Velocity Journal of Sharia Finance and Banking

Volume 1 Number 1, 2021

The Effect of Product Quality and Product Impact on Customer Satisfaction Purchase Decisions as Intervening Variables

Putri Andriyani. S
Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Pekalongan
Email: putri.sabrawi@gmail.com

Agus Arwani
Akuntansi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Pekalongan
Email: agus.arwani@iainpekalongan.ac.id

Received: 29 March 2021, Accepted: 1 May 2021, Published: 24 May 2021

ABSTRACT

The purpose of this study is to determine the effect of product quality and product benefits on customer satisfaction through purchase. The research method uses a quantitative approach. The sample of 100 respondents. The data analysis is used in this study is path analysis. The product quality has a positive and significant effect on purchasing decisions with a significance value of 0,000 and a regression coefficient of 0,244, a significance value of 0,000 <0,05 (2) product benefit has a the significance value of 0,000 <0,05 (3) product quality has a positive and significant effect on consumer satisfaction with a significance of 0,002 and regression coefficient value of 0.140, (4) the benefit has a positive and significant effect on consumers satisfaction with a significance of 0.022 and a regression coefficient of 0.140, (5) purchasing decisions have a positive and significant effect on consumer satisfaction with a significance of 0,000 and a regression coefficient of 0.399,(6) product quality has a positive and significant effect on customer satisfaction through wit's purchasing decisions significance of 0,000 and a regression coefficient of 0.158(7)benefit has a positive and significant effect on customer satisfaction through purchasing decisions with significance of 0,000 and a regression coefficient of 0.210.

Key words: Quality, Benefit, Purchase Decision and Customer Satisfaction.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk dan manfaat produk terhadap kepuasan konsumen melalui pembelian. Metode penelitian menggunakan pendekatan kuantitatif. Sampel sebanyak 100 responden. Analisis data yang digunakan dalam penelitian ini adalah analisis jalur. Kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikansi 0,000 dan koefisien regresi 0,244 nilai signifikansi 0,000 <0,05 (2) product benefit mempunyai nilai signifikansi 0,000 <0,05 (3) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen dengan signifikansi 0,002 dan nilai koefisien regresi 0,140, (4) manfaat berpengaruh positif dan signifikan terhadap kepuasan konsumen dengan signifikansi 0,022 dan koefisien regresi sebesar 0,140, (5) keputusan pembelian berpengaruh positif dan signifikan terhadap kepuasan konsumen dengan signifikansi 0,000 dan koefisien regresi 0,399, (6) kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen melalui signifikansi keputusan pembelian 0,000 dan koefisien regresi sebesar 0,158 (7) manfaat berpengaruh positif dan signifikan terhadap kepuasan konsumen melalui keputusan pembelian dengan signifikansi 0,000 dan koefisien regresi 0,210.

Kata kunci: Kualitas, Manfaat, Keputusan Pembelian dan Kepuasan Pelanggan

INTRODUCTION

In the order of life community, water is source power nature very valuable for continuity life humans. Water becomes needs basic which is primary after the air. In activities every day, water is used for need start from bathing, washing, till with cooking. Then from that, is needed availability of deep-water sufficient amount adequate and quality (De Groot, R. S., Wilson, M. A., & Boumans, R. M., 2002: 393).

Seen from how importance water function for life we course just now to be a opportunity for start run effort. A lot of effort drinks that can run, for example as business drinks in packaging and drinking water business packaging (Stark, J., 2015: 1-5). Opportunity the Drinking Water business In Basically packaging (bottled water) still open very wide, however p that is showed for people who have capital. This bottled water effort still open wide caused still there are also many Indonesian citizens who are still obtained using boiling water from PAM or obtained from drill well. In fact, the water quality need questionable. PAM or well drill if consumed directly without through boiling to mature known less healthy because in it there is mineral and metals content others. Besides that, lack awareness Indonesian society about importance quality of drinking water even will impact bad for health.

