

Marketing Strategies on Consumer Satisfaction for Products of Disability Entrepreneur Through Purchase Decision as Intervening Variable

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Abstract

Consumer satisfaction is one of determinants sustainability of a product, including for products of disability entrepreneur. Consumers will tend to make repeat purchases, if they are satisfied. However, the marketing strategies carried out by disability entrepreneur it is no less important as a factor that can influence consumer decisions to make purchases. This study analyze of marketing strategies on consumer satisfaction through purchase decision as an intervening variable. Marketing strategies variables consist of process, people, price, place, product, physical evidence and promotion. The data collection technique was carried out with an e-questionnaire. The sampling technique was carried out by purposive sampling and accidental sampling. Respondents are 150 peoples. Data analysis used SPSS for path analysis. The results showed that marketing strategies had a direct effect on consumer satisfaction. As well as marketing strategies consisting of indirectly affect customer satisfaction through purchasing decisions. The results of the study can provide practical implications for disability entrepreneur to be creative in choosing marketing strategies and always paying attention to customer satisfaction for the purpose of product sustainability.

Keywords: Marketing strategies, purchase decision, consumer satisfaction

INTRODUCTION

Consumer satisfaction plays a crucial role in determining the long-term success of a product. It refers to the emotional response either pleasure or disappointment that results from comparing actual product performance to prior expectations (Kotler & Keller, 2016). When customers are pleased, they are more likely to repurchase; conversely, dissatisfaction leads to a lack of repeat buying behavior. Research has shown a positive correlation between satisfaction, purchasing decisions, and buying intentions. Since acquiring new customers tends to be costlier than retaining existing ones, business owners are encouraged to prioritize service excellence and consistently meet customer expectations (Bachri et al., 2023; Susanti et al., 2020; Dash et al., 2021). Consumers who are highly satisfied often demonstrate low price sensitivity and are more forgiving of negative experiences. Moreover, they tend to share favorable feedback through word-of-mouth communication. According to Trivedi and Yadav (2020), customer satisfaction significantly influences the tendency to make repeat purchases following initial buying decisions.

Marketing strategy serves as a critical factor in shaping consumer satisfaction. By implementing entrepreneurial marketing approaches, businesses aim to encourage consumers to engage in purchasing the products being promoted. According to Assauri (2013), marketing strategies encompass a set of goals, objectives, policies, and guidelines that direct a company's marketing activities across various levels, serving as a framework for resource allocation and as a strategic response to dynamic market conditions and competition. Kotler and Armstrong (2016) describe the marketing mix as a controllable set of marketing tools used by companies to generate specific responses from their target audiences, such process, people, price, place, product, physical evidence and promotion. The marketing mix is considered as a marketing strategy that can influence to increase consumer satisfaction with a particular product, decision making in purchasing, consumer behaviour to make repeat purchases, increase sales volume, to achieve consumer loyalty.

Marketing strategies are needed to be able to win the target market, both at the national, multinational, regional company level, even entrepreneurs who run MSMEs. Disability entrepreneurs who run MSMEs in Indonesia are an interesting topic to discuss. Disability entrepreneurs in Indonesia are starting to grow. One interesting reason is that disabled entrepreneurs are not fully accepted in the workforce, so becoming an entrepreneur is a necessity (Epriliyana, 2024b). Based on data from the Coordinating Ministry for Human Development and Culture of the Republic of Indonesia in 2022, the number of people with disabilities in Indonesia reached 28.50 million people or around 8.5% of the total population of Indonesia ranging from visual disabilities, deaf disabilities, mental disabilities, and physical disabilities (SUSENAS, 2022). Based on data from the Central Bureau of Statistics, 0.81% or around 182 thousand people with disabilities decide to become entrepreneurs.

Disability entrepreneurs in running their businesses use online, offline, word of mouth, fast service, and always maintain good relations with consumers. The proliferation of disability entrepreneurs would be meaningless without the role of consumers who buy and use their products. Consumers have a role as users and influencers for entrepreneurs with disabilities to continue their products. Consumer satisfaction is one of the determining factors for the sustainability of entrepreneurial products. Consumer decisions to buy entrepreneurial products with disabilities include product quality, competitive prices, purchases out of desire, and pity (Epriliyana, 2024a). The importance of the role of consumers in purchasing decisions and satisfaction with a product needs to be studied further so that the strategies used by entrepreneurs with disabilities become targeted marketing strategies.

H1 → Marketing Strategies affect Purchase Decision

The right marketing strategies, for example digital marketing or e-commerce, can significantly influence purchasing decisions (Kanapathipillai & Kumaran, 2022). Pricing strategies, product quality, service quality, shopping environment also affect consumer behaviour in deciding purchases (Ali & Anwar, 2021); (Zhao et al., 2021); (Putra et al., 2020); (Herispon & Sudriana, 2023); (Sudaryanto et al., 2019).

