The influence of promotion and service quality on customer satisfaction is mediated by the purchase decision at Pt Wijaya Karya Beton (Persero) Sales Area II

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ABSTRACT: Companies in the construction sector are currently faced with an era of very fierce competition, the right marketing strategy is needed to increase market share. PT Wika Beton Sales Region II Palembang City as a large company is considered to have not maximized its performance in influencing the purchase decisions of its customers. This study aims to find out and analyze the influence of promotion and service quality on customer satisfaction mediated by purchase decisions. The research was conducted using a quantitative method through SEM-PLS analysis, sourced from a questionnaire distributed to 85 respondents. The respondents are customers of PT Wika Beton Sales Region II Palembang City who have made the least number of purchases. The results of the study are expected to reveal that the promotion program and the quality of service provided by the company can increase customer satisfaction in every purchase decision made. The expected influence is a significant positive influence, both partially and simultaneously. The results of this study are expected to be used as a reference for companies in formulating the most optimal marketing strategy in increasing sales in a sustainable manner.

Keywords: Sales Promotion, Service Quality, Customer Satisfaction, Purchase Decision, Marketing Strategy.

INTRODUCTION

A company's ability to grow in the era of modern globalization that is increasingly complex depends on its management, especially in the field of marketing. Kotler & Keller (2021) define marketing management as the art and science of selecting a target market and acquiring, retaining, and expanding customers by developing, providing, and promoting higher customer value. The construction industry is experiencing widespread industrial expansion across the country, making it increasingly competitive

for companies to capture a larger portion of the market. As a result, there is more competition among these businesses, and each business has strong financial backers that help them succeed in a competitive market. (Adriansyah & E, 2020a)

Globalization has had an impact on a number of domestic construction companies, including PT Wijaya Karya Beton, Tbk or known as PT WIKA Beton. One of the divisions of PT Wijaya Karya (Persero) Tbk (WIKA), PT WIKA Beton is engaged in the field of precast concrete.

Corporations continue to create new items to keep up with changes in infrastructure projects. Good infrastructure can be the foundation for local economic expansion, which will ultimately encourage national economic expansion. In reality, the facilities needed to enable community activities are mostly provided by the building industry.

Clean water, dams, ports, toll roads, overpasses, and bridges are examples of infrastructure development that requires significant construction assistance in order to be completed successfully. These projects are also important to encourage the expansion and improvement of the local economy. Because precast concrete products are of high quality and can be applied quickly, the construction industry is getting more and more excited. (Arfah, 2022).

The construction sector in Indonesia continues to expand rapidly, leading to tighter competition among companies, including those with strong financial support. One such company is PT Wijaya Karya Beton Tbk (WIKA Beton), a subsidiary of PT Wijaya Karya (Persero) Tbk, which specializes in precast concrete products (Mahe et al., 2023). As infrastructure development accelerates nationwide, the demand for fast, efficient, and high-quality construction materials, such as precast concrete, continues to grow.

To strengthen its market presence, WIKA Beton has developed a regional sales and production strategy, including Sales Region II, which is supported by the Lampung and South Lampung Concrete Product Factories. This approach is intended to reduce distribution costs and improve customer access in Sumatra. (Agnes & Tjahja Andari, 2022)

Post-Covid-19 trends show a projected increase in national precast production capacity, expected to reach 46.20 million tons per year by 2024 (Kotler, 2022). This growth presents an opportunity for WIKA Beton to expand its market share, particularly in Sumatra. However, to capitalize on this potential, the company must ensure that its marketing and service strategies align with customer expectations and regional market conditions. (Aprillia & Fatihah, 2021)

