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Brand Image, Service Quality, and Price Effects on Purchase Decisions through Consumer Satisfaction at Indomaret

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ABSTRACT

Modern retail competition requires firms to understand how brand image, service quality, and price shape consumer satisfaction and purchase decisions. However, understanding the role of consumer satisfaction as a mediating mechanism is essential for developing effective retail strategies. This study aimed to examine the effects of brand image, service quality, and price on purchase decisions, with consumer satisfaction as a mediating variable among Indomaret customers in Probolinggo City. A quantitative explanatory survey was conducted using purposive sampling of consumers who had experience purchasing products at Indomaret outlets. Primary data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS. The results showed that brand image, service quality, and price had significant positive effects on consumer satisfaction. Brand image, service quality, price, and consumer satisfaction also had significant positive effects on purchase decisions. Furthermore, consumer satisfaction significantly mediated the relationships between brand image, service quality, and price and purchase decisions. These findings indicate that purchase decisions in modern retail are influenced by both direct transactional considerations and satisfaction-based evaluations. The study contributes to understanding consumer purchasing behavior by highlighting consumer satisfaction as an important mechanism linking brand image, service quality, and price to purchase decisions. Practically, the findings suggest that modern retail managers should maintain a favorable brand image, deliver consistent service quality, and offer competitive prices while enhancing consumer satisfaction to strengthen purchase decisions.

1. Introduction

Modern retailing has become increasingly competitive as consumers encounter multiple outlets offering similar products, prices, and shopping convenience. In this environment, retail firms must compete not only through merchandise availability but also through the perceptions and experiences they create before, during, and after transactions. Recent studies in Indonesian retail and consumer markets have demonstrated that brand image, perceived price, service quality, and consumer satisfaction are associated with purchase-related outcomes (Aldiesi & Wahyudin, 2024; Ramadhan et al., 2025; Reva et al., 2024). These relationships are particularly relevant to minimarkets, where purchases frequently involve everyday necessities and may consequently be characterized by relatively low consumer involvement and rapid decision-making. Understanding the factors that shape purchasing behavior is therefore important for developing retail strategies that respond to both consumers' immediate needs and their overall shopping experiences.

Indomaret provides a relevant setting for examining these relationships because its standardized retail format allows consumers to evaluate brand recognition, service experiences, transaction processes, and price information within the same shopping environment. Previous research conducted in Indomaret settings has indicated that brand image and service-related attributes contribute to purchase decisions (Aulia et al., 2025; Fakhri Mustafa et al., 2024). Similarly, Aldiesi and Wahyudin (2024) found that brand image, service quality, and price were relevant to purchasing decisions in modern retail, although their study examined

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competitive advantage as an intervening variable. These findings suggest that consumers' purchase decisions may be influenced by both direct marketing-related factors and evaluations formed during the shopping process. Nevertheless, the extent to which consumer satisfaction explains these relationships requires further investigation in specific retail settings, including Indomaret outlets in Probolinggo City.

Brand image is an important consideration because consumers use brand associations and perceived reputation to simplify choices among competing alternatives. Research in offline and digital consumer settings has identified brand image as a relevant factor in purchase decisions (Gatri & Fatoni, 2025; Setiawan & Firdausy, 2025). In modern retail, a recognizable and trusted brand may reduce perceived uncertainty and facilitate purchasing decisions. However, brand recognition alone may not fully explain consumer behavior because customers also evaluate the quality of their shopping experiences. Service quality, reflected in facility cleanliness, transaction accuracy, responsiveness, assurance, and employee empathy, shapes consumers' perceptions of the service encounter. Previous research in retail and service contexts has reinforced the relevance of service quality to consumer satisfaction and behavioral responses (Salim, 2023; Setiawan & Darma, 2025). Accordingly, examining brand image and service quality together provides a more comprehensive understanding of how consumers evaluate retail offerings.

Price is another important determinant of purchasing behavior because consumers assess not only the monetary amount paid but also whether the price is reasonable relative to the benefits received. Price perception therefore represents an evaluation of value rather than merely an objective monetary figure. Research on Indonesian consumer products has shown that price perception and brand image remain relevant predictors of purchase decisions (Harun & Paludi, 2025; Ramadhan et al., 2025). Furthermore, Reva et al. (2024) reported that price could influence consumer satisfaction even when its direct relationship with purchase decisions was comparatively weaker, highlighting the potential explanatory role of satisfaction. These findings indicate that the effects of price may operate through both direct evaluations of purchasing alternatives and consumers' assessments of the value they receive. For minimarket managers, understanding this relationship is essential because consumers may consider price alongside brand reputation and the quality of the shopping experience.

Consumer satisfaction provides a potential mechanism linking brand image, service quality, and price to purchase decisions. It reflects consumers' evaluations of their experiences relative to their expectations and may influence their subsequent behavioral responses. However, empirical evidence regarding its mediating role remains inconsistent. A 2025 study of sneakers reported that service quality and brand image influenced purchase decisions and satisfaction, but satisfaction did not significantly mediate the relationships. In contrast, Reva et al. (2024), in their study of Samsung smartphone users, found that customer satisfaction played an important mediating role between quality, price, and purchase decisions. These differences suggest that satisfaction does not necessarily function as a mediator in every consumer market. Instead, its role may depend on the characteristics of the product or service, the purchasing environment, and the relationships among the variables being examined. Testing this mediating mechanism in a modern minimarket context is therefore necessary to establish whether satisfaction helps explain how brand image, service quality, and price are associated with purchase decisions.

