

The Influence of Online Promotion and Product Diversity on Customer Satisfaction with Purchase Decision as an Intervening Variable

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ARTICLE INFO

Keywords: Online Promotions, Product Diversity, Purchasing Decisions, Consumer Satisfaction

Received : 23, March

Revised : 24, April

Accepted: 25, May

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ABSTRACT

In the bustling fitness industry of Bandar Lampung, Club Verde Fitness Center stands out, utilizing online promotions via Instagram to engage potential and existing customers. This quantitative study aims to assess the impact of these online promotions and product diversity on consumer satisfaction through purchase decisions. With a sample size of 141 respondents who have utilized Club Verde's facilities, data was collected through questionnaires and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The findings reveal that while online promotions alone didn't significantly affect consumer satisfaction, they did influence purchasing decisions. Additionally, product diversity positively impacted both purchase decisions and consumer satisfaction. These results underscore the importance of a multifaceted marketing approach and varied product offerings in enhancing consumer satisfaction and driving purchase decisions in the fitness industry.

INTRODUCTION

In recent years, fitness centers in Bandar Lampung have experienced rapid growth, largely due to the COVID-19 pandemic prompting people to prioritize fitness for maintaining immune health and overall well-being. This has cultivated a habit of regular exercise among the populace, with an increasing awareness of the importance of staying fit to prevent illness. Consequently, the fitness industry has flourished in Bandar Lampung. With numerous competitors in the fitness industry, fitness center owners must devise effective strategies to retain customers and implement appealing marketing tactics to attract new ones. One popular strategy is online promotion, leveraging advancements in technology and the popularity of social media to reach potential customers. Online promotions help fitness centers expand their reach, enhance brand awareness, and communicate the value of their offerings.

Product diversity also plays a crucial role in influencing customer satisfaction. Fitness centers that offer a variety of fitness programs tailored to customer needs, state-of-the-art equipment, qualified instructors, and additional amenities create a comfortable environment for customers. Product diversity influences customers' perceptions of the quality and benefits of membership at a fitness center. In Bandar Lampung, five fitness centers stand out: Club Verde, Giant's Gym, Fitbox Gym, Lifecoach, and Balance Studio. Based on Google Review ratings, Giant's Gym received a perfect rating of 5.0, while Club Verde and Lifecoach both received ratings of 4.8. Balance Studio and Fitbox, with ratings of 4.8 and 4.5 respectively, are also well-received by the community. Factors such as facilities provided, quality of service, equipment, affordability, cleanliness, and others contribute to the ratings given by customers.

Club Verde, with a rating of 4.8, offers various class facilities accessible to both members and non-members. Non-members interested in attending classes can pay Rp50,000 per class, while monthly class memberships for members are priced at Rp500,000. The center provides a variety of classes tailored to meet customer needs, scheduled by staff members. Fitness Centre Club Verde conducts online promotions through Instagram to provide information about upcoming classes, membership discounts, and various class activities to attract potential customers. Similarly, competitors such as Giant's Gym, Balance Studio, Fitbox, and Lifecoach also utilize Instagram to promote membership discounts, customer activities during workouts, and facilities offered. However, upon observation, Club Verde appears less active in posting Instagram stories compared to its competitors, especially Fitbox, which frequently shares content related to member class activities, class schedules, and giveaways.

Club Verde has 4,823 followers and 930 posts, while Fitbox has 700 followers and 10 posts. Despite being operational since 2013, Club Verde faces the challenge of increasing its online activity compared to Fitbox, which has shown promising progress despite being operational since July 2023. Fitbox's active engagement in creating video content shared on Instagram with specific tags benefits its online promotion efforts. Fitbox customers also express high satisfaction due to frequent content creation at the fitness center, posing a

challenge for Club Verde to innovate and utilize social media effectively to promote its diverse range of products and customer activities.

Based on the research conducted by Ade Delima (2019), promotion positively influences customer satisfaction, whereas Esih Jayanti's study (2023) suggests that promotion has no effect on customer satisfaction. Bagus Dwiseptiawan Mardjani's research (2023) indicates that promotion partially has a positive and significant effect on customer satisfaction in Gojek, while in Maxim, the promotion variable does not affect customer satisfaction. Regarding product diversity, Tamam Nasyi's study (2021) suggests that product diversity significantly impacts customer satisfaction at Kalibata Coffe Kalianda, whereas Fandy Ardiansyah's research (2020) concludes that product diversity does not affect customer satisfaction.