If seen groundwater conditions in the city Pekalongan usual for made into consumption by the community that in fact already not worthy consumed because containing contaminated ingredients chemistry batik medicine and if consumed in period long will raises various disease in the body. But society Pekalongan now already start switch that used to be consume ground water, now change with use drinking water gallon, which already bloom in the city Pekalongan is one of them drinking water in branded packaging Hexsoul.

Hexsoul is name drinking water brand in packaging which is treated water through distillation and produce 0.02 ppm TDS levels. This water is types of demineralized water that is water which is not contains minerals. Water type this obtained through the refining process as distillation (separation substances chemistry), deionization (neutralizing positive and negative ions), reverse osmosis (purification) or an equivalent and safe process drink. In the past people did it with drink dew water if in condition sick with aim healing. Benefits from product that is prevent clumping cells blood, reduce radical free in cell, strengthen heart and system immunity body and still many benefits others.

In the city Paralogon, drinking water Hexsoul maybe still foreign we hear, because of drinking water this classified new and factory production be in sleman the city of Yogyakarta. Product this classified new because new operate for 11 years. And now product this already distributed to all over Indonesia including in the city Pekalongan this. In Pekalongan only there is one distributor which is located at Jl. Sulawesi No.59 Pekalongan Barat Pekalonga City Center Java Indonesia. And this distributor already there is since in 2012.

According to manager of drinking water distributors Hexsoul in town Pekalongan, market product new experience obstacles from start the amount competitor from brand others, and perceptions society more believe consume ground water with how to cook. But with existence TDS tool or normal called with *Total Dissolved Solid* used for measure particle solids dissolved in drinking water which is not visible to the eye this is tested directly in front consumer this make consumer curious and trying product Hexsoul (Sabrawi, 2018).

So, product that not only shaped something tangible Just like clothes, food and so on, will but also something that isn't tangible as service services. All intended for satisfaction needs and desires (need and wants) of consumers. If someone need something product, then imagined more first is benefits product, after that new consider other factors beyond benefits. Factors that's what makes it consumer take decision buy or no (Kotler, 2008).

Besides factor benefits, quality product also needs noticed in decide purchase a product. A quality product will in a manner automatic contained great benefit in womb product that is. So, factor quality product and benefit product continuous with factor consumer in decide purchase on the product.

Wahyu Setia Dewi, researching about influence quality product and trust to decision purchase with satisfaction consumer as intervening variable with studies in the case of Milk Bebelac at Giant Hypersmart Karangayu Semarang. Research this aiming for knowing influence quality product and trust decision purchase and satisfaction consumers. (Dewi, 2016: 2).

Deny Irawan who researched about influence quality product to satisfaction customer and loyalty customer and influence satisfaction customer to loyalty Por Kee customers in Surabaya. Type The research in research this is research causal. The results research showing that H_1 quality product take effect significant to satisfaction customer while H_2 and H_3 You are welcome take effect significant to loyalty customer (Irawan, 2013: 1-8).

If felt consumer feel fit and feel product that is a need with product that, then consumer will back buy again with the same product. Purchase corresponding needs and continue continuously in a manner automatic raises satisfaction for the buyer.

METHOD

The approach used author in research this is approach quantitative, approach quantitative aiming for explain, predict and or control phenomenon social through measurement objective and analysis numeric or analysis to variation the numbers. Type The research in research this is type research survey, i.e. writing that takes sample from one population and use questionnaire as tool measurement of basic data through information of consumers of drinking water Hexsoul in Drinking Water Distributor Hexsoul Pekalongan City Branch. As for Population is region generalization which consists from object or the subject research that has quantity and characteristics certain applied by researchers for learned and then pulled out the conclusion (Sugiyono, 2012: 115). Population in research this is consumers who are Muslim subscribe or already buy product Hexsoul in Drinking Water Distributor Hexsoul Pekalongan City Branch, where total consumers who don't known in a manner certainly or not finite. Retrieval technique the sample used is *non-Probability sampling. Non-probability sampling* that is sampling technique that is not give away chance same for every element or member population for made into sample (Sugiyono, 2013: 154). While determination taking total respondents (samples) were conducted through technique last *accidental sampling* do *purposive sampling*. Research this use *accidental sampling* or accidental sampling and population sized big and the amount not known in a manner for sure.