This study aims to analyze the influence of promotion and service quality on customer satisfaction, with purchase decision as a mediating variable, using PT WIKA Beton Sales Region II as a case study. (Febriansyah & Triputra, 2021) The research is expected to provide insights into how marketing efforts can support customer loyalty and business growth in the competitive precast concrete industry. Gigih (2019)
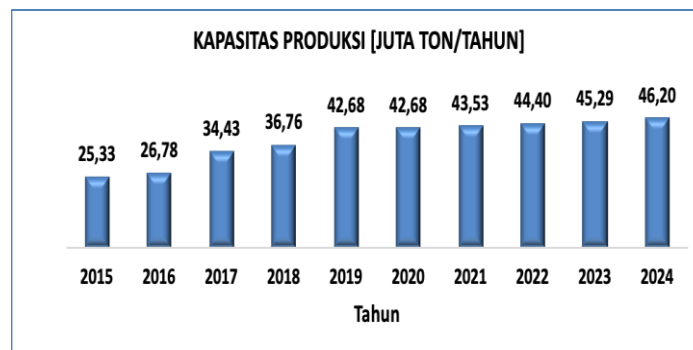
Figure 1. Company Production Capacity in 2015 - 2024

The Precast Market Volume projection model predicts that it will reappear in 2024, i.e. in the next four years. It is expected to increase by 2.85% in 2023 compared to 2022. However, there are a number of competitors that must be faced by PT WIKA Beton Region II to maximize its production capacity. As seen in Figure 2 below, ready-to-use concrete business actors have to fight hard to increase their market share.
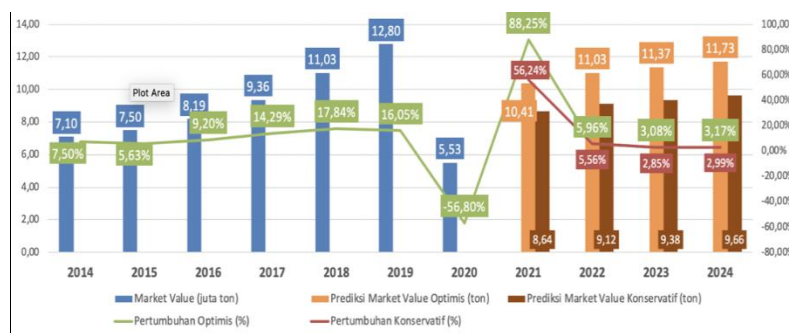

Figure 1. Market Value of PT WIKA Beton in 2014 - 2024

There are 3 (three) types of main competitor categories that face each other in *the ready mix* market, namely *Cement Linked Companies, Construction Linked Companies* and *Independent & Small-Play*, based on the main competitive strengths that competitors have in precast concrete manufacturers. There are 7 (seven) main competitors (having factories) in the Sales Area II area, including PT Waskita Beton Precast, PT Sinergi Beton Utama, PT Tonggak Ampuh, PT Ratu Pola Bumi, PT Tripalindo, PT Kunango Jantan, and CV Pilar Utama.

Figure 3 shows the market share position of the precast concrete component industry from 2018 to 2022 in the operational area of PT WIKA Beton Sales region II.
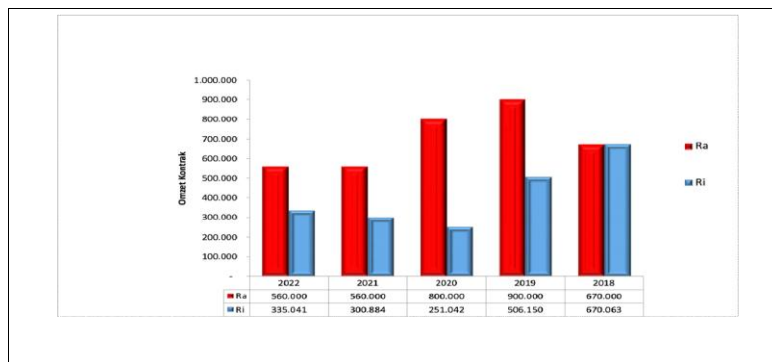
Source: Sales Report of PT Wijaya Karya Beton Tbk WP II, 2022.

Figure 2. Development of Market Share of PT Wika Beton Sales Region II

The development of PT WIKA Beton WP II's market share is decreasing from year to year, as seen in Figure 3 above. In addition, the PT WIKA Beton company can also be threatened by increasingly fierce competition and the emergence of competitor businesses. Therefore, PT WIKA Beton must make a plan to increase its market share by researching variables that can affect the tendency of customers to make more purchases. This effort is expected to achieve marketing goals, especially increasing market share.

