

Research Article

When Image and Quality Meet: The Impact on Consumer Satisfaction and Purchasing Decisions

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Abstract

This study was conducted with the aim of testing the effect of product quality, brand image on purchasing decisions with consumer satisfaction as an intervening factor on NIKE shoes in the DKI Jakarta area and its review from an Islamic perspective. The number of respondents in this study was 100 respondents. Data collection techniques using survey methods with questionnaire instruments. Data analysis using the Partial Last Square Structural Equation Modeling (PLS-SEM) method. The results of this study indicate that: There is a positive and significant influence between product quality variables on purchasing decisions, brand image has a positive and significant effect on purchasing decisions. Product quality and brand image have a positive and significant effect on consumer satisfaction. Consumer satisfaction can be used as an intervening factor between product quality and purchasing decisions. Consumer satisfaction can be used as an intervening factor between brand image and purchasing decisions.

Keywords: Product Quality, Brand Image, Purchasing Decision, Consumer Satisfaction

JEL Classification: M3, L12, M15

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1. Introduction

The rapid and sophisticated development of technology has also become a challenge for business actors and encourages business actors to be able to master existing technology, in addition, business actors must also be able to adapt to the tastes of the existing consumer market, because in marketing consumers play a role (Tahir et al. 2023). A company must be able to develop a long-term strategy to deal with conditions where the complexity of environmental changes changes in a short time. In the world of marketing, like a competition, every company tries to compete to market its products. According to Setiawan (2019) is one of the human clothing needs, fashion can show a person's social status and increase a person's prestige within a certain period of time. All types of fashion products are products that can be used in the long term, products can also be used with normal use within a period of one year. Fashion products include clothes, bags, shoes, accessories and so on.

There are many ways that companies can use to meet consumer needs. Often companies compete to provide products at low prices with various theories of customer behavior and marketing stating that purchasing decisions and product selection are often influenced by psychological impulses. Products are not only designed to meet their functional needs but also to meet social and psychological needs. Creating quality is very important for products that want to introduce their newest products to consumers. According to Mukarromah and Rofiah (2019) factors that can influence consumer purchasing decisions for a product include product quality, brand image, price and product design. The functions of these variables are as a benchmark for the extent to which the effectiveness of the product can influence a consumer's purchasing decision.

Purchasing decision is the stage where consumers form preferences related to goods in a group of choices and the possibility of forming purchasing interest to make purchases of preferred goods. Purchasing decision is an action taken by consumers due to the urge or motive that is felt so that it creates an interest to fulfill needs (Thamrin and Tantri, 2014). The decision to buy a product has been determined based on the assessment of the goods, one of which is based on the brand image created by the product to attract consumer purchasing decisions.

Many companies are trying to win the competition by taking advantage of existing business opportunities and trying to implement the right marketing strategy to dominate the market share. In addition to the quality of the product that is prioritized in a company, the brand image of the product should not be ignored. Shoe manufacturers today must understand the desires and needs of consumers as the main requirement before launching a new product.

Based on the socio-demographic survey, the impact of covid-19 conducted by the Central Statistics Agency (BPS) where 54 out of 100 millennials surveyed made online purchases during the covid-19 pandemic, namely female millennial respondents made online purchases. This can indicate that millennial women prefer online shopping compared to men, said Suhariyanto to BPS, quoted from the results of the covid-19 socio-demographic survey. The government itself has determined that the emergency disaster period for covid-19 and non-covid 19 will end soon. Of course, the market must be concerned about determining the best strategy during the covid-19 pandemic or has ended (Iranita, 2020).

Like shoe companies, companies that produce shoes continue to experience fierce competition between competitors to continue to produce superior shoes to meet consumer needs. This is based on the increasing interest of consumers in collecting shoes and interest in sports for each individual which has increased due to the Covid-19 pandemic that has hit almost all countries, one of which is Indonesia. The results of the study on the interest of the Indonesian people in making purchases during the pandemic were relatively high with a percentage result of 64% (Sari, 2021).

