



The Determinans Of Purchase Decision Through Customer Satisfaction Moderated By Social Media Marketing On Traditional Product Of Micro Small And Medium Entereprises (Msmes) Of Central Kalimantan

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ABSTRACT

The research is to analyze the determinants of purchase decision through customer satisfaction moderated by social media marketing on traditional product of Micro, Small and Medium Enterprises of Central Kalimantan. The research is the quantities research. The measured variables are product (X1), price (X2), place (X3), promotion (X4), people (X5), process (X6), physical evidence (X7), local culture (X8), customer satisfaction (Z), purchase decision (Y) and social media marketing (M). The research findings are 1). Product (Sig 0.003), price (Sig. 0.020), and physical evidence (0.009) have significant effects on purchase decision, meanwhile, other variables do not have partial effects. 2). Price (sig.0.001), people (sig.0.024), process (sig.0.033), customer satisfaction (sig.0.006), social media marketing (sig.0.011) have significant effect on purchase decision. 3). Social media marketing moderates customer satisfaction on purchase decision with sig 0.011. 4). Culture theory constitutes life style, demography and social classes are unable to be applied for traditional product Bajakah Kalalawit. The research novelties are as follows : 1). Local culture in the efficacy preceptive of how the product is consumed. (2). Knowledge and experiences as the indicators of people variable. The culture of Dayak's tribe to buy and to consume Bajakah Kalalawit is more about the benefits of consuming it naturally and local traditional traditions of *Belom Bahadat, Batang Garing*, and *Handep Tuntung Hadahup* rather than buying the manufacturer products or getting profit as much as possible.

Keywords: Marketing Mix, Purchase Decision, Customer Satisfaction, Social Media Marketing and Bajakah Kalalawit

INTRODUCTION

Micro Small and Medium Enterprises play crucial role for economics sector. Micro, small and medium enterprises (MSMEs) are the backbone of the Indonesian economy, but they are dominated by micro and small-sized enterprises with limited growth, productivity, and contribution to GDP (Williamson, 2008). Based on the (Republic of Indonesia Government Regulation Number 7 of 2021 Concerning Facilitation, Protection and Empowerment of Cooperatives and Micro, Small and Medium Enterprises, 2008), it is stated that the number of MSMEs is 65,471,134 units. In addition, the workforce absorption capacity of MSMEs is 117 million workers or 97% of the workforce absorption capacity of the business world and the state revenue from taxes in 2021 reached IDR 420 billion. One source of tax that is expected to contribute to state revenue is the MSME sector. MSMEs have a very large contribution to Indonesia's Gross Domestic Product (GDP), reaching 60% or around 2 trillion (Ramdani et al., 2022). MSMEs spreads throughout Indonesia, one of the areas where there are many MSME actors is in the province of Central Kalimantan. The total number of MSMEs in Central

Kalimantan is 121,411 (Central Kalimantan Province Central Statistics Agency, 2020). Culinary is one of the sectors in Central Kalimantan. The culinary object of research is a medicinal plant from the forests of Central Kalimantan, namely Bajakah Kalalawit (Ramdani et al., 2022). Bajakah Kalalawit is well known as the traditional medicine which can heal breast cancer (Aliviyanti et al., 2021), (Amiani et al., 2022), (Aliviyanti et al., 2021), dan (Novanty et al., 2021). The preliminary research, it was found that the purchase of Bajakah Kalalawit is low. On the contrary, Bajakah Kalalawit is seen to be sold in public areas. Moreover, Bajakah Kalalawit is available in Tokopedia or Shopee. The phenomenon causes the GAP. The researcher observes the gap from the theoretical and empirical point of view.

