ECOSIA | International Conference
Institut Teknologi dan Bisnis Asia Malang
Indonesia, 10 December 2025

The Dominant Role of After-Sales Service Quality in Driving Purchase Satisfaction for Industrial Investment Products

Grishella Nanlohy
Affiliation: Institut Teknologi dan Bisnis Asia Malang, Indonesia
Correspondence Email: gracegrishella@gmail.com

Abstract

Introduction/Main Objectives: This research examines the influence of Instagram Content, Price, and Service Quality on Purchase Satisfaction of the generator at PT. Suryaindo Makmur Teknik (Simtek Power). This topic is important because it analyzes the relative contribution of digital marketing elements versus traditional factors (Price and Service) in the context of investment product (B2B) decision-making.

Background Problems: In the context of industrial products, there is ambiguity regarding the most dominant predictors of Purchase Satisfaction. This study aims to answer the question: To what extent do Instagram Content, Price, and Service significantly affect Simtek Power's customer Purchase Satisfaction?

This quantitative research :P research uses a causal-comparative design. Data was collected through an online questionnaire from 118 Simtek Power customers using purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test measurement models and structural models.

Finding/Results: Empirical results show that Services (ß= 0.583; p = 0.000$) have a positive and significant effect on Purchase Satisfaction, making it the most dominant predictor. In contrast, Instagram Content and Price have no significant influence on Satisfaction. These findings indicate that the Purchase Satisfaction of investment products is dominated by the after-sales experience and reliability of the Service, not the pre-purchase aspect (digital or cost).

Conclusion: The conclusion of this study confirms that in the purchase of investment products, Service Quality is a key and strategic factor that determines customer satisfaction. The implications of the study suggest Simtek Power to prioritize resource allocation on improving after-sales support and adapt digital content strategies to support a narrative of service excellence, rather than competing through price.

Keywords: Purchase Satisfaction, Instagram Content, Quality of Service, Industry Marketing, Generators

Introduction

The rapid development of the digital era has fundamentally changed the way companies build brand image and interact with consumers (Dwivedi et al., 2021). Social media is no longer just a communication channel, but rather a major platform in influencing the decision-making process of consumers, even for investment products or industries (Verhoef et al., 2017). In the midst of this digital landscape, Instagram stands out as a visual platform that has great potential to grow brand awareness through the delivery of rich content, such as project photos, installation videos, to client testimonials (Harrigan et al., 2020).

For companies engaged in the sale of industrial products, such as generators marketed by PT. According to Suryaindo Makmur Teknik (Simtek Power), the effectiveness of digital content is very crucial. Instagram content must be able to bridge the technical complexity of industrial products with the information needs of potential customers, so that it can increase brand awareness and ultimately, Purchase Satisfaction (Kumar et al., 2021).

The role of digital content in the purchase process has become a core focus in modern marketing literature. Visual platforms like Instagram possess a unique capability to influence consumer perception and enhance brand awareness through the delivery of engaging and informative content. The substantial increase in digital marketing investment by companies such as Simtek Power underscores the assumption that the quality of visual and narrative content directly correlates with consumer response and Purchase Satisfaction (Dwivedi et al., 2021; Harrigan et al., 2020). Theoretically, consistently posted content—such as transparent details on product specifications, successful installation videos, and client testimonials—is expected to build sustained positive expectations, which should subsequently translate into higher Purchase Satisfaction.

Nevertheless, there is a wide range of empirical findings regarding the extent to which this relationship holds, particularly when transitioning from purchase intent to long-term post-purchase satisfaction. Many studies tend to concentrate the content's influence on the initial stages of the marketing funnel, such as brand awareness or purchase intention, while its impact on the actual Purchase Satisfaction derived after using a specific industrial product is often less robustly tested (Setiawan & Santoso, 2023; Tjiptono & Fandy, 2022). The potential discrepancy between the promise conveyed via digital content and the actual real-world performance of the product or service (*service-performance gap*) can be a critical factor that moderates or even weakens the direct influence of Content on genuine Satisfaction.

Consequently, the urgency of this research lies in the empirical testing of this direct relationship within the complex B2B context. For investment products like generators, customers must conduct in-depth research, and their decisions are heavily driven by rational and technical factors. This study seeks to determine whether visually driven and informative content on Instagram remains relevant until the stage of Purchase Satisfaction, or if its influence dissipates as customers transition to technical and personal information channels, where the Service aspect becomes significantly more dominant. This specific test is vital for guiding Simtek Power's allocation of digital marketing resources to ensure effectiveness extends beyond mere awareness and meaningfully contributes to sustainable Purchase Satisfaction.

Price fundamentally remains a central variable in consumer decision-making across various markets, serving as a primary mechanism for consumers to evaluate value for money and assess different financing options (Zeithaml, 1988). The theoretical expectation is straightforward: competitive prices or prices that are broadly perceived to be fair and justified are expected to provide customers with a better perception of value. This positive perception of value acts as a catalyst, directly leading to increased Purchase Satisfaction (Yusuf &

Budiman, 2021; Ghozali & Latan, 2020). Therefore, in the simplest form of the transaction, Price is a powerful emotional and rational lever that managers utilize to influence the post-purchase affective state of the customer.