For collect data about influence quality product and benefit product to satisfaction consumer through decision purchase as intervening variable for consumers Muslim in the Drinking Water Distributor Hexsoul Pekalongan City Branch, then methods used is through: deployment questionnaire (questionnaire) and documentation. Data Quality Test includes Test validity used for measure legitimate or not valid something questionnaire. Something questionnaire said to be valid if question on the questionnaire able to for gouge something that will measured by questionnaires The (Ghazali, 2011: 52). This test does when item statement more from one. Test validity could do with look correlation bivariate between each score indicator with a total score construct. Test reliability is data for measure something questionnaire which constitutes indicator from variable or construct. Something questionnaire said it reliable or reliable if the answer someone to statement is consistent or stable from time to time. SPSS provides amenities for measure reliability with statistical tests *Cronbach Alpha* (α). Something variable said it reliable if give away value (α)> 0.6. Coefficient *Cronbach Alpha* (α) is something tool analysis judgment reliability *(reability test)* from something scale created. This way for calculate correlation scale made with all over variables, with number coefficients that can be accepted that is above 0.6. Analysis multiple linear regression is studies about dependency variable independent with one or more variable independent with aim for estimate population averages or variable average value

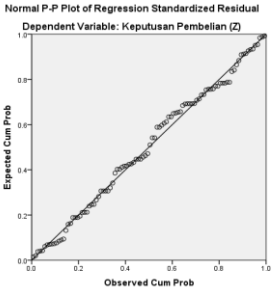
dependent based on value variable known independent. Results from analysis regression is in the form of coefficient for each variable independent. Research this will use analysis path (path *analysis)* with SPSS version 23. help for test influence variable Mediation used method analysis Path (path *analysis). Path analysis* is expansion from analysis multiple linear regression. The *path analysis* model is used for analyze pattern relationship deliver variable with aim for knowing influence directly or not directly a set variable free (exogenous) to variable bound (endogenous) (Rinduwan, 2013: 2).

RESULTS AND DISCUSSIONS

Research this do to Drinking Water products Hexsoul Pekalongan City Branch to consumers Muslims in Drinking Water Distributors Hexsoul Pekalongan City Branch. Data collection is carried out through spread questionnaire research in a manner directly to consumer Muslims in Drinking Water Distributors Hexsoul Pekalongan City Branch who uses Drinking Water products Hexsoul Pekalongan City Branch. Questionnaire spread to as many as 125 consumers Muslims in Drinking Water Distributors Hexsoul Pekalongan City Branch who uses Drinking Water products Hexsoul Pekalongan City Branch.

Analysis descriptive research this include: characteristics respondent and description of research data. Characteristics respondent covers condition respondent about type sex, age, occupation, and frequency purchase. While description of research data revealed recapitulation the results the answer questionnaire respondent. Significance test do with compare r count with r table. If r counts bigger from r table, then item statement said to be valid (Ghazali, 2013). For calculate validity research this used SPSS 22.00 for window software. As for validity test results data instrument all items found have the value of r count > r table so that concluded that about the instrument that is declared all valid. Test reliability used for test reliability something tool gauge that can used twice for measure the same symptoms and results measurement relatively same then could said it that tool measuring that is reliable. In research this testing reliability do towards 100 respondents. Analysis results that is will obtained through Cronbach's alpha. Something variable said it reliable if value Cronbach's alpha> 0.60 (Ghazali, 2011: 133)