This research is motivated by a research gap in previous research. Based on research conducted by Ariella (2018), Rosita and Inne (2017), and Marlina (2018) which states that product quality has a positive and significant effect on purchasing decisions. Products that have quality that have quality development will attract consumers to buy the product. Meanwhile, research conducted by Nadiya and Wahyuningsih (2020), Rawung, Oroh, and Sumarauw (2015) states that product quality does not have a significant effect on purchasing decisions.

In addition to the perception of product quality, brand image also needs to be done to attract consumers in deciding to purchase a product. According to Schiffman and Kanuk (2014) brand image is a long-lasting perception based on experience and is relatively consistent. According to previous research conducted by Adiwidjaja and Tarigan (2017), Haris et al., (2016) showed consistent results that brand image has a significant effect on purchasing decisions. Brand image has a meaningful positive effect, the superior quality and credibility of a product is able to increase consumer trust in the products or services produced. Meanwhile, according to Cahyono (2018), Lubis and Hidayat (2017) stated that brand image does not affect purchasing decisions.

2. Literature Review and Hypothesis

Product Quality

Product quality is one of the evaluation processes carried out as a whole to customers for improving performance or a product (Mowen and Minor, 2012). According to Ernawati (2019) that product quality is an important factor that influences a decision of each customer in buying a product. The better the quality of the product, the more interest consumers will have in buying the product. According to Windarti and Ibrahim (2017) product quality is the suitability of needs and desires for each product in the product specifications, product quality is a condition that is closely related to products, human services and the environment to meet consumer expectations.

Brand Image

Aaker (2014) brand image is how consumers and others can understand or accept a brand. According to Shimp (2014) Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. The association can simply appear in various forms of thoughts or certain images associated with a brand, just as when someone thinks about another person. The association can be conceptualized based on type, support, strength, and uniqueness. Types of brand associations include attributes, benefits, and attitudes. Attributes consist of attributes related to the product, such as price, user, and image of use.

Buying decision

Consumer behavior is not only about what is purchased or consumed by consumers, but also where, how habits and under what conditions the products and services are purchased. According to Alma (2013), purchasing decisions are consumer decisions that have an influence on the financial economy, technology, politics, culture, price, location, promotion, physical advance, people and process. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that appear the desired product.

Customer Satisfaction

Customer satisfaction has become a central concept in marketing theory and practice, and has an essential purpose for business activities. Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, improving the company's reputation, reducing the elasticity of related prices, reducing future transaction costs, and increasing employee efficiency and productivity. In addition, customer satisfaction is also seen as one of the most important indicators for future profits. The fact that attracting new customers is much more expensive than retaining current customers is also one of the triggers for the increasing attention to customer satisfaction (Tjiptono 2015).