The existing literature presents two principal research gaps. First, previous studies have examined different combinations of the relevant variables or incorporated alternative mediating mechanisms. For example, Aldiesi and Wahyudin (2024) investigated Indomaret consumers using competitive advantage as an intervening construct rather than consumer satisfaction. Second, previous findings concerning the mediating role of satisfaction have been inconsistent, indicating that further context-specific evidence is needed. In particular, the simultaneous relationships among brand image, service quality, price, consumer satisfaction, and purchase decisions require further examination within the Indomaret retail environment in Probolinggo City. The specific research problem addressed in this study is whether brand image, service quality, and price influence purchase decisions directly and indirectly through consumer satisfaction. By examining these relationships within an integrated model, this study extends the empirical discussion beyond studies

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focused on particular products, alternative mediators, or other retail settings.

Accordingly, this study aimed to examine three interrelated questions: (1) Do brand image, service quality, and price influence consumer satisfaction? (2) Do brand image, service quality, price, and consumer satisfaction influence purchase decisions? and (3) Does consumer satisfaction mediate the relationships between brand image, service quality, and price and purchase decisions? The study contributes theoretically by integrating these variables into a single Partial Least Squares Structural Equation Modeling (PLS-SEM) framework and testing the mediating role of consumer satisfaction in a modern minimarket context. Practically, the findings provide insights for Indomaret managers and other modern retail practitioners into how brand image, service quality, and price can be managed alongside consumer satisfaction to strengthen purchase decisions. The novelty of this study lies in its integrated examination of the direct and satisfaction-mediated relationships among these variables among Indomaret customers in Probolinggo City, thereby providing context-specific evidence to inform both consumer behavior research and retail management strategies.

2. Literature Review

2.1. Conceptual and Theoretical Foundations

Brand image refers to the perceptions and associations consumers retain in their memory regarding a brand, including familiarity, perceived quality, reputation, distinctiveness, and trust. In modern retailing, a favorable brand image can reduce perceived uncertainty, establish positive expectations, and strengthen consumers' evaluations of their shopping experiences. Previous research has demonstrated the relevance of brand image to consumer satisfaction and purchase-related outcomes (Gatri & Fatoni, 2025; Ramadhan et al., 2025).

Service quality refers to consumers' evaluations of the service performance they experience during transactions. The SERVQUAL framework identifies tangibles, reliability, responsiveness, assurance, and empathy as its principal dimensions. In minimarkets, these dimensions are reflected in store cleanliness, transaction accuracy, employee responsiveness, security, comfort, and attention to customer needs. When service performance meets or exceeds expectations, consumers are more likely to develop favorable evaluations of their shopping experiences. Recent empirical studies support the relationship between service quality and consumer satisfaction in retail and service contexts (Salim, 2023; Setiawan & Darma, 2025).

Price represents consumers' perceptions of affordability, fairness, competitiveness, and the relationship between monetary expenditure and the benefits received. In modern retailing, perceived price value is important because consumers can readily compare prices across competing alternatives. A price perceived as fair and consistent with the value of products and services can enhance satisfaction and influence purchasing behavior. Nevertheless, the relationship between price and purchase decisions may vary across contexts, and consumer satisfaction may help explain this relationship (Reva et al., 2024).

Consumer satisfaction represents consumers' evaluations of their shopping experiences relative to their expectations. It can strengthen confidence in purchasing choices, encourage repeat purchasing, and influence subsequent purchase decisions. Empirical evidence indicates that satisfaction can predict purchase decisions, although its influence varies across research settings (Reva et al., 2024; Salim, 2023). Accordingly, this study conceptualizes brand image, service quality, and price as antecedents of consumer satisfaction and purchase decisions, while consumer satisfaction also functions as a mediating variable connecting these antecedents with purchase decisions.

2.2. Review of Empirical Studies

Previous empirical studies have established the relevance of brand image, service quality, and price to consumer evaluations and purchasing behavior. Research in Indonesian consumer markets has identified brand image as an important factor associated with purchase decisions (Gatri & Fatoni, 2025; Harun & Paludi, 2025; Ramadhan et al., 2025). Studies conducted in Indomaret settings have also reported relationships between brand image and purchase decisions, while service-related attributes contribute to purchasing outcomes (Aulia et al., 2025; Fakhri Mustafa et al., 2024). These findings support the importance of examining brand image and service quality simultaneously within the modern

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minimarket context.

Evidence concerning price and consumer satisfaction suggests that consumers evaluate prices in relation to the benefits they receive. Reva et al. (2024) reported that price could influence satisfaction even when its direct relationship with purchase decisions was comparatively weaker. This finding indicates that satisfaction may provide an additional explanation for how price perceptions are associated with purchasing behavior. Similarly, research examining service quality and satisfaction has reinforced the relevance of service performance to consumer evaluations (Salim, 2023; Setiawan & Darma, 2025).

However, previous findings regarding the mediating role of satisfaction are not entirely consistent. Reva et al. (2024) found that customer satisfaction played an important mediating role between quality, price, and purchase decisions among Samsung smartphone users. In contrast, a 2025 study of sneakers reported that satisfaction did not significantly mediate the relationships between service quality and brand image and purchase decisions. These differences indicate that the mediating role of satisfaction should be evaluated in the specific context under investigation rather than assumed to be universal. Moreover, Aldiesi and Wahyudin (2024) examined Indomaret consumers using competitive advantage as an intervening variable, providing a different perspective on the mechanisms linking marketing-related factors with purchasing behavior.

