

Dissecting the Influence of Products and Digital Marketing on Purchase Decisions: The Pivotal Role of Consumer Satisfaction (Case Study of Kampung Lele Kediri)

Endah Kurniawati^{1*}, Rafikhein Novia Ayuanti²
Universitas Islam Kadiri Kediri

Corresponding Author: Endah Kurniawati endahkurniawati@uniska-kediri.ac.id

ARTICLE INFO

Keywords: Product, Digital Marketing, Purchase Decision, Consumer Satisfaction, MSME

Received : 6, December
Revised : 15, December
Accepted: 19, January

©2025 Kurniawati, Ayuanti : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study investigates the impact of product quality and digital marketing on consumers' purchasing decisions in Kampung Lele Kediri, mediated by satisfaction. Findings reveal that while product quality significantly enhances satisfaction, it doesn't directly drive purchases, suggesting other influencing factors. Digital marketing, meanwhile, shows no significant impact. To improve, Kampung Lele Kediri should refine pricing and marketing strategies, bolster digital marketing efforts through training and engaging content, and complement product quality improvements with loyalty programs and enhanced service. This research offers valuable insights for businesses and policymakers to formulate more effective strategies.

INTRODUCTION

The development of digital technology has significantly transformed the business landscape, particularly in Indonesia's SME sector. Based on data from the Ministry of Cooperatives and SMEs (2023), only 19.5% of all SMEs in Indonesia have adopted digitalization in their business processes. This phenomenon indicates a digital gap that needs to be addressed, especially in the context of developing local production centers such as Kampung Lele Kediri.

Kampung Lele Kediri is one of the centers for catfish cultivation and processing that has been developing since 2010. According to data from the Kediri Fisheries Department (2023), there are more than 150 catfish farmers with a total production of 500 tons per year. However, based on initial observations, several crucial problems were found that affect the development of businesses in this area.

There is a phenomenon where, although there has been an increase in the adoption of digital marketing techniques by small-scale fish farmers in Kediri (Putra, 2022), understanding how this strategy interacts with product quality to influence consumer satisfaction, and ultimately, purchasing decisions, is still limited (Rahman, 2023). This phenomenon requires further investigation to provide insights for local businesses and policymakers. In addition, the role of consumer satisfaction as an intervening variable between marketing efforts and purchasing decisions has been established in other industries (Taylor, 2021), but its application in the context of Kampung Lele Kediri has yet to be explored (Widodo, 2023). This opens up opportunities to research how satisfaction mediates the relationship between product quality, digital marketing, and purchasing decisions in this unique setting. The catfish industry in Kediri has shown significant growth in recent years, contributing substantially to the local economy (Astuti, 2022). However, with increasing competition and changing consumer preferences, businesses in Kampung Lele Kediri need to adjust their marketing strategies to maintain their market position (Nugroho, 2023). Understanding the interaction between product quality, digital marketing, consumer satisfaction, and purchasing decisions is crucial for developing effective business strategies in this ever-evolving market landscape.

Wijaya and Rahman's (2022) research on "The Influence of Product Quality on Purchasing Decisions" shows a positive relationship between product quality and purchasing decisions, but it has not yet considered the mediating role of consumer satisfaction. Pratama's study (2023) on "Digital Marketing in SMEs" highlights the importance of adopting digital technology, but it has yet to integrate the aspect of product quality in its analysis. Sari and Putra's research (2023) on "Consumer Satisfaction as a Mediator" found a significant role of consumer satisfaction, but its context differs from the fish processing industry.

By addressing this gap in the research, I aim to analyze and prove the impact of product quality and digital marketing on consumer satisfaction, which in turn directly and indirectly influences purchasing decisions in Kampung Lele Kediri. In other words, this research will attempt to analyze the influence of product quality on consumer satisfaction, evaluate the impact of consumer satisfaction on purchasing decisions, measure the effectiveness of digital

marketing on purchasing decisions, measure the direct influence of product quality on purchasing decisions, analyze the influence of digital marketing on purchasing decisions, and test the role of the intervening variable, namely consumer satisfaction, between product quality and digital marketing on purchasing decisions in Kampung Lele Kediri. Therefore, a conclusion must be drawn from this research so that the results can be the basis for developing a relevant and beneficial model for stakeholders. In this case, the research results are expected to help businesses understand consumer behavior in Kampung Lele Kediri.

