

## The Influence Of Customer Experience And Product Quality On Customer Satisfaction Through Buying Decisions For Eiger Outdoor Gear Products In Pekanbaru City

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Article Information	Abstract
Article History: Received: June 2024 Accepted: September 2024 Published: September 2024	This study was conducted with the aim of knowing the effect of Customer Experience and, Product Quality on Customer Satisfaction through Buying Decision in Pekanbaru city community. The population in this study were the people of Pekanbaru city who had shopped at Eiger products in Pekanbaru City. Sampling in this study was carried out using purposive sampling technique using the hair et al. formula, so that the number of samples in this study were 135 respondents. The data analysis method of this study uses the Structural Equation Modeling - Partial Least Square (SEM-PLS) analysis method with SmartPLS software version 4.1.0.2. The results showed that there is a positive and significant influence between Customer Experience on Buying Decision. There is a positive and significant influence between Product Quality on Buying Decision. There is a positive and significant influence between Buying Decision on Customer Satisfaction. There is a positive and significant influence between Customer Experience on Customer Satisfaction through Buying Decision. There is a positive and significant influence between social media marketing on Customer Satisfaction through Buying Decision.
Keywords: Customer Experience, Product Quality, Buying Decision and Customer Satisfaction	
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### INTRODUCTION

The charm of Indonesia's natural beauty makes people want to explore the natural beauty that Indonesia has. And for some people, this activity certainly forms a new hobby which is followed by the formation of a new community known as nature lovers. Specifically, in Indonesia itself there have been many universities that establish nature lovers organizations or communities, called MAPALA or Nature Lovers Students. According to data from Rimbakita.com, MAPALA has grown and developed in various campuses in Indonesia, located in various provinces.

One of the many products that are currently developing is the Eiger product that knows very well how to maintain its existence in society amidst competitive competition. Eiger or PT. Eigerindo Multi Produk Industri is a local company and brand from Indonesia, which produces clothing and outdoor recreation equipment. This company is a retail company that is oriented towards the lifestyle of outdoor enthusiasts such as mountain climbing, camping, rock climbing and others that provide various outdoor equipment and supplies, such as carriers, ringbags, tents, mountain climbing shoes, jackets, pants, t-shirts, shirts, sandals, beanies, watches, hats, and various other accessories needed for the safety and security of outdoor

activities.

Eiger has become the most favorite outdoor equipment brand in Indonesia, beating Arei Outdoorgear, Consina, Avtech, Merapi Mountain, Mahameru, Kalibre, Forester and several other products.

Pekanbaru is the capital city of Riau Province. In Pekanbaru City, there are various dimensions of society working in the industrial and office sectors, where there are also various universities and it is the center of government and education in Riau Province, making Pekanbaru City the shopping center in Riau Province.

Outlets spread across Pekanbaru City, outdoor product lovers are very helped to have Gear Eiger products, especially since this product is the main choice in completing the needs of outdoor activities, not only that, Eiger itself has various products with needs with various categories, namely Mountaineering which is oriented towards mountain climbing activities, the Riding category which focuses on motorcycle exploration and the last is the Authentic 1989 category which is inspired by the classic style of outdoor adventure lovers which is realized in a casual design.

Customer experience refers to the real experience of customers with a brand, product or service to increase sales and brand awareness. Thompson and Kolsky (in Bagasworo and Hardiani, 2016) This Customer Experience refers to consumers who want to have Eiger products and product quality according to Kotler and Armstrong, Product Quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes in (Agus Supandi Soegoto 2018).

Consumers who have experience with Eiger products and also know the quality of Eiger products also expect satisfaction from purchasing Eiger products or better known as Customer Satisfaction . Consumers can experience one of three general levels of satisfaction, namely if performance is below expectations, consumers will feel disappointed but if performance is in accordance with customer expectations will feel satisfied and if performance can exceed expectations then customers will feel very satisfied happy or happy. Consumer satisfaction is a label used by consumers to summarize a set of visible actions or actions related to a product or service. While consumer satisfaction is a positive feeling of consumers related to a product/service while using or after using a service or product. (Qomariah, 2016) in (Ahmad Afan Zain, 2022)

Eiger products that provide good Customer Experience and Product Quality for outdoor equipment that presents 3 categories make consumers satisfied with Eiger Gear products and make Decision Buying , according to (Fahmi, 2016) is "a consumer action in deciding on a product that is considered to be a solution to the needs and desires of the consumer".