Normality test with variable dependent in the form of decision purchase (Z) and variable independent covers quality product (X_1) and benefit (X_2) are carried out with method graphs and analysis *Kolmogorov-Smirnov* (KS). As for method chart use chart *probality plot* as following



Graph PP plot above to show location dots follow direction line diagonals so that could interpret that the model has meet standard data normality. Besides use graph, normality test could use method *Kolmogorov Smirnov* (KS test). Data that is normally distributed is shown with value significance bigger from 0.05. The results of the analysis could see in the table the following:

One-Sample Kolmogorov-Smirnov Test

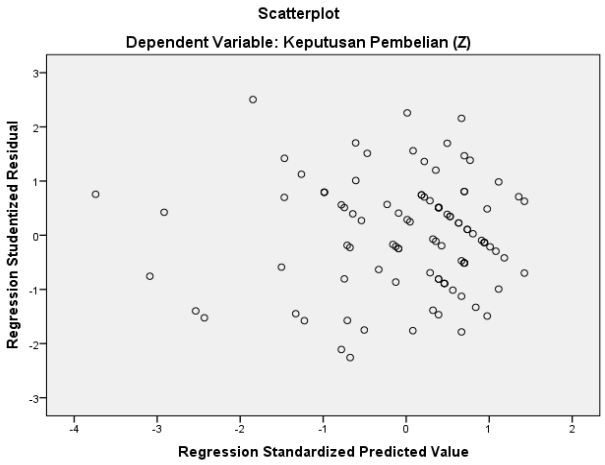
		Unstandardized Residual
Normal Parameters [a, b]	N	100
	Mean	.00 million
	Std. Deviation	1.51806036
Most Extreme Differences	Absolute	.60
	Positive	.60
	Negative	-.060
Test Statistic		.60
Asymp . Sig. (2-tailed)		.200 [c, d]

a. The distribution test is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on table 4.12 *the Kolmogorov-Smirnov One-Sample* Test is seen that KS value of 0.05. with value Asymp Sig 0.200> 0.05 which means distributed residual value normally.

Aiming for knowing whether in the research model there is correlation between the independent variable (independent) that quality product (X_1) and benefit (X_2). Analysis multicollinearity do with detect the value of tolerance and VIF *(Varian Inflation Factor)* of each variable free. From the results calculation obtained that in part *collinearity statistics* value *Variance Inflation Factor* (VIF) <10 and value Tolerance > 0.10 for all variable. this show data is free from correlation between the independent variable (independent) so worthy made into ingredients research

Testing heteroscedasticity could do with method graph. Method chart that is with way look scatterplot graph between *standardized value* (ZPRED) with *studentized residual* (SRESID) and ZPRED dismiss Y axis is Y which has been predictable and the X axis (Y prediction of actual -Y) as the following:



The scatterplot graph shows level distribution points that are not irregular or not follow pattern certain so that could said it that the model has passed the heteroscedasticity test.

Multiple Linear Regression Variable Quality Product (X_1) and Benefit (X_2) Against Purchase Decisions (Z)

From the results calculation with help with SPSS version software 22 .00 is obtained equation regression variable quality product (X_1) and benefit (X_2) to decision purchase (Z) as the following :

Formula Equation Regression:

$Z = 7.564 + 0.244 . X_1 + 0.304 . X_2 + e$

Multiple Linear Regression Variable Quality Product (X_1) and Benefit (X_2) Against Satisfaction Consumer (Y)

From the results calculation with help with SPSS version software 22 .00 is obtained equation regression variable quality product (X_1) and benefit (X_2) to satisfaction consumer (Y) as the following :

Formula Equation Regression:
$Y = 2.942 + 0.140 . X_1 + 0.140 . X_2 + e$

Multiple Linear Regression Variable Purchase Decision (Z) Against Satisfaction Consumer (Y)

From the results calculation with help with SPSS version software 22 .00 is obtained equation regression variable decision purchase (Z) of satisfaction consumer (Y) as the following:

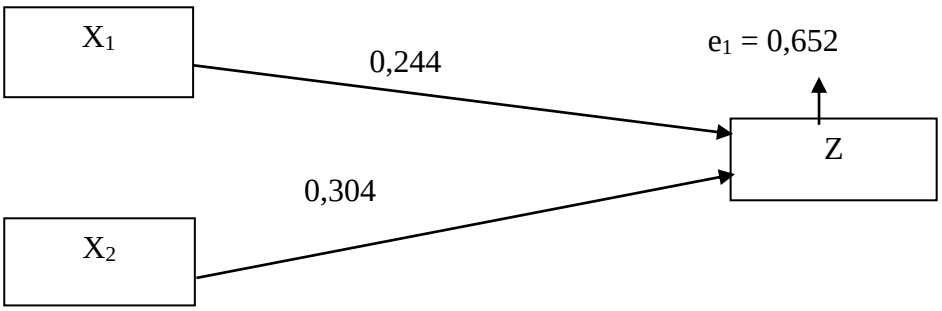
Formula Equation Regression:
$Y = 2,140 + 0,399. Z + e$

Analysis Path (*Path Analysis*)

Based on the model used in this research namely the analysis model line, then The equation of the regression model is used in research this as the following:

Sub structure 1: **$Z = 7.564 + 0.244 . X_1 + 0.304 . X_2 + e$**
Standard value error : $e_1 = 0.652$

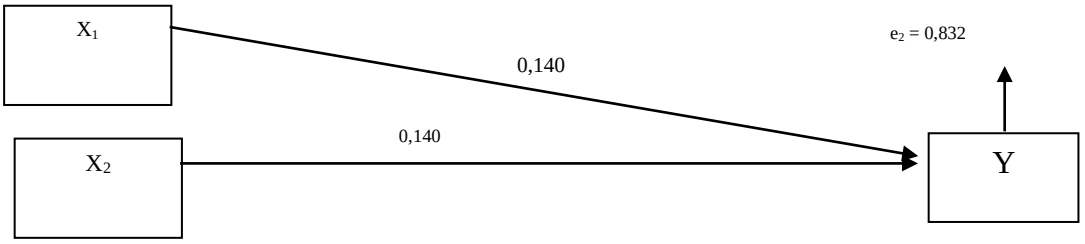
Effect of X_1 and X_2 against Z



Picture above to show that influence quality product (X_1) to decision purchase (Z) of 0.244 or 24.4%. While influence benefit (X_2) of decision purchase (Z) of 0.304 or 30.4%. Equation regression this produce value standard error amounting to 0.652

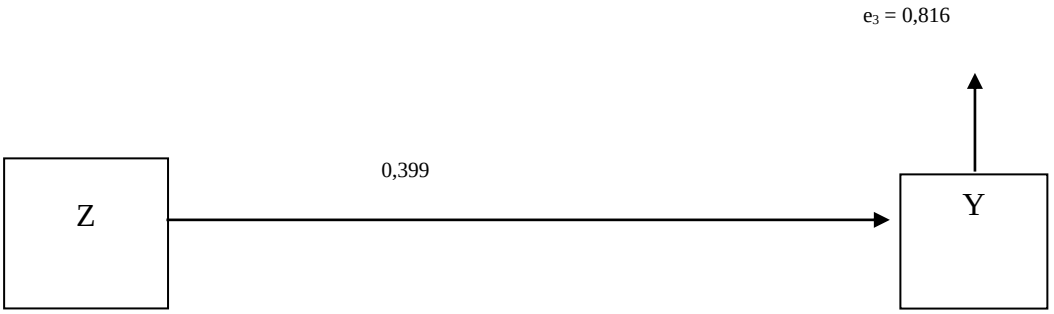
Sub structure 2: **$Y = 2.942 + 0.140 . X_1 + 0.140 . X_2 + e$**
Standard value error : $e_2 = 0.832$