According to (Sukei, 2020) theoretical studies are studies of theories that support as a basis for preparing a researcher's thinking and conceptual framework. Empirical studies that describe research results that are relevant to the problems and research objectives raised in the research. The facts and problems regarding related products are still doubtful, there are products that contain poison and are dangerous (Fitriani, 2019). The fact due to the product issue is many product of Bajakah Kalalawit having no halal label, Food Certificate, expired date on the packing. Beside that, some the raw Bajakah Kalalawit are harmful to be consumed and cause death. The fact due the price, the price has not yet been stipulated and sometimes quite different among the sellers. It is confusing for consumer, even can cause the cancelation of purchase. The fact due to the place. The point of sale is located in traditional market and have no good display. Bajakah Kalalawit is put on the floor. The fact due to promotion, the online promotion is really less. The offline promotion is merely in the form of banner hanged in front of the shop. The fact due to people, the sellers are mostly from the Baby Boomer and Generation Z who are not really familiar in social media marketing. The fact due to process, the process of payment system does not provide online application or credit card, the sellers only receive cash. The process of obtaining Bajakah's information is only obtained from mouth to mouth information. The fact due to physical evidence, the lack of appropriate facilities to display and lack of lighting. From the empirical studies, there are previous research related to crucial variable in marketing mix which affect customer satisfaction and purchase decision. The previous research are (Masruroh & Suprpti, 2022), (Kusumawati et al., 2021; Purwanto & Imran, 2022), (Tanjung, 2021), (Arifin et al., 2022), (Sari Dwina Puspita Juli, 2022), (Farida & Tarmizi Achmad, 2016) and (Nugraha, E, E & Njo, 2019).

REVIEW OF LITERATURES

Customer Behavior

According to (Hawkins & Mothersbaugh, 2013) consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have the impact to the consumer and society. (Michael J. Baker and Susan Hart, 2008) explains consumer behavior covers a lot of ground: it is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

Purchase Decision

According to (Hawkins & Mothersbaugh, 2013) purchase decision is composed of a sequence of activities: problem recognition, information search, brand evaluation and selection, outlet choice and purchase, and postpurchase processes. Moreover (Kotler & Keller, 2016) defined customer buyer behavior is the buying of final consumer individuals and households who buy good and services for personal consumption. The indicators for purchase decision are purchase decision after feeling satisfied with the recognition of needs, purchase decision after getting alternatives as well as comparison from other product and purchase decision after evaluating the alternatives.

Customer Satisfaction

According to (Kotler & Keller, 2016) state satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Modern marketing is customer-oriented, starting and ending with the customer (Indrasari et al., 2019). The indicators for customer satisfaction are the information compliance, conformity to needs dan willingness to buy.

Marketing Mix 7P

According to (Kotler & Armstrong, 2018) the marketing mix is one of the major concepts in modern marketing. The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to engage consumers and deliver customer value.

Product

According to (Kotler & Keller, 2016) that product means the goods and services combination that the company offers to the target market. Furthermore, (Hawkins & Mothersbaugh, 2016) stated that a product is anything a consumer acquires or might acquire to meet a perceived need. (Kotler et al., 2019) said that product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy want or need. It includes physical objects, services, persons, places, organizations and ideas. The indicators for the product are product's efficacy, product's security and product's durability.

Price

According to (Hawkins & Mothersbaugh, 2016) price is the amount of money one must pay to obtain the right to use the product. Supported by (Kotler & Keller, 2016) price is the amount of money customers must pay to obtain the product. The indicators for price are flexibility, affordable and the suitable price with the product's efficacy.

Place

According to (Kotler et al., 2019) stated that place is all the company activities that make the product or service available to target customers. Moreover, (Kotler & Keller, 2006) explained that place includes company activities that make the product available to target consumers. The indicators for place are assessable, seen able and parking area.

Promosi

According to (Kotler & Keller, 2016) promotion refers to activities that communicate the merits of the product and persuade target customers to buy it. Promotion is the communication element involving personal and non-personal communication (Atajudin et al., 2020). The indicators for promotion are offline publication, market segmentation and promotion mouth to mouth.

People

According to (Setianto et al., 2020) people or person are the ones who have good interpersonal communication skill, either directly or indirectly with customers. The indicators for people are service, experiences and product knowledge.

Process

According to (Bergman, 2011) the process is a network of interrelated activities that are repeated over time. It transforms certain resources into results that should satisfy the customers of the process with the smallest possible resource consumption. The indicators for process are fast cash payment and process for gathering information.

Physical Evidence

Physical evidence includes all tangible things related to a service such as brochures, business cards, report formats and equipment. Physical evidence indicators are the layout (display) and lighting (lighting). Evidence indicators are the layout and lighting arrangement. Layout indicators in previous research (Anjani et al., 2019; Masruroh & Suprpti, 2022). The indicators for physical evidences are display and lighting.