Referring to in previous research conducted by (Sandi, 2017), (Lestari, nd), (Muharam & Wolok, 2018), (Aulia et al., 2021), shows that Customer Experience has a positive and significant effect on Buying Decision. The results of research conducted by (Fadhli K & Dwi Pratiwi N, 2021), (Izzuddin & Muhsin, 2020), (Dewi et al., 2016) (G Cahyani & Sihotang, 2016) show that Product Quality has a positive and significant effect on Consumer Satisfaction .

Study this is also supported with results from pre-survey that researchers do to 50 respondents in Pekanbaru City. From the survey results it can be seen that the majority of consumers who know Gear Eiger Products stated that they tend to be interested in Gear Eiger products because of the experience they felt when visiting

the Eiger Store and then because the quality of the products is known to be very good. Products Eiger gear is suitable with expectations they so that consumer feel that product the appropriate for purchased.

## **LITERATURE REVIEW**

### **Customer Experience**

Customer Experience is about how companies understand customer expectations for experience at every contact at all levels when a business relationship is built. Tse and Wilton (1988) in (Pradana, 2018). Customer experience is the customer's internal and subjective response as a result of direct or indirect interactions with the company. This direct relationship is usually due to consumer initiative and this usually occurs in the purchasing and service sections. While indirect relationships often involve unplanned encounters, such as product and brand appearances, advertising, and other promotional events. (Meyer and Schwager) in (Pranoto and Subagio, 2015).

According to (Kadarisman et al., 2023) there is a number of indicators that influence customer experience or experience customer namely accessibility, competence, customer recognition, helpfulness, personalization, problem solving, promise fulfillment, value for time.

### **Product Quality**

Product Quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes (Kotler and Armstrong: 2012 Freekley Steyfli Maramis, Jantje L Sepang, Agus Supandi Soegoto 2018). Product Quality based on performance, namely a product comes from raw materials that have superior seeds and content contained in a product According to research (Abdullahi Farah, A., Zainalabidin, M. and Ismail, AL 2011). Product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended or needed (Assauri 1998).

As for the indicators product quality according to (Ronaldo and S, 2019) namely Performance ( performance ), Durability ( power) resistant), Conformance to Specifications (conformity) with specifications), Features, Reliability, Aesthetics, Perceived Quality (impression) quality) .

### **Customer Satisfaction**

According to Danang Sunyoto (2015), consumer satisfaction is the reason consumers decide where they will shop. If consumers feel satisfied with the product they want, then consumers buy it repeatedly and will use it and inform others about their experience in using or consuming the product. According to Sangaji and Sopiah (2013) explain that satisfaction or dissatisfaction is comparing the results of the product produced with expectations that are in accordance with what consumers expect so that consumers will feel happy with the product or vice versa feel disappointed after using the product. (Fadhli K & Dwi Pratiwi N, 2021).

There are several indicators of consumer satisfaction according to (Sugiharto and Wijaya, 2020) namely satisfaction as fulfillment, satisfaction as pleasure, satisfaction as ambivalence

### Buying Decision

According to (Daulay & Putri, 2018) "consumer decisions are actions taken by consumers to buy a product. Every producer must implement various strategies so that consumers decide to buy their products. Before making a Buying Decision, consumers first go through several stages until they reach a purchasing decision, namely a step-by-step process used by consumers when buying goods or services. Furthermore, Buying Decision according to (Fahmi, 2016) is "a consumer action in deciding on a product that is considered to be a solution to the needs and desires of the consumer".

According to (Kotler and Armstrong, 2016) it is explained that the Buying Decision indicator is the selection of product, selection brand, selection amount product, selection time purchase, selection method payment.

### Stages Buying Decision

#### 1. Introduction Stage (Awareness)

first stage is introduction that becomes A need important in the process of taking decision, started moment consumer realize something.

#### 2. Search Stage Information (Research)

If customer has recognize needs and start look for answer in a way online, usually most people will maximize Google usage. easy found by candidate customer.

#### 3. Consideration Stage

At the stage This, customers who have finished do A research, then will evaluate choice end they.

