



Influencing factors of customer satisfaction and purchase decision in Apple products

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ABSTRACT

This study analyzes the influence of Corporate Social Responsibility, Social Media Marketing (SMM), Store Environment, Sales Promotion, and Perceived Value on purchasing decisions for Apple products. The path analysis method with the PLS-SEM approach was used on 265 respondents, with data collected through an online questionnaire with a Likert scale of 5. The results show that Corporate Social Responsibility, Social Media Marketing, Store Environment, and Satisfaction significantly affect purchasing decisions. Satisfaction with Trust also has a significant effect. Meanwhile, Perceived Value and Sales Promotion don't substantially affect Purchase Decisions. The practical implication is that companies must strengthen Corporate Social Responsibility, Social Media Marketing, and shopping experiences and evaluate promotional strategies to influence purchasing decisions more effectively. Companies should strengthen Corporate Social Responsibility initiatives, enhance social media marketing strategies, and improve the store environment to impact customer satisfaction and purchasing decisions. Promotional strategy should be carefully evaluated, as Sales Promotion alone does not significantly affect purchase behavior. This research gives insightful ideas for brand managers aiming to enhance marketing strategies, maintain customer engagement, and sustain a competitive advantage.

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INTRODUCTION

The development of technology today is growing and developing rapidly. Technological developments play a significant role in influencing daily life, thus requiring various innovations that can solve every existing problem. The presence of different communication tools helps humans in their daily activities and facilitates communication with others (Cahya and Shihab, 2018). Many technology companies compete to produce communication tools such as smartphones, tablets, and laptops. Smartphones, in particular, facilitate communication between humans due to

their convenience (Bimantara, 2017). With their simple and minimalist design, Apple products are expected to influence purchasing decisions. Through the Apple Store, consumers can directly install various software options (Saputra et al., 2017). Apple's high-speed processor utilizes the iOS system, and users widely appreciate its antivirus software. Applications available in the Apple Store cater to diverse needs and are categorized into free and paid options. Apple's ecosystem seamlessly connects all its products, contributing to its popularity and customer loyalty. These factors make Apple a leading company globally and in Indonesia, where consumer preferences lean toward quality and innovation.

Companies must continually innovate their marketing strategies to remain relevant and competitive in today's digital and globalized era. Apple Inc., one of the largest technology companies globally, faces similar challenges. The company has built a strong brand and high customer loyalty through quality products and targeted marketing methods. However, Apple must consider factors influencing customer satisfaction and purchasing decisions to maintain stability and boost consumer purchasing significantly. According to Statista, Apple holds 12.36% of the smartphone market share in Indonesia, ranking fifth after Oppo, Samsung, Xiaomi, and Vivo. This growing market share reflects Apple's success in appealing to Indonesian consumers by prioritizing quality products and innovative technology that combine functionality and style. This study bridges specific gaps in the existing literature by focusing on how multiple marketing and consumer behavior elements, such as CSR, Social Media Marketing, Store Environment, Sales Promotion, and Perceived Value, simultaneously influence consumer satisfaction and purchase decisions for a premium brand like Apple. While previous research has primarily examined these factors in isolation, this study provides a more integrated approach, offering insights into their interplay.

Store Environment, Perceived Value, Corporate Social Responsibility (CSR), Sales Promotion, and Social Media Marketing (SMM) influence consumer purchasing decisions in today's digital era. CSR improves the company's image and enhances customer satisfaction, positively impacting purchasing decisions. Research by Fatma et al. (2015), Suhartini & Pertiwi (2021), Mursandi et al. (2020), and Larasati & Purwono (2021) revealed that effective CSR implementation increases customer loyalty and satisfaction. Ahmad et al. (2019), Muljadi et al. (2022), Ardiansyah & Sarwoko (2020), and Angelyn & Kodrat (2021) found that effective social media interaction enhances consumer engagement, satisfaction, and purchasing decisions. Baker et al. (2016) demonstrated that store design, music, and lighting improve customer satisfaction and purchasing decisions. Further studies by Sriyanto & Kuncoro (2019), Li et al. (2020), and Xu et al. (2021) support the positive impact of a well-designed store environment on consumer behavior. Additional research by Yang & Lee (2018), Singh et al. (2020), and Wang et al. (2012) confirms that promotions like discounts and loyalty programs significantly boost purchase intentions. Research by Park & Kim (2003), Chen et al. (2020), and Yoo & Lee (2012) indicate that higher perceived value enhances satisfaction and purchase intentions. Research by Salamah et al. (2022), Van Doorn et al. (2010), and Namkung & Jang (2007) found that satisfied customers are more likely to make repeat purchases and demonstrate higher loyalty, even during price fluctuations. Studies by Trif (2013), Johnson & Grayson (2005), and Tellis (1988) highlight that satisfaction fosters trust in a brand, encouraging repeated use and loyalty.