Research Concept Framework

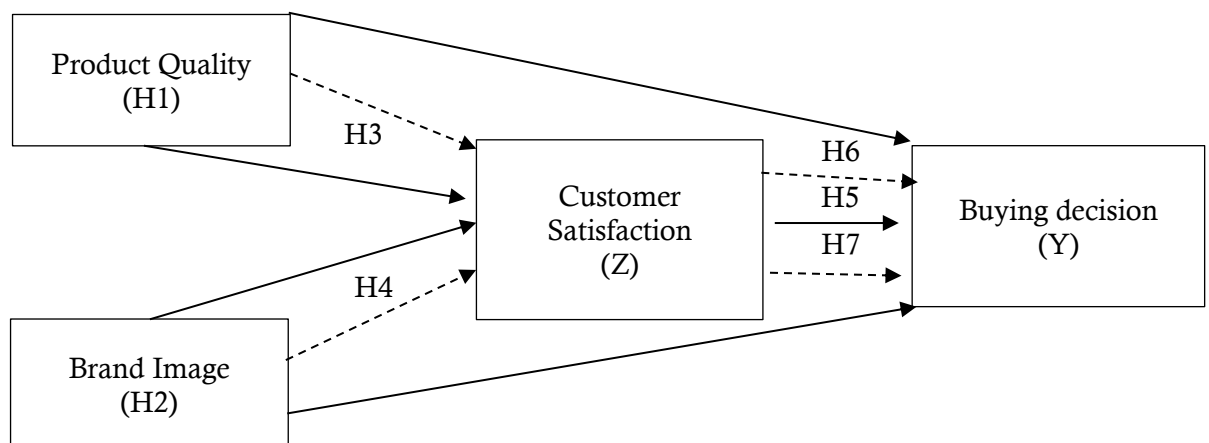


Figure 1. Research Concept Framework

Figure 1 shows the conceptual framework of the study that describes the relationship between product quality and brand image on consumer purchasing decisions, with consumer satisfaction as a mediating variable. In this model, there is a direct hypothesis that product quality (H1) and brand image (H2) influence purchasing decisions (Y). In addition, both are also assumed to influence consumer satisfaction (Z) through H3 and H4, which then influence purchasing decisions through H5. H6 and H7 describe the indirect mediation path, namely how product quality and brand image influence purchasing decisions through consumer satisfaction. This framework shows that consumer satisfaction plays an important role in bridging perceptions of quality and brand image with final purchasing decisions.

Research Hypothesis

Product Quality and Purchasing Decisions

One of them is a consumer factor that determines the buyer's decision influenced by product quality. Based on previous research conducted by Ariella (2018) concluded that product quality has a direct and positive influence on purchasing decisions. The research he conducted used a quantitative descriptive method on the MAZELNID product. Marlina (2018) in her journal said that product quality has a significant effect on purchasing decisions. This study uses convenience sampling and the object of the study is the Honda Vario motorbike. Quality will provide various perspectives for a decision in buying the product.

According to Dhanabalan et al., (2018) concluded that research on product quality certainly has its function by considering various aspects such as its reliability, product durability, convenience value, need for improvement, and other supporting values that need to be considered. Therefore, durability is also one of the aspects of consumers in determining purchasing decisions. Marlina (2018) also found that product quality has a significant effect on purchasing decisions for Honda Vario motorcycle consumers, indicating that consumer perceptions of product usability and durability are important keys in the purchasing process. Dhanabalan et al. (2018) showed that product quality has a significant effect on purchasing decisions. By referring to the theory and also supported by previous research, the following hypothesis can be drawn:

H1: There is a positive and significant influence between Product Quality and Purchasing Decisions.

Brand Image and Purchase Decisions

Brand image can be considered as a type of association that is in the minds of consumers when remembering a particular brand. The association can arise when certain thoughts or images are related to a brand (Shimp, 2014). Brand image is a collection of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using a particular brand sometimes tend to have consistency in the brand they use.

Based on previous research conducted by Adiwidjaja and Tarigan (2017) showed that there is a positive and significant influence on the brand image variable on purchasing decisions, this study uses a purposive sampling method using the object of research characteristics as Converse consumers. The sample in this study were people who bought Converse shoes in a period of approximately two years. Then further research conducted by Kalangi et al., (2019) regarding brand image on purchasing decisions through purposive sampling and quantitative methods, based on the results of statistical tests carried out there is a positive and significant influence of brand image on purchasing decisions for Clear shampoo. If consumers have experience with a product, they will tend to trust what is liked or known. And through research conducted by Nguyen et al., (2020) through a quantitative descriptive method with Smartphone objects in Hochiminh City, Vietnam, brand image on purchasing decisions has the strongest impact on Smartphone purchasing decisions, which means that it has a very positive and significant influence between brand image and purchasing decisions. By referring to the theory and also supported by previous research, the following hypothesis can be drawn:

H2: There is a positive and significant influence between Brand Image on Purchasing Decisions

Product Quality and Consumer Satisfaction

Ernawati (2019) stated that product quality is an important factor that influences each customer's decision in purchasing a product. The better the quality of the product, the greater the interest of consumers who want to buy the product. This study uses an explanatory method where the type of research used includes descriptive and causal research which aims to determine the cause and effect of each variable, as well as to determine the relationship between independent variables and dependent variables. Furthermore, research conducted by Trianah et al., (2017) in their research showed that there was a significant and positive influence between product quality and consumer satisfaction. The results of testing through non-probability sampling which is a data collection technique that is selected randomly due to coincidence or due to planned factors. Putra et al. (2023) in their research at PT. Nagasyndo Berkart Tritunggal found that product quality has a positive and significant influence on consumer satisfaction, Widjaya (2023) in a study of Buttonsarves customers in Java also showed that product quality has a positive and significant influence on customer satisfaction. Utami and Handrito (2023) in their research on Miniso consumers in Malang Raya found that product quality has a significant effect on customer satisfaction. By referring to the theory and also supported by previous research, the following hypothesis can be drawn:

H3: There is a positive and significant influence between Product Quality and Consumer Satisfaction.