Effect of X $_1$ and X $_2$ against Y



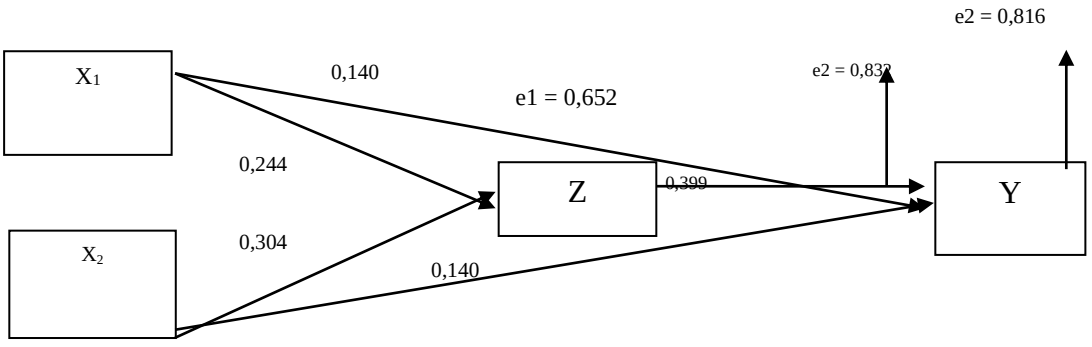
Picture above to show that influence quality product (X_1) to satisfaction consumer (Y) of 0.140 or 14%. So is influence benefit (X_2) of satisfaction consumer (Y) of 0.140 or 14%. Equation regression this produce value standard error amounting to 0.832.

Effect of Z on Y



Picture above to show that influence decision purchase (Z) of satisfaction consumer (Y) of 0.399 or 39.9%. Equation regression this produce value standard error amounting to 0.816.

Path Analysis Model



Description:

X1 = Quality Product
X2 = Benefit Product
α = Constants
e = Standard error
Z = Purchasing Decision
Y = Satisfaction Consumer
β 1, .. , β5 = Coefficient Lane

Description:

1. Based on analysis lane could determine influence not directly variable quality product to satisfaction consumer through decision purchase with way multiplication between beta value X_1 against Z multiplied the value of beta Z to Y so that 0.244 x 0.399 = 0.0973.
2. Based on analysis lane could determine influence not directly variable benefit product to satisfaction consumer through decision purchase with way multiplication between beta value X_2 against Z multiplied the value of beta Z to Y so that 0.304 x 0.399 = 0.121

Hypothesis Test

1. Test t

Variable t test Quality Product (X_1) and Benefit (X_2) Against Purchase Decisions (Z)

Testing hypothesis research use the t test for to show influence each - each variable independent to variable dependent. As for the explanation as the following:

a. Testing Hypothesis 1

Hypothesis 1 states that variable quality product (X_1) has an effect significant to decision purchase (Z). From the output of variable X_1 known that value significance amounting to 0,000 and a coefficient of 5,027. Significance value of 0,000 <0.05 so could concluded that H_1 is accepted. it means variable quality product take effect significant to decision purchase.

b. Testing Hypothesis 2

Hypothesis 2 states that variable benefit (X_2) influences significant to decision purchase (Z). From the output of variable X_2 known that value significance equal to 0,000 and coefficient 4,584. Significance value of 0,000 <0.05 so could concluded that H2 is accepted. it means variable benefit take effect significant to decision purchase.

Variable t test Quality Product (X_1) and Benefit (X_2) Against Satisfaction Consumer (Y)

Testing hypothesis research use the t test for to show influence each - each variable independent to variable dependent. As for the explanation as the following:

a. Testing Hypothesis 3

Hypothesis 3 states that variable quality product (X_1) has an effect significant to satisfaction consumer (Y). From the output of variable X_1 known that value significance amounting to 0.002 and the coefficient of 3.159. Significance value of 0.002 <0.05 so could concluded that H_3 is accepted. it means variable quality product take effect significant to satisfaction consumers.

b. Testing Hypothesis 4

Hypothesis 4 states that variable benefit (X_2) influences significant to satisfaction consumer (Y). From the output of variable X_2 known that value significance amounting to 0.022 and the coefficient of 2.322. Significance value 0.022 <0.05 so could concluded that H 4 is accepted. it means variable benefit take effect significant to satisfaction consumers.