H2 → Purchase Decision affect Consumer Satisfaction

Purchase decision to products online and offline for consumers has an influence on satisfaction (Hult et al., 2019); (Sasnita & Bahri, 2021). Purchasing decisions with indicators of need identification, information search, alternative evaluation, purchase decisions, and postpurchase affect consumer satisfaction (Lestari et al., 2024).

H3 → Marketing Strategies affect Consumer Satisfaction

Marketing strategies which include pricing strategies, product quality, promotion, brand, and relational relationships have a significant effect on customer satisfaction (Ramanathan et al., 2017) (Vasic et al., 2019); (Mofokeng, 2021); (Popp & Woratschek, 2017); (Karyose et al., 2017). In addition, Marketing strategies consisting of consistent advertising model, brand image, country of origin image, and salesperson personality are dimensions of emotional brand association that also affect consumer satisfaction (Elsaber & Wirtz, 2017).

H4 → Marketing Strategies affect Consumer Satisfaction through Purchase Decision

Marketing strategies including service quality, shopping environment affect purchasing decisions and customer satisfaction (Pei et al., 2020). In addition, digital marketing strategies, product design and product quality also affect purchasing decisions and customer satisfaction (Arifa & Aguilika, 2023); (Azhar et al., 2021); (Lestari et al., 2024).

METHODS

This research uses a quantitative and descriptive research approach. According to Sugiyono (2015) quantitative research is research conducted by collecting data that can be measured numerically, either through filling out questionnaires, observing, or processing secondary data. The data that has been collected is then analysed using statistical methods to obtain objective and reliable conclusions. Respondents totalled 150 people who had purchased entrepreneurial products with disabilities. The data collection technique used a questionnaire with an e-questionnaire distributed to respondents in the Sekar Kijang region of East Java Indonesia, which includes Jember, Banyuwangi, Bondowoso, Situbondo, and Lumajang. Research variables include: (1) Marketing strategy; (2) Purchasing decisions; and customer satisfaction. Marketing strategy is measured through 7p, namely: (a) process, (b) people, (c) price, (d) place, (e) product, (f) physical evidence and (g) promotion. Purchasing decisions are measured through the reasons respondents conduct research which include: (a) product quality; (b) competitive price; (c) Spontaneous Purchase; and (d) Pity. Customer satisfaction is measured through: (a) tangible; (b) responsiveness; (c) assurance; (d) empathy; (d) reliability.

The scale for evaluating respondents' answers uses a Likert scale with the provisions of a value of 1-5 ranging from strongly disagree to strongly agree. Data analysis using path analysis with SPSS. Data testing uses validity test, reliability test, normality test, classical assumption test, and hypothesis testing. The validity test criteria, namely the research instrument is declared valid if the correlation coefficient value is more than 0.300 (Sarwono, 2014) and the data is declared reliable if the Cronbach Alpha value is more than 0.600 (Sarwono, 2014). Furthermore, the data is declared to fulfil the assumption of normality if the data spreads following the diagonal line. The research hypothesis is declared acceptable if the Sig. value on the marketing strategies, purchase behaviour, and consumer satisfaction variables is less than 0.05.

RESULTS AND DISCUSSIONS

The results of the study will present the characteristics of entrepreneurial respondents with disabilities who have agreed to fill out the questionnaire including: age, gender, type of work, level of education. The results will also present the results of statistical data processing through SPSS.

Table 1. Characteristics of Respondents (N = 150)

Demographic	Category	Frequency	Percentage (%)
Age	16 – 25	54	36
	26 – 35	21	14
	36 – 45	61	40,6
	46 – 55	10	6,7
	56 – 65	4	2,7
Gender	Male	44	29,3
	Female	106	70,7
Academic Qualification	Elementary	0	0
	Junior High	0	0
	High	47	31,3
	Undergraduate	55	36,7
	Post Graduate	48	32
Status	Student	49	32,6
	Employee	70	46,7
	Lecturer	10	6,7
	Entrepreneur	9	6
	Housewife	12	8

Source: processed data, 2025

The characteristics of consumers of disability entrepreneurs is presented in Table 1. The results show that based on age, consumers who buy the most disability entrepreneurial products are between 36 - 45 years old with a percentage of 40%, while consumers who buy the least disability entrepreneurial products are 56 - 65 years old with a percentage of 2.7%. Based on gender, most entrepreneurial consumers with disabilities are women with a percentage of 70.7%. Based on the level of education of entrepreneurial consumers, most of them have a bachelor's degree with a percentage of 36.7%. Meanwhile, based on employment status, most entrepreneurial consumers with disabilities are employees with 46.7% and the least are entrepreneurs with a percentage of 6%.