Brand Image and Consumer Satisfaction

Consumer satisfaction is an emotional response that arises after consumers compare their expectations with the actual performance of a product or service. This satisfaction can be influenced by various factors, including product quality, service, and brand image. Research by Ma'azah and Prasetyo (2023) shows that brand image has a significant influence on consumer satisfaction in the skincare industry in Indonesia. Likewise, research by Fajar et al. (2024) found that a positive brand image contributes to increased customer satisfaction of iPhone smartphone users. Suryana et al. (2023) in their study on Sariayu customers in Indramayu found that Brand Image has a positive and significant effect on customer satisfaction, Triaji et al. (2023) in a study on Buttonsarves customers in Java Island showed that Brand Image has a positive and significant effect on customer satisfaction. Sujadi & Darmansyah (2023) in their study on customers of PT. BPR Sehat Sejahtera at Pamulang University found that Brand Image partially has a positive and significant effect on consumer satisfaction. By referring to the theory and also supported by previous research, the following hypothesis can be drawn:

H4: There is a positive and significant influence between Brand Image and Consumer Satisfaction.

Consumer Satisfaction and Purchasing Decisions

Consumer satisfaction is an emotional response that arises after consumers compare their expectations with the actual performance of a product or service. This satisfaction plays an important role in shaping subsequent purchasing behavior. According to research by Ramdan and Purwanti (2023), consumer satisfaction has a significant influence on online product purchasing decisions. Likewise, a study by Mukuan et al. (2023) showed that customer satisfaction has a significant influence on restaurant food purchasing decisions. Another study by Zaufariyanto et al. (2023) also confirmed that consumer satisfaction acts as a significant mediating variable in the relationship between perceived value and purchasing decisions.

H5: There is a positive and significant influence between Consumer Satisfaction and Purchasing Decisions.

Product Quality, Purchasing Decisions and Consumer Satisfaction

Product quality has a direct impact on product performance, therefore quality has a close relationship with the value and purchasing decisions of consumers, in a narrow sense quality can be defined as "freedom from damage", quality means the ability of a product to perform its function:

including durability, reliability, accuracy, ease of use and repair. Quality must be measured in terms of perception or response from buyers, quality is an opportunity to compete (Kotler and Keller 2016). The results of previous research conducted by Hamidi and Prakoso (2018) through data analysis using systematic sampling techniques included in the non-probability sampling category, using a sample of 20 people per Saturday for two months, so that a total sample of 100 was obtained to be used as respondents for this study. So product quality is proven to have a positive indirect effect on purchasing decisions through consumer satisfaction as an intervening variable, where the better the product quality, the better the consumer's purchasing decision because consumers are more satisfied.

H6: There is a positive and significant influence between Product Quality on Purchasing Decisions with Consumer Satisfaction as an Intervening Variable.

Brand Image, Purchasing Decisions and Consumer Satisfaction

Brand image is the overall impression of an object captured by a group or individual about something. Brand image itself is the result of a person's self-evaluation based on the understanding and comprehension of stimuli that have been processed, organized and stored in the minds of consumers. Brand image itself shows how consumers and others understand or accept a brand. This means that brand image is the perception in the minds of consumers and others about a brand (Aaker, 2014).

Based on previous research according to Pamungkas and Widodo (2018) using quantitative descriptive research analysis and accidental sampling and using a sample of 100 respondents, namely people in the city of Bandung who use Pertamina Turbo Ron 98. Concluded that the consumer satisfaction variable as an intervening variable between brand image and purchasing decisions has a significant and positive influence. By referring to the theory and also supported by previous research, the following conclusion hypothesis can be drawn.

H7: There is a positive and significant influence between Brand Image on Purchasing Decisions with Consumer Satisfaction as a mediating variable.