LITERATURE REVIEW

Product

A product is anything that can be offered to a market for attention, acquisition, use, or consumption that satisfies a want or need (Kotler & Armstrong, 2018). A product can be understood as a combination of various elements, both tangible and intangible, which include aspects such as packaging, color choices, pricing, quality standards, and brand identity, and is complemented by services and the seller's reputation (Stanton, 1996). Meanwhile, from a broader perspective, a product is an interpretation by the producer of something that can be marketed to meet consumer demand and needs, while considering the organization's internal capabilities and market purchasing power (Tjiptono, 1999). In the context of Kampung Lele Kediri, the main product is catfish and its various processed forms. According to Tjiptono (2015), products have several attributes that can influence consumer purchasing decisions, including: product quality, product features, style and design, brand, and packaging.

Digital Marketing

Digital marketing is the use of digital technology to achieve marketing objectives, including marketing efforts conducted through the internet, social media, email, and other digital platforms (Chaffey & Ellis-Chadwick, 2019). "Digital marketing refers to marketing and branding activities that utilize various web-based platforms such as email, adwords, and blogs (Sanjaya & Josua, 2009). According to Sanjaya & Tarigan (2009), several components of digital marketing that can influence purchasing decisions include: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Social Media Marketing, Email Marketing. Naruliza & Suseno (2021), Oktapiana (2018), Kurniati & Ribowo (2021), as well as Putri & Marlien (2022) have shown that there is a positive impact of digital marketing on consumer purchasing decisions. In addition, studies conducted by Fadjri & Silitonga (2019) and Nugroho (2021) also reveal that the implementation of digital marketing has a positive impact on consumer satisfaction levels."

Purchasing Decision

A purchasing decision is the decision-making process that consumers go through before making a purchase of a product or service (Schiffman & Kanuk,

2010; Kotler & Keller, 2016). Kotler and Keller (2016) explain that the purchasing decision process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase¹ behavior. Understanding the purchasing process is crucial. This process involves how individuals, communities, or institutions select, consume, and utilize products or services to fulfill their needs (Kotler & Armstrong, 2016). Personal characteristics such as age, profession, and financial condition become factors that influence how someone makes a decision when shopping (Pakpahan M, 2016). This pattern of consumer behavior ultimately has a significant impact on how they make decisions in the process of purchasing a product or service

Consumer Satisfaction

Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing a product's perceived performance (results) to expectations (Kotler & Keller, 2016). Consumer satisfaction is achieved when a product or service meets or exceeds expectations, aspirations, and needs, as experienced through performance that is displayed (Brown, in Dwiastuti, et al., 2012). Satisfied customers tend to show a continuous consumption pattern, develop loyalty towards the product or service, and voluntarily become marketing agents by recommending it to others through word of mouth. According to Tjiptono (2014), factors influencing consumer satisfaction include: product quality, service quality, emotional factors, price, cost, and convenience.

Relationship between Variables and Hypotheses

Relationship between Product Quality and Consumer Satisfaction

Product quality plays a fundamental role in shaping consumer satisfaction. According to the theory of consumer satisfaction (Oliver, 2020), products that meet or exceed consumer expectations will lead to higher satisfaction. In the context of Kampung Lele Kediri, product quality includes freshness of catfish, cleanliness of processing, consistency of taste, and compliance with health standards. Pratiwi et al.'s (2022) research in the Indonesian fish processing industry showed a positive correlation of 0.724 between product quality and consumer satisfaction.

H1: Product quality has a positive and significant effect on consumer satisfaction in Kampung Lele Kediri.

Relationship between Digital Marketing and Consumer Satisfaction

Digital marketing offers various advantages that can increase consumer satisfaction through easier access to product information, real-time interaction with producers, transparency of the production process, and quick response to feedback. A study by Chen et al. (2022) showed that implementing digital marketing significantly increased consumer satisfaction by 42%.