2.3. Identification of the Research Gap

The empirical literature reveals two principal gaps. First, previous studies have examined different combinations of brand image, service quality, price, and purchase decisions, with some adopting alternative mediating variables, such as competitive advantage (Aldiesi & Wahyudin, 2024). Second, the findings regarding the mediating role of consumer satisfaction remain inconsistent across retail, service, and product-specific contexts (Reva et al., 2024). Consequently, further research is needed to determine whether consumer satisfaction mediates the relationships between brand image, service quality, and price and purchase decisions in a modern minimarket setting.

To address these gaps, the present study examines Indomaret customers in Probolinggo City through an integrated model incorporating three antecedent variables, consumer satisfaction as a mediator, and purchase decisions as the outcome variable. Its contribution lies in examining both the direct relationships between the antecedents and purchase decisions and the indirect relationships operating through consumer satisfaction within a specific local retail context.

2.4 Development of the Conceptual Framework

The conceptual framework proposes that brand image, service quality, and price influence consumer satisfaction and purchase decisions. A favorable brand image may establish positive consumer expectations, service quality may improve the shopping experience, and perceived price fairness may strengthen evaluations of the value received. These factors are expected to influence purchase decisions directly and indirectly through consumer satisfaction. Consumer satisfaction is also expected to have a positive relationship with purchase decisions because favorable shopping experiences can reinforce consumers' purchasing choices. The proposed relationships are examined using Partial Least Squares Structural Equation Modeling (PLS-SEM).

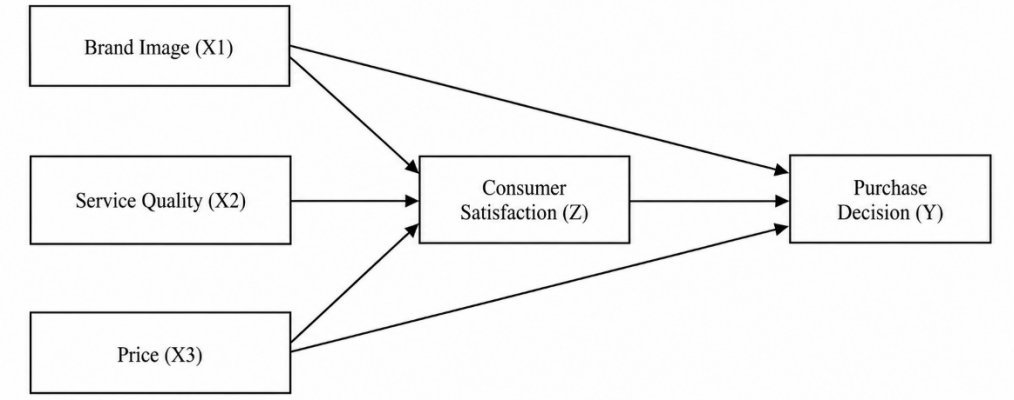


Fig. 1. Conceptual Framework of the Study

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2.5 Hypotheses or Research Propositions

Based on the conceptual foundations and empirical evidence, this study formulates ten hypotheses concerning the direct effects of brand image, service quality, and price on consumer satisfaction and purchase decisions, the effect of consumer satisfaction on purchase decisions, and the mediating role of consumer satisfaction.

2.5.1. Brand Image and Consumer Satisfaction

Brand image refers to the set of perceptions and associations consumers hold in memory regarding a brand. In retailing, these associations may include familiarity, perceived quality, reputation, distinctiveness, and the sense of trust created by repeated exposure. A positive image can reduce perceived uncertainty and create functional and symbolic value. Recent empirical studies continue to document the relevance of brand image for satisfaction and purchase-related outcomes in Indonesian consumer markets (Ramadhan et al., 2025; Gatri & Fatoni, 2025). Because satisfaction is formed through an evaluation of the overall consumption experience, a favorable brand image can establish positive expectations and reinforce consumers' assessment of the shopping experience. Therefore:

H1: Brand image has a positive and significant effect on consumer satisfaction.

2.5.2. Service Quality and Consumer Satisfaction

Service quality concerns the consumer's evaluation of the service performance encountered during the transaction. The SERVQUAL tradition identifies tangibles, reliability, responsiveness, assurance, and empathy as core dimensions. In a minimarket, these dimensions are observable through store cleanliness, transaction accuracy, employee responsiveness, security and comfort, and attention to individual needs. Recent studies in retail and service settings support the role of service quality in shaping satisfaction (Salim, 2023; Setiawan & Darma, 2025). When service performance meets or exceeds expectations, consumers are more likely to evaluate the experience positively. Therefore:

H2: Service quality has a positive and significant effect on consumer satisfaction.

2.5.3. Price and Consumer Satisfaction

Price perception represents consumers' evaluation of affordability, fairness, competitiveness, and the relationship between the monetary sacrifice and benefits received. In modern retail, transparent price information and perceived value are especially relevant because consumers can compare alternatives easily. Empirical evidence indicates that price can positively affect satisfaction, while its direct effect on purchase decisions may vary by context (Reva et al., 2024). A price perceived as fair and consistent with product and service value should therefore contribute to satisfaction. Hence:

H3: Price has a positive and significant effect on consumer satisfaction.