The research aims to address several key questions regarding the influence of online promotion and product diversity on customer satisfaction and purchase decisions at Fitness Centre Club Verde. These questions include the effects of online promotion and product diversity on customer satisfaction and purchase decisions individually, as well as their combined impact through purchase decisions on customer satisfaction. The study's objectives align with these questions, seeking to understand the dynamics between online promotion, product diversity, purchase decisions, and customer satisfaction. The findings are expected to contribute both theoretically and practically, enriching marketing and consumer knowledge while providing actionable insights for Fitness Centre Club Verde and other businesses in the industry. By understanding these factors' influence, Fitness Centre Club Verde can refine its marketing strategies, tailor its product offerings, and enhance customer satisfaction, ultimately leading to better decision-making and improved business performance.

LITERATURE REVIEW

Marketing

Management is the process of planning, organizing, directing, and controlling actions within an organization to achieve predetermined goals through the efficient utilization of human and other resources (Terry, 2018; Stoner, 2015; Gulick, 2015; Salam, 2007; Manullang, 2018). Marketing management, on the other hand, combines managerial functions with operational marketing tasks and aims to introduce products to the market successfully. According to Kotler and Keller (2013), marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer value. Marketing activities, influenced by marketing management, play a crucial role in achieving customer satisfaction and organizational success through functions such as exchange, physical distribution, and intermediation (Sudaryono, 2016). The marketing mix, also known as the 4Ps – product, price, place, and promotion – constitutes a fundamental strategy in marketing, emphasizing the optimal combination of marketing activities to yield the most satisfactory results (Alma, 2013; Kotler & Keller, 2013).

Consumer Behavior

Consumer behavior is an integral part of human behavior and therefore cannot be separated from its components. In the field of marketing, the study of consumer behavior aims to understand the ever-changing preferences of consumers and to influence them to be willing to purchase goods and services from companies when they need them. Companies are interested in every human activity, and consumer behavior is one such activity, meaning that discussing consumer behavior is essentially discussing the scope of human activity in a more limited context (Khodijah & Saino, 2012). The American Association defines consumer behavior as the dynamic interaction between affect and cognition, behavior, and the environment, where humans engage in exchange activities in their lives. Kotler defines consumer behavior as the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. According to Engel et al. (2019), consumer behavior encompasses actions directly involved in the acquisition, consumption, and disposition of products or services, including the processes preceding and following these actions. Mowen and Minor (2002) view consumer behavior as the study of units and decision-making processes involved in the acceptance, use, purchase, and determination of goods, services, and ideas. Schiffman and Kanuk (2010) define consumer behavior as the actions consumers exhibit to seek, purchase, use, evaluate, and dispose of products or services they expect will satisfy their needs. From these definitions, it can be concluded that consumer behavior involves actions initiated by consumers, beginning with the perception of needs and desires, followed by efforts to obtain desired products, consumption of the products, and concluding with post-purchase actions, such as feelings of satisfaction or dissatisfaction.

Promotion

Promotional sales are indeed considered a stimulating technique to influence purchasing decisions (Neha & Manoj, 2013). Defined as short-term incentives such as gifts or money facilitating the transfer of products from manufacturers to end-users (Strauss & Frost in Himawan & Abduh, 2015), promotional sales involve creating appealing products or services to encourage purchases within a specific time frame (Shamout, 2016). This conclusion aligns with the definition of online promotional sales as a marketer's technique to stimulate customer purchases (Neha & Manoj, 2013).

Based on the dimensions outlined by Neha and Manoj (2013), online promotional sales encompass various strategies such as coupons, discounts, free trials, premiums, contests, sweepstakes, and package pricing. These dimensions offer diverse methods to attract customers and stimulate purchases effectively. To implement online promotional sales, companies can employ competitive strategies that are cost-effective and have wide-reaching capabilities (Negadeepa, 2015; Huang in Himawan & Abduh, 2015). This approach acknowledges the increasing competition in the business world, emphasizing the importance of effective promotions, particularly online

promotions due to their ease of execution (Rinnanik et al., 2021). According to Rangkuti (2009), online promotions include various indicators such as advertisements, sales promotions, public relations, and direct marketing, highlighting the multifaceted nature of online promotional activities.