Local Culture

According to (Hawkins & Mothersbaugh, 2016) culture is the complex whole that includes knowledge, belief, art, law, morals, customs, and any other capabilities and habits acquired by humans as members of society. This cultural value from the past (intangible heritage) comes from local cultures in the archipelago, including traditions, folklore and legends and mother tongue. Local culture can also refer to the culture of indigenous people (inlander) which has been seen as cultural heritage (Karmadi & Dono, 2007).

How to Consume Bajakah Kalalawit As Local Culture

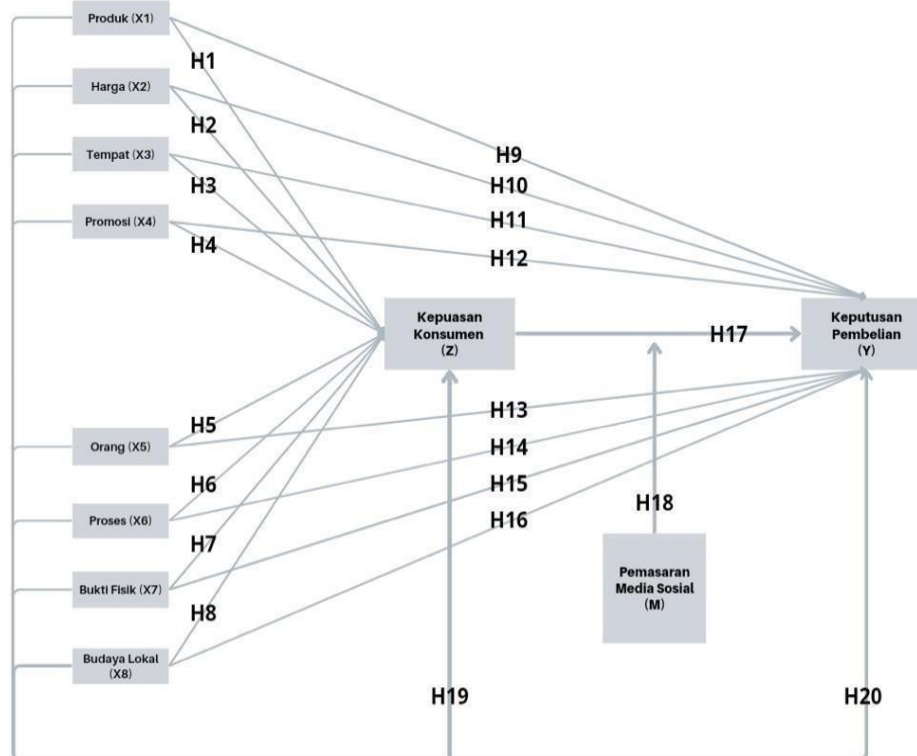
Bajakah Kalalawit is considered forest medicine that can heal many types of diseases (Aryadi et al., 2014). Bajakah Kalalawit is the name of a plant in the forests of Kalimantan. The Bajakah Kalalawit plant has a scientific name *Spatholobus littoralis* Hassk. the people of Kalimantan as a traditional medicine for various diseases such as cancer, tumors, wounds, premature aging, diabetes, and others (Febriyanti et al., 2021). Taking Bajakah Kalalawit from the trees in the forest must be seen the long life of the forest itself. Conservation is the protection and wise use of natural resources (Usop, 2020) (Usop 2020).

Social Media Marketing

According to (Charlesworth, 2018) internet technology is the driving force behind most, if not all, aspects of the digital transformation, it is one of the Internet's platforms, social media that has had the most significant impact on the customer's perception of the organization, brand or product. On social media, customers tell

their friends (and the rest of the world) what they think about organizations, brands or products. Moreover, (Hawkins & Mothersbaugh, 2016) stated that internet, mobile marketing, and social media are dramatically changing the way in which consumers shop and buy. (Charlesworth 2016) mentioned that social media platforms, such as LinkedIn, Facebook, Twitter, Google, Blog, Youtube, Pinterest and Instagram. The indicators for social media marketing are speedy of information, online access, content and feedback.