The main problem addressed by this research is identifying how specific factors such as CSR, Social Media Marketing, Store Environment, Sales Promotion, and Perceived Value influence customer satisfaction and purchase decisions in a competitive market like Indonesia. Understanding these factors is crucial for Apple's strategy to maintain and expand its market share in Indonesia. This study adds value by exploring the combined impact of these elements in the Indonesian market, where limited research has examined how these factors interact in shaping consumer preferences for Apple products. The emphasis on the Indonesian market provides a

localized perspective, enriching global discussions on consumer behavior and marketing effectiveness.

RESEARCH METHOD

This quantitative research, conducted from June to August 2024, uses purposive sampling targeting Apple users who have seen advertisements for Apple products. These criteria were chosen to ensure respondents are active consumers relevant to the study's objectives. Before respondents filled out the questionnaire, a filtering question was asked "have they ever used apple products and have they ever seen advertisements on apple social media?". If not, then they were not eligible to fill in the questionnaire. The sample size was determined based on criteria ensuring sufficient representation for reliable analysis, including users from diverse regions, income levels, and other demographic profiles with a Lameshow formula to get sample size from a large population. In this study, there were 265 respondents. Data were collected via a structured questionnaire using a 1-5 Likert scale for simplicity and clarity. A pre-testing phase with a small sample was conducted to ensure the questionnaire's validity and comprehensibility. The data collection method involved online and offline distribution to maximize reach and respondent diversity. The study employs Partial Least Square (PLS) and Structural Equation Modeling (SEM) to measure outer and inner models, robustly analyzing variable relationships. The research focuses on CSR (6 indicators, Wong & Tong, 2014), Social Media Marketing (5 indicators, Schivinski & Dabrowski, 2014), Store Environment (5 indicators, Hussain & Ali, 2015), Sales Promotion (7 indicators, Villarejo-Ramos & Sánchez-Franco, 2005), Perceived Value (5 indicators, Puncheva-Michelotti & Michelotti, 2010), Satisfaction (4 indicators, Williams & Soutar, 2009), Purchase Decision (5 indicators, Shareef et al., 2008), and Trust (5 indicators, Chinomona, 2013; Akoglu & Özbek, 2021). These constructs are crucial for understanding marketing strategies' impact on consumer behavior. The study highlights that its findings are time-sensitive, specific to June-August 2024, and may not generalize across other periods. Future research should consider longitudinal approaches for broader applicability.

RESULTS AND DISCUSSIONS

This research focuses on adapting several variables from other studies that can explain the validity of the existing research model and its relevance in the current survey of Apple in Indonesia.