3. Data and Method

Types of research

The type of research used in this study is Explanatory research. Data in this study were collected using a survey method by distributing questionnaires to consumers who have purchased Nike shoe products. The questionnaire list includes dependent variables and independent variables, namely Product Quality, Brand Image, Consumer Satisfaction, and Purchase Decisions. The measurement scale uses a modified Likert scale.

Data collection technique

The data in this study were collected using a survey method by distributing questionnaires via Google Form to consumers who had purchased Nike shoe products in DKI Jakarta which contained several questions to be answered by respondents. This research questionnaire consists of five parts, namely the respondent data identity section consisting of gender, age, occupation and there are several questions from several variables, namely product quality variables (H1), brand image (H2), purchasing decisions (Y) and consumer satisfaction variables (Z).

Population and Sample

The population of respondents in this study were consumers who had purchased Nike shoes in the DKI Jakarta area. The sample will greatly influence the representation of the population in a research process. As a general rule, the minimum sample size is five times greater than the number of statement items to be analyzed later. The sample size will be more acceptable if it is 5-10 times the indicator variable. The technique used in this study is (non-probability sampling), a sampling technique that does not provide an equal opportunity for each member of the population to be selected as a sample member. The sampling technique used in this study is the Purposive Sampling technique. So the sample in this study was 96.04 respondents or can be rounded up to 100 respondents because the more the population represented, the better the systematics.

Data Analysis Techniques

Data analysis is an effort or way to classify data into information so that the characteristics of the data can be understood and useful for solving problems, especially problems related to research. The type of method used in this study uses the Structural Equation Modeling Partial Least Square (SEM-PLS) method and is carried out using the WarpPLS computer program in data processing. The use of this data analysis method. An alternative method for simultaneously testing latent construct relationships using multiple indicators.

4. Results

Composite Reliability

Table 1. Composite Reliability

Variables	Composite Reliability
Product Quality	0.912
Brand Image	0.928
Customer Satisfaction	0.883
Buying decision	0.878

Source: Processed data (2022)

Based on table 1 above, the composite reliability value of product quality is 0.912, the brand image variable is 0.928, the consumer satisfaction variable is 0.883 and the purchasing decision variable is 0.878. This means that all variables are said to be reliable because the composite reliability value is > 0.7 so it can be concluded that all variables have a high level of reliability.

Structural Model Evaluation (Inner Model)

Table 2. Structural Model Evaluation (Inner Model)

Evaluation Size	Criteria Rules	Model Test Results
R ² (Product Quality, Brand Image towards consumer satisfaction)	≤ 0.25 weak, 0.26-0.45 moderate, 0.46-0.70 strong, ≥ 0.70 very strong	0.737
O ² predictive relevance	O ² >0 = the model has predictive relevance	0.757
Tenenhaus Goodness of Fit (Gof)	Small if ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.637

Source: Processed data (2022)

Based on the table above, the R² value of 0.737 indicates that product quality and brand image contribute 73.7% to purchasing decisions through consumer satisfaction. The Q² value of 0.757 (>0) indicates that the model has good predictive relevance. Meanwhile, the GoF value of 0.637 indicates that the model has high suitability and is suitable for use.

Hypothesis Testing

Table 3. Research Results Research Hypothesis

Variable Relationship	Coefficient	P-Value	Information
H1 Product quality $\rightarrow$ purchasing decision	0.259	<0.001	Positive and significant
H2 Brand image $\rightarrow$ purchasing decision	0.397	<0.001	Positive and significant
H3 Product quality $\rightarrow$ consumer satisfaction	0.569	<0.001	Positive and significant
H4 Brand Image $\rightarrow$ consumer satisfaction	0.319	<0.001	Positive and significant

H5 Consumer satisfaction → purchasing decision	0.267	<0.001	Positive and significant
H6 Product quality → consumer satisfaction → purchasing decision	0.152	0.004	Mediating
H7 Brand image → consumer satisfaction → purchasing decision	0.202	<0.001	Mediating

Source: Processed data (2022)

Based on table 3 above, the results of the path coefficient analysis show a p-value of <0.001 (<0.05) and the coefficient shows a result of 0.259. the test results are significant with a p-value of <0.001 (<0.05). the results of the p-value <0.001 (0.05) and the coefficient shows a result of 0.569 that product quality has a positive and significant effect on consumer satisfaction. shows the results of the p-value <0.001 (0.05) and the coefficient shows a result of 0.319. shows the results of the p-value <0.001 (0.05) and the coefficient shows a result of 0.267. shows the p-value result of 0.004 (0.05) and the coefficient shows the result of 0.152. The p-value result <0.001 (0.05). Thus, hypothesis 7, the coefficient value shows the result of 0.202.