Variable t test of Purchase Decision (Z) Against Satisfaction Consumer (Y)

As for the explanation as the following:

a. Testing Hypothesis 5

Hypothesis 5 states that variable decision influential purchase (Z) significant to satisfaction consumer (Y). From the results of the variable output Z unknown that value significance equal to 0,000 and coefficient 7,005. Significance value of 0,000 <0.05 so could concluded that H 5 is accepted. it means variable decision purchase take effect significant to satisfaction consumers.

Variable t test Quality Product (X_1) and Benefit (X_2) Against Satisfaction Consumer (Y) with Intervening Variables in the form of Purchasing Decisions (Z)

Testing hypothesis research use the t test for to show influence each - each variable independent to variable dependent. As for the explanation as the following:

a. Testing Hypothesis 6

Hypothesis 6 states that variable quality product (X_1) has an effect significant to satisfaction consumer (Y) with intervening variable in the form of decision purchase (Z). The output results are known that value significance equal to 0,000 and coefficient 3,911. Significance value of 0,000 <0.05 so could concluded that H $_6$ is accepted. it means variable quality product take effect significant to satisfaction consumer with intervening variable in the form of decision purchase.

b. Testing Hypothesis 7

Hypothesis 7 states that variable benefit (X_2) influences significant to satisfaction consumer (Y) with intervening variable in the form of decision purchase (Z). The output results are known that value significance equal to 0,000 and coefficient 3,885. Significance value of 0,000 <0.05 so could concluded that H 7 is accepted. it means variable benefit take effect significant to satisfaction consumer with intervening variable in the form of decision purchase.

Analysis Coefficient Determination of R ^{2}

Coefficient determination used for knowing how much big influence all variable independent to variable dependent. As for the results calculation coefficient determination in research this could see in the table below this:

Coefficient Determination Variable Quality Product (X_1) and Benefit (X_2) Against Purchase Decisions (Z)

Show value coefficient The resulting determination from regression variable quality product (X_1) and benefit (X_2) to decision purchase (Z) of 0.575. This means influence all variable quality product (X_1) and benefit (X_2) to variable decision purchase (Z) of 57.5%. While remaining at 42.5% is affected factor or other variables that don't made into ingredients research this.

Coefficient Determination Variable Quality Product (X_1) and Benefit (X_2) Against Satisfaction Consumer (Y)

Show value coefficient determination which produced from regression variable quality product (X_1) and benefit (X_2) to satisfaction consumer (Y) of 0.307. This means influence all variable quality product (X_1) and benefit (X_2) to variable satisfaction consumer (Y) of 30.7%. While remaining at 69.3% is affected factor or other variables that don't made into ingredients research this.

Coefficient Variable Determination of Purchase Decision (Z) Against Satisfaction Consumer (Y)

Show value coefficient determination which produced from regression variable decision purchase (Z) of satisfaction consumer (Y) of 0.334. This means influence all variable decision purchase (Z) of variable satisfaction consumer (Y) of 33.4%. While remaining at 66.6% is affected factor or other variables that don't made into ingredients research this.

Discussion

1. Influence Quality Product (X_1) Against Purchase Decisions (Z)

Based on the data that exist, obtained the results that quality product has value coefficient regression amounting to 0.244 with significance equal to 0,000 and regression on the second variable to show regression positive which means quality product have the effect of the significant to decision purchase Hexsoul Drinking Water products.

Research results this in line with research conducted Wahyu Setia Dewi (Dewi, 2016: 8), that quality product take effect significant to decision purchase.

