



**THE INFLUENCE OF PRICE, PRODUCT QUALITY,
AND SERVICE QUALITY ON PURCHASE DECISION
OF SW PRODUCT AS MEDIATED BY CUSTOMER
SATISFACTION: CASE STUDY OF TIKTOK SHOP**

UNDERGRADUATE THESIS

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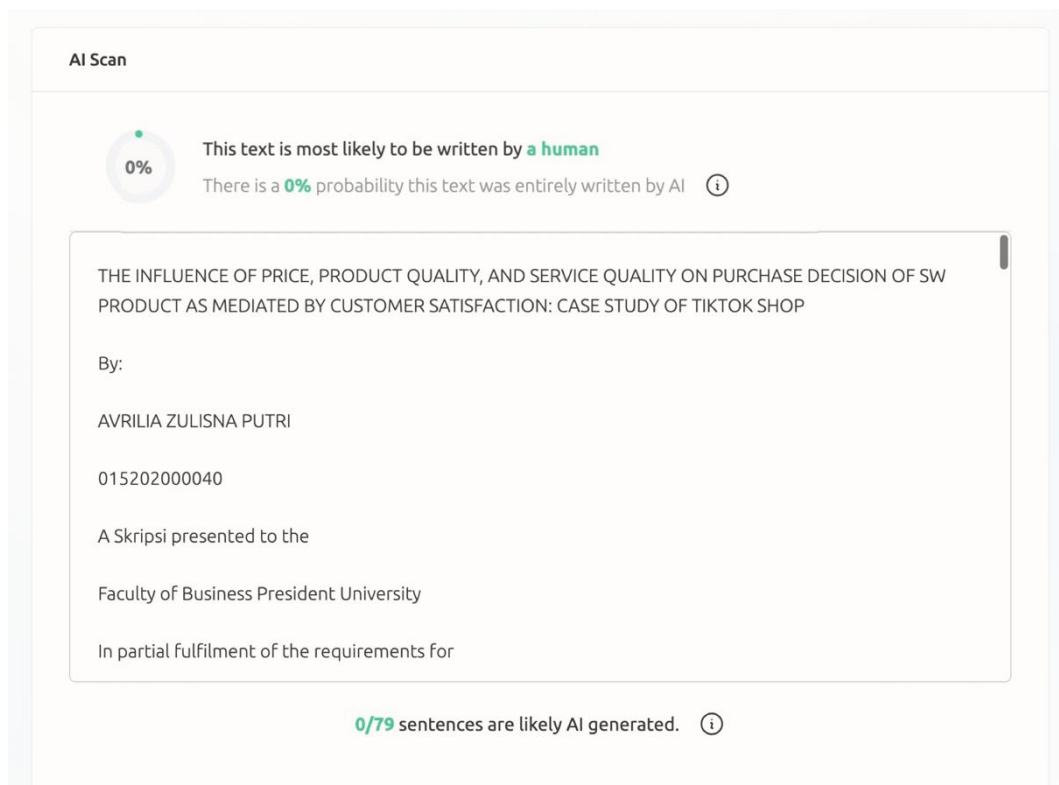


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LIST OF ACRONYMS

AVE	Average Variance Extracted
CR	Composite Reliability
GOF	Goodness of Fit
NFI	Normed Fit Index
SEM	Structural Equation Modeling
SRMR	Standardized Root Mean Square Residual

ABSTRACT

Aims - The purpose of this research is to find out the significant influence of price, product quality, and service quality towards customer satisfaction. The purpose of this research is also to find out the significant influence of price, product quality, service quality, and customer satisfaction towards purchase decision. This research also to find out the indirect effect of price, product quality, and service quality towards purchase decision mediated by customer satisfaction.

Design/Methodology/Approach - A quantitative research method was employed in this study. The population in this research is the entire customers of SW product on TikTok Shop. There are 250 samples of customers of SW product on TikTok Shop. The instrument used in this study is a questionnaire for respondents. SEM-PLS, or structural equation modeling, is used in this study.

Findings - The result shows that price and service quality of has a significant influence on customer satisfaction. Product quality does not significantly influence customer satisfaction. Product quality does not have a significant influence on the purchase decision. Price, service quality, and customer satisfaction significantly affects the purchase decision. Price and service quality has a significant effect on the purchase decision, which is mediated by customer satisfaction. Product quality does not have a significant effect on the purchase decision, mediated by customer satisfaction.

Originality Value - The results of this research can provide information as additional input that can be used and as a material consideration regarding the importance of the influence price, product quality, service quality on purchasing decision mediated by customer satisfaction.

Keywords - price, product quality, service quality, customer satisfaction, purchase decision, SEM-PLS