2.5.4. Brand Image, Service Quality, Price, and Purchase Decision

Purchase decision reflects the consumer's choice and actual transaction behavior after considering alternatives. Brand image can act as a cognitive shortcut, service quality can reduce friction during the shopping process, and price can provide a direct value cue. Evidence from Indomaret outlets in Bekasi and South Bengkulu shows positive relationships between brand image and purchase decisions, while service-related variables also contribute to purchase outcomes (Aulia et al., 2025; Fakhri Mustafa et al., 2024). Similar evidence from other Indonesian consumer markets shows that brand image and price perception remain relevant to purchase decisions (Harun & Paludi, 2025; Ramadhan et al., 2025). Accordingly:

H4: Brand image has a positive and significant effect on purchase decision.

H5: Service quality has a positive and significant effect on purchase decision.

H6: Price has a positive and significant effect on purchase decision.

2.5.5. Consumer Satisfaction and Purchase Decision

Satisfaction is an evaluative response that can strengthen consumers' confidence in a choice and reduce the likelihood of switching. Evidence from PLS-SEM research indicates that satisfaction can be a strong predictor of purchase decisions, although the magnitude and significance of the relationship vary across contexts (Reva et al., 2024; Salim, 2023). In everyday retailing, satisfaction may also reinforce repeat purchasing because consumers become familiar with the expected experience. Therefore:

H7: Consumer satisfaction has a positive and

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significant effect on purchase decision.

2.5.6. Consumer Satisfaction as a Mediator

The mediation logic proposed in this study is that brand image, service quality, and price may first shape consumers' evaluations of the shopping experience, which are reflected in satisfaction, and satisfaction may subsequently influence purchase decisions. Recent research demonstrates that customer satisfaction can mediate price-related and quality-related effects on purchase decisions, although mediation is not universal across contexts (Reva et al., 2024). Research on Indonesian retail and service businesses likewise shows that the strength of indirect effects depends on the characteristics of the purchase setting and the variables included in the model. Thus, the present study tests the mediation mechanism separately for each antecedent:

H8: Consumer satisfaction mediates the positive effect of brand image on purchase decision.

H9: Consumer satisfaction mediates the positive effect of service quality on purchase decision.

H10: Consumer satisfaction mediates the positive effect of price on purchase decision.

3. Research Methods

3.1. Research Design

This study employed a quantitative explanatory research design using a non-experimental survey approach. This design was selected to examine the proposed direct and indirect relationships among brand image, service quality, price, consumer satisfaction, and purchase decisions. The quantitative approach enabled the researchers to test the hypotheses and assess the mediating role of consumer satisfaction using statistical analysis.

3.2. Research Context and Setting

The study was conducted among consumers of Indomaret outlets in Probolinggo City, Indonesia. Indomaret was selected as the research setting because its modern minimarket format provides a relevant context for examining how brand image, service quality, and price relate to consumer satisfaction and purchase decisions. The study focused on consumers who had purchased products at Indomaret outlets in the designated research area during the study period.

3.3. Population and Sample / Research Participants

The target population comprised consumers who had purchased products at Indomaret outlets in Probolinggo City during the study period. Because the exact size of the customer population was unknown, the study employed non-probability purposive sampling. Eligible respondents were required to be at least 17 years old, to have shopped at an Indomaret outlet in Probolinggo City, and to complete the questionnaire. Of the 115 questionnaires distributed through direct and online channels, 108 were returned. Following data screening, 100 valid responses were retained for analysis.

Table 1. Respondent Characteristics

Characteristic	Category	n	%
Gender	Male	40	40
	Female	60	60
Age	17–25 years	45	45
	26–35 years	35	35
	36–45 years	15	15
	>45 years	5	5
Occupation	Student	35	35
	Private employee	30	30
	Entrepreneur	20	20
	Household worker	10	10
	Civil servant/military/police	5	5

Source: Author processed

The sample was dominated by women (60%), respondents aged 17–25 years (45%), and students (35%). These characteristics describe the observed sample and should not be interpreted as population

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estimates for all Indomaret customers in Probolinggo City.

3.4 Data Sources and Data Collection

The study used primary data collected through a structured, closed-ended questionnaire. The questionnaire was distributed through direct and online channels to consumers who met the inclusion criteria. Respondents provided information about their perceptions of brand image, service quality, price, consumer satisfaction, and purchase decisions. A five-point Likert scale was used to record responses, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Of the 115 questionnaires distributed, 108 were returned, and 100 valid responses were retained after screening.

3.5. Measurement of Variables and Research Instruments

The research instrument measured five constructs: brand image, service quality, price, consumer satisfaction, and purchase decisions. Each construct was operationalized using five indicators, as specified in the source manuscript.

Table 2. Operationalization of Research Variables

Variable	Indicators
Brand Image (X1)	Brand recognition, reputation, perceived quality, distinctiveness, and modern/professional image
Service Quality (X2)	Tangibles, reliability, responsiveness, assurance, and empathy
Price (X3)	Affordability, price–quality fit, competitiveness, benefit–price fit, and clarity of price information
Consumer Satisfaction (Z)	Satisfaction with the overall experience, expectation fulfilment, positive experience, repurchase intention, and willingness to recommend
Purchase Decision (Y)	Choice confidence, primary-choice status, purchase frequency, decision speed, and repurchase behavior

Source: Author processed

All indicators were measured using the five-point Likert scale described in Section 3.4. The indicators were derived from the operationalization presented in the source manuscript. However, the original instrument sources and item-level questionnaire statements were not provided in the available methodological description and should be documented in the complete manuscript to facilitate replication.

3.6. Data Analysis Techniques

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. This technique was used to examine the relationships among the study constructs and assess the proposed mediating role of consumer satisfaction. The structural model was evaluated using the coefficient of determination (R^2), while the direct and indirect hypotheses were tested through bootstrapping. A two-tailed significance threshold of $p < .05$ was applied to determine statistical significance.