H2: Digital marketing has a positive and significant effect on consumer satisfaction in Kampung Lele Kediri.

Relationship between Consumer Satisfaction and Purchasing Decision

Consumer behavior theory suggests that satisfaction from previous experiences influences future purchasing decisions. Rahmawati & Joko (2023) found that consumer satisfaction acts as a mediator in the relationship between product quality and purchasing decisions, while Tjiptono and Chandra stated that product quality has a direct influence on purchasing decisions. Products with higher quality tend to be the preferred choice for consumers in the purchasing decision-making process. Therefore, the following hypothesis is formulated:

H3: Consumer satisfaction has a positive and significant effect on purchasing decisions in Kampung Lele Kediri.

Relationship Between Product Quality and Purchasing Decision

Product quality can influence purchasing decisions both directly and indirectly. Susanto & Hidayat (2023) found a direct influence of product quality on purchasing decisions with a coefficient of determination of 67.8%. Based on these findings, the following hypothesis is formulated:

H4: Product quality has a positive and significant influence on purchasing decisions in Kampung Lele Kediri.

Relationship between Digital Marketing and Purchasing Decisions

Chaffey and Ellis-Chadwick argue that digital marketing, encompassing social media, email marketing, and content marketing, can influence purchasing decisions. The easily accessible information and interactions offered by digital marketing can accelerate the purchasing decision-making process. Wijaya & Putri (2023) demonstrated that digital marketing contributed 58.3% to the increase in SME sales. Based on this empirical evidence, the following hypothesis is formulated:

H5: Digital marketing has a positive and significant influence on purchasing decisions in Kampung Lele Kediri.

The Mediating Role of Consumer Satisfaction

Consumer satisfaction serves as an intervening variable that mediates the relationship between: a) product quality and purchasing decisions; and b) digital marketing and purchasing decisions. Anderson & Thompson (2022) have demonstrated the mediating role of consumer satisfaction in the context of digital marketing. Based on these findings, the following hypothesis is proposed:

H6: Consumer satisfaction mediates the relationship between product quality and digital marketing on purchasing decisions in Kampung Lele Kediri.

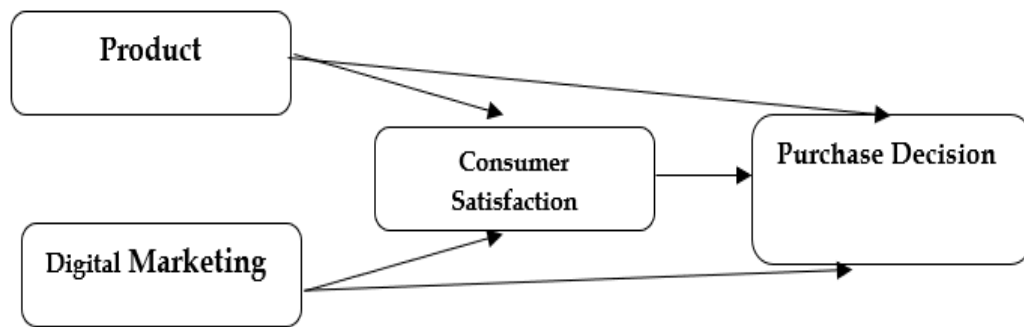


Figure 1. Conceptual Framework

Keterangan :

X1 : Product

X2 : Digital Marketing

Z : Customer Satisfaction

Y : Purchase Decision

METHODOLOGY

This research employs a quantitative method using Structural Equation Modeling (SEM) through Partial Least Square (PLS) 3.0 software. The population of this study is consumers who have previously purchased products from Kampung Jamu SMEs in Kediri City. The sampling technique used is purposive sampling, which involves selecting respondents based on specific criteria, such as having made at least one purchase. To determine the sample size, an online sample size calculator was used; with a confidence level of 95% and a margin of error of 5%, the required number of respondents is approximately 384. Data was collected through a questionnaire using a Likert scale of 1-5.