Pasaribu & Yuliawati (2019) Superior value is easier to develop if the value provided is more aligned with customer desires. Ultimately, the higher the value created, the better it is, the higher the chances of sales success and survival in the competition. In other words, businesses can use market share as a marketing objective and increase their market share by studying consumer buyback behavior. (Adriansyah & E, 2020b) When making repeat purchases, consumers often remember important information and regularly make choices. As a result, understanding the factors that influence customer decision-making is essential to managing a company. (Lestari (2019)

As a result, the industry's traditional view of purchasing behavior is wrong because it ignores the true reasons for the purchasing activity itself and only considers variables such as emotions, personal goals, and internal politics when making judgments. In an industrial environment, the purchasing process is actually a group decision-making process that includes many human relationships.

Therefore, making purchasing choices must be a decision-making process that involves several parties and not just the actions of one person. As a result, there may be conflicts between some goals and selection factors. In addition, industrial purchasing behavior often occurs over a long period of time, requires a variety of relationships between organizations, and requires data from multiple sources.

METHOD

In order to collect quantitatively quantifiable data and allow for thorough statistical analysis to answer the proposed research topic, This study adopts a quantitative approach, aiming to gather measurable data that can be statistically analyzed to address the research problem. Data collection was conducted through the distribution of structured questionnaires designed to assess respondents' perceptions of sales promotion, service quality, purchase decisions, and customer satisfaction (Mulyapradana et al. (2020). The respondents in the design of this study are consumers of PT WIKA Beton Sales Area II Palembang City. An analytical approach known as Structural Equation Modeling (SEM) will be used to test the collected data. Researchers will be able to assess the intricate relationship between factors related to sales promotions, service quality, purchase decisions, and consumer happiness thanks to this investigation (Siboro & Yokanan, 2023). Primary and secondary data are the two forms of research data used in this study. Customers of PT WIKA Beton Sales Area II Palembang City were given a questionnaire to fill out to collect primary data. Customers of PT WIKA Beton Sales Area II who have made purchases with a minimum assessment category of good, have been customers since 2022, and have information and experience relevant to the development of the company's marketing strategy, are included in the respondents included in this study.

In addition to primary data, secondary data is also used in this study to facilitate a thorough investigation. This secondary data consists of previous research related to research questions, books, scientific publications, statistical reports, and other data sources that offer a thorough understanding of service quality, sales promotion, and consumer decisions (Kelwig, 2023). Secondary data is used in research to strengthen arguments, complement the theoretical framework, and expand the scope of information regarding the correlation between the variables studied. (Yuniar et al. (2020)

Researchers will use statistical methods to examine the basic data they have collected. To evaluate the research hypothesis, various statistical analysis techniques will be used, including descriptive analysis to provide a broad picture of the data and Structural Equation Modeling (SEM) analysis, which is a statistical tool that allows a series of complex hypothesis interactions. (Sinaga & R, 2020)

Budiono (2020) defines population as a generic area consisting of items or subjects with a certain number and attributes selected by the researcher to investigate and draw conclusions. The participants in this study are clients of PT WIKA Beton Sales Region II.

Table 1. PT Wika Beton Tbk Customer Data in 2022

It	Purchase Amount	Total Customers	Proportion (%)
1	1x Purchase	58	54,21%
2	Purchase 2x	22	20,56%
3	Purchase 3x	9	8,41%
4	Purchase 4x	9	8,41%
5	Purchase 5x	2	1,87%
6	6x purchase	2	1,87%

7	Purchase 7x	1	0,93%
8	Purchase 8x	1	0,93%
9	Purchase 9x	1	0,93%
10	Purchase > 10x	2	1,87%
	Total	**107**	**100%**

Source: Marketing PT Wika Beton, processed 2023

The sample of this study amounted to 107 respondents who were clients of PT WIKA Beton Sales Region II. It is hoped that by using a population of 107 respondents, a comprehensive and accurate picture of the population will be obtained. The Slovin approach, which guarantees that every member of the population has an equal chance of being selected as a respondent, is used to select the sample.

The following formula is applied to the Slovin method:

n = N / (1 + N(e^2))

In this case, the researcher has N = 107 (total number of customers of PT WIKA Beton Sales Region II), with a *margin of error* of 5%.