Product Diversity

Products are multifaceted entities comprising tangible and intangible aspects such as packaging, price, company prestige, and service. They are categorized into two main types: services and goods, where services are intangible and goods are tangible. These products are further classified based on durability and tangibility, consumer preferences, and industrial usage. Product diversity, as highlighted by Kotler and others, underscores the significance of offering varied options to consumers based on factors like price, shape, size, packaging, and distinctive characteristics. This diversity enables consumers to make choices that align with their needs and preferences. Product diversity indicators, as discussed by Utami, encompass product completeness, brand variety, product sizes, and product quality, which are crucial in meeting consumer demands effectively (Kotler, 2017; Farida & Saidah, 2017; Simamora, 2008; Blackwell in Liwe, 2013; Utami, 2010).

Consumer Satisfaction

Consumer satisfaction is about meeting consumers' needs and expectations through products or services (Nasution, 2005). It's when what consumers expect from a product aligns with its performance (Brown in Dwiastuti et al., 2012). Satisfied consumers keep using a product, become loyal, and spread positive word-of-mouth. It's the gap between what consumers expect and what companies deliver (Mowen, 2001). Consumer satisfaction occurs when a product meets or exceeds expectations (Engel, Blackwell, & Miniard, 1995). Kotler and Keller (2008) define it as the feelings consumers have when comparing a product's performance to their expectations. It's essentially how consumers feel about a product or service compared to what they expected (Schiffman in Siagian, 2004). Consumer satisfaction is crucial for a company's success; satisfied customers trust the company more (Ratna & Aksa, 2011). Tjiptono (2015) describes it as the pleasure or disappointment felt after comparing a product's performance to expectations. Factors influencing satisfaction include product and service quality, emotions, price, and costs (Lupiyoadi, 2006). Tjiptono (2015) suggests indicators like the match between expectations and perceived product performance, willingness to revisit, and willingness to recommend to measure consumer satisfaction.

Buying decision

Purchasing decisions represent consumer behavior in selecting products to fulfill their needs and desires (Widjaja & Rahmat, 2017). This process involves distinct stages, including identifying needs, gathering information, evaluating alternatives, making a purchase decision, and post-purchase behavior (Djauharuddin et al., 2020). Such decisions result from choosing among various

alternatives, wherein consumers must have options to select from (Indrasari, 2019). Factors influencing purchasing decisions encompass product choice, brand selection, distributor or agent choice, timing of purchase, and quantity of purchase (Indrasari, 2019). Companies need to understand consumer preferences in product and brand selection, as well as distributor choices, and prepare product quantities accordingly (Indrasari, 2019).

METHODOLOGY

Research Type And Data

The research methodology employed in this study is quantitative research. Quantitative research is a systematic, planned, and clearly structured type of research from the outset to the design of the study. As defined by Sugiyono (2011), quantitative research is based on positivist philosophy and is used to examine specific populations or samples. Data collection involves the use of research instruments, and data analysis is quantitative/statistical in nature, aimed at testing predetermined hypotheses. This method aims to examine the relationship between variables, which are then measured with numerical data and analyzed using statistical procedures (Creswell, 2016). The quantitative research approach adopts positivism, whereby the research begins with an existing theory, then seeks and collects data to support that theory (Creswell, 2016). In this study, the focus is on exploring the relationship between the independent or influencing variables (X), such as Product Diversity and Online Promotion, and the dependent variables (Y), namely Purchase Decisions and Customer Satisfaction.

Data for this study are obtained through a review of relevant literature, scholarly articles, and other books related to the research title. The aim is to connect theoretical frameworks with empirical findings in the field. The sources of data utilized in this scholarly work include both primary and secondary data. Primary data are collected through surveys using questionnaires, observations, and interviews, while secondary data are obtained through reading, studying, and understanding materials such as journals, books, company profiles, documents, and news reports, which serve as references for this research.