Table 1. Data collected through a questionnaire

Variabel	Indikator	Referensi
Product	<ul style="list-style-type: none"> • Product quality • Product features • Product style and design • Brand • Packaging 	Tjiptono (2015)
Digital Marketing	<ul style="list-style-type: none"> • Problem recognition • Information search • Evaluation of alternatives • Purchase decision • Post-purchase behavior 	Sanjaya & Tarigan (2009)
Customer Satisfaction	<ul style="list-style-type: none"> • Problem recognition • Information search • Evaluation of alternatives • Purchase decision • Post-purchase behavior 	Kotler & Keller (2016)
Purchase Decision	<ul style="list-style-type: none"> • Product quality • Service quality • Emotional factors 	Menurut Tjiptono (2014)

	<ul style="list-style-type: none"> • Price • Cost and convenience 	
--	---	--

RESEARCH RESULT

Deskriptif Responden

Gender, age, and profession are the respondent characteristics observed in this study. The following is a description of the respondent characteristics:

In this section, you should describe each step taken to complete your research. You should not include too many descriptive statistical results here; on the other hand, it should be summarized in a more readable table or graph. You should never forget the numbers for each table and chart presented in your paper.

Table 2. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	24	24%
Female	76	76%
Total	100	100%

A significant majority of consumers in Kampung Lele Kediri are female, comprising 76% or 76 individuals of the total respondents. Male consumers constitute a smaller portion, making up 24% or 24 individuals. Women are more likely to make purchasing decisions for lele products. The digital marketing strategies employed may be more effective in targeting female consumers. Furthermore, women are more likely to actively participate in surveys or research. Given the analysis of respondent characteristics, Kampung Lele Kediri should refine its marketing strategies to better cater to the female consumer segment by creating engaging and relevant digital content, such as showcasing a variety of healthy, practical, and innovative lele recipes.

Table 3. Analysis of respondent characteristics

age	Frequency	Percentage
17 - 19	10	10%
20 - 25	45	45%
26 - 30	25	25%
> 30	20	20%
Jumlah	100	100%

The majority of consumers in Kampung Lele Kediri fall within the age range of 20-25 years, constituting 45% of the total respondents. This suggests that the products and digital marketing strategies are more appealing to young adults or early adults. The second largest age group is 26-30 years old, accounting for 25% of the respondents, followed by those aged 30 and above at 20%. This

indicates that lele products are also quite popular among adults who are generally financially stable. The 17-19 age group has the lowest percentage at 10%, suggesting that lele products are relatively less popular among late teenagers.

Table 4. Respondent characteristics by occupation

Occupation	Frequency	Percentage
Student/Undergraduate	25	25%
Civil Servant	25	25 %
Private Employee	25	25 %
Self-employed	20	20 %
Others	5	5%
Total	100	100%

Based on the analysis of respondent characteristics by occupation, there is an even distribution among students/undergraduates, civil servants, and private employees, each accounting for 25% of the respondents. Self-employed individuals make up 20%, while others constitute 5%. This diversity in occupations indicates the success of Kampung Lele Kediri's digital marketing strategy in reaching various market segments. Therefore, it is necessary to develop more specific and measurable marketing strategies for each occupational group. This can be achieved by tailoring digital marketing content to the specific characteristics and needs of each group, optimizing digital marketing timing based on the activities of each group, and developing product variations that align with the purchasing power and preferences of each consumer segment. This will help maintain and increase the market share that has already been achieved.

Descriptive Analysis

Creating a Measurement Model (External): The influence between variables in the path diagram can help explain the causal relationships of the constructs from the theoretical model that has been built. The components of the instrument's statements can be identified by using convergent validity to determine the overall latent variable. The following table shows the outer loading results after data processing.