3.7. Validity, Reliability, and Trustworthiness

The measurement model was assessed using outer loadings, Cronbach's alpha, and composite reliability to evaluate indicator performance and construct reliability. Convergent validity was specified for assessment using outer loadings and the average variance extracted (AVE), while discriminant validity was specified for assessment using the Fornell–Larcker criterion and cross-loadings. However, the reported results available for this article primarily focus on outer loadings and construct reliability. Therefore, the complete results should be checked to establish whether the specified convergent and discriminant validity assessments were conducted and whether their results meet the relevant evaluation criteria. No unreported validity or reliability outcomes are assumed in this methodology.

3.8. Ethical Considerations

The available source manuscript did not report an institutional ethics approval number or a formal statement of ethics exemption. It also did not provide sufficient details regarding informed consent, confidentiality procedures, or data

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protection. These details should be verified and reported by the authors in accordance with the applicable institutional requirements and the journal's ethical standards before submission. Any ethics approval or exemption statement must reflect the actual status of the study.

3.9. Research Procedure

The research procedure comprised the following stages: (1) identifying the research variables and developing the conceptual framework and hypotheses; (2) defining the target population and establishing the respondent eligibility criteria; (3) preparing and distributing the structured questionnaire through direct and online channels; (4) collecting and screening the returned questionnaires; (5) retaining 100 valid responses for analysis; (6) evaluating the measurement model using the specified validity and reliability procedures; and (7) assessing the structural model and testing the direct and indirect hypotheses using SmartPLS and bootstrapping. The procedure followed the quantitative explanatory design established for the study.

3.10. Methodological Limitations

This study has several methodological limitations. First, the cross-sectional design captures respondents' perceptions at a particular period and does not establish temporal ordering or definitive causality. Second, non-probability purposive sampling limits the representativeness of the sample and the generalizability of the findings to all Indomaret customers in Probolinggo City or other locations. Third, the final sample consisted of 100 valid respondents, which should be considered when interpreting the model estimates and statistical results. Finally, the available methodological description does not include the complete questionnaire, the original sources of all measurement indicators, or the full reported validity and reliability results. Future studies could use probability-based sampling, larger samples, and more complete instrument documentation to strengthen generalizability and methodological transparency.

4. Results and Discussion

4.1. Research Results

4.1.1. Sample Description and Descriptive Statistics

The study analyzed 100 valid responses from consumers of Indomaret outlets in Probolinggo City. The descriptive statistics for the five research constructs are presented in Table 3. All constructs recorded mean scores above 4.20 on the five-point Likert scale, indicating predominantly positive responses among the observed respondents.

Table 3. Descriptive Statistics of Research Constructs

Construct	Mean
Brand image	4.268
Service quality	4.272
Price	4.272
Consumer satisfaction	4.268
Purchase decision	4.268

Source: SmartPLS

At the indicator level, the lowest item mean for brand image was associated with perceived distinctiveness from other minimarkets (4.23). For service quality, the lowest item mean was associated with employee attention to consumer needs (4.23). For price, benefit relative to price recorded a mean of 4.25, while price-label clarity recorded 4.31. The highest reported item mean for consumer satisfaction was 4.32, and the highest reported item mean for purchase decision was also 4.32.

4.1.2. Data Quality and Preliminary Analysis

The measurement model was evaluated using outer loadings, Cronbach's alpha, and composite reliability. As presented in Table 4, the outer loadings ranged from 0.782 to 0.945, exceeding the 0.70 criterion specified in the source analysis. Cronbach's alpha and composite reliability values were also above 0.70 for all constructs. These results indicate satisfactory indicator performance and internal consistency based on the reported criteria. Average variance extracted (AVE) and discriminant-validity statistics were not reported in the source results table and are therefore not presented.

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Table 4. Measurement Model Assessment

Construct	Outer loading range	Cronbach's alpha	Composite reliability	Assessment
Brand image	0.789–0.945	0.930	0.947	Valid and reliable
Service quality	0.828–0.931	0.931	0.948	Valid and reliable
Price	0.782–0.923	0.931	0.948	Valid and reliable
Consumer satisfaction	0.821–0.932	0.926	0.944	Valid and reliable
Purchase decision	0.873–0.927	0.943	0.956	Valid and reliable

Source: SmartPLS

4.1.3. Main Analytical Results

The structural model was evaluated using the coefficient of determination (R^2). Table 5 presents the R^2 values for the two endogenous constructs.

Table 5. Coefficient of Determination (R^2)

Endogenous construct	R^2	Interpretation
Consumer satisfaction	0.946	94.6% of variance explained
Purchase decision	0.956	95.6% of variance explained

Source: SmartPLS

The model accounted for 94.6% of the variance in consumer satisfaction through brand image, service quality, and price. For purchase decision, the model accounted for 95.6% of the variance through brand image, service quality, price, and consumer satisfaction. These values describe the explanatory performance of the estimated model for the observed sample and should not be interpreted as population-level estimates.

4.1.4. Hypothesis Testing Results

The direct and indirect relationships were tested using bootstrapping, with a two-tailed significance threshold of $p < .05$. Table 6 summarizes the path coefficients, p-values, and hypothesis decisions.