Conceptual Framework



Picture 2.1

Conceptual Framework

Based on the conceptual framework above and previous researches, hypothesis are as follows :

1. Based on prior researches related to product towards customer satisfaction (Marpaung & Mekaniwati, 2020), (Widodo, 2019) and (Marie et al., 2021), The 1st hypothesis is henceforth stated as follows :
H1 : Product has a significant effect on customer satisfaction of traditional product of Micro, Small and Medium Enterprises in Central Kalimantan.
2. Based on prior researches related to price towards customer satisfaction (Marpaung & Mekaniwati, 2020), (Silvia Arifiyansyah, 2022), the 2nd hypothesis is henceforth stated as follows :
H2 : Price has a significant effect on customer satisfaction of traditional product of Micro, Small and Medium Enterprises in Central Kalimantan
3. Based on prior researches related to place towards customer satisfaction (Usulu & Tumbel, 2019), (Khusnul., 2023) and (Lie et al., 2021), the 3rd hypothesis is henceforth stated as follows :
H3 : Place has a significant effect on customer satisfaction of traditional product of Micro Small and Medium Enterprises in Central Kalimantan
4. Based on prior researches related to promotion towards customer satisfaction (Usulu & Tumbel, 2019), (Khusnul., 2023) and (Lie et al., 2021), the 4rd hypothesis is henceforth stated as follows :
H4 : Promotion has a significant effect on customer satisfaction of traditional product of Micro Small and Medium Enterprises in Central Kalimantan
5. Based on prior researches related to people towards customer satisfaction (Aisyah et al., 2022) and (Khusnul., 2023), the fifth hypothesis is henceforth stated as follows :
H5 : People have significant effect on customer satisfaction of traditional product of micro, small and medium enterprises in Central Kalimantan
6. Based on prior researches related to process towards customer satisfaction (Khusnul., 2023) and (Aisyah et al., 2022), the 6th hypothesis is henceforth stated as follows :
H6 : Process has a significant effect on customer satisfaction of traditional product of micro, small and medium enterprises in Central Kalimantan
7. Based on prior researches related to physical evidence towards customer satisfaction (Khusnul., 2023) and (Aisyah et al., 2022), the 7th hypothesis is henceforth stated as follows :

- H7 : Physical evidence has a significant effect on customer satisfaction of traditional product of micro, small and medium enterprises in Central Kalimantan
8. Based on prior researches related to local culture towards customer satisfaction (Hasibuan et al., 2023) and (Khusnul., 2023), the 8th hypothesis is henceforth stated as follows :
- H8 : Local culture has a significant effect on customer satisfaction of traditional product of micro, small and medium enterprises in Central Kalimantan.
9. Based on prior researches related to product towards purchase decision (Marpaung & Mekaniwati, 2020) dan (Arifin et al., 2022) (Arifin et al., 2022), the 9th hypothesis is henceforth stated as follows :
- H9 : Product has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan.
10. Based on prior researches related to price towards purchase decision (Wildan & Imszar, 2022) and (Rossa & Budiarto, 2020).the 10th hypothesis is henceforth stated as follows :
- H10 : Price has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan.
11. Based on prior researches related to place towards purchase decision (Wildan & Imszar, 2022), the 11th hypothesis is henceforth stated as follows :
- H11 : Place has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan
12. Based on prior researches related to promotion towards purchase decision (Marpaung & Mekaniwati, 2020) and (Rossa & Budiarto, 2020), the 12th hypothesis is henceforth stated as follows :
- H12 : Promotion has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan
13. Based on prior researches related to people towards purchase decision (Wildan & Imszar, 2022), (Harahap & Asih, 2021) and (R. D. Rossa et al., 2020), the 13th hypothesis is henceforth stated as follows
- H13 : People has significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan
14. Based on prior researches related to process towards purchase decision (Harahap & Asih, 2021) and (Wildan & Imszar, 2022), the 14th hypothesis is henceforth stated as follows :
- H14 : Process has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan
15. Based on prior researches related to physical evidence towards purchase decision (Harahap & Asih, 2021) and (R. D. Rossa et al., 2020), the 15th hypothesis is henceforth stated as follows
- H15 : Physical evidence has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan
16. Based on prior researches related to local culture towards purchase decision (Hindratno et al., 2021) dan (Ashoer & Andi., 2012), the 16th hypothesis is henceforth stated as follows :
- H16 : Local culture has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan
17. Based on prior researches related to customer satisfaction towards purchase decision (Marpaung & Mekaniwati, 2020) and (Demak & Yosephine, 2020), the 17th hypothesis is henceforth stated as follows :
- H17 : Customer Satisfaction has a significant effect on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan
18. Based on prior researches related to social media marketing moderates customer satisfaction on purchase decision (Fahmi et al., 2022), and (Shifa et al., 2022), the 18th hypothesis is henceforth stated as follows :
- H18 : Social media marketing moderates customer satisfaction on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan.
19. Based on the simultaneous effects of marketing mix and local culture on customer satisfaction (Khotimah, 2023) and (Satria et al., 2023), the 19th hypothesis is henceforth stated as follows :
- H19 : Product, price, place, promotion, people, process, physical evidence and local culture have significant and simultaneous effect on customer satisfaction of traditional product of micro, small and medium enterprises in Central Kalimantan.
20. Based on the simultaneous effects of marketing mix and local culture on purchase decision (Pratama & Waluyo, 2020) and (Arifin et al., 2022), the 20th hypothesis is henceforth stated as follows :
- H20 : Product, price, place, promotion, people, process, physical evidence and local culture have significant and simultaneous effect on customer satisfaction of traditional product of micro, small and medium enterprises in Central Kalimantan.