Table 5. Outer Loading 1

	Customer Satisfaction	Digital Marketing	Product	Purchase Decision
X1.1			0.264	
X1.2			0.717	
X1.3			-0.321	
X1.4			0.764	
X1.5			0.449	

X2.1		0.215		
X2.2		-0.098		
X2.3		-0.606		
X2.4		0.718		
X2.5		0.644		
Y1				0.698
Y2				0.283
Y3				0.834
Y4				0.776
Y5				0.568
Z1	0.399			
Z2	0.663			
Z3	0.810			
Z4	-0.807			
Z5	0.416			

Based on the results of the outer loading analysis, several indicators were found to be valid (>0.7), namely Product (X1.2 and X1.4), Digital Marketing (X2.4), Purchase Decision (Y3 and Y4), and Customer Satisfaction (Z3).

For indicators that were not valid, it is recommended to remove or modify them, and a re-test should be conducted after removing these indicators, especially for those with negative values that require revisions to the research instrument. This implies the need to improve the construct validity, considering that some indicators may be less relevant to the context of Kampung Lele Kediri, thus requiring adjustments in variable measurement to enhance validity. To improve the quality of the research, it is suggested to revise invalid indicators, conduct a pilot study before the main study, consider the local context of Kampung Lele Kediri in developing indicators, and conduct a confirmatory factor analysis again after making the revisions.

Table 6. Outer Loading 2

	Customer Satisfaction	Digital Marketing	Product	Purchase Decision
X1.2			0.704	
X1.4			0.854	
X2.5		1.000		
Y1				0.726
Y3				0.819
Y4				0.780
Z2	0.834			
Z3	0.899			

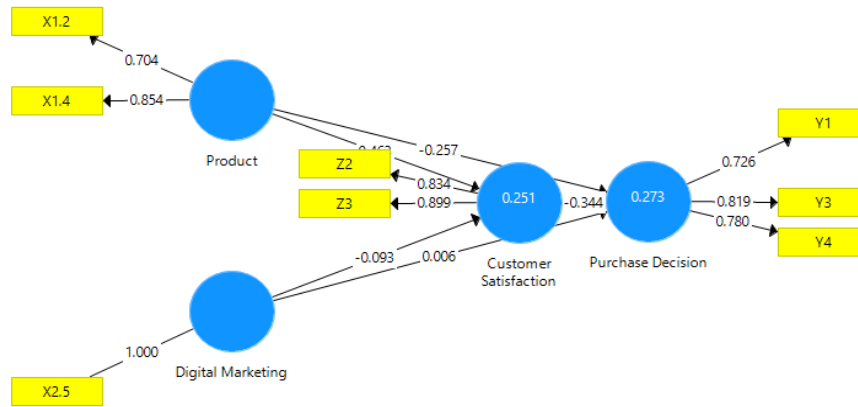


Figure 2. Outer loading analysis

Based on the results of the second outer loading analysis, several indicators were found to be valid with loading factors greater than 0.7. These include:

1. For the Product variable (X1): X1.2 (Product features) with a loading of 0.704 and X1.4 (Brand) with a loading of 0.854. This indicates that product features and brand are strong indicators for measuring the product variable in Kampung Lele Kediri.
2. For the Digital Marketing variable (X2): X2.5 (Email Marketing) with a loading of 1.000. This indicates that email marketing is the strongest indicator for measuring the effectiveness of digital marketing.
3. For the Purchase Decision variable (Y): Y1 (Problem recognition) with a loading of 0.726, Y3 (Evaluation of alternatives) with a loading of 0.819, and Y4 (Purchase decision) with a loading of 0.780. These three indicators show a significant role in the consumer purchase decision-making process.
4. For the Customer Satisfaction variable (Z): Z2 (Service quality) with a loading of 0.834 and Z3 (Emotional) with a loading of 0.899. This indicates that service quality and emotional factors are strong indicators for measuring customer satisfaction.

After the second analysis, all remaining indicators had loading factors greater than 0.7, meaning they met the convergent validity criteria and can be used for further analysis in the research on the influence of products and digital marketing on purchasing decisions, with customer satisfaction as an intervening variable in Kampung Lele Kediri.