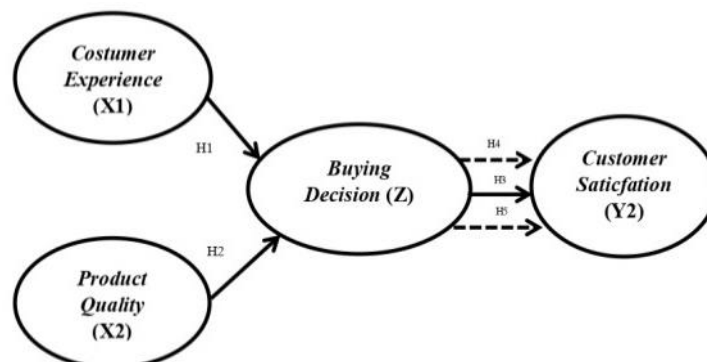
#### 4. Purchase Level of the Buying Process (Conversion)

Conversion itself is A stage when customer Ready For buy, so they of course has decide where and product what do you want purchased.

#### 5. Evaluation & Re-Purchase Stage

final stage is evaluation and re-purchase, where usually consumer will reflect or evaluate on purchase recently This.

### Research Model



**Figure 1.** Research Model

Source: (Lestari, 2023) and (Sari and Nuvriasari, 2018)

### RESEARCH METHOD

Study This located in Pekanbaru City on product Gear Eiger As for time study that is on month September 2023 sd finished. The types of data used in the research

This is data qualitative and data quantitative. For help writer in finish study this, then writer use data sources consisting of from data primary and secondary data.

Population used in study This is all over consumer Eiger Outdoor Gear Products in Pekanbaru City. Due to the number of population in study This No known in a way sure, then researcher refers to the opinion (Hair et al, 2015) which suggests that size the minimum sample is as many as 5-10 observations For each estimated parameter. (Hair et al , 2015 ) stated amount sample is 5-10 times amount indicator added amount latent variables . Based on formula (Hair et al, 2015) above, the number sample used in study This is as many as 135 respondents. The data collection techniques used in this study were interviews, questionnaires, and studies. library. Data analysis in research This use Structural Equation Modeling–Partial Least Square (SEM-PLS) with use software SmartPLS version 4. 1.0.2 Data processing methods in study This is with equality modeling Structural Equation Modeling ( SEM ).

**RESULTS AND DISCUSSION**

**Evaluation of Measurement Model (Outer Model)**

**Convergent Validity**

**Table 1.** Loading Factor

	<b>Costumer Experience</b>	<b>Product Quality</b>	<b>Buying Decision</b>	<b>Costumer Satisfaction</b>
x1.1	0.816			
x1.2	0.867			
x1.3	0.828			
x1.4	0.781			
x1.5	0.833			
x1.6	0.793			
x1.7	0.801			
x1.8	0.855			
x2.1		0.714		
x2.2		0.720		
x2.3		0.724		
x2.4		0.819		
x2.5		0.721		
x2.6		0.702		
x2.7		0.786		
x2.8		0.819		
x2.9		0.779		
x2.10		0.764		
y4.1				0.869
y4.2				0.769
y4.3				0.740
y4.4				0.795
y4.5				0.818
z3.1			0.712	
z3.2			0.740	
z3.3			0.767	

	<b>Costumer Experience</b>	<b>Product Quality</b>	<b>Buying Decision</b>	<b>Costumer Satisfaction</b>
z3.4			0.763	
z3.5			0.705	
z3.6			0.725	
z3.7			0.734	
z3.8			0.734	
z3.9			0.723	

Source: SmartPLS 4.0

In the table, it can be seen that the original sampling of each indicator of the Customer Experience variable ( X1 ), Product Quality ( X2 ), Buying Decision ( Z ) and Customer Satisfaction ( Y ) has a loading factor value above 0.7, thus the indicator can be declared valid as a variable measure.

**Table 2.** Average Variance Extracted (AVE)

	<b>Average Variance Extracted (AVE)</b>	<b>Information</b>
Costumer Experience	0.539	Valid
Product Quality	0.676	Valid
Buying Decision	0.639	Valid
Costumer Satisfaction	0.572	Valid

Source: SmartPLS 4.0

In the table, can be noticed that mark from each bell variant study own results above 0.5, then based on the results the can it is said that all over valid and established variables fulfil criteria testing.