Enter the values into the slovin formula to calculate the required sample size:

n = 107 / (1 + 107(0.05^2))

n = 107 / (1 + 107(0.0025))

n = 107 / (1 + 0.2675)

n = 107 / 1.2675

n ≈ 84.42

The sample size needed for a population of 107 is around 85 respondents, according to Slovin's formula. In order to reflect the larger population in this study, the researcher will select a sample of 85 respondents who are consumers of PT WIKA Beton Sales Region II.

This study employed probability sampling using the simple random sampling method, where each member of the population had an equal chance of being selected. However, further explanation is needed on how randomization was technically implemented to ensure representativeness.

4 (four) factors that make up this study: the binding variable is customer satisfaction; the independent variables are sales promotion and service quality; The mediating variable is the purchase decision. The 5-point Likert scale, with the number 1 indicating strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree, is used to measure responses to the questionnaire. (Nurliyanti et al., 2022)

This research will use a survey approach with a questionnaire as a data collection tool. Utilizing surveys to obtain quantitative data from representative respondents is a successful strategy (Tjiptono, 2019). Customers at PT WIKA Beton Sales Region II Palembang City who are active in sales promotion,

service quality, purchase decisions, and customer satisfaction will get a questionnaire. (Sitepu et al., 2022)

Responses were measured using a 5-point Likert scale, where 1 = strongly disagree, and 5 = strongly agree. However, the methodology lacks information on whether the questionnaire was subjected to validity and reliability testing (e.g., construct validity, Cronbach's Alpha), which is crucial to ensure the accuracy of the instrument.

Primary data was collected through questionnaires distributed to active customers of PT WIKA Beton Sales Region II who had made at least one purchase since 2022. This criterion ensures that respondents have relevant experience with the company. Secondary data was also used to support the analysis, including previous studies, books, scientific journals, statistical reports, and other references related to sales promotion, service quality, and consumer behavior. (Iswati & I, 2021)

SEM (Structural Equation Modeling) analysis and multiple linear regression analysis are the two data analysis approaches that will be used in this study (Alfaruq A, 2020). Furthermore, the relationships between variables in the predetermined conceptual framework will be modeled using SEM analysis. Statistical theory states that SEM analysis allows researchers to model and test causal relationships between the variables studied. SEM analysis can measure direct and indirect impacts through mediating factors and also provide information about the level and importance of correlations.

Making a purchase is the first step that consumers must take before feeling satisfied. The act of choosing a product to buy or use is known as a purchase decision and is a component of consumer behavior. The study of how people, groups, and organizations choose, buy, utilize, and satisfy desires and desires for products, services, concepts, or experiences is known as consumer behavior (Kartika & L, 2019)

Two methods were used to analyze the data:

1. Descriptive Statistics: To provide an overview of the respondents and the characteristics of each variable.

2. SEM-PLS (Structural Equation Modeling – Partial Least Squares): To analyze both direct and indirect relationships among variables within the proposed conceptual framework.

SEM-PLS is considered appropriate due to its ability to handle complex models with mediating variables. However, the study should clarify why PLS was chosen over other SEM techniques (e.g., covariance-based SEM such as AMOS), and which software was used for the analysis (e.g., SmartPLS).

RESULTS AND DISCUSSION

In collecting research data, the author involved 85 (eighty-five) customers with criteria who had made a purchase with a minimum good assessment category, had been a customer since 2022, and had

information and experience relevant to the development of the company's marketing strategy as a respondent. Data collection was carried out by distributing questionnaires online. (Arda & Andriany, 2019).