Table 7. Reliability Test Results

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Customer Satisfaction	0.674	0.698	0.858	0.752
Digital Marketing	1.000	1.000	1.000	1.000
Product	0.377	0.399	0.758	0.613
Purchase Decision	0.670	0.664	0.819	0.602

Based on the reliability analysis results, it can be interpreted that Digital Marketing has the highest reliability with a perfect score of 1.000 for all criteria (Cronbach's Alpha, rho A, Composite Reliability, and AVE). Meanwhile, for other variables, Customer Satisfaction and Purchase Decision showed sufficient

reliability with Composite Reliability values greater than 0.7 (0.858 and 0.819 respectively), even though their Cronbach's Alpha values were below 0.7. The Product variable had the lowest reliability with a Cronbach's Alpha of 0.377, but still showed an acceptable Composite Reliability (0.758). Overall, although some Cronbach's Alpha values were below the 0.7 threshold, the Composite Reliability values greater than 0.7 for all variables indicate that the research constructs are still reliable for further analysis. The analysis of Average Variance Extracted (AVE) values for each indicator, with the requirement of a value greater than 0.05, suggests that the measurements meet the convergent validity criteria. The following table presents the AVE values for each variable.

DISCUSSION

This section allows you to describe your research findings academically. You may not enter figures related to your statistical tests here; instead, you should explain those numbers here. You should structure your discussion with academic support for your studies and a good explanation according to the specific area you are investigating.

Table 8. R Square

Variabel	R-Square
Purchase Decision	0.273
Customer Satisfaction	0.251

Based on the R-square table, it can be interpreted that variable Y (Purchase Decision) has an R-square value of 0.273 or 27.3%, which means that the independent variables (Product and Digital Marketing) with the mediating variable of Customer Satisfaction can explain 27.3% of the variation in Purchase Decision, while the remaining 72.7% is explained by other variables outside the model. Meanwhile, for the mediating variable, Customer Satisfaction, it has an R-square value of 0.245 or 24.5%, indicating that the independent variables (Product and Digital Marketing) can explain 24.5% of the variation in Customer Satisfaction, while the remaining 75.5% is explained by other variables not included in this study.

The R-square values for both variables are considered weak as they are below 0.5 or 50%, indicating that there are still many other factors that can influence Purchase Decision and Customer Satisfaction in Kampung Lele Kediri which are not included in this research model.

Table 9. Specific Indirect Effects

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Customer Satisfaction -> Purchase Decision	-0.344	-0.345	0.097	3.556	0.000
Digital Marketing -> Customer Satisfaction	-0.093	-0.081	0.104	0.890	0.374
Digital Marketing -> Purchase Decision	0.006	0.013	0.099	0.057	0.954
Product -> Customer Satisfaction	0.463	0.470	0.086	5.417	0.000
Product -> Purchase Decision	-0.257	-0.269	0.078	3.292	0.001

Based on the analysis of the relationship between variables in the Kampung Lele Kediri case study, it was found that:

Customer Satisfaction has a significant negative impact on Purchase Decision with a coefficient of -0.344 (t-statistic 3.556, p-value 0.000). Meanwhile, Digital Marketing does not show a significant influence on either Customer Satisfaction (t-statistic 0.890, p-value 0.374) or Purchase Decision (t-statistic 0.057, p-value 0.954). However, on the other hand, the Product variable shows a complex influence, where there is a significant positive influence on Customer Satisfaction with a coefficient of 0.463 (t-statistic 5.417, p-value 0.000) but has a significant negative influence on Purchase Decision with a coefficient of -0.257 (t-statistic 3.292, p-value 0.001), indicating that there is an interesting dynamic in consumer behavior in Kampung Lele Kediri where increasing product quality and customer satisfaction do not always correlate with increasing purchase decisions.

DISCUSSION

Hypothesis 1 was supported: Product has a significant positive effect on Customer Satisfaction (t-statistic 5.417, p-value 0.000, coefficient 0.463), aligning with previous research by Pratiwi et al. (2022) and the theoretical framework of Oliver (2020) regarding the role of product quality in customer satisfaction.