**Discriminant Validity**

**Table 3.** Fornell-Larcker Criterion

	<b>Costumer Experience</b>	<b>Product Quality</b>	<b>Buying Decision</b>	<b>Costumer Satisfaction</b>
<b>Buying Decision</b>	0.734			
<b>Costumer Experience</b>	0.822	0.834		
<b>Costumer Satisfaction</b>	0.729	0.900	0.929	
<b>Product Quality</b>	0.756	0.831	0.876	0.897

Source: SmartPLS 4.0

From the table, it can be seen that the upper square root value of AVE along the diagonal line has a greater correlation between one construct and another, so it can be concluded that the construct has a good level of validity.

**Table 4.** Heterotrait – Monotrait Ratio (HTMT)

	<b>Buying Decisions</b>	<b>Customer Experience</b>	<b>Customer Satisfaction</b>	<b>Product Quality</b>
<b>Buying Decisions</b>				
<b>Costumer Experience</b>	0.893			
<b>Costumer Satisfaction</b>	0.818	0.822		
<b>Product Quality</b>	0.806	0.894	0.087	

Source: SmartPLS 4.0

HTMT is an alternative method recommended for assessing discriminant validity. HTMT is defined as the ratio between the average heterotraitheteromethod correlations and the square root of the monotraitheteromethod correlations of a particular construct multiplied by the monotraitheteromethod correlations of the other construct. The measurement model is indicated to have adequate discriminant validity if the HTMT value is less than 0.90 (Henseler et al., 2015). From the research above, it can be seen that the HTMT value is already smaller than the specified HTMT.

**Table 5.** Cross Loading

	<b>Costumer Experience</b>	<b>Product Quality</b>	<b>Buying Decision</b>	<b>Costumer Satisfaction</b>
x1.1	<b>0.816</b>	0.743	0.717	0.759
x1.2	<b>0.867</b>	0.726	0.724	0.859
x1.3	<b>0.828</b>	0.672	0.622	0.712
x1.4	<b>0.781</b>	0.608	0.598	0.644
x1.5	<b>0.833</b>	0.711	0.678	0.761
x1.6	<b>0.793</b>	0.617	0.678	0.762
x1.7	<b>0.801</b>	0.679	0.729	0.799
x1.8	<b>0.855</b>	0.697	0.700	0.749
x2.1	0.709	<b>0.714</b>	0.702	0.703
x2.2	0.573	<b>0.720</b>	0.591	0.590
x2.3	0.549	<b>0.724</b>	0.656	0.622
x2.4	0.651	<b>0.819</b>	0.692	0.776
x2.5	0.564	<b>0.721</b>	0.586	0.566
x2.6	0.565	<b>0.702</b>	0.595	0.580
x2.7	0.626	<b>0.786</b>	0.746	0.692
x2.8	0.737	<b>0.819</b>	0.727	0.748
x2.9	0.618	<b>0.779</b>	0.742	0.654
x2.10	0.605	<b>0.764</b>	0.711	0.603
y4.1	0.869	0.726	0.724	<b>0.869</b>
y4.2	0.651	0.823	0.692	<b>0.769</b>
y4.3	0.524	0.625	0.724	<b>0.740</b>
y4.4	0.811	0.654	0.735	<b>0.795</b>
y4.5	0.810	0.683	0.735	<b>0.818</b>
z3.1	0.490	0.667	<b>0.712</b>	0.535
z3.2	0.512	0.675	<b>0.740</b>	0.566
z3.3	0.557	0.706	<b>0.767</b>	0.606

	<b>Costumer Experience</b>	<b>Product Quality</b>	<b>Buying Decision</b>	<b>Costumer Satisfaction</b>
z3.4	0.613	0.691	<b>0.763</b>	0.628
z3.5	0.488	0.601	<b>0.705</b>	0.533
z3.6	0.524	0.625	<b>0.725</b>	0.714
z3.7	0.711	0.654	<b>0.734</b>	0.704
z3.8	0.710	0.683	<b>0.734</b>	0.725
z3.9	0.598	0.615	<b>0.723</b>	0.640

Source: SmartPLS 4.0

Cross Loading is a test used to see the correlation value of an indicator with a variable. The cross loading value required on the intended variable must be greater than the cross loading value with other constructs. Based on this, an indicator is required to have a greater correlation value to the variable itself compared to the correlation value of the indicator to other variables. If the required cross loading value is appropriate, it can be said that the discriminant validity is met and declared valid. From the table above, it can be seen that the cross loading value is appropriate.