Population And Sample

The population for this research consists of consumers of Fitness Centre Club Verde, defined as the generalization area comprising objects/subjects with specific quantities and characteristics determined by the researcher for study and subsequent conclusion drawing (Sugiyono, 2011). The sample, on the other hand, represents elements of the population necessary to represent the total population, reflecting its characteristics to minimize sampling errors (Hair et al., 2020). Given the unknown exact size of the population, a suitable sampling design is essential to achieve research objectives (Hair et al., 2020). Following Hair et al.'s recommendation, which suggests a minimum sample size of 5-10 observations for each estimated parameter, and considering the 17 indicator statements in this study, a sample size of 85-170 respondents who have used Fitness Centre Club Verde facilities in Bandar Lampung is required. The

research employs non-probability sampling, specifically purposive sampling, a technique that selects samples based on specific criteria, as outlined by Sugiyono (2018), to ensure the data obtained are from consumers who have utilized Fitness Centre Club Verde facilities.

Data Analysis

Data analysis is a crucial activity conducted after gathering data from all respondents or other data sources. It involves organizing data based on variables and respondent types, tabulating data across variables from all respondents, presenting data for each studied variable, performing calculations to address research questions, and testing hypotheses proposed. In this research, data management techniques utilize Partial Least Squares (PLS) method processed with SmartPLS software version 4.1.0.1 to facilitate accurate statistical data management. The analysis includes both descriptive and quantitative methods. Descriptive analysis, according to Sugiyono (in Irsyadi, 2012), entails statistical analysis used to describe collected data, providing an overall picture of the studied object by depicting variable movements through tables or graphs. Additionally, quantitative analysis involves techniques for estimating parameters, expressed numerically, encompassing data collection, interpretation of results, and presentation of processed data.

The measurement outer model analysis, as outlined by Ghazali & Latan (2015), focuses on how manifest or observed variables represent latent variables for measurement. It includes tests for validity and reliability, with convergent validity and discriminant validity being crucial aspects, ensuring measurement instruments accurately measure what needs to be measured. Reliability tests assess composite reliability, Average Variance Extracted (AVE), and Cronbach's alpha, aiming for values above certain thresholds to ensure measurement instruments are reliable. Subsequently, hypothesis testing examines the relationships between endogenous and exogenous variables, utilizing probability values and t-statistics, with acceptance criteria based on preset significance levels. The inner model analysis aims to predict relationships between latent variables, estimating structural models using R-square and predictive relevance (Q²) to evaluate model performance. R-square values indicate the influence of independent variables on dependent variables, while Q² assesses predictive relevance, with values above zero indicating model predictive relevance.

RESEARCH RESULT

Descriptive Analysis

The analysis of respondent characteristics reveals insightful demographics. As illustrated in Figure 4.1, respondents are categorized into two groups: male and female. Among the 141 respondents, 92 (65.2%) are male, while the remaining 49 (34.8%) are female. Moving to age distribution, depicted in Figure 4.2, respondents are segmented into seven age categories. The majority fall within the 17-25 age range, constituting 74 respondents (52.5%), followed by those aged 26-35, with 39 respondents (27.7%). Notably, there are

no respondents above 65 years old. Furthermore, the analysis of respondents' occupations, displayed in Figure 4.3, shows six categories, with students comprising the largest group at 39.7% (56 respondents), followed by employees in the public/private sector at 25.5% (36 respondents), and entrepreneurs at 23.4% (33 respondents). Other categories include housewives, unemployed individuals, and those with miscellaneous professions, such as personal trainers. These demographic insights provide a comprehensive understanding of the respondent pool, essential for interpreting the study's findings and implications.