Table 6. Direct and Indirect Hypothesis Testing Results

Hypothesis	Relationship	β	p-value	Decision
H1	Brand image → Consumer satisfaction	0.221	0.001	Supported
H2	Service quality → Consumer satisfaction	0.396	<0.001	Supported
H3	Price → Consumer satisfaction	0.372	<0.001	Supported
H4	Brand image → Purchase decision	0.238	0.010	Supported
H5	Service quality → Purchase decision	0.215	0.009	Supported
H6	Price → Purchase decision	0.345	<0.001	Supported
H7	Consumer satisfaction → Purchase decision	0.256	0.005	Supported
H8	Brand image → Satisfaction → Purchase decision	0.088	0.012	Supported
H9	Service quality → Satisfaction → Purchase decision	0.101	0.019	Supported
H10	Price → Satisfaction → Purchase decision	0.095	0.011	Supported

Source: SmartPLS

All ten hypotheses were supported, as every reported p-value was below the 0.05 significance threshold. For the direct effects on consumer satisfaction, the coefficients were 0.221 for brand image, 0.396 for service quality, and 0.372 for price. For the direct effects on purchase decision, the coefficients were 0.238 for brand image, 0.215 for service quality, 0.345 for price, and 0.256 for consumer satisfaction.

The indirect-effect coefficients were 0.088 for brand image through consumer satisfaction, 0.101 for service quality through consumer satisfaction, and 0.095 for price through consumer satisfaction. All three indirect relationships were statistically

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significant.

4.1.5. Visual Presentation of Results

Tables 3–6 present the descriptive statistics, measurement model assessment, structural model results, and hypothesis testing outcomes, respectively. Together, these tables summarize the observed construct means, indicator loading ranges, reliability coefficients, explanatory power, and estimated direct and indirect relationships among the research variables.

4.2. Research Discussion

4.2.1. Interpretation of Key Findings

a. Brand Image and Consumer Satisfaction

Brand image had a positive and significant effect on consumer satisfaction (β = 0.221; p = 0.001). The result indicates that stronger positive perceptions of Indomaret were associated with more favorable satisfaction evaluations among the surveyed consumers. This finding is consistent with recent evidence showing that brand image remains an important determinant of consumer responses in Indonesian markets (Ramadhan et al., 2025; Gatri & Fatoni, 2025). Similarly, Firnanda and Prapanca (2025) examined consumer satisfaction in relation to brand image, price, and service quality, supporting the relevance of these factors in understanding consumer evaluations. In a minimarket context, brand familiarity and reputation can shape expectations before the transaction and provide a basis for evaluating whether the shopping experience is consistent with those expectations.

The finding also complements Indomaret-specific evidence. Aldiesi and Wahyudin (2024) found a significant role for brand image in an Indomaret purchase-decision model, although their mediating mechanism was competitive advantage rather than satisfaction. The present result extends that line of inquiry by showing that brand image is also associated with the evaluative state of satisfaction in the Probolinggo context. This interpretation is also relevant to the findings of Lucky et al. (2023), who examined the relationships among store price image, brand image, customer satisfaction, and repurchase intention, highlighting the importance of satisfaction in explaining subsequent consumer responses. Furthermore, Leonandri and Erpurini (2025) investigated brand image, price, service quality, purchase decisions, and customer satisfaction in the hotel industry, providing related evidence on the interconnectedness of these consumer-related factors. In another Indonesian consumer context, Salsabila et al. (2025) examined store atmosphere and brand image in relation to purchase decisions, further demonstrating the relevance of brand-related perceptions to consumer choice. The relationship between consumer satisfaction and purchase decisions is also consistent with Anggraeni and Sujianto (2022), who examined service quality and product quality in relation to purchase decisions, with customer satisfaction serving as an intervening variable.

b. Service Quality and Consumer Satisfaction

Service quality had the strongest direct effect on consumer satisfaction among the three antecedents (β=0.396; p<0.001). The result supports the proposition that consumers' evaluations of physical conditions, transaction reliability, responsiveness, assurance, and empathy are central to the satisfaction experience. This is consistent with service-quality research in Indonesian retail and service settings (Salim, 2023; Setiawan & Darma, 2025). The result is also substantively plausible because minimarket customers interact directly with store facilities and frontline employees during nearly every shopping episode.

The descriptive results provide additional context. Although all service-quality items were positively evaluated, the empathy-related item had the lowest mean (4.23). This suggests a managerial distinction between efficient transaction service and individualized attention: the former may be standardized more easily, whereas the latter depends more strongly on employee behavior. The finding therefore points to service quality as an experiential resource rather than merely an operational requirement.

c. Price and Consumer Satisfaction

Price had a positive and significant effect on consumer satisfaction (β=0.372; p<0.001). Consumers who perceived prices as affordable, competitive, transparent, and commensurate with benefits tended to report higher satisfaction. This finding agrees with Reva et al. (2024), who found that price positively affected satisfaction in a PLS-SEM model, and with recent studies showing that price perception remains a relevant consumer-evaluation

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variable (Harun & Paludi, 2025; Ramadhan et al., 2025).

The descriptive pattern suggests that price transparency was a relative strength, with the price-label clarity item recording a mean of 4.31. In contrast, the perceived correspondence between benefits and price recorded 4.25. This distinction is important: consumers may understand the posted price clearly while still evaluating whether the total value obtained is sufficient. Thus, price management in retail involves both information transparency and perceived value.

d. Brand Image and Purchase Decision

Brand image positively affected purchase decision (β=0.238; p=0.010). The result is consistent with evidence from Indomaret outlets in Bekasi and South Bengkulu, as well as recent Indonesian consumer studies (Aulia et al., 2025; Fakhri Mustafa et al., 2024; Gatri & Fatoni, 2025). A strong retail brand can simplify choice when consumers face several similar outlets because brand recognition and reputation reduce the cognitive effort required to evaluate alternatives.