5. Discussion

Product Quality and Purchasing Decisions

Based on table 3 above, that product quality has a positive and significant effect on purchasing decisions. Thus hypothesis 1 can be accepted. From these results it can be concluded that if the product quality of Nike shoes has been in accordance with consumer expectations. In essence, consumers buy goods or services to satisfy needs and desires, someone buys not only because of the physical, but also the benefits caused by the goods or services purchased. Therefore, entrepreneurs are required to always increase creativity, be dynamic and think broadly. Knowledge of this product or service is included in the product class, product form, brand and product features produced.

The results of this study are in accordance with the research conducted by Ariella (2018), Marlina (2018), and Dhanabalan et al., (2018) which stated that product quality has a positive and significant effect on purchasing decisions. Products that have good quality will attract consumers to buy the product. The results of this study are reinforced by previous research conducted by Nadiya and Wahyuningsih (2020) using the object of their research as 3second Fashion Users in Semarang City, which stated that product quality has no effect and is not significant on purchasing decisions. It can be seen from the results of the discussion of the study that if the product quality decreases, it will reduce the Purchasing Decision.

Brand Image and Purchase Decisions

Based on table 3 above, it states that brand image has a positive and significant effect on purchasing decisions and can be accepted with a value of 0.397. Thus, hypothesis 2 is accepted. This means that research respondents have a positive perspective on brand image, with this brand image can be considered as a type of association that appears in the minds of consumers when remembering the brand. This association can simply be formed in the minds of consumers or images associated with a brand. Nike shoes have a trendy design and have non-slip soles, making it easier to wear while exercising or doing other casual activities. Brand image can be explained as a perception of a brand that is described as a form of brand association in the consumer's memory.

The results can be concluded that brand image can increase purchasing decisions for Nike shoe consumers. So when the brand image of a product is high, it will also have an impact on the increasing purchasing decisions for Nike shoe consumers. The results of this study

are in accordance with those conducted by Adiwidjaja and Tarigan (2017), Haris et al., (2016) and Hamidi and Prakoso (2018) showing consistent results that brand image has a significant effect on purchasing decisions. Consumers will see the brand of a product before making a purchase.

Product Quality and Consumer Satisfaction

Based on table 3 above, that product quality has a positive and significant effect on consumer satisfaction. Thus hypothesis 3 is accepted, thus if Nike product quality increases then customer satisfaction will also increase. To maintain consumer satisfaction, the company must have improvisation and develop the quality of each product by increasing continuous quality control. Nike, Inc. must continue to maintain the quality of the products that have been developed in order to maintain consumer satisfaction with the products produced by the company.

The results can be concluded that product quality can increase consumer satisfaction in Nike shoe consumers. So when the quality of the product is high, it will also have an impact on increasing consumer satisfaction in Nike shoe consumers. The results of this study are in accordance with those conducted by Dhanabalan et al., (2018), Truong and Nguyen (2020) which show consistent results that product quality has a positive and significant effect on consumer satisfaction.

Brand Image and Consumer Satisfaction

Based on table 3 above, brand image has a positive and significant effect on consumer satisfaction. Thus, hypothesis 4 is accepted. The results can be concluded that brand image can increase consumer satisfaction in Nike shoe consumers. So when the brand image on the product is high, it will also have an impact on high consumer satisfaction on Nike shoe products. The results of this study are in accordance with those conducted by Nguyen et al., (2020) and Soltani et al., (2016) which showed consistent results that brand image has a positive and significant effect on consumer satisfaction. Brand image cannot be measured only through attribute measurements, but its measurement must also include measurements in terms of consumer perceptions of the value and benefits obtained by consumers from using a brand. That way, it can identify the importance of the influence of a brand's benefits on consumer satisfaction.