Based on gender, the number of respondents was dominated by men. This condition can be understood considering that the construction sector is a field dominated by the male gender. Of the 85 (eighty-five) respondents, there were 65 (sixty-five) male respondents and 20 (twenty) female respondents, as shown in Figure 4.
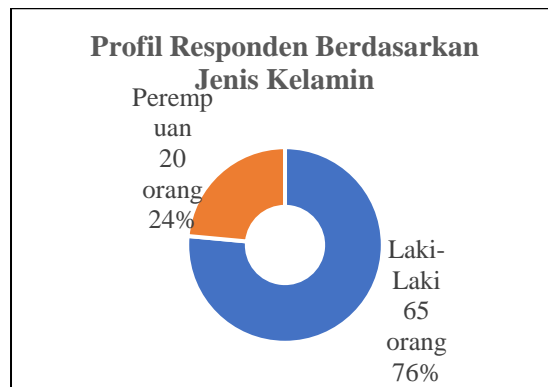

Figure 4. Respondent Profiles By Gender

When viewed from the age of the respondents where the age between 30 years and 39 years old dominated as respondents in this study as many as 35 (thirty-five) people (Tito et al. (2019). While the least age group of respondents is the age group over 60 years old as many as 1 (one) person. The composition of each age group is shown in Figure 5.
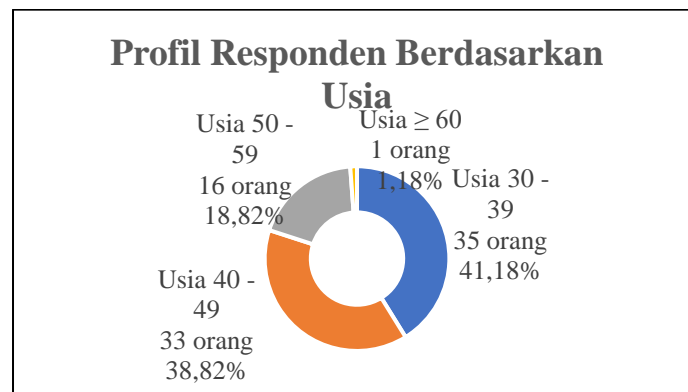

Figure 5. Respondent Profiles by Age

The respondents who were the object of the research all came from the *purchasing division*. Of the 85 (eighty-five) respondents, it is dominated by the Bachelor of Strata 1 (S1) education level as many as 67 (sixty-seven) people, while the least education level is Diploma 3 (D3) as many as 8 (eight) people, as shown in Figure 6. This is quite reasonable, considering that the position requires specific

knowledge and skills, in fostering material suppliers, negotiating, and making purchases. At the S1 education level, it is felt that it is enough in terms of capacity in representing and describing the company.
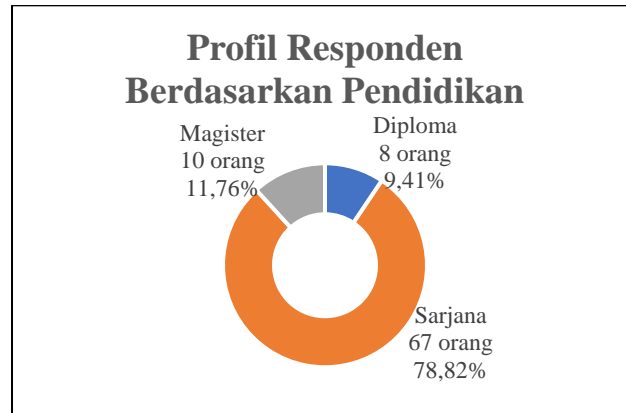

Figure 6. Respondent Profile Based on Education Level

Based on sales data in 2022 at PT WIKA Beton sales area II, private companies are the dominant customers of PT WIKA Beton as much as 89.41% compared to customers from SOEs of 10.59%, as shown in **Figure 7.** Although PT WIKA Beton is one of the state-owned enterprises, it still serves the demand for precast concrete products from various company backgrounds, both private companies and state-owned enterprises. Even PT WIKA Beton also serves requests from elements of the Government, but considering that 2022 is still in the Covid-19 Pandemic situation, the Government tends to reduce the portion of spending in the construction sector. This condition is also an indication of the lack of SOE synergy in Southern Sumatra as an evaluation material to increase cooperation between SOE companies.
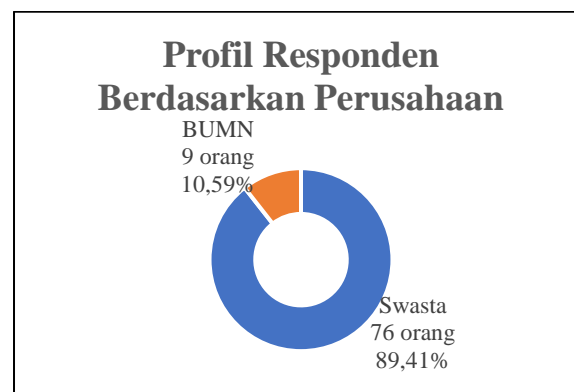