**Table 6.** Composite Reliability

<b>Variables</b>	<b>Composite Reliability</b>	<b>Information</b>
<b>Customer Experience</b>	0.933	Reliable
<b>Product Quality</b>	0.919	Reliable
<b>Buying Decision</b>	0.896	Reliable
<b>Customer Satisfaction</b>	0.858	Reliable

Source: SmartPLS 4.0

From the table, each variable has a construct value result above 0.7 with the following details: Customer Experience 0.933 , Product Quality 0.919 , Buying Decision 0.896 and Costumer Satisfaction 0.866 , it can be stated that all constructs are reliable.

**Table 7.** Cronbach's Alpha

	<b>Cronbach's alpha</b>	<b>Information</b>
<b>Customer Experience</b>	0.931	Reliable
<b>Product Quality</b>	0.916	Reliable
<b>Buying Decision</b>	0.893	Reliable
<b>Customer Satisfaction</b>	0.858	Reliable

Source: SmartPLS 4.0

The test results above can be seen that all constructs have values above 0.7 and thus all constructs can be declared reliable. In the reliability test that has been carried out using the composite reliability test and Cronbach's alpha , it is stated that all constructs reliable .



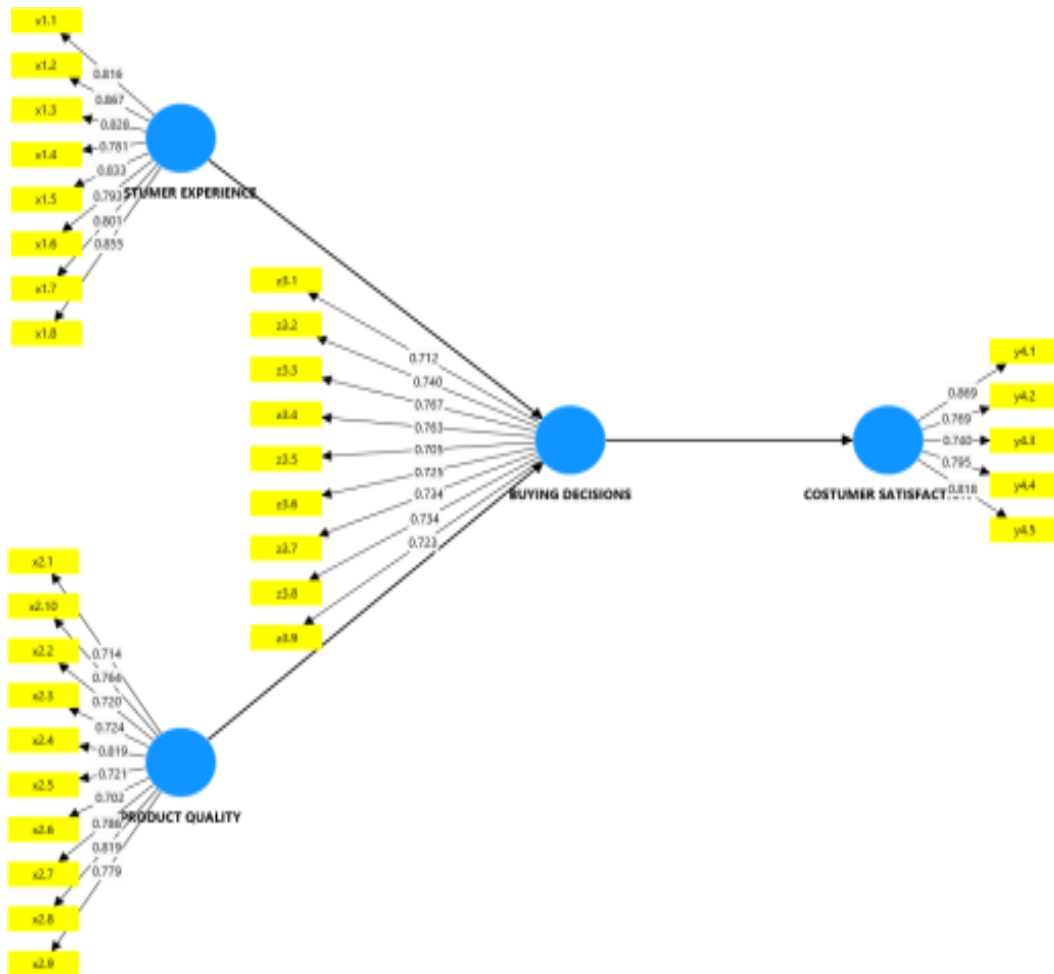


Figure 2. Outer Model (Loading Factor)

Evaluation of Structural Model (Inner Model)

Table 8. R-Square

	R-square	Adjusted R-square
Buying Decision	0.831	0.829
Customer Satisfaction	0.818	0.816

Source: SmartPLS 4.0

From the table, results testing obtained mark R-Square For variable Customer Satisfaction 0.818 (81.8%) and Buying Decision 0.831 (83.1% ) then can concluded that Behavior Consumptive own mark R-Square level height and Lifestyle have high R-Square values .