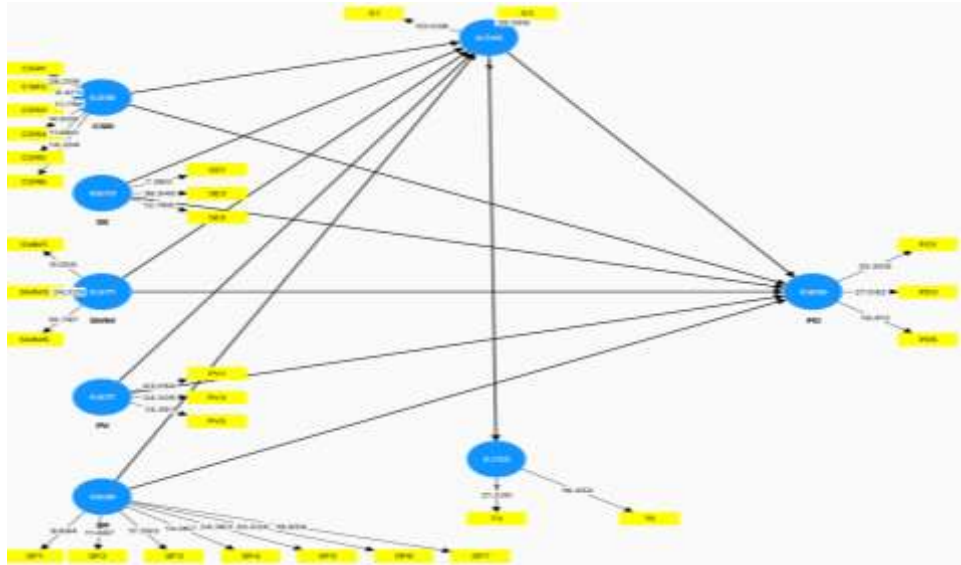


Figure 1. Research Model
 Source: Primary Data (2024)

The participants of this study were all Apple product users of various regions and ages. This study used 265 respondents with profiles, as can be seen below.

Table 1. Respondents

Characteristics	Total	Percentage (%)
Gender		
Man	128	48.3%
Woman	137	51.7%
Age		
18 – 27 years	107	40.4%
28 – 43 years	120	45.3%
44 – 59 years	33	12.4%
Above 60	5	1.9%
Domicile		
Jakarta	97	36.6%
Bogor	62	23.4%
Depok	40	15.1%
Tangerang	43	16.2%
Bekasi	23	8.7%
Level of Education		
Below Bachelor’s Degree	93	35.1%
Bachelor’s Degree	152	57.4%
Master’s Degree	20	7.5%
Occupation		
Civil Servant	35	13.2%
Private Employee	94	35.5%
Professional	27	10.2%
Student	34	12.8%
Housewife	20	7.5%
Self-Employed	48	18.1%
Etc	7	2.6%
Total	265	

Source: Primary Data (2024)

The data above is managed using the SmartPLS application; we can evaluate the data by using the indicator reliability test. The limit of this loading must not be less than 0.4 (J. Hair et al., 2014). This research proves that there are 42 indicators from 8 variables, but there are 13 indicators that are eliminated because the AVE value is below 0.5. These indicators are PD2, PD4, PV2, PV4, S2, S4, SE2, SE4, SMM2, SMM4, T1, T2, and T3. After being deleted and recalculated, the results obtained can be seen below.

Table 2. Results of Outer Loading, Composite Reliability, and AVE

Variable	Outer Loading
Corporate Social Responsibility (CR= 0.865, AVE= 0.518)	
Apple is very concerned with the local community.	0.836
Apple is very concerned with environmental problems.	0.651
Apple is very concerned about the benefits to its customers.	0.677
Apple is very concerned with the rights of female and disabled employees.	0.711
Apple actively participates in social initiatives.	0.668
Apple is committed to improving the welfare of the communities in which it operates.	0.757
Social Media Marketing (CR= 0.798, AVE= 0.571)	
Apple's social media marketing is frequently seen.	0.801
Apple's product advertising via social media is better than its competing brands.	0.809
The social media advertisements for Apple can be easily remembered.	0.762
Store Environment (CR= 0.799, AVE= 0.573)	
Apple store is always clean.	0.670
The atmosphere in the Apple store encourages me to revisit it.	0.861
The room temperature in the Apple store makes me comfortable.	0.727
Sales Promotion (CR= 0.887, AVE= 0.530)	
Apple often offers price offers like installments.	0.551
Apple's product price offerings are generally delicious.	0.692
In general, I like the price offers given by Apple.	0.764
The prices Apple offers are interesting.	0.715
The prices Apple offers are reasonable.	0.790
Apple offers price promotions more frequently than its competing brands.	0.766
Price deals for Apple are frequently offered.	0.790
Perceived Value (CR= 0.863, AVE= 0.677)	
Apple provides excellent value to its customers.	0.867
Apple offers services that are good value for money.	0.830
The staff in the Apple store provide technical support to customers.	0.769
Satisfaction (CR= 0.854 AVE= 0.745)	
I am satisfied with my decision to use Apple products.	0.829
Purchase Decision (CR= 0.834. AVE= 0.626)	
I feel happy with my decision to purchase Apple products.	0.801
I frequently purchase from the Apple store.	0.809
Overall, I am satisfied with purchasing goods from the Apple store.	0.762
Trust (CR= 0.847. AVE= 0.735)	
Apple is an honest brand.	0.871
I feel secure when I buy Apple products because I know Apple will never disappoint me.	0.842

Source: SmartPLS Output (2024)

In Table 2, the results of the outer model evaluation show that the AVE value for each variable has met the requirements, namely above 0.5, which means "Valid" (J. F. Hair et al., 2011). In addition, the Composite Reliability value of each variable is above 0.7. All variables are "Reliable" (Hair Jr. et al., 2016).