Hypothesis Analysis

Table 1. Hypothesis Analysis Result

No	Hypothesis	Os	T-Statistik	P-Value	Conclusion
1.	Online promotion > Customer satisfaction	0.122	0.922	0.357	Not Supported
2.	Product diversity > Consumer satisfaction	0.189	2.235	0.025	Supported
3.	Online promotions > Purchase Decisions	0.376	3.403	0.001	Supported
4.	Product diversity > Purchasing decisions	0.483	4.579	0.000	Supported
5.	Purchasing decisions > Consumer satisfaction	0.526	4.491	0.000	Supported
6.	Online Promotions > Purchase Decisions > Consumer Satisfaction	0.198	2.962	0.003	Supported
7.	Product Diversity > Purchasing Decisions > Consumer Satisfaction	0.254	3.035	0.002	Supported

Based on the findings presented in Table 4.8, the hypotheses testing the independent variables against the dependent variable yield insightful conclusions. Firstly, the rejection of the first hypothesis is attributed to a p-value of $0.375 > 0.05$ and a t-statistic of $0.922 < 1.96$, indicating that online promotion positively influences but insignificantly affects customer satisfaction. However, the acceptance of the second hypothesis, supported by a t-statistic of $2.235 > 1.96$ and a p-value of $0.025 < 0.05$, suggests that product diversity significantly and positively impacts customer satisfaction. Similarly, the third hypothesis is accepted due to a t-statistic of $3.403 > 1.96$ and a p-value of $0.001 < 0.05$, indicating that online promotion significantly influences purchase decisions. Moreover, the acceptance of the fourth, fifth, sixth, and seventh hypotheses underscores the significant positive impact of product diversity and purchase decisions on both customer satisfaction and customer satisfaction through purchase decisions, supported by appropriate t-statistics and p-values. These findings provide valuable insights into the relationships between the variables

studied, informing potential strategies for enhancing customer satisfaction in the context of fitness center Club Verde in Bandar Lampung.

Inner model Analysis

Table 2. Inner Model Analysis Result

Variabel	R Square
Buying decision	0.595
Consumer Satisfaction	0.575

The R Square values of 0.595 for purchase decision and 0.575 for customer satisfaction, as depicted in Table 4.11, fall within the "moderate" category. This indicates that the structural model demonstrates a moderate level of explanatory power in explaining the variance of these latent variables. Specifically, the R Square value of 0.595 for purchase decision suggests that the exogenous variables in the model collectively explain approximately 59.5% of the variance in purchase decisions, while the R Square value of 0.575 for customer satisfaction indicates that the exogenous variables account for around 57.5% of the variance in customer satisfaction. These findings offer insights into the strength of the relationships between the latent variables within the substantive theory, providing a basis for further analysis and interpretation of the structural model's effectiveness in explaining the phenomenon under study.

DISCUSSION

The Influence of Online Promotions on Consumer Satisfaction

The research findings indicate that online promotions do not significantly influence consumer satisfaction, suggesting that the online promotions conducted by Fitness Centre Club Verde via Instagram may not have a significant impact on consumer satisfaction. Conceptually, consumer satisfaction arises when their desires and needs align with the expectations of the products they have used, while promotional content typically serves an informative purpose, lacking direct consumption of the product and subsequent satisfaction.

These findings are supported by previous studies such as the research conducted by Esih Jayanti in 2023, which found no significant influence of promotions on user satisfaction with online transportation services like Gojek. Similarly, a study by Alfian Sulisty Herlamdang and Edi Komara in 2021 showed that promotions had no significant effect on consumer satisfaction at Starbucks Coffee Reserve Plaza Senayan. Additionally, Resty Avita Haryanto's research in 2013 concluded that promotions had no impact on customer satisfaction. Therefore, it is suggested that McDonald's management enhance promotions while maintaining product quality and service to ensure customer satisfaction.

The Effect of Product Diversity on Consumer Satisfaction

The research findings demonstrate that product variety significantly influences consumer satisfaction. This suggests that the diverse range of products offered by Fitness Centre Club Verde has a significant impact on consumer satisfaction, as a wide and comprehensive product variety can meet the needs and desires of consumers. According to the questionnaire responses, the provision of high-quality facilities by Fitness Centre Club Verde received the highest rating among the statements related to product variety, indicating that consumers perceive the variety of offerings positively. However, the brand of fitness equipment provided by Club Verde received a lower rating, indicating that it may not be a significant factor in determining satisfaction for many consumers. These findings are supported by previous studies such as those conducted by Tamam Nasyi (2021), Meli Fita Diana et al. (2022), and Fitri Rizky Amalia (2022), which similarly found that product variety has a significant positive effect on consumer satisfaction. Therefore, offering a diverse range of products can fulfill consumer needs and preferences, ultimately leading to greater satisfaction among Club Verde's consumers.