3. RESEARCH METHODS

3.1. Sample Selection

This research uses purposive sampling method to select the sample. There are 110 respondents as the sample. Researchers can use purposive sampling to obtain samples that are in accordance with the purpose of the selection (Sayidah et al., 2020). Total sample uses Roscuer formula. If the research is to carry out multivariate analysis, then the number of sample members must be at least 10 times the number of variables studied (Budi Panca, 2020), it is obtained 110 respondents.

3.2. Variables and Measurement

There are 11 variables in this research. 8 variables are independent variables namely product, price, place, promotion, people, process, physical evidence and local culture. The intervening variable is customer satisfaction. The dependent variable is purchase decision. Social Media Marketing is as the moderating variable. The measurement uses Likert Scale from 1 up to 5 (Sukesi 2020:102)

3.3 Data Classification

Data of this research is cross-sectional data refer to observations of many different individuals (subjects, objects) at a given time, each observation belonging to a different individual.

3.4. Research Models

In the line with the eighteen hypothesis and selected variables used in this research, the models are as follows
Model 1

$$Z = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + e \dots\dots\dots(1)$$

Model 2

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 Z + \beta_{10} M + \beta_{11} ZM + e \dots\dots\dots(2)$$

Model 1 is used to test hypothesis H₁, H₂, H₃, H₄, H₅, H₆, H₇ and H₈

Model 2 is used to test hypothesis H₉, H₁₀, H₁₁, H₁₂, H₁₃, H₁₄, H₁₅, H₁₆, H₁₇ H₁₈

4. RESEARCH RESULTS

4.1. Descriptive Statistics

The data shown in the below table 1 conclude that the minimum data is 3 and the maximum data is 5. Mean for all variables are between 3.83 (the lowest) and 4.34 (the highest). The standard deviation value is greater and the mean means that the data is quite varied

Table 1
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Marketing	110	3	5	3.83	.715
Customer Satisfaction	110	3	5	4.19	.550
Purchase Decision	110	3	5	4.37	.539
Product	110	3	5	3.91	.551
Price	110	3	5	4.28	.544
Place	110	3	5	4.06	.529
Promotion	110	4	5	4.34	.475
People	110	3	5	4.07	.673
Process	110	3	5	4.24	.634
Physical Evidence	110	3	5	4.22	.641
Local Culture of Central-Kalimantan	110	3	5	4.14	.598
Valid N (listwise)	110				

Resource : The researcher's data

4.2. Validity and Reliability

Thirty one statement items in the questionnaires are stated valid because r test for all items in each variable are higher than t table 0.1874. The reliability test results presented in the table above show that the respective Cronbach alpha values are more than 0.7 (Assagaf 2021) and all question items are reliable.

4.3. Classic Assumption Test

The results of the multicollinearity test show that the respective tolerance values are no more than 0.10 and the respective VIF values are no more than 10. So it can be interpreted that multicollinearity does not occur.

Heteroscedasticity detection of the presence or absence of heteroscedasticity was carried out using the Glejser test. The results of the Glejser test show that the value of each regression equation is above 0.05. It can be concluded that heteroscedasticity does not occur. The normality test was carried out using the Kolmogorov Smirnov test. The results of the normality test show that the significance value is > 0.05, namely 0.073 for independent variables to intervening variables and 0.113 for independent variable to dependent variable. Hence it can be concluded that the data is normally distributed.