After conducting validity and reliability tests, we must also conduct discriminant validity tests, which help ensure that some latent variables are less correlated. This test uses the Heterotrait-Monotrait (HTMT) test because HTMT has higher sensitivity than the Fornell-Larcker-based test. The minimum limit value in this test is below 0.9 so that the test can be considered "Valid" (Henseler et al., 2015).

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variable	CSR	PD	PV	S	SE	SMM	SP	T
CSR								
PD	0.708							
PV	0.791	0.686						
S	0.588	0.761	0.634					
SE	0.713	0.695	0.742	0.591				
SMM	0.550	0.640	0.586	0.644	0.491			
SP	0.896	0.648	0.791	0.552	0.650	0.713		
T	0.598	0.649	0.662	0.473	0.555	0.568	0.617	

Source: SmartPLS Output (2024)

After conducting an outer model test of validity and reliability, we can conclude that this research and measurement model is reliable and valid. Next, we can perform an inner model test. Internal model testing is applied to determine whether the relationship between variables is unidirectional. If it is in the same direction, then the research model is worthy of study (J. F. Hair et al., 2011; Malhotra et al., 2017). This inner model test uses a VIF (Variance Inflation Factor) multicollinearity test. This VIF test measures how much variance in the regression coefficient is influenced by multicollinearity. The VIF limit value must be less than three because multicollinearity is still possible if the value is 3 - 5 (Sarstedt et al., 2022).

Table 4. Variance Inflation Factor (VIF)

Path	Variance Inflation Factor (VIF)
CSR → PD	2.657
CSR → S	2.616
PV → PD	2.072
PV → S	2.009
S → PD	1.459
S → T	1.000
SE → PD	1.558
SE → S	1.535
SMM → PD	1.481
SMM → S	1.390
SP → PD	2.853
SP → S	2.852

Source: SmartPLS Output (2024)

With the results above, we can say that all independent variables in this study have a VIF value of less than 3, according to the recommendations of Sarstedt et al. (2022), and there is no indication of multicollinearity. The next test carried out is the determinant coefficient test (R2). The following are the results:

Table 5. R-Square

Variable	R-Square	R-Square Adjusted
Purchase Decision	0.442	0.432
Trust	0.097	0.094
Satisfaction	0.314	0.305

Source: SmartPLS Output (2024)

The R-Square test explains variations in a variable, which is the model's capability. The R-Square value is between 0 and 1, and a higher value will indicate a more accurate level of prediction (J. F. Hair et al., 2019). The higher the R-Square value, the more it will affect the model's ability to explain a variable. From the data above, it can be concluded that Sales Promotion, Corporate Social Responsibility, Store Environment, Perceived Value, and Social Media Marketing can explain the Purchase Decision variable by 0.442 or 44.2%, and 56.8% got an explanation through other variables in this study. Meanwhile, with an R-square of 0.097 for the trust variable,

the model could only explain 9.7% of the variation. This suggests that other factors may influence trust more or that the model requires additional variables to explain trust better. Then, for the satisfaction variable, the R-square of 0.314 indicates that the model explains about 31.4% of the variation in satisfaction, which is quite significant. However, it still leaves a large amount of variation unexplained. This indicates that the model has a moderate ability to explain satisfaction, perhaps influenced by trust or other variables.

After the R-Square test is carried out, we will conduct a hypothesis test to determine the significant influence between the variables and the variable coefficients in the study. Although this hypothesis test is based on a sample test, the results can be used to describe the population. This test used bootstrapping with a resampling of 10,000, one-tailed, and an alpha value of 0.5 (J. F. Hair et al., 2022; Sarstedt et al., 2022). To achieve significant results, several conditions are required, according to Hair et al. (2022) and Ringle et al. (2017). Among them is that the statistical test is carried out in a one-tailed manner because it has a directional hypothesis and has a direction in the statements that have been explained. Then bootstrapping is carried out to obtain T-statistics >1.645 , p-values ≤ 0.05 , a significance level of $\alpha = 0.05$.