The Influence of Online Promotions on Purchasing Decisions

The research findings demonstrate that online promotions have a significant impact on purchase decisions. It can be inferred that the online promotions conducted by Fitness Centre Club Verde using Instagram have a significant influence on purchase decisions. Additionally, promotions via social media, particularly those related to price reductions, are highly effective in triggering consumer purchasing decisions. The questionnaire responses indicate strong agreement among respondents regarding Club Verde's practice of offering special deals within specified timeframes, suggesting that such offers effectively stimulate consumer transactions. Conceptually, promotions serve as a method for sellers to provide information that encourages consumer transactions, such as through discounts and bonuses, ultimately leading to increased product purchases. These findings are supported by previous research such as that conducted by Diovany Tirtana and Anis Turmudhi (2021), which found that online promotions positively influence purchase decisions by effectively providing information to buyers, thereby strengthening their decision-making process. Similarly, the study by Meli Fita Diana et al. (2022) concluded that online promotions significantly affect purchase decisions, with more frequent promotions leading to increased purchase decisions, reinforcing the notion that online promotions play a crucial role in informing consumers and influencing their purchase decisions anytime and anywhere. Thus, the current research aligns with and reinforces the findings of previous studies regarding the significant impact of online promotions on purchase decisions.

The Influence of Product Diversity on Purchasing Decisions

The research findings demonstrate that product variety has a significant impact on purchase decisions, indicating that the product diversity offered by Fitness Centre Club Verde significantly influences purchase decisions. The first item of the purchase decision variable in the questionnaire, "I decide to utilize Fitness Centre Club Verde facilities because they are comprehensive," received

an average rating of 4.08, implying that the majority of respondents agree or strongly agree. Conceptually, product variety represents the range of products provided by sellers to meet consumer needs and desires, thereby prompting purchase decisions when the products meet consumer requirements. With Club Verde's diverse offerings, including comprehensive facilities, comfortable spaces, a wide range of fitness classes with instructors, and supportive fitness equipment, these factors undoubtedly affect purchase decisions positively.

These findings are supported by previous research, such as that conducted by Liliana Dewi and Wihan Sindarko (2018), which found that product diversity significantly influences consumer purchase decisions at La Cherie, suggesting that La Cherie business owners should innovate and maintain a wide range of beverage flavors. Similarly, the study by Sanny Hanjaya (2016) concluded that product diversity significantly impacts consumer purchase decisions at Capra Latte, indicating that adding product flavor variants at Capra Latte would increase consumer purchasing decisions. Additionally, the research by Meli Fita Diana et al. (2022) revealed that product diversity significantly affects consumer purchase decisions at Healthymask, further supporting the findings of previous studies.

The Influence of Purchasing Decisions on Satisfaction

The research findings indicate that purchase decisions have a significant impact on satisfaction, suggesting that purchase decisions significantly affect the satisfaction of Fitness Centre Club Verde consumers in Bandar Lampung. Based on the questionnaire results for the consumer satisfaction variable, the second item, "I will visit Fitness Centre Club Verde again," received an average score of 4.19, implying that the majority of respondents agreed or strongly agreed. Consequently, consumers feel satisfied and intend to revisit Fitness Centre Club Verde. Conceptually, when consumers feel satisfied with the purchased products, they are more likely to engage in repeat purchases.

These findings are supported by previous research. For instance, a study conducted by Setiawan Tri Saputra et al. (2017) found that purchase decisions significantly influence the satisfaction of iPhone users, particularly among students of the Faculty of Administrative Sciences at Brawijaya University, Malang. Additionally, research by Meli Fita Diana et al. (2022) revealed that purchase decisions significantly affect the satisfaction of Healthymask consumers. It was concluded that an increase in purchase decisions would lead to an increase in consumer satisfaction, whereas a decrease in purchase decisions would result in decreased satisfaction. Purchase decisions can be measured by product choice, distributor choice, purchase timing, purchase quantity, and payment method, which serve as primary indicators of consumer satisfaction. Moreover, a study by Jasella Handayani et al. (2020) found that consumer purchase decisions significantly influence consumer satisfaction. Similarly, research conducted by Djanur Magenta and Johannes Sugiarto PH. showed that purchase decisions have a positive impact on consumer satisfaction, indicating that consumer trust and confidence in Essy's Brownies'

products, pricing, location, and promotions contribute to a certain level of satisfaction.