Results of Validity and Reliability Test

The results of the validity test and the results of the reliability test of marketing strategies, purchase behaviour and consumer satisfaction variables are as follows:

Table 2. Results of Validity and Reliability Test

No.	Variable	Instrument	Coefficient Correlation	Valid/ Not Valid	Cronbach Alpha	Reliable/ Not Reliabel
1.	Marketing Strategies	MarkStra 1	0,831	Valid	0,783	Reliabel
		MarkStra 2	0,836	Valid		
		MarkStra 3	0,604	Valid		
		MarkStra 4	0,727	Valid		
		MarkStra 5	0,744	Valid		
		MarkStra 6	0,741	Valid		
		MarkStra 7	0,709	Valid		
2.	Purchase Decision	PurDec 1	0,622	Valid	0,732	Reliabel
		PurDec 2	0,680	Valid		
		PurDec 3	0,695	Valid		
		PurDec 4	0,436	Valid		
		PurDec 5	0,686	Valid		
3.	Consumer Satisfaction	ConSa 1	0,822	Valid	0,826	Reliabel
		ConSa 2	0,840	Valid		
		ConSa 3	0,816	Valid		
		ConSa 4	0,880	Valid		

Source : processed data, 2025

The results of the validity and reliability tests are presented in Table. 2. Based on the validity test results, there is a correlation coefficient value for the marketing strategies, purchase decision, consumer satisfaction variables which has a value between 0.434 - 0.880. The results of data processing are then compared with the minimum value of the correlation coefficient, which is 0.300. The instrument is declared valid because the

correlation coefficient value is more than 0.300. The reliability test results are proven by the Cronbach Alpha value. If the Cronbach Alpha value more than 0.600 then the instrument is declared valid. Based on the reliability test results, the Cronbach Alpha value for the marketing strategies variable instrument is 0.783; the purchase decision variable instrument is 0.732; and the consumer satisfaction variable instrument is 0.826. So that the instrument is declared reliable.

Results of Normality Test

Normality test results are presented as belows :

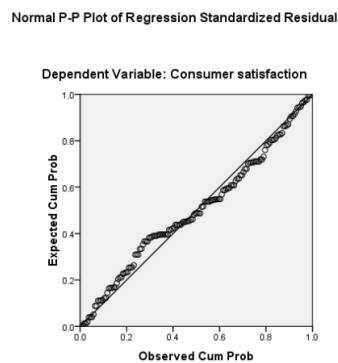


Figure 1. Results of Normality Test
Source : processed data, 2025

The data normality test is to check whether the processed data fulfils the assumption of normality. The data normality test criteria are if the data distribution follows the diagonal line, then the data is normally distributed.

Based on the results of the data normality test, it concluded that the research data meets the Hypothesis Test Results

The outcomes of the hypothesis testing are illustrated in Figure 2. The analysis shows that marketing strategy has a significant influence on purchasing decisions, as indicated by a coefficient of 0.735 and a p-value of 0.000. Thus, hypothesis 1 is supported. Furthermore, purchasing decisions significantly impact consumer satisfaction, evidenced by a coefficient of 0.274 and a significance level of 0.000. Therefore, hypothesis 2 is confirmed.

Marketing strategies have a significant direct impact on consumer satisfaction, as reflected by a coefficient of 0.569 and a p-value of 0.000. This indicates that hypothesis 3 is supported. In addition, marketing strategies also influence consumer satisfaction indirectly through purchasing decisions, with a coefficient value of 0.201 and a significance level of 0.000, supporting hypothesis 4. These findings suggest that marketing strategies play an important role in shaping consumer satisfaction, both through direct interaction and indirectly by influencing purchase decisions.

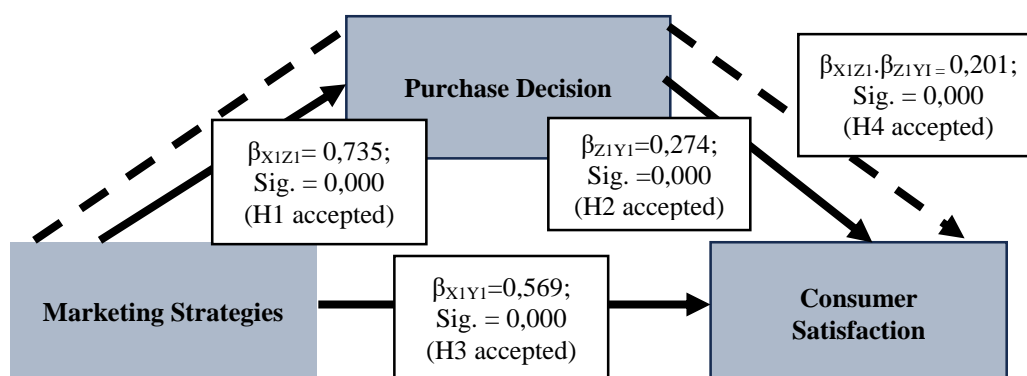


Figure 2. Result of Hypothesis Test
Source : processed data, 2025

The research discussion is presented as follows:

Effect of Marketing Strategies on Purchase Decision

Marketing strategy is a set of goals, policies, and guidelines that direct the company's marketing efforts in a sustainable manner at every level. This strategy is a reference in decision making and resource allocation,

especially as a form of company response to the dynamics of the ever-changing environment and competition (Assauri, 2013). The results of the study concluded that marketing strategies affect the purchase decision with the value of the statistical test results, namely the coefficient value of 0.735 with a significance level of 0.000. The results of the study strengthen the findings of (Kanapathipillai & Kumaran, 2022); (Ali & Anwar, 2021); (Zhao et al., 2021); (Putra et al., 2020); (Herispon & Sudriana, 2023) which concluded that marketing strategies have an effect on purchase decisions. The existence of influence is due to the strategies used by disabled entrepreneurs in selling and promoting products both online, offline, fast service, and word of mouth can influence consumers to decide to buy products.

Effect of Purchase Decision on Consumer Satisfaction

Purchasing decisions are determined by consumers' perceptions of price and what they perceive as the current real price, not solely based on the price offered by marketers (Kotler & Keller, 2016). The results of the study concluded that purchase decision affects consumer satisfaction with the value of the statistical test results, namely the coefficient value of 0.274 with a significance level of 0.000. The results of the study strengthen the opinion of (Hult et al., 2019); (Lestari et al., 2024); (Sasnita & Bahri, 2021) which states that purchase decision affects consumer satisfaction. After entrepreneurial consumers with disabilities make a purchase, consumers will make a decision whether to make a repeat purchase or not depending on the consumer satisfaction factor.

Effect of Marketing Strategies on Consumer Satisfaction

Marketing Strategy or marketing mix began with 4P (coined by McCharthy in 1960), which eventually developed into 7P (coined by Booms & Birtner in 1981), including: (a) product; (b) price; (c) promotion; (d) place; (e) process; (f) people; (g) physical evidence. The results showed that marketing strategies affect consumer satisfaction with the value of the statistical test results, namely the coefficient value of 0.569 with a significance level of 0.000. The results of the study support the research findings (Ramanathan et al., 2017) (Vasic et al., 2019); (Mofokeng, 2021); (Popp & Woratschek, 2017); (Karyose et al., 2017). Consumer satisfaction with the products of entrepreneurs with disabilities will be one of the considerations of entrepreneurs with disabilities in running a business.

Effect of Marketing Strategies on Consumer Satisfaction to Purchase Decision

Marketing strategy are needed to be able to win the target market, both at the national, multinational, regional company level, even entrepreneurs who run MSMEs. The results showed that marketing strategies affect consumer satisfaction through purchase decisions with the value of the statistical test results, namely the coefficient value of 0.201 with a significance level of 0.000. The research findings strengthen the research results from (Arifa & Aguilika, 2023); (Azhar et al., 2021); (Lestari et al., 2024). The existence of direct and indirect effects between marketing strategies on customer satisfaction through purchase decisions is due to the relational connection between entrepreneurs with disabilities and consumers.

Based on the results of the study, it can be discussed that the marketing strategies carried out by entrepreneurs with disabilities are quite good, for example by online channels using Whatsapp, marketplaces (shoppe, Tokopedia, etc.), and offline (word of mouth, bazaar). However, for business sustainability, entrepreneurs with disabilities need to establish relational relationships with consumers, for example by maintaining good communication or informing periodic products. Hopefully, the established communication can improve relational relationships and business sustainability.

Conclusion

Research on marketing strategies, purchase decisions, and consumer satisfaction has been widely conducted, however, the object of research studied in this study is still very rare, namely entrepreneurs with disabilities. The results of the study concluded that based on the results of hypothesis testing, marketing strategies have a significant effect on consumer satisfaction either directly or indirectly, namely through purchase decisions. Theoretically, this research provides reinforcement for concepts and models related to marketing strategies, purchase decisions, and consumer satisfaction. The implication is that the research results provide suggestions and considerations for entrepreneurs with disabilities to be able to choose the right marketing strategy for the sustainability of their business.

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