Hypothesis 2 was rejected: Digital Marketing does not have a significant effect on Customer Satisfaction (t-statistic 0.890, p-value 0.374), contradicting the findings of Chen et al. (2022), suggesting that the implementation of digital marketing in Kampung Lele Kediri is not yet optimal.

Hypothesis 3 was supported: Customer Satisfaction has a significant negative effect on Purchase Decision (t-statistic 3.556, p-value 0.000, coefficient -0.344), contradicting consumer behavior theory and the research of Rahmawati & Joko (2023).

Hypothesis 4 was supported: Product has a significant negative effect on Purchase Decision (t-statistic 3.292, p-value 0.001, coefficient -0.257), differing from the research of Susanto & Hidayat (2023).

Hypothesis 5 was rejected: Digital Marketing does not have a significant effect on Purchase Decision (t-statistic 0.057, p-value 0.954), inconsistent with the theory of Chaffey and Ellis-Chadwick as well as the research of Wijaya & Putri (2023).

Hypothesis 6 was rejected: Customer Satisfaction is not effective as a mediator because it has a negative effect, contradicting the findings of Anderson & Thompson (2022).

These results indicate unique consumer behavior patterns in Kampung Lele Kediri compared to previous studies, where increasing product quality and customer satisfaction paradoxically have a negative impact on purchase decisions, while digital marketing strategies have not shown significant effects.

Research Implications

The research in Kampung Lele Kediri reveals several important implications that require strategic attention. Although products have a positive impact on customer satisfaction, their negative influence on purchase decisions suggests a need to evaluate pricing strategies and their alignment with consumer

purchasing power. The ineffective digital marketing strategy necessitates fundamental improvements, including enhancing human resource competencies and optimizing social media usage. The negative impact of customer satisfaction on purchase decisions warrants a thorough evaluation of factors influencing purchasing behavior and the development of more effective customer loyalty programs. From a management perspective, a more comprehensive marketing strategy is required, along with ongoing human resource training, regular evaluation of marketing performance and customer satisfaction, and the development of a more structured quality management system to enhance the performance of Kampung Lele Kediri in the future.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research conducted in Kampung Lele Kediri, a unique pattern was found in consumer behavior. Only the first hypothesis (H1) was supported, which indicated a positive influence of product on customer satisfaction. The remaining five hypotheses were rejected, with findings contradicting existing theories and previous research, especially regarding the negative impact of customer satisfaction and product on purchase decisions, and the ineffectiveness of digital marketing. This indicates that the Kampung Lele Kediri market has specific characteristics that require a different strategic approach.

Recommendations and Limitations

In the dynamic market, the following strategic recommendations are proposed to transform Kampung Lele Kediri into a thriving and sustainable culinary destination:

- 1. Product Strategy Revolution:** Conduct a metamorphosis of products by evaluating market segments, restructuring pricing, and creating various menus to cater to each segment, while maintaining optimal product value without burdening consumers with significant price increases.
- 2. Digital Transformation:** Build a captivating digital presence through integrated marketing strategies, empower digital marketing teams with relevant skills, and create engaging content that targets the desired market.
- 3. Orchestrate Customer Satisfaction:** Design a symphony of loyalty programs that captivate consumers, perfect services to the smallest detail, and delve deeper into consumer preferences through comprehensive market research.
- 4. Master Management System:** Build a solid foundation with a precise quality management system, conduct thorough monitoring and evaluation, and develop human talent through continuous and forward-looking training programs.

By implementing these strategic initiatives, Kampung Lele Kediri can create a harmonious balance between product quality, customer satisfaction, and sustainable business growth.

ADVANCED RESEARCH

The research conducted in Kampung Lele Kediri revealed unique consumer behavior, with only the first hypothesis (H1) being supported, showing a positive influence of product on customer satisfaction, while the other hypotheses were rejected, highlighting contradictions with existing theories, such as the unexpected negative relationship between customer satisfaction and purchase decisions and the ineffectiveness of digital marketing. These findings emphasize the need for a tailored strategic approach to this market. Recommendations include transforming product strategies by segmenting the market, diversifying menus, and optimizing value without significant price hikes; leveraging digital marketing through integrated campaigns and skill enhancement; enhancing customer satisfaction via loyalty programs, impeccable service, and in-depth research; and strengthening management systems through rigorous monitoring, evaluation, and workforce development. These strategies aim to position Kampung Lele Kediri as a sustainable and thriving culinary destination.