The result should nevertheless be interpreted in conjunction with the local descriptive evidence. The distinctiveness item for brand image was the lowest among the five brand-image items (4.23). This suggests that recognition and reputation do not automatically imply strong perceived differentiation. For management, the implication is not simply to maintain visibility but to strengthen attributes that make the brand meaningfully distinct in the consumer's choice set.

e. Service Quality and Purchase Decision

Service quality positively affected purchase decision (β=0.215; p=0.009). This result indicates that service performance is not only an antecedent of post-experience satisfaction but is also associated with the immediate purchase decision. The finding is consistent with prior evidence from Indonesian retail and consumer settings (Salim, 2023; Fakhri Mustafa et al., 2024). In a low-involvement retail environment, customers may not separate service evaluation from transaction execution: the ease, speed, and security of the shopping process can directly facilitate the decision to purchase.

This result also helps explain why service quality may matter even when customers enter a store with a predetermined need. A clean environment, clear product presentation, responsive staff, and efficient payment process reduce transaction friction. Consequently, service quality can function as both an experiential attribute and an immediate behavioral facilitator.

f. Price and Purchase Decision

Price had the largest direct effect on purchase decision among the three independent variables (β=0.345; p<0.001). This indicates that perceived price conditions were strongly associated with the decision to complete a purchase in the observed sample. The result is compatible with recent evidence showing that price perception remains a relevant determinant of purchase decisions (Harun & Paludi, 2025; Ramadhan et al., 2025).

The finding is particularly meaningful for minimarkets because consumers can compare prices across nearby outlets and may make rapid decisions for routine necessities. However, the positive coefficient should not be interpreted as evidence that lower prices are always preferable. The questionnaire measured perceived affordability, competitiveness, quality fit, benefit fit, and price clarity; therefore, the result is more appropriately understood as the effect of favorable price perception rather than the effect of low nominal prices.

g. Consumer Satisfaction and Purchase Decision

Consumer satisfaction positively affected purchase decision (β=0.256; p=0.005). The result supports the idea that favorable post-experience evaluations can reinforce subsequent purchase behavior. It is consistent with PLS-SEM evidence that customer satisfaction can play a central role between value-related antecedents and purchase outcomes (Reva et al., 2024). In retailing, satisfaction may increase confidence in choosing the same outlet again, reduce perceived switching benefits, and strengthen behavioral continuity.

At the same time, the coefficient is smaller than the direct effect of price and the direct effects of the other antecedents. This pattern suggests that satisfaction is important but does not replace immediate transactional cues. Consumers may decide quickly based on price, service, or brand while satisfaction contributes to the reinforcement of future behavior.

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h. Mediation Effects

Consumer satisfaction significantly mediated the relationship between brand image and purchase decision (β=0.088; p=0.012), service quality and purchase decision (β=0.101; p=0.019), and price and purchase decision (β=0.095; p=0.011). Because the corresponding direct effects also remained significant, the pattern is consistent with complementary/partial mediation rather than full mediation. The result provides a more nuanced explanation of purchase behavior: the three marketing cues are associated with purchase decisions directly, while also operating through consumers' satisfaction evaluations.

The mediation finding is particularly informative when compared with inconsistent evidence in prior research. Reva et al. (2024) found a strong mediating role for satisfaction in a price-related purchase model, whereas other contexts have reported weaker or nonsignificant mediation. The present evidence suggests that the role of satisfaction depends on the characteristics of the purchase environment. In everyday minimarket purchases, immediate cues such as price and service can trigger transaction behavior, while satisfaction can help sustain or reinforce that behavior over repeated visits.

The smaller indirect coefficients should not be described as evidence that satisfaction 'weakens' the direct effects. Mediation coefficients represent a different causal path and are not directly comparable in the sense of subtracting one from the other. A more defensible interpretation is that the model contains parallel direct and indirect mechanisms. The direct paths capture immediate associations with purchase decision, whereas the indirect paths capture the additional pathway operating through satisfaction.

4.2.2. Comparison with Previous Studies

The positive relationship between brand image and consumer satisfaction is consistent with findings reported by Ramadhan et al. (2025) and Gatri and Fatoni (2025), which highlight the relevance of brand image to consumer evaluations and purchase-related outcomes. The finding also complements the Indomaret-specific research of Aldiesi and Wahyudin (2024), who examined brand image within a purchase-decision model using competitive advantage as an intervening variable. The present study extends this perspective by demonstrating the mediating relevance of consumer satisfaction in the Indomaret context of Probolinggo City.

The significant effect of service quality on satisfaction is consistent with research in Indonesian retail and service settings (Salim, 2023; Setiawan & Darma, 2025). The positive effect of price on satisfaction also agrees with Reva et al. (2024), while the significant direct effect of price on purchase decisions aligns with findings reported by Harun and Paludi (2025) and Ramadhan et al. (2025). Furthermore, the significant effects of brand image and service quality on purchase decisions are consistent with evidence from Indomaret outlets and other Indonesian consumer settings (Aulia et al., 2025; Fakhri Mustafa et al., 2024; Gatri & Fatoni, 2025).

The mediation results provide additional insight into the relationships examined in previous studies. Reva et al. (2024) identified an important mediating role for customer satisfaction in a price-related purchase model, whereas findings from other contexts have indicated weaker or nonsignificant mediation. The present study demonstrates that consumer satisfaction significantly mediates all three relationships examined in the Probolinggo minimarket context. These findings suggest that the role of satisfaction should be assessed within specific purchasing environments rather than assumed to be uniform across consumer markets.