Table 2 Marketing Mix 7P and Local Culture of Central-Kalimantan on Customer Satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.554	.530		6.710	.000
Produk	-.294	.098	-.289	-3.015	.003
Harga	-.320	.136	-.310	-2.360	.020
Tempat	.274	.179	.259	1.535	.128
Promosi	.065	.164	.055	.395	.694
Orang	.128	.124	.153	1.027	.307
Proses	-.124	.122	-.140	-1.016	.312
Bukti Fisik	.343	.129	.392	2.651	.009
Budaya Lokal	.075	.156	.080	.483	.630

a. Dependent Variable: Kepuasan Konsumen

$$Z = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \beta_8X_8 + e$$

$$Z = 3.554 - 0.294X_1 - 0.320X_2 + 0.274X_3 + 0.065X_4 + 0.128X_5 - 0.124X_6 + 0.343X_7 + 0.075X_8$$

Table 3 Marketing Mix 7P and Local Culture of Central-Kalimantan on Purchase Decision

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.782	1.643		-1.693	.094
Produk	-.075	.077	-.076	-.964	.337
Harga	.363	.106	.367	3.437	.001
Tempat	-.078	.137	-.076	-.568	.571
Promosi	.007	.128	.006	.057	.954
Orang	.219	.096	.273	2.286	.024
Proses	-.202	.093	-.237	-2.168	.033
Bukti Fisik	.058	.102	.069	.574	.567
Budaya Lokal	.142	.118	.157	1.201	.233
Kepuasan Konsumen	1.095	.388	1.139	2.821	.006
Pemasaran Media Sosial	1.111	.431	1.481	2.580	.011
Interaksi Kepuasan Konsumen dan Medsos	-.221	.101	-1.372	-2.184	.031

a. Dependent Variable: Keputusan Pembelian

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \beta_8X_8 + \beta_9Z + \beta_{10}M + \beta_{11}ZM + e$$

$$Y = -2.782 - 0.075X_1 + 0.363X_2 - 0.078X_3 + 0.007X_4 + 0.219X_5 - 0.202X_6 + 0.058X_7 + 0.142X_8 + 1.095Z + 1.111M - 0.221ZM$$

Table 4 Simultaneous Output Test of Independent Variables towards Intervening Variable

Model	Sum of Squares	df	Mean Squares	F	Sig.
1 Regression	9.286	8	1.161	4.675	.000 ^b
Residual	25.078	101	.248		
Total	34.364	109			

Table 5 Simultaneous Output Test of Independent Variables towards Dependent Variable

Model	Sum of Squares	Df	Mean Squares	F	Sig
1 Regression	14.856	8	1.857	11.123	.000 ^b
Residual	16.862	101	.167		
Total	31.718	109			

5. RESEARCH DISCUSSION

5.1 The Effect of Product on Customer Satisfaction (The 1st Hypothesis)

From the result of the Multiple Linear Regression Analysis Model 1, it was found that the product has an influence on consumer satisfaction on traditional products of MSMEs in Central Kalimantan, as shown by t value $-3.015 > t$ table 1.984 with a significance level of $0.003 < 0.05$. The coefficient value -0.294 indicates a weak relationship between the product variable and the consumer satisfaction variable. The correlation between product and customer satisfaction is negative. Prior researches related to this research result are (Wardani, Hartono, & Kustiyah 2020), (Dhita Sylvia & Agus 2022) (Khusnul 2023), (Abbas 2020) and (Amilia & Novianti 2016). The theory that supports the results of this research is Marketing Mix 7P Kotler & Armstrong (1999:32) and Hawkins and Mothersbaugh (2016:42).

5.2 The Effect of Price on Customer Satisfaction (The 2nd Hypothesis)

From the result of the Multiple Linear Regression Analysis Model 1, it was found that price has an influence on consumer satisfaction of traditional product of MSMEs in Central Kalimantan as shown by t value $-2.360 > t$ table 1.984 with a significance level of $0.020 < 0.05$. The coefficient value -320 indicates a weak and negative correlation. The related prior research is Marpaung and Mekaniwati (2020)

5.3 The Effect of Place on Customer Satisfaction (The 3rd Hypothesis)

From the result of the Multiple Linear Analysis Regression Analysis Model 1, it was found that place has no influence on consumer satisfaction of traditional products of MSMEs in Central Kalimantan as shown by t value $1.535 < t$ table 1.984 with a significance level of $0.128 > 0.05$. The coefficient value of 0.274 indicates a weak and negative correlation. Related prior researches are (Dhita, Sylvia & Agus 2022), research (Ariyanti, Hermawan, & Izzuddin 2022), and (Bustomi & Dewi 2022).

