, the variables to be measured are broken down into variable indicators. These indicators are then used as a starting point for compiling instrument items, which can be in the form of statements or questions. (Satria & Imam, 2024) .

3.3. Data Analysis

This research uses a quantitative approach because it aims to examine the relationship between variables based on their objectives and measurements, namely the influence of the retail marketing mix on

purchasing decisions through customer satisfaction. This approach allows researchers to collect large amounts of data, analyze it statistically, and generalize the findings to a wider population. Furthermore, a quantitative approach is relevant for measuring the influence and significance of relationships between variables using analytical tools such as regression or Structural Equation Modeling (SEM). Therefore, this method is considered the most appropriate for answering research questions and systematically testing hypotheses. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of SmartPLS software version 4.0. The analysis was carried out in two main stages, namely the evaluation of the path analysis model as a method for studying the relationship between variables in statistical models. Path analysis has quickly become an important tool in quantitative research, especially in the fields of sociology, psychology, and economics. (Jonatan Sarwono, 2024) . Measurement (outer model) and evaluation of the structural model (inner model). At the outer model stage, construct validity, including convergent and discriminant validity, as well as indicator reliability, was tested using factor loading values, Average Variance Extracted (AVE), and Cronbach's Alpha. Construct validity is a description that shows the extent to which a measuring instrument produces results that align with theory. (Ihsan, 2023) . Meanwhile, inner model analysis focuses on examining the relationships between variables to test research hypotheses, which includes estimating path coefficients, R^2 values as a measure of the model's predictive power, and the significance of the influence between variables in the structural model.

IV. Results and Discussion

4.1. Respondent Demographics

Based on the demographic characteristics listed in Table 4, this study involved 107 respondents. Most of the respondents were female, namely 72 people (65.45%), while male respondents numbered 36 people (34.55%). This finding indicates that the majority of BF Retail consumers are female. Based on age distribution, respondents were dominated by the 18–25 age group with 58 people (52.3%), followed by the 12–17 age group with 25 people (24.8%), then the 26–35 age group with 13 people (11.9%), and the remaining 12 people (11%) were over 35 years old. All respondents in this study stated that they had purchased products at BF Retail, so it can be concluded that all participants are actual consumers who are relevant to be analyzed in the context of purchasing behavior.

Table 4. Sample Criteria (N = 107)

Measurement	Frequency	%
Gender		
Man	36	34.55
Woman	72	65.45
Total	110	100
Age (years)		
12-17	25	24.8
18-25	58	52.3
26-35	13	11.9
> 35	12	11
Total	107	100
Have you ever bought a product at BF Retail?		
Yes	107	100%
No	-	
Total	107	100%

Validity is the extent to which a test measures what it is intended to measure. The validity of the measuring instrument is not compromised. In general, there are three approaches to examining the validity of a measuring instrument: 1) content validity, 2) construct validity, and 3) criterion validity. (Ihsan, 2023) .

4.2. Convergent Validity



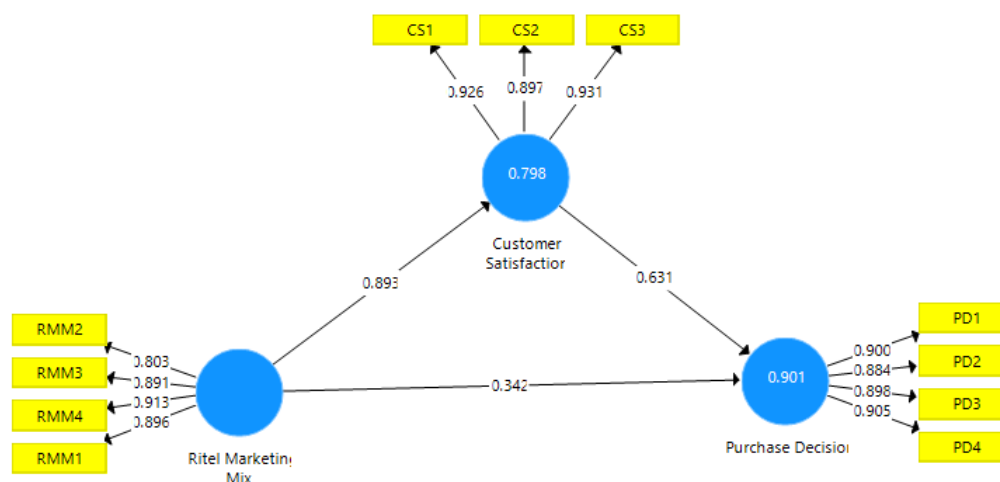
An indicator is considered to meet convergent validity if its outer loading value is >0.7 . Table 3 shows that each research variable indicator has an outer loading value >0.7 , indicating that no variable indicator has an outer loading value below 0.5. Therefore, all indicators are considered suitable or valid for use in this research and can be used for further analysis. The following are the outer loading values for each indicator in the research variables:

Table 5. External Load Value

Variables	Indicator	External Loading
Retail Marketing Mix	RMM1	0.896
	RMM2	0.803
	RMM3	0.891
	RMM4	0.913
Buying decision	PD1	0.900
	PD2	0.884
	PD3	0.898
	PD4	0.905
Customer satisfaction	CS1	0.926
	CS2	0.897
	CS3	0.931

4.3. Data analysis

Based on the results of the outer model analysis in Figure 2, all indicators used to measure the constructs of Retail Marketing Mix, Purchasing Decisions, and Customer Satisfaction show outer loading values above 0.7, indicating that these indicators are valid in measuring their respective constructs. The calculation statistics are as follows:

**Figure 2. External Model**

4.4. Discriminant Validity

Discriminant validation assessment by looking at the AVE (Average Variance Extracted) value >0.5 is considered valid in convergent validation. Based on Table 6, each variable in this study shows an AVE (Average Variance Extracted) value >0.5 . Each variable in this study has a Retail Marketing Mix value of 0.769, Purchasing Decision of 0.804, and Customer Satisfaction of 0.843. This indicates that each variable in this study can be said to be valid in terms of discriminant validation. The following are the AVE values of each variable in this study:

Table 6. Average Variance Extraction Value

Variables	AVE (Average Variance Extracted)	Information
Retail Marketing Mix (X)	0.769	Legitimate
Purchase Decision (Y)	0.804	Legitimate
Customer Satisfaction (Z)	0.843	Legitimate

4.5. Reliability Test

A variable can be declared to meet composite reliability if it has a composite reliability value >0.7 . Table 7 shows that the composite reliability value of all research variables is >0.7 . For Retail Marketing Mix, the reliability value is 0.922, Purchase Decision is 0.945, and Customer Satisfaction is 0.937. This indicates that each variable has met composite reliability, so it can be concluded that these variables as a whole have a high level of reliability. The following is the composite reliability value of each variable in this study.

Table 7. Composite Reliability

Variables	Composite Reliability
Retail Marketing Mix (X)	0.922
Purchase Decision (Y)	0.945
Customer Satisfaction (Z)	0.937

4.6. Cronbach's alpha

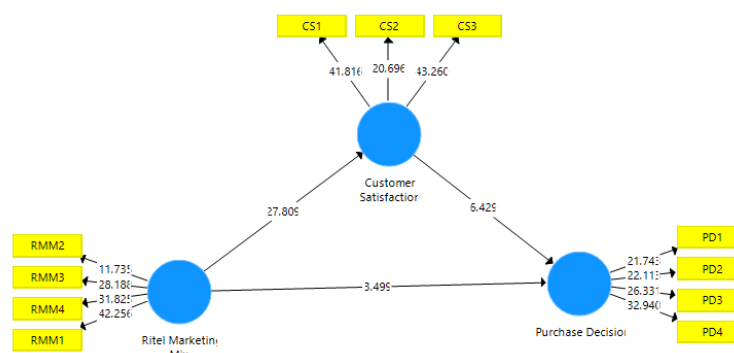
Table 7 shows that all variables in this study have a Cronbach's Alpha value above 0.6, indicating that each construct has met the instrument's reliability criteria. Thus, it can be concluded that all constructs in this research model are classified as reliable. Specifically, the Cronbach's Alpha value for the Retail Marketing Mix variable is 0.899, for the Purchase Decision variable is 0.919, and for the Customer Satisfaction variable is 0.907. All three values are in the excellent category, indicating that the items in each construct have high internal consistency.