Consumer Satisfaction and Purchasing Decisions

Based on table 3 above, that consumer satisfaction mediates product quality on purchasing decisions. Thus hypothesis 6 can be accepted. This means that Nike shoe consumers have a positive perception of product quality and this positive perception is formed because of the satisfaction felt so that consumers decide to buy the product. Because the higher the quality of the product felt by consumers, the higher the consumer satisfaction. This satisfaction leads consumers to decide to buy products in the short term or long term.

The results can be concluded that product quality can influence purchasing decisions through consumer satisfaction. If consumers are satisfied with the quality of the product, consumers will decide to repurchase the product. This is in line with research conducted by Hamidi and Prakoso (2018) which states that consumer satisfaction as an intervening variable has a positive and significant effect on the relationship between product quality and purchasing decisions.

Consumer Satisfaction and Purchasing Decisions

Based on table 3 above, consumer satisfaction mediates brand image on purchasing decisions. It is certain that decreasing or increasing brand image has an influence on the satisfaction that consumers feel. If the brand image is very high, it can increase consumer satisfaction because it has a better brand image to meet needs and realize consumer satisfaction.

Thus, hypothesis 7 can be accepted. This means that consumers know that the brand image formed based on the representation of the overall consumer perception of the brand turns out to have good quality. Nike shoe products continuously innovate in every shoe product made. So that every consumer always feels satisfied when purchasing a product, Nike always releases it with materials that are sometimes not thought of by its competitors. Which in the end consumers try to use the product, like the product because it is based on the good quality of the shoes, the attractive model and consumers feel satisfied with the use.

Nike's brand image has a positive effect on consumer satisfaction, which drives purchasing decisions. This result is in line with Pamungkas & Widodo (2018) and Mantauf (2014), which states that consumer satisfaction acts as a mediating variable in the relationship between brand image and purchasing decisions.

6. Conclusion

Based on the analysis of the results of the research, it can be concluded that the influence of product quality and brand image on purchasing decisions through consumer satisfaction as an intervening variable and its review from an Islamic perspective are as follows: Product Quality has a direct positive and significant effect on Purchasing Decisions, Brand Image has a direct positive and significant effect on Purchasing Decisions, Product Quality has a direct positive and significant effect on Consumer Satisfaction, Brand Image has a direct positive and significant effect on Consumer Satisfaction, Customer Satisfaction has a direct positive and significant effect on Purchasing Decisions, Consumer Satisfaction mediates the Product Quality variable on Purchasing Decisions can be accepted, Consumer satisfaction mediates the Brand Image variable on Purchasing Decisions can be accepted

The results of this study provide important managerial implications for business people and marketers in formulating effective marketing strategies. The finding that product quality and brand image significantly affect consumer satisfaction and purchasing decisions emphasizes the importance of companies not only focusing on improving product functional features, but also building and maintaining a positive brand image. Marketing managers need to ensure that product quality is consistent with consumer expectations, and deliver strong, relevant, and authentic brand messages through various communication channels. In addition, consumer satisfaction has been shown to be an important bridge connecting initial perceptions of a product and the final decision to purchase, so responsive after-sales service strategies, pleasant customer experiences, and ongoing efforts to build long-term relationships with customers are needed.

Recommendation

Based on the research results, the suggestions for the influence of Product Quality, Brand Image on Purchasing Decisions with Consumer Satisfaction as an intervening variable on Nike Shoe products in the DKI Jakarta area are as follows: Nike is advised to continue to improve the quality of its products, especially in terms of durable coloring and varied designs but still relevant at various ages. This is important because quality has been proven to be the most dominant factor in purchasing decisions. To maintain brand image, companies can strengthen branding through collaboration with public figures and regular online promotions. Consumer satisfaction also needs to be maintained by listening to their needs, in order to create loyalty. In addition, Muslim marketing personnel are expected to apply Islamic business ethics such as honesty and trustworthiness to foster consumer trust. Further researchers can explore other relevant variables to broaden understanding of consumer purchasing decisions.

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