5.4 The Effect of Promotion on Customer Satisfaction (The 4th Hypothesis)

From the result of the Multiple Linear Regression Analysis Model 1, it was found that promotion has no influence on consumer satisfaction of traditional products of MSMEs in Central Kalimantan as shown by t value $0.395 > t$ table 1.984 with a significance level of $0.694 > 0.05$. The coefficient value 0.065 indicates positive correlation. The related prior researches are (Dhita Sylvia & Agus 2022) (Amilia & Novianti 2016), and (Bustomi & Dewi 2022).

5.5 The Effect of People on Customer Satisfaction (The 5th Hypothesis)

From the result of the Multiple Linear Regression Analysis Model 1, it was found that people has no influence on consumer satisfaction of traditional products of MSMEs in Central Kalimantan, as shown by t value $1.027 < t$ table 1.984 with a significance level of $0.473 > 0.307$. The coefficient value is 0.128 indicates positive correlation (Dhita Sylvia & Agus 2022).

5.6 The Effect of Process on Customer Satisfaction (The 6th Hypothesis)

From the result of the Multiple Linear Regression Analysis of Model 1, it was found that the process has no influence on consumer satisfaction of traditional product of MSME in Central Kalimantan. shown from t value $-1.016 < 1.984$ significance level $0.312 > 0.05$. Coefficient value -124 indicates negative correlation. Related prior researches are (Dhita Sylvia & Agus 2022) and (Bustomi & Dewi 2022).

5.7 The Effect of Physical Evidence on Customer Satisfaction (The 7th Hypothesis)

From the result of the Multiple Linear Regression Analysis Model 1, physical evidence shows that it has an influence on consumer satisfaction of traditional product in Central Kalimantan, as shown from the t value of $2,651 > 1,984$ with a significance level of $0.009 < 0.05$. Coefficient is 0.343 . Previous research (Khusnul 2023) and (Aisyah, et al., 2022) The theory that supports the results of this research is Philip Kotler & Keller's 7P Marketing Mix theory.

5.8 The Effect of Local Culture on Customer Satisfaction (The 8th Hypothesis)

From the result of the Multiple Linear Regression Analysis Model 1, local culture has no influence on consumer satisfaction of traditional product in Central Kalimantan as shown from t value $-1.016 < 1.984$ with a significance $0.312 > 0.05$. Coefficient is 124 indicates negative correlation.

5.9 The Effect of Product on Purchase Decision (The 9th Hypothesis)

From the result of the Multiple Linear Regression Analysis Model 2, product has no influence on purchase decision of traditional product of Central Kalimantan shown from t value is $-0.964 < 1.984$ with a significance $0.337 > 0.05$. Coefficient is -0.075 indicates negative correlation.

5.10 The Effect of Price on Purchase Decision (The 10th Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, price has positive influence on purchase decision of traditional product of Central Kalimantan shown from t value is $3.437 > 1.984$ with significance $0.001 < 0.05$. Coefficient is 0.363 indicates positive correlation.

5.11 The Effect of Place on Purchase Decision (The 11th Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, place has no influence on purchase decision of traditional product of Central Kalimantan shown from t value is $-0.568 < 1.984$ with significance $0.571 > 0.05$. Coefficient is -0.078 indicates negative correlation.

5.12 The Effect of Promotion on Purchase Decision (The 12nd Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, promotion has no influence on purchase decision of traditional product of Central Kalimantan shown from t value is 0.057 with significance $0.954 < 0.05$. Coefficient is 0.007 indicates weak and positive correlation.

5.13 The Effect of People on Purchase Decision (The 13rd Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, people have significant and positive influence on purchase decision of traditional product of Central Kalimantan shown from t value is $2.286 > 1.984$ with significance 0.024 . Coefficient is 0.219 indicates positive correlation.

5.14 The Effect of Process on Purchase Decision (The 14th Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, process has significant and negative influence on purchase decision of traditional product of Central Kalimantan shown from t value $-2.168 > 1.984$ with significance 0.033 . Coefficient is -0.202 indicates negative correlation.