Table 6. Hypotheses Testing

Variable	Std. Deviation	T Statistics	P-Values	Result
CSR → PD	0.084	2.391	0.008	Significant
PV → PD	0.078	1.546	0.061	Not Significant
S → PD	0.060	4.315	0.000	Significant
S → T	0.069	4.532	0.000	Significant
SE → PD	0.062	2.267	0.012	Significant
SMM → PD	0.066	2.046	0.020	Significant
SP → PD	0.082	0.325	0.373	Not Significant

Source: SmartPLS Output (2024)

Table 6 shows that CSR, Store Environment (SE), Social Media Marketing (SMM), and Satisfaction (S) have a significant influence on Purchase Decision (PD). Other research, such as Fatma et al. (2015), Ahmad et al. (2019), Baker et al. (2016), and Salamah et al. (2022) also showed the same results that effective CSR implementation can increase customer loyalty and satisfaction which positively influences purchasing; effective interaction through social media can increase consumer engagement and purchasing decisions; some factors of the store environment such as design, music, and lighting can create a pleasant atmosphere which in turn influences purchasing decisions; satisfied customers have the more significant opportunity to make retention purchases and spend more. Perceived Value (PV) does not directly affect purchasing decisions. Satisfaction also has a vital role in buying decisions. Meanwhile, sales promotion (SP) does not significantly affect purchasing decisions, while the role of sales promotion is weaker than other factors.

The findings from the bootstrapping analysis provide valuable insights into the factors influencing purchasing decisions, confirming several expected relationships and revealing some crucial nuances. Corporate Social Responsibility (CSR) was found to have a significant positive effect on purchasing decisions, consistent with previous research such as Fatma et al. (2015). The direct impact of CSR on purchasing decisions is more substantial. Similarly, the store environment (SE) also significantly impacted purchase decisions, aligning with findings from studies like Baker et al. (2016). The store environment's effect on purchasing decisions also influences their purchasing decisions, Sriyanti & Kuncoro (2019). Social Media Marketing (SMM) also showed a significant favorable influence on purchasing decisions, supported by studies like Ahmad et al. (2019) and Wulandari & Rauf (2022). Meanwhile, sales Promotions and perceived Values do not significantly affect purchasing decisions. Reinforcing findings from Salamah et al. (2022), who emphasize that satisfied customers are more likely to make repeat purchases and show loyalty. Satisfaction has been shown to influence purchasing decisions directly, further confirming its

central role in making informed decisions. Additionally, the study indicated that satisfaction influences trust, aligning with research by Johnson & Grayson (2005), which suggests that satisfied customers are more likely to trust and be loyal to a brand. Trust, in turn, positively affects loyalty and purchase behavior, underscoring the importance for businesses to focus on customer satisfaction to build trust and foster long-term loyalty.

CONCLUSION

The results highlight the influence of Social Media Marketing (SMM), Corporate Social Responsibility (CSR), Store Environment, Perceived Value, and Sales Promotion on the Purchase Decisions of Apple products. However, not all variables demonstrate significant influence. CSR, SMM, and Store Environment directly and positively impact purchasing decisions, underscoring the need for companies to prioritize CSR strategies, optimize SMM efforts, and enhance store quality. Apple should leverage social media to deliver engaging and relevant content, fostering consumer loyalty while maintaining a supportive and appealing store environment with excellent customer service.

Conversely, the study reveals that sales promotions and perceived values have less significant impacts on purchase decisions. The limited effect of sales promotions may stem from Apple's premium pricing strategy, which appeals to consumers less sensitive to discounts. Additionally, the nature of Apple's brand image, which emphasizes exclusivity and quality over affordability, might reduce the perceived importance of promotional offers. Similarly, the Perceived Value of Apple products might be assumed by loyal customers, diminishing its direct impact. This insignificance could also be influenced by the high baseline expectations of quality and performance among Apple consumers, which minimizes perceived incremental benefits. To address these gaps, companies should diversify promotional strategies to engage broader audiences and implement targeted consumer education on product benefits to reinforce satisfaction and drive purchasing decisions. Satisfaction emerges as a critical factor, influencing trust and loyalty and playing a central role in informed purchasing decisions. Enhancing CSR initiatives and maintaining a positive store atmosphere remain vital for customer satisfaction and loyalty. Strengthening SMM through interactive and relevant content is also key to deepening consumer engagement.

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