The Influence of Online Promotions on Consumer Satisfaction Through Purchasing Decisions

The research findings indicate that online promotion significantly influences customer satisfaction through purchasing decisions. This is consistent with previous studies, such as the work by Meli Fita Diana, Dwi Perwitasari Wiryaningtyas, and Yudhistira Harisandi (2022), which emphasized the pivotal role of online promotions in stimulating consumer interest and purchase behavior. In the context of purchasing decisions, businesses can gauge customer satisfaction through the reviews they receive, with higher purchase decisions directly correlating with increased satisfaction. Additionally, research by Joko Utomoa, Julius Nursyamsib, and Aji Sukarno (2023) suggests that customer satisfaction indirectly affects the relationship between Digital Marketing and purchasing decisions. Similarly, findings from Dani Adriansyah and Marheni Eka Saputri's (2020) study indicate that sales promotions significantly impact customer satisfaction through purchasing decisions. Therefore, the results of this research provide robust support for previous findings, affirming that online promotions play a vital role in driving purchases and maintaining customer satisfaction, both for new customers and repeat buyers.

The Influence of Product Diversity on Consumer Satisfaction Through Purchasing Decisions

The results of the study indicate that product variety has a positive and significant influence on customer satisfaction through purchasing decisions. These findings align with previous research conducted by Meli Fita Diana, Dwi Perwitasari Wiryaningtyas, and Yudhistira Harisandi (2022), which demonstrated that product variety influences customer satisfaction through purchasing decisions. Therefore, it can be said that product variety in a business significantly affects consumers' decision to make a purchase. The more diverse range of products offered, the higher the likelihood of purchase decisions as it facilitates consumers in selecting the products they need. An increase in purchase decisions also leads to higher customer satisfaction. Businesses can ascertain customer satisfaction when consumers have made a purchase.

CONCLUSIONS AND RECOMMENDATIONS

The analysis and discussion of the gathered data by the researcher lead to several conclusions regarding the study on "The Impact of Online Promotion and Product Variety on Consumer Satisfaction with Purchase Decisions as Intervening Variables (A Study at Fitness Centre Club Verde in Bandar Lampung)." Firstly, while online promotion shows a positive but not significant effect on consumer satisfaction, implying that promotions via Club Verde's Instagram account may not necessarily ensure consumer satisfaction since actual product usage is essential for assessing satisfaction. Secondly, the diversity of products significantly and positively influences consumer

satisfaction, indicating that the range of products offered by Club Verde, including various fitness equipment, support facilities, diverse classes, and comfortable amenities, contributes to consumer satisfaction by balancing the value exchange between money and expectations. Furthermore, both online promotion and product diversity have a significant and positive impact on purchase decisions, suggesting that Club Verde's online promotions and product offerings address the needs of both new and existing consumers, leading to purchase decisions. Additionally, purchase decisions positively affect consumer satisfaction, indicating that when consumers make transactions for products provided by Club Verde and these products meet their expectations, satisfaction is achieved. Finally, online promotions and product diversity positively and significantly influence consumer satisfaction through purchase decisions, indicating that promotions and product variety affect purchase decisions, subsequently leading to consumer satisfaction.

As for recommendations, it is advisable for Club Verde to concentrate on maintaining fitness equipment to prevent consumer dissatisfaction, giving priority to repairing non-substitutable equipment in the event of damage. Additionally, Club Verde should enhance the frequency of content creation and posting on social media platforms to attract new consumers and maintain consistency in class schedules to avoid disappointment. Moreover, offering promotions and organizing prize challenges for Club Verde consumers can boost consumer engagement.

ADVANCED RESEARCH

For future researchers interested in marketing and fitness center businesses, this study can serve as inspiration and a reference. It is suggested to expand the study by incorporating additional variables such as pricing to further explore factors influencing purchase decisions and consumer satisfaction in utilizing fitness center products.

ACKNOWLEDGMENT

We would like to thank all the parties involved.

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