5.15 Physical Evidence on Purchase Decision (The 15th Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, physical evidence has no influence on purchase decision of traditional product of Central Kalimantan shown from t value $0.574 < 1.984$ with significance $0.567 > 0.05$. Coefficient is 0.058 indicates positive correlation.

5.16 Local Culture on Purchase Decision (The 16th Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, local culture has no influence on purchase decision of traditional product of Central Kalimantan shown from t value $1.201 < 1.984$ with significance $0.233 > 0.05$. Coefficient is 0.142 indicates positive correlation.

5.17 Customer Satisfaction Purchase Decision (The 17th Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, customer satisfaction has positive and significant influence purchase decision shown from t value is $2.821 > 1.984$ with significance $0.006 < 0.05$. Coefficient is 1.095 indicates positive correlation.

5.18 Social Media Marketing Moderates Customer Satisfaction (The 18th Hypothesis)

From the result of Multiple Linear Regression Analysis Model 2, social media marketing moderates positively and significantly customer satisfaction on purchase decision shown from t value is $2.580 > 1.984$ with significance $0.011 < 0.05$. Coefficient is 1.111

5.19 Marketing Mix 7P and Local Culture on Customer Satisfaction (The 19th Hypothesis)

From table 4, it is found that product, price, place, promotion, people, process, physical evidence and local culture have positive and simultaneous influence on customer satisfaction of traditional product of micro, small and medium enterprises in Central Kalimantan shown from F value is $4.675 > F$ table 2.03 . Significance is $0.000 < 0.05$. The total magnitude of influence is 23% while 73% is influenced by other factors outside this research.

5.20 Marketing Mix 7P and Local Culture on Purchase Decision (The 20th Hypothesis)

From table 5, it is found that product, price, place, promotion, people, process, physical evidence and local culture have positive and simultaneous influence on purchase decision of traditional product of micro, small and medium enterprises in Central Kalimantan shown from F value is $11.123 > F$ table 2.03 . Significance is

0.000 < 0.05. The total magnitude of influence is 46% while 54% is influenced by other factors outside this research.

6. CONCLUSION AND SUGGESTION

- 6.1 Product, price and physical evidence have significant effects on consumer satisfaction on *Bajakah Kalalawit*. Place, promotion, people, process, physical evidence and local culture of Central-Kalimantan do not have significant effect on customer satisfaction. Price, people, process have significant effects on purchase decision. Product, place, promotion, physical evidence and local culture do not have significant effect on purchase decision.
- 6.2 Local culture has significant effect neither customer satisfaction nor purchase decision. 80% of the respondents are Dayak tribe. According to Dayak's culture, medical plants from the forest are more effective in curing diseases than the said plants are processed in factories or in packaging. The islanders who believe their ancestors tend to consume directly from the forest, or take *Bajakah Kalalawit* from the forest, cut it into small pieces and boil before drinking as a medicine (Sukiada 2015), back to the nature (Hindratno, Sahay, and Manurung 2021).
- 6.3 Local government is supposed to have a good cooperation with MSMEs in Central-Kalimantan in promoting this product not only as the medical product but product which has more extra value such as for anti-aging or herbal tea,
- 6.4 Based on direct field investigation and interview held by the researcher, there are 25 *Bajakah Kalalawit* shops in Central-Kalimantan which are owned and run by Generation X and Generation Baby Boomers. On the contrary, These two generations are not good social media users. The largest social media users are from millennial generation. The research result shows that social media marketing moderates customer satisfaction on purchase decision with sig. 0.003 less than 0.005. Therefore, it is hoped that millennial generation is willing to do promotion such as making good content on their social media platforms
- 6.5 In the line with 7.4 the role of millennial generation to promote *Bajakah Kalalawit* is needed. The role of social media marketing is not only as the media to promote and sell *Bajakah Kalalawit* but also to set up the wider connection.
- 6.6 The result of the research is that people have a significant effect on purchase with sig 0.027. Indicators for people are training, service and knowledge. Previous researches never brought knowledge of the sellers as the indicator. Most of the previous researches only use service as indicator for people. Therefore, through the finding of this research, it is known that 73% respondents of this research hope that those who sell traditional medicine having no product's attributes such as halal label, BPOM, durability and laboratory test are supposed to have good knowledge about the product, consume and know this product as their hereditary use.

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