Figure 7. Respondent Profiles by Company Type

This study aims to analyze several factors that affect the occurrence of purchase actions and the level of satisfaction from customers. The selection of respondents is based on companies that have made purchases with good criteria in 2022. Based on the profile of the respondents who were the research

sample, it was found that customers who had made purchases 1 time and 2 – 5 times, while the rest were made 6 – 9 times and more than 10 times the number of purchases as shown in Figure 8.
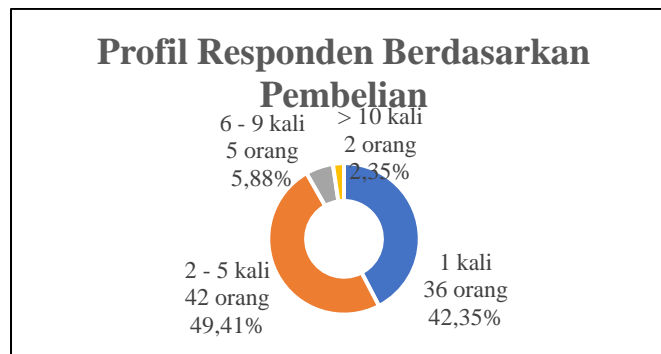

Figure 8. Respondent Profile Based on Purchase Amount

The right marketing strategy is expected to significantly and positively influence purchasing decisions and customer satisfaction Setyawati (2021). This condition is expected to increase the company's market share in winning the competition and increasing profits in a sustainable manner. Therefore, it is necessary to measure how big the variables of Sales Promotion, Service Quality, Purchase Decisions, and Customer Satisfaction are in increasing Customer Satisfaction.

Sales Promotion Variable Level

The sales promotion variable is the first indicator that determines customer satisfaction, by comparing the services received with the sales promotion that has been promised. Sales promotion is considered effective when it successfully influences potential customers to purchase the products or services offered (Komang Rada et al, 2022). The level of Sales Promotion according to the customer's perception of the Sales Promotion in full is indicated in Table 2.

Table 2. Sales Promotion Level of PT WIKA Beton Tbk

It	Indicators	Indicator Description	Median	Information
1	X11	Attractive discounts	4	Good
2	X12	Additional vouchers for premium customers	4	Good
3	X13	Additional Cashback on certain anniversary days	4	Good
4	X14	Providing flexible payment options	4	Good

Customer perception of the level of Sales Promotion is described by 4 (four) indicators. Table 2 shows that customer perceptions agree that the indicators of consistency of attractive discounts, additional vouchers for premium customers, additional cashback on certain anniversary days, and the provision

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of flexible payment options are already categorized as good. This explains that the Sales Promotion obtained is in accordance with the perception that customers expect.

Although the customer perception indicator has shown a "good" value, there are still respondents who state that the Sales Promotion provided by PT WIKA Beton is only "poor". This is a material for the company's evaluation to continue to improve Sales Promotions that should be provided with more effective media and offers so that they are able to reach customers and can attract customers' attention to make purchases.

The service quality variable is the first indicator that determines customer satisfaction, by comparing the service received with the expected level of expectations. Service is considered quality when it can really meet customer expectations when making a purchase (Sofyan et al. (2019). The Level of Service Quality according to the customer's perception of the Service Quality in full is indicated in Table 2.

Table 3. Service Quality Level of PT WIKA Beton Tbk

It	Indicators	Indicator Description	Median	Information
1	X21	Products according to needs and expectations	4	Good
2	X22	Reliable marketing personnel in recommending Products	4	Good
3	X23	After-sales service is quick to respond when problems occur	4	Good
4	X24	Guarantee of product quality conformity	4	Good
5	X25	Technical support in case of problems	4	Good

Customer perception of the level of Service Quality is described by 5 (five) indicators. Table 3 shows that customer perception agrees that product consistency indicators are in accordance with needs and expectations, reliable marketing personnel in recommending products, quick after-sales service to respond when problems occur, product quality conformity assurance, and technical support when problems occur are categorized as good. This explains that the Quality of Service obtained is in accordance with the perception expected by customers.