Table 9. Predictive Relevance

	Q <sup>2</sup> / variable	RMSE	MAE
Buying Decision	0.823	0.427	0.325
Customer Satisfaction	0.838	0.409	0.318

Source: SmartPLS 4.0

Based on the table, known that  $Q^2$  value on both variable dependent (endogenous) is 0.823 for the structural model with variable dependent Buying Decision and 0.838 for the structural model with variable dependent Customer Satisfaction. With look at the value said, then can concluded that study This own mark good observation Because  $Q^2$  value  $> 0$  (zero).

**Table 10.** Fit Model

	<b>Saturated Model</b>	<b>Estimated Model</b>
<b>SRMR</b>	0.096	0.096
<b>d_ ULS</b>	1,345	1,345
<b>d_ G</b>	5,876	5,878
<b>Chi-square</b>	451,754	451,754
<b>NFI</b>	0.674	0.584

Source: SmartPLS 4.0

In the table, can be noticed if mark The resulting Normed Fit Index is at a value of 0.67 4 or if changed become percentage then the model research conducted own mark 67.4 % good. However, based on SRMR value or standardized Root Mean Square, value of 0.096  $< 0.10$  then the model is said to be fit. So that can concluded that the model fits the data.

**Table 11.** F-Square (Effect Size)

	<b>Buying Decisions</b>	<b>Costumer Experience</b>	<b>Costumer Satisfaction</b>	<b>Product Quality</b>
Buying Decisions			4.483	
Costumer Experience	0.150			
Costumer Satisfaction				
Product Quality	0.809			

Source: SmartPLS 4.0

To assess whether or not there is a significant relationship between variables, a researcher should also assess the magnitude of the influence between variables with effect size or f-square. An  $f^2$  value of 0.02 has a small effect, 0.15 is medium and a value of 0.35 is large. Values less than 0.02 can be ignored or considered to have no effect. From the table above, it can be seen that the results obtained vary, namely small values and large values.

**Table 12.** Colinierity/Variance Inflation Factor (VIF)

	<b>Buying Decisions</b>	<b>Costumer Experience</b>	<b>Costumer Satisfaction</b>	<b>Product Quality</b>
Buying Decisions			1.000	
Costumer Experience	3.206			
Costumer Satisfaction				
Product Quality	3.206			

Collinearity (Variance Inflation Factor/VIF) Collinearity testing is to prove whether the correlation between latent variables/constructs is strong or not. If there is a strong correlation, it means that the model contains problems when viewed from

a methodological perspective, because it has an impact on the estimation of its statistical significance. This problem is called collinearity. The value used to analyze it is by looking at the Variance Inflation Factor (VIF) value. If the VIF value is greater than 5.00, it means that there is a collinearity problem, and vice versa, there is no collinearity problem if the VIF value is <5.00. From the table above, it can be seen that the VIF value is smaller than 5.00.

**Goodness of Fit ( GoF )**

For mark GoF in PLS-SEM must searching for manually.