4.2.3. Theoretical Contributions

This study contributes to consumer behavior research by examining brand image, service quality, and price as simultaneous antecedents of consumer satisfaction and purchase decisions within an integrated model. The findings support the proposition that these three marketing-related factors are associated with purchase decisions through both direct relationships and indirect pathways involving consumer satisfaction. The significant mediation results further demonstrate that satisfaction provides an additional explanatory mechanism without replacing the direct effects of the independent variables. Accordingly, the study extends the empirical application of established consumer evaluation and purchasing concepts to the modern minimarket context and illustrates the context-dependent relevance of consumer

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satisfaction as a mediator.

4.2.4. Practical and Policy Implications

The findings offer three practical implications for Indomaret management. First, brand management should emphasize meaningful differentiation, as perceived distinctiveness from other minimarkets recorded the lowest brand-image item mean of 4.23. Maintaining brand recognition and reputation should therefore be accompanied by efforts to communicate distinctive benefits to consumers. Second, employee development should strengthen empathy and proactive assistance because attention to consumer needs recorded the lowest service-quality item mean of 4.23. Third, price management should maintain clear price information while strengthening consumers' perceptions that the benefits received justify the price paid. Although price-label clarity recorded a mean of 4.31, perceived benefit relative to price recorded 4.25. These findings suggest that transparent price communication and perceived value should be managed together. Because the model identifies both direct and satisfaction-mediated relationships, these managerial priorities should be implemented as complementary strategies rather than isolated interventions.

4.2.5. Integration with the Research Gap

The study addresses the identified research gap by examining the direct and indirect relationships among brand image, service quality, price, consumer satisfaction, and purchase decisions within a single model. Previous Indomaret research examined competitive advantage as an intervening variable (Aldiesi & Wahyudin, 2024), whereas the present study evaluates consumer satisfaction as the mediator. The findings also address inconsistencies in prior mediation evidence by demonstrating significant indirect relationships for all three antecedents in the Probolinggo context. The study therefore provides context-specific empirical evidence that consumer satisfaction is relevant to the relationships between brand image, service quality, price, and purchase decisions in modern minimarket retailing.

4.2.6. Acknowledgement of Study Limitations

The findings should be interpreted in light of the study's specific retail and geographical context. The observed relationships may differ in other locations, among customers with different shopping characteristics, or in retail formats with different competitive conditions. Moreover, the relative importance of direct transactional factors and satisfaction-based evaluations may vary according to consumers' purchasing needs and experiences. Consequently, the findings provide evidence about the relationships observed among the surveyed Indomaret customers rather than establishing that the same pattern applies universally across modern retail markets.

5. Conclusion

5.1. Summary of Key Findings

This study examined the relationships among brand image, service quality, price, consumer satisfaction, and purchase decisions among Indomaret customers in Probolinggo City. All ten hypotheses were supported. Brand image, service quality, and price positively and significantly influenced consumer satisfaction and purchase decisions, while consumer satisfaction also had a significant positive effect on purchase decisions. Furthermore, consumer satisfaction significantly mediated the relationships between each of the three independent variables and purchase decisions. Among the direct effects, service quality had the largest coefficient for consumer satisfaction (β = 0.396), whereas price had the largest direct coefficient for purchase decisions (β = 0.345). These results indicate that consumers' purchase decisions are associated with both immediate transactional considerations and satisfaction-based evaluations.

5.2. Theoretical Contributions

The study contributes to the literature by demonstrating how brand image, service quality, and price operate together as antecedents of consumer satisfaction and purchase decisions within a modern minimarket context. The findings also establish the relevance of consumer satisfaction as a complementary mediating mechanism, showing that the direct relationships between the independent variables and purchase decisions remain significant alongside the indirect effects. This integrated perspective provides context-specific evidence that contributes to understanding consumer purchasing behavior in Indonesian modern retailing.

5.3. Practical and Policy Implications

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The findings suggest that Indomaret management should integrate brand differentiation, consistent service delivery, and perceived price fairness into its retail strategy. Brand differentiation can be strengthened by communicating distinctive benefits, while employee training can improve responsiveness and individualized attention. Price management should combine transparent price information with clear value propositions that help consumers evaluate the benefits received relative to the price paid. Consumer satisfaction should also be incorporated into customer-experience strategies because it provides an additional pathway associated with purchase decisions. These priorities reflect the observed relationships and should be adapted to the operational conditions of individual retail outlets.

5.4. Limitations of the Study

The study was limited to a purposively selected sample of 100 respondents from Indomaret customers in one city. Consequently, the findings may not be generalizable to all Indomaret customers or other modern retail businesses. The cross-sectional evidence also captures relationships at a particular period and does not establish definitive causal effects. In addition, the model did not include other potentially relevant factors, such as product assortment, store atmosphere, promotions, location, and digital loyalty programs. These limitations should be considered when interpreting the findings and applying them to other retail contexts.

5.5. Directions for Future Research

Future research should test the proposed model using larger samples and probability-based sampling where feasible to strengthen representativeness. Comparative studies involving Indomaret and competing retailers across multiple locations could establish whether the relationships differ according to retail format and geographical context. Longitudinal research could also examine how consumer satisfaction and purchase decisions develop over time. In addition, incorporating variables such as product assortment, store atmosphere, promotions, location, and digital loyalty programs may provide a more comprehensive understanding of the factors associated with consumer purchasing behavior and clarify the conditions under which consumer satisfaction plays a stronger mediating role.

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