2. The influence of the benefit (X_2) Against Decision Purchase (Z)

Based on the data that exist, obtained the results that variable benefit has value coefficient regression amounting to 0.304 with significance equal to 0,000 and regression on the second variable to show regression positive which means variable benefit have the effect of the significant to decision purchase Hexsoul Drinking Water products.

3. Influence Quality Product (X_1) Against Satisfaction Consumer (Y)

Based on the data that exist, obtained the results that variable quality product has value coefficient regression amounting to 0.140 with significance amounting to 0.002 and regression on the second variable to show regression positive which means variable quality product have the effect of the significant to satisfaction consumer Hexsoul Drinking Water products.

Research results this in line with research conducted Wahyu Setia Dewi (Dewi, 2016: 8), that quality product take effect significant to satisfaction consumers.

4. Effect of Benefit (X_2) Against Satisfaction Consumer (Y)

Based on the data that exist, obtained the results that variable benefit has value coefficient regression amounting to 0.140 with significance equal to 0.022 and regression on the second variable to show regression positive which means variable benefit have the effect of the significant to satisfaction consumer Hexsoul Drinking Water products.

5. Influence Decision Purchase (Z) Against Satisfaction Consumer (Y)

Based on the data that exist, obtained the results that variable decision purchase has value coefficient regression amounting to 0.399 with significance equal to 0,000 and regression on the second variable to show regression positive which means variable decision purchase have the effect of the significant to satisfaction consumer Hexsoul Drinking Water products.

Research results this in line with research conducted Wahyu Setia Dewi, that decision purchase take effect significant to satisfaction consumers.

6. Influence Quality Product (X_1) Against Satisfaction Consumers (Y) With Purchasing Decisions (Z) As Intervening Variables

Based on the data that exist, obtained the results that variable decision purchase have value coefficient regression amounting to 0.158 with significance equal to 0,000 and regression on the second variable to show regression positive which means variable quality product have the effect of the significant to satisfaction consumer with decision purchase as intervening variable for Hexsoul Drinking Water products .

Research results this in line with research conducted Wahyu Setia Dewi, that quality product have the effect of the significant to satisfaction consumer with decision purchase as intervening variable.

7. Effect of Benefit (X_2) Against Satisfaction Consumers (Y) With Purchasing Decisions (Z) As Intervening Variables

Based on the data that exist, obtained the results that variable decision purchase has value coefficient regression amounting to 0.210 with significance equal to 0,000 and regression on the second variable to show regression positive which means variable

benefit have the effect of the significant to satisfaction consumer with decision purchase as intervening variable for Hexsoul Drinking Water products.

CONCLUSION

In a manner Partial variable quality product take effect significant to decision purchase of Hexsoul Drinking Water with level significance amounting to 0,000 <0,05. In a manner Partial variable benefit take effect significant to decision purchase of Hexsoul Drinking Water with level significance amounting to 0,000 <0,05. In a manner Partial variable quality product take effect significant to satisfaction consumers of Hexsoul Drinking Water with level significance amounting to 0.002 <0.05. In a manner Partial variable benefit take effect significant to satisfaction consumers of Hexsoul Drinking Water with level significance amounting to 0.022 <0.05. In a manner Partial variable decision purchase take effect significant to satisfaction consumers of Drinking Water Hexsouldengan level significance amounting to 0,000 <0,05. In a manner Partial variable quality product take effect significant to satisfaction consumer with decision consumer as intervening variable for Hexsoul Drinking Water products with level significance amounting to 0,000 <0,05. In a manner Partial variable benefit take effect significant to satisfaction consumer with decision consumer as intervening variable for Hexsoul Drinking Water products with level significance amounting to 0,000 <0,05.

Research then to increase the variables that influence decision purchase and satisfaction consumer so that the discussion will broader. Research for more studied deeper or test back so you can give away contribution for knowledge especially that related with factors that affect decision purchase and satisfaction consumers.

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