$$GoF = \sqrt{AVE \times R^2}$$

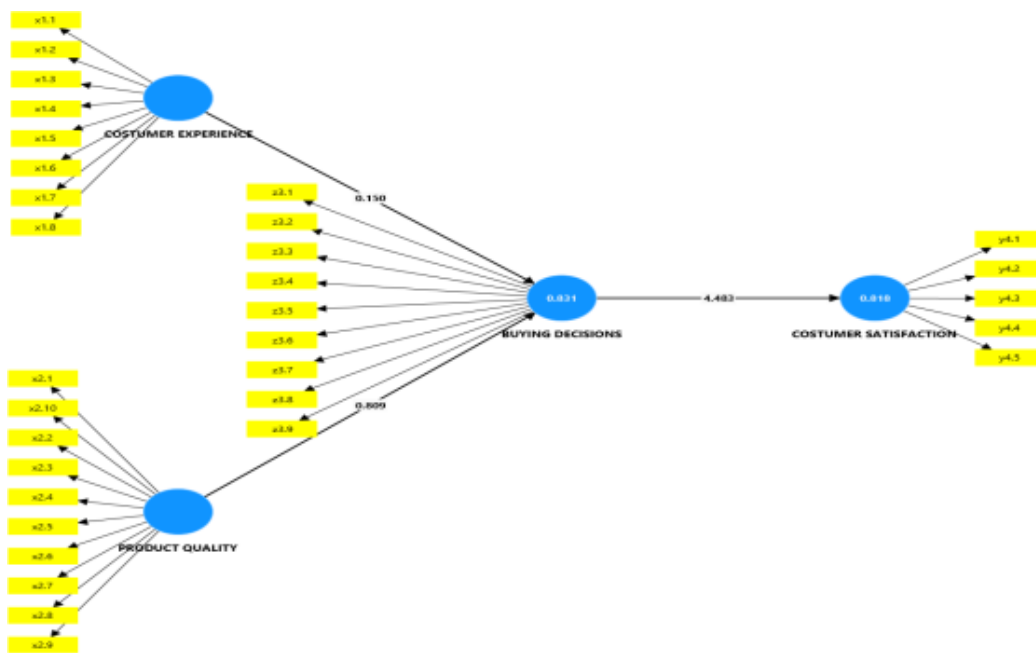
$$GoF = \sqrt{\left(\frac{0,539+0,676+0,639+572}{4}\right) \times \sqrt{\left(\frac{0,831+0,818}{2}\right)}}$$

$$GoF = \sqrt{0,607 \times 0,824}$$

$$GoF = \sqrt{0,501989}$$

$$GoF = 0.708$$

According to Tenenhau (2014), value GoF small = 0.1, GoF medium = 0.25 and GoF big = 0.38. Based on results GOF analysis of 0.708 can be concluded level feasibility of research model is 8% have level great eligibility.



**Figure 3.** Inner Model (R-Square dan F-Square)

**Table 13.** Path Coefficients

	Customer Experience	Product Quality	Buying Decision	Customer Satisfaction
Customer Experience			0.285	
Product Quality			0.661	
Buying Decision				0.904
Customer Satisfaction				

In the results of table, which have been obtained can seen that four of the five variables that have connection direct get mark positive (>0). The explanation is as follows is as following:

**Table 14.** Description of Path Coefficients Results

Customer Experience to Buying Decision	Having a Positive Relationship Direction
Product Quality to Buying Decision	Having a Positive Relationship Direction
Buying Decision to Customer Satisfaction	Having a Positive Relationship Direction

**Table 15.** T-Statistics

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-values
<b>Product Quality -&gt; Buying Decision</b>	0.285	0.288	0.070	4.047	0.000
<b>Buying Decision -&gt; Customer Satisfaction</b>	0.661	0.661	0.066	9.988	0.000
<b>Customer Experience -&gt; Buying Decision</b>	0.904	0.906	0.015	58,487	0.000

In the table, above is tabulation results testing t-statistics on variables that have influence directly. On the results that have been obtained so can concluded there is four variable that is; Customer Experience – Buying Decision 4,047 and 0,000, Product Quality – Buying Decision 9,988 and 0,000, Buying Decision – Customer Satisfaction 58,487 and 0,000. This matter show that all over variable the own influence direct nature positive and significant because of own mark t-statistics above 1.96 and the value p-values below 0.05. The explanation is from results testing the is as following:

**Table 16.** Description of T-Statistics Results

Customer Experience -> Buying Decision	Significant
Product Quality -> Buying Decision	Significant
Buying Decision -> Customer Satisfaction	Significant

On testing t-statistics, testing was also carried out specific indirect effects for know influence intervening variables in mediate construct exogenous and endogenous. In testing This will obtain results whether influence variable exogenous to endogenous variables will there is change or no if given intervening variables. The results obtained in testing effect from the intervention is:

**Table 17.** T-Statistics Spesific Indirect Effects

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-values
<b>Costumer Experience -&gt; Buying Decision -&gt; Costumer Satisfaction</b>	0.258	0.261	0.066	3.928	0.000
<b>Product Quality -&gt; Buying Decision -&gt; Customer Satisfaction</b>	0.598	0.598	0.058	10,312	0.000