Table 7. Cronbach's Alpha

Variables	Cronbach's alpha
Retail Marketing Mix (X)	0.899
Purchase Decision (Y)	0.919
Customer Satisfaction (Z)	0.907

4.7. Internal Model Analysis

This study will explain the results of the goodness-of-fit test, path coefficient test, and hypothesis test.

**Figure 3. Internal Model**

4.8. Model Fit Test

The goodness-of-fit test for this model consists of two tests: R-Square (R²) and Q-Square (Q²). The R-Square value indicates the determination of the exogenous variables on the endogenous variables. A higher R-Square value indicates a higher level of determination. R-Square values of 0.75, 0.50, and 0.25 indicate a strong, moderate, and weak model, respectively. (Ghozali & Latan, 2021).

Table 8. R-Square Value

	R-Square	Adjusted R-Square
Customer satisfaction	0.798	0.796
Buying decision	0.901	0.900

Based on Table 8, the R-Square value indicates the magnitude of the observed variables' influence. The Retail Marketing Mix influences Customer Satisfaction by 98% (strong category) and Purchase Decisions by 89.4% (strong category). These values illustrate the level of relationship and influence of the independent variables on the dependent variable. This indicates that the developed model is capable of explaining and predicting customer satisfaction and purchasing decisions well. Meanwhile, the Retail Marketing Mix construct does not have a Q² value because it is an exogenous (independent) variable in the model and therefore not a predictor. Overall, these results indicate that the structural model used in this study meets the requirements for predictive validity and is reliable for interpreting the relationships between variables.

Table 9. Q² Values

	SSO	SSE	Q ² (=1-SSE/SSO)
Retail Marketing Mix	440,000	440,000	
Buying decision	440,000	128,329	0.708
Customer satisfaction	330,000	112,066	0.660

Based on the Q² (Predictive Relevance) test results shown in the figure, it is known that the Customer Satisfaction construct has a Q² value of 0.660 and Purchase Decision of 0.708. Both values are above the threshold of 0.35, indicating that the model has strong predictive ability for these endogenous variables.

4.9. Hypothesis Testing

The test in this study uses path coefficient scores to measure the influence between variables. Testing was performed through bootstrapping to obtain a t-statistic or p-value. A p-value of 0.05 indicates no direct influence. Hypothesis testing was conducted using SmartPLS 3 software, with path coefficient scores as the test results. These results confirm that the Retail Marketing Mix and Purchasing Decisions play a significant role in Customer Satisfaction. The data interpretation can be identified in the following table:

Table 9. Path Coefficients (Direct Effects)

	Hypothesis	Original Sample	T Statistics	P value	Information
Retail Marketing Mix → Purchase Decision	H1	0.342	3,499	0.001	Important
Retail Marketing Mix → Customer Satisfaction	H2	0.893	27,809	0.000	Important
Customer satisfaction → Purchase Decision	H3	0.631	6,429	0,000	Important

Based on the results of the data analysis in Table 9 above, the path coefficient value (direct effect) has an important influence and role between the retail marketing mix on purchasing decisions, with a t-statistic

value of 3.499 and a p-value of 0.001. Furthermore, the retail marketing mix variable on customer satisfaction has a t-statistic value of 27.809 and a p-value of 0.000, and the customer satisfaction variable on purchasing decisions has a t-statistic value of 6.429 and a p-value of 0.000. Therefore, the results of the interpretation of the path coefficient analysis play a significant role in measuring each hypothesis. In line with the findings of previous research, the Retail Marketing Mix is positively and significantly influenced by Purchasing Decisions. (Kusmayadi & Akbar, 2023). Furthermore, the Retail Marketing Mix is positively and significantly influenced by Customer Satisfaction. (Janes Rivai, 2021). The results of this study align with previous research, which found that customer satisfaction has a positive and significant effect on purchasing decisions. (Manatap & Lahinda, 2024). These results confirm that the retail marketing mix and purchasing decisions play a significant role in customer satisfaction.

4.10. Indirect Effect Test

The Retail Marketing Mix significantly influences the relationship. The following are the values of Specific Indirect Effects.