REFERENCES

- Astuti, W. (2022). Industri Ikan Lele di Kediri dan Pertumbuhannya. *Jurnal Ekonomi Lokal*, 5(3), 244-257.
- Brown, J. (2012). Customer Satisfaction in the Food Industry. Dalam Dwiastuti, R., dkk. *Food Quality Management*. Jakarta: Graha Ilmu.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. 7th Edition. Harlow: Pearson Education.
- Dinas Perikanan Kediri. (2023). *Data Produksi Pembudidaya Lele di Kampung Lele Kediri*.
- Kementerian Koperasi dan UKM. (2023). *Laporan Adopsi Digitalisasi oleh UMKM di Indonesia*.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. 17th Edition. Harlow: Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. 15th Edition. Upper Saddle River, NJ: Pearson Education.
- Naruliza, L., & Suseno, T. (2021). Analisis Penerapan Digital Marketing dalam Meningkatkan Keputusan Pembelian. *Jurnal Pemasaran Kontemporer*, 7(2), 104-120.
- Nugroho, S. (2021). Pemasaran Digital dan Pengaruhnya terhadap UMKM di Indonesia. *Jurnal Manajemen UMKM*, 3(2), 123-137.

- Oliver, R. L. (2020). *Satisfaction: A Behavioral Perspective on the Consumer*. 3rd Edition. New York: Routledge.
- Pakpahan, M. (2016). *Faktor-Faktor yang Mempengaruhi Perilaku Konsumen*. Yogyakarta: CV Andi.
- Pratiwi, D., Rahman, T., & Santoso, E. (2022). Analysis of Product Quality Impact on Consumer Satisfaction in Fish Processing Industry. *International Journal of Food Quality*, 8(4), 440-456.
- Pratama, I. (2023). Digital Marketing dalam UMKM: Sebuah Kajian Empiris. *Jurnal Teknologi Pemasaran*, 10(1), 32-45.
- Putra, A. (2022). Perkembangan Teknik Pemasaran Digital oleh Pembudidaya Ikan Skala Kecil di Kediri. *Jurnal Manajemen Inovasi*, 7(2), 210-225.
- Rahmawati, E., & Joko, S. (2023). Peran Mediasi Kepuasan Konsumen dalam Hubungan Kualitas Produk dan Keputusan Pembelian. *Jurnal Riset Manajemen*, 9(2), 178-196.
- Rahman, D., & Setiawan, W. (2022). Digital Transformation in Indonesian Fishery Industry: Challenges and Opportunities. *Asian Journal of Business Management*, 14(3), 233-250.
- Sanjaya, R., & Josua, T. (2009). *Panduan Lengkap Digital Marketing: Strategi dan Implementasi*. Jakarta: PT Elex Media Komputindo.
- Sanjaya, R., & Tarigan, T. (2009). *Digital Marketing Strategies for SMEs in Indonesia*. Jakarta: PT Elex Media Komputindo.
- Stanton, W. J. (1996). *Fundamentals of Marketing*. New York: McGraw-Hill.
- Susanto, D., & Hidayat, R. (2023). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Olahan Ikan. *Journal of Marketing Management*, 15(2), 67-88.
- Taylor, S. (2021). *Understanding Customer Satisfaction in Food Processing*. New York: Springer.
- Tjiptono, F. (2014). *Service Management: Mewujudkan Layanan Prima*. Yogyakarta: Andi.
- Tjiptono, F. (2015). *Marketing Strategy: Creating Competitive and Sustainable Value*. Yogyakarta: Andi Offset.

Kurniawati, Ayuanti

Wijaya, A., & Putri, S. (2023). Efektivitas Digital Marketing dalam Meningkatkan Penjualan UMKM di Era Post-Pandemic. *Jurnal Manajemen Digital*, 5(1), 112-134.