In the results of table, it can be seen that seen that influence Customer Experience to Mediated Costumer Satisfaction Buying Decision has results significant with results t -statistics 3.928 and p -value 0.000. In addition, the influence of Product Quality against Mediated Costumer Satisfaction Buying Decision has results significant with results t -statistics 10.312 and p -v alues 0.000. Here is tabulation conclusion of the hypothesis test that has been done along with information and the top bootstrapping output the test results listed:

Following is tabulation conclusion of the hypothesis test that has been done along with information and the top bootstrapping output the test results listed:

**Table 18.** Hypothesis Test Results

No	Hypothesis	Results	Information	Mediation
H1	Customer Experience influential to Buying Decision	Significant	Accepted	
H2	Product Quality influential to Buying Decision	Significant	Accepted	
H3	Buying Decision influential to Customer Satisfaction	Significant	Accepted	
H4	Customer Experience mediated by Buying Decision influential to Customer Satisfaction	Significant	Accepted	Full Mediation
H5	Product Quality mediated by Buying Decision influential to Customer Satisfaction	Significant	Accepted	Full Mediation

**Discussion**

The results of this study indicate that Customer Experience has a significant positive influence on Buying Decision. Therefore, the first hypothesis stating that Customer Experience influences Buying Decision is proven true.

The results of this study indicate that Product Quality has a significant positive influence on Buying Decision. Therefore, the first hypothesis stating that Product Quality influences Buying Decision is proven true.

The results of this study indicate that Buying Decision has a positive and significant influence on Customer Satisfaction. Therefore, the fourth hypothesis stating that Buying Decision influences Customer Satisfaction is proven true.

The results of this study indicate the influence of Customer experience on Customer Satisfaction mediated by Buying Decision. Therefore, the sixth hypothesis stating that influencers influence influencers through lifestyle is proven true.

The results of this study indicate the influence of Product Quality on Customer Satisfaction mediated by Buying Decision. Therefore, the seventh hypothesis stating that Product Quality influences Customer Satisfaction through Buying Decision is proven true.

## **CONCLUSION**

From the research results that have been explained previously, the conclusions drawn are that customer Experience is influential, positive, and significant to Buying Decisions. This shows and proves that Customer Experience can impact the Buying Decisions of consumers of Eiger products in Pekanbaru City. Product Quality has a positive and significant effect on Buying Decisions. This shows and proves that Product Quality is capable of impacting the Buying Decisions of consumers of Eiger products in Pekanbaru City. Buying Decisions are influential, positive, and significant to Customer Satisfaction. This shows and proves that Buying Decisions is capable of an impact on customer satisfaction with Eiger products in Pekanbaru City.

Customer Experience is influential, positive, and significant to Customer Satisfaction through Buying Decisions. This shows and proves that Customer Experience is capable of having an impact on Buying decisions and, in turn, implications for customer satisfaction in consumer Eiger products in Pekanbaru City. Product Quality is positive and significant to Customer Satisfaction through Buying Decisions. This shows and proves that Product Quality is capable give an impact on Buying decisions and, in turn, implications for customer satisfaction for consumer Eiger products in Pekanbaru City.

## **Suggestion**

Eiger is increasing the store atmosphere or interesting facilities as well as providing adequate fulfilment to the consumer so that the customer feels satisfied. Buy goods needs based on activity life daily naturally So factor main in influence decision purchase somebody to fulfil needs. Eiger should provide type product more diverse or varied products to the needs and desires of consumers. Eiger Company can give the best service by implementing 3S, namely smile, greet, and say hello, to become an SOP or culture organization in serving consumers. So that will have a positive effect on all visiting customers. Eiger should solve problems experienced by consumers related to information products that are still being sold it is said less. It would be better if Eiger created dedicated products for women and men, not based on unisex products. So, consumers can feel safe and comfortable with the product in accordance with their type of sex. For research that will become, the writer recommends developing a study about variable another free one that will be investigated to see its influence on Buying Decisions and Customer Satisfaction as well as expand the areas and target consumers studied so that results achieved more optimal.

### Research Limitation

This study only involves residents of Pekanbaru who have purchased Eiger products. The results may not be generalisable to a broader population or consumers in other cities. A sample size of 135 respondents may be too small to produce highly representative or robust results, depending on the model's complexity and the data's variability. The data collected may be biased if respondents did not provide fully honest answers or if issues in data collection affected the quality of the information.

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