Although the customer perception indicator has shown a "good" value, there are still respondents who state that the Service Quality provided by PT WIKA Beton is only a "poor" value. This is the company's evaluation material to continue to improve the quality of service that should be provided with several performance improvement programs.

Purchase decisions made by customers determine the sustainability of the company to carry out its business activities and continue to grow to be bigger. (Tanady & Fuad, 2020)Before deciding to make a purchase, there are several factors that influence, including the compatibility of product attributes with customer needs, previously proven service quality, and the company's reputation or good name

that has been widely recognized. The level of Purchase Decision according to the customer's perception of the Purchase Decision in full is indicated in Table 4.

Table 4. Purchase Decision Level of PT WIKA Beton Tbk

It	Indicators	Indicator Description	Median	Information
1	Z1	Buying because they are confident in the quality of the products offered	4	Good
2	Z2	Willing to buy products again	4	Good
3	Z3	Willing to recommend products to others	4	Good
4	Z4	Buying complementary items other than the main item	4	Good

Customer perception of the Purchase Decision level is illustrated by 4 (four) indicators. Table 4 shows that customer perception agrees that the indicators of buying consistency because they are confident in the quality of the products offered, are willing to buy the product again, are willing to recommend products to others, and buy complementary goods other than the main goods are categorized as good (Manik (2020). This explains that the Purchase Decision made by PT WIKA Beton customers is in accordance with the company's goals and targets.

Although the customer perception indicator has shown a "good" value, there are still respondents who state that the purchase decision made by customers is still "poor". This is the company's evaluation material to continue to increase the influence of customer purchase decisions for the better with several performance improvement programs.

Customer Satisfaction is an assessment given by customers after making a purchase, where customers feel that their expectations and needs have been met. This Customer Satisfaction will influence whether customers are willing to make their next purchase, or even recommend it to others. The level of Customer Satisfaction according to the customer's perception of Customer Satisfaction in full is indicated in Table 5.

Table 5. Customer Satisfaction Level of PT WIKA Beton Tbk

It	Indicators	Indicator Description	Median	Information
1	Y1	The quality of the goods is in accordance with needs and expectations	4	Good
2	Y2	Provision of adequate technical support after purchase	4	Good
3	Y3	The price issued is according to the quality obtained.	4	Good
4	Y4	Accuracy in delivery time		

5	Y5	The product has reliable safety standards	4	Good

Customer perception of the level of Customer Satisfaction is depicted by 5 (five indicators. Table 5 shows that the customer perception agrees that the indicators of consistency in the quality of the goods are in accordance with the needs and expectations, the provision of adequate technical support after purchase, the price issued is in accordance with the quality obtained, the accuracy in the delivery time, and the product has reliable safety standards that are categorized as good (RAHMAWATI & S (2021). This explains that Customer Satisfaction carried out by PT WIKA Beton customers is in accordance with the company's goals and targets. (Rahmayanti & W (2021)

Although the customer perception indicator has shown a "good" value, there are still respondents who state that the Customer Satisfaction carried out by customers is still "poor". This is the company's evaluation material to continue to improve the level of Customer Satisfaction for the better with several performance improvement programs.

In this study, validity and realism tests were carried out on each indicator using latent variables, namely Sales Promotion, Service Quality, Purchase Decisions and Customer Satisfaction using SmartPLS 4.0 software. The initial model of the research results processed by Smart PLS 4.0 software can be seen in Figure 9.
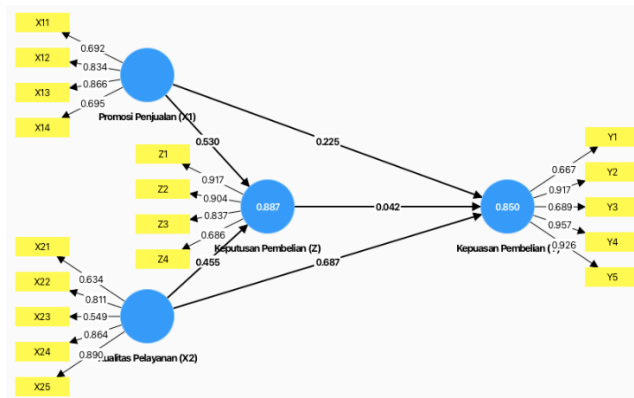