Table 9. Specific Indirect Impacts

	Original Sample	T Statistics	P value	Information
Retail Marketing Mix → Customer Satisfaction → Purchase Decision	0.564	6,199	0.000	Important

Based on the analysis of the data in Table 9 above, a t-statistic of 6.199 was identified as having a significant effect on the retail marketing mix on customer satisfaction and purchasing decisions. Furthermore, the P-value was 0.000, indicating a significant influence between the variables.

4.11. Discussion

The results of this study indicate that the Retail Marketing Mix has a positive and significant influence on purchasing decisions. This suggests that a strong Retail Marketing Mix and Purchasing Decisions drive optimal Customer Satisfaction, especially when supported by the implementation of Digital Technology. The results of the study show that the Retail Marketing Mix has a positive and significant effect on Purchasing Decisions (t-statistic of 34.687 and p-value of 0.000). These results indicate that the Retail Marketing Mix influences Purchasing Decisions. This is in line with previous studies, which stated that the Retail Marketing Mix is positively and significantly influenced by Purchasing Decisions. In addition, Digital marketing has been widely investigated in numerous studies, which confirm that there is a strong combination between marketing and technology information. Purchasing Decisions have an effect on Customer Satisfaction (t-statistic of 6.862 and p-value of 0.000), which indicates that the hypothesis is accepted. The results of this study are in line with previous studies, which state that Purchasing Decisions are positively and significantly influenced by Customer Satisfaction. Retail Marketing Mix has a significant effect on Customer Satisfaction, because it has a (t-statistic of 2.067 and p-value of 0.039), so this hypothesis is accepted. The results of this study are in line with previous studies, which state that Retail Marketing Mix has a positive and significant effect on Customer Satisfaction. These results confirm that Retail Marketing Mix and Purchasing Decisions play an important role in Customer Satisfaction. However, it's important to note that while customer satisfaction has a significant impact, its success is highly dependent on other supporting factors and appropriate strategies. This means that customer satisfaction is not a single solution, but rather a catalyst that must be integrated with the overall retail marketing mix and purchasing decision strategy. These findings strengthen the link between the retail marketing mix and purchasing decisions in efforts to improve customer satisfaction.

V. Conclusion

Based on the results of this study, it can be concluded that the Retail Marketing Mix has a positive and significant effect on Purchasing Decisions, and both variables also make an important contribution to Customer Satisfaction. These findings indicate that a well-designed marketing mix strategy, including

product, price, promotion, and distribution channels, can encourage consumers to make purchasing decisions that will ultimately shape a positive perception of their satisfaction. Thus, it can be concluded that the Retail Marketing Mix and Purchasing Decisions are the main factors that reinforce each other in creating customer satisfaction, especially if supported by the application of digital technology that is relevant to current consumer needs and behavior. Practically, the results of this study have a significant impact on the business world, particularly in the retail sector. The right marketing strategy will help companies attract consumers, build a pleasant shopping experience, and foster long-term relationships with customers. In a real-world context, customer satisfaction resulting from a good purchasing process and the right marketing strategy will impact increased customer loyalty, expand word-of-mouth promotion, and strengthen the brand's position in the market. Furthermore, integrating marketing strategies with digital technology will provide added value by creating efficiency, ease of access, and convenience in shopping.

However, this study has several limitations. First, the research object is limited to one specific type of retail, so the results cannot necessarily be generalized to other sectors or regions. Second, the variables used in this study only cover three main constructs: Retail Marketing Mix, Purchase Decision, and Customer Satisfaction. Therefore, this study does not include other variables that may also be influential, such as customer loyalty, perceived quality, or customer experience. Therefore, generalization of these findings should be done with caution. Based on these limitations, future researchers are advised to expand the scope of the study by involving various types of retailers and more diverse consumer segments to obtain more representative results. Furthermore, future research should consider adding other relevant variables, such as customer loyalty, brand trust, or digital customer experience, to make the conceptual model more comprehensive. A mixed-methods approach combining quantitative and qualitative research is also recommended to provide a deeper understanding of consumer motivations and behavior. Furthermore, adapting the model to technological developments and changing consumer shopping patterns in the digital era is also an important consideration for future researchers.

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