Figure 9. Loading Factor Value from Initial Outer Model Results

The reflective measure of an indicator is said to be valid if it has a loading factor (λ) value with the latent variable to be measured ≥ 0.7. If any of the indicators has a loading factor (λ) < 0.7, then the indicator is not good enough to measure the latent variable precisely. According to Abdillah and Hartono (2015), researchers should not remove indicators that have an outer loading between 0.5 - 0.7 along the Average Variance Extracted (AVE) and the communalitiy of these variables is more than 0.5. The results of the outer loading output in the initial model of the study using SmartPLS 4.0 software are presented in Figure 9, the measure of the goodness of an indicator to its latent variable can be seen from the outer loading value of the indicator. From the results of processing using SmartPLS 4.0 software, the outer loading value was obtained entirely more than 0.5, thus it can be concluded that all variables used can be said to be good (valid).

The complete results of validity and reality testing on each indicator using latent variables, namely Sales Promotion, Service Quality, Purchase Decision, and Customer Satisfaction are shown in Figure 8.

Before testing the structural model hypothesis, it is necessary to see whether there is multicoloniality between the variables, namely the statistical size of the inner VIF. The results of the estimation show a VIF value of < 5, so the multicolonier level between the variables is low, this result strengthens the results of the parameter estimation in the SEM PLS is robust, as shown in Table 4.9 above.
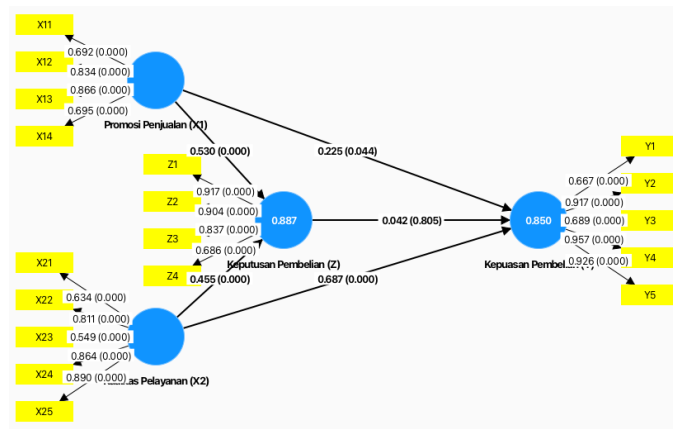

Figure 10. Path Coefficient and P-Value Model Value Output

The path coefficient value indicates the level of significance in hypothesis testing. The path coefficient score indicated by the p-value must be below the alpha significance level value of 5%. The hypothesis test was carried out by looking at the results of bootstrapping analysis on the coefficient path, namely by comparing the p-value with the alpha value. If the p-value is ≤ alpha, the hypothesis formulation is accepted, but if the p-value is > alpha, the hypothesis formulation is rejected. The results of the analysis by bootstrapping the coefficient path with a complete 95% confidence interval are presented in Figure 10.

CONCLUSION

This study has examined the relationships between sales promotion, service quality, purchase decisions, and customer satisfaction among customers of PT WIKA Beton Sales Region II. The findings revealed that Sales Promotion significantly affects Purchase Decisions, Service Quality significantly affects Purchase Decisions, Sales Promotion significantly affects Customer Satisfaction, Service Quality significantly affects Customer Satisfaction, Purchase Decisions do not significantly affect Customer Satisfaction, Sales Promotion and Service Quality do not significantly affect Customer Satisfaction through Purchase Decisions.

These results indicate that Sales Promotion and Service Quality are both direct determinants of Customer Satisfaction, whereas Purchase Decisions play a less influential or indirect role in shaping satisfaction outcomes.

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