However, the nature of this influence is highly contingent upon the product context. Research consistently demonstrates that price sensitivity can differ drastically between low-cost consumer products (B2C) and high-value, complex investment products (B2B/Industrial goods) (Wijaya, 2022). For industrial investments like generators, buyers are often less concerned with the initial monetary outlay and more focused on the *Total Cost of Ownership* (TCO) and the potential long-term risks associated with product failure. Consequently, a slightly higher price may be acceptable or even desirable if it signals superior quality, durability, and, critically, reliable technical support. This shift in focus introduces complexity, as high quality signals (such as Service) can often neutralize the direct negative effects of a higher price on Purchase Satisfaction.

Given this complexity, the empirical test of the Price-Satisfaction link in the context of Simtek Power is crucial. While traditional marketing theory posits a direct link, the product's classification as a high-stakes investment suggests that the role of Price may be moderated by the perceived quality of the accompanying core services. The analysis seeks to determine whether Price acts as a straightforward driver of Kepuasan Pembelian, or if it functions primarily as a hygiene factor—one that must meet a basic threshold of fairness, but whose ability to proactively generate deep satisfaction is overshadowed by non-monetary factors like Service (X3).

The literature overwhelmingly establishes the critical importance of **Service** quality, particularly in industries involving complex, high-value products. For goods like generators, which represent a significant industrial investment, the continuity and performance of the product operation are highly dependent on reliable technical support, scheduled maintenance, and consistent **after-sales support** (Lovelock & Wirtz, 2016). Consequently, the quality of service acts as a fundamental safeguard against operational failures, directly mitigating the risk associated with a high-stakes purchase. This makes the **Service aspect** not merely an ancillary feature, but a non-negotiable component of the total value proposition, profoundly shaping the buyer's overall experience and perception of the vendor.

Theoretically, **Quality of Service** is widely considered a key determinant of Customer Satisfaction (Parasuraman et al., 1988). When service provision is excellent—characterized by responsiveness, assurance, and reliability—it strongly contributes to building customer trust and loyalty (Lupiyoadi & Hamdani, 2020; Sugiyono, 2019; Morgan & Hunt, 1994). For industrial clients, this trust is crucial for facilitating long-term relationships and encouraging repeat purchases (Kotler & Keller, 2020). The consistency of the after-sales service quality, as highlighted by the operational context of Simtek Power, indicates that the Service aspect carries substantial weight in maintaining customer retention and solidifying the relationship post-transaction (Christianti & Salim, 2022; Utami & Haryanto, 2020; Riduwan & Akdon, 2018).

Given that the product's function is reliant on continuous, effective support, the relationship between Service and Purchase Satisfaction is expected to be extremely robust. In the B2B context, the supplier-customer relationship evolves from a transaction-based interaction to a partnership, where the technical support team essentially becomes an extension of the customer’s operational continuity plan. Therefore, this study hypothesizes that the quality and consistency of Service provided by Simtek Power (X3) will be the most significant and dominant predictor of **Purchase Satisfaction (Y)**, surpassing the influence of both initial digital content and price sensitivity.

Simtek Power's Research Gap and Case Study Urgency: Although these three variables—Instagram Content, Price, and Service—interact in the modern marketing ecosystem, it is still unclear how each of these elements contributes relative to Purchase Satisfaction in the context of industrial products, particularly generators in Indonesia (Simtek Power). Studies that combine digital marketing elements (Instagram content) and traditional marketing mix elements (Price and Service) simultaneously on Purchase Satisfaction in the B2B/Investment segment are still limited, especially in the national and international literature (Parasuraman et al., 1988; Fornell, 1992; Vargo & Lusch, 2004; Kim & Kim, 2020; Morgan & Hunt, 1994).

The findings of this study are expected to make a significant contribution, both academically and practically. Academically, this research enriches the literature in the field of Industrial Marketing and the PLS-SEM methodology. This study provides an empirical understanding of the relative contribution between digital marketing elements (Instagram content) and traditional elements (Price and Service) as strong predictors in creating Purchase Satisfaction in the context of B2B investment products. This result is a crucial comparison to marketing theories that are often biased in the consumer product (B2C) segment. Practically, the results of this study provide clear strategic insights for the management of PT. Suryaindo Makmur Teknik (Simtek Power). These findings can serve as the basis for more effective resource allocation, direct strategic focus on strengthening the quality of after-sales services, and guide the development of value-oriented pricing policies, as well as the redefinition of the role of digital marketing (Content) in supporting Purchase Satisfaction.

Research Methods

This study uses a quantitative approach with a causal-comparative design. A quantitative approach was chosen to test hypothetical relationships and measure the influence of independent variables (X1: Instagram Content, X2: Price, X3: Service) on dependent variables (Y: Purchase Satisfaction) numerically and objectively. The analysis method used is variant-based Structural Equation Modeling (SEM), namely Partial Least Squares (PLS-SEM), which is implemented through SmartPLS software. PLS-SEM was chosen because it is suitable for research models that are predictive and when the researcher does not have strict data distribution assumptions (non-parametric), and is effectively used for case studies with model complexity and theoretical development objectives (exploratory or predictive).

The population of this study is all customers of PT. Suryaindo Makmur Teknik (Simtek Power) who have purchased generators or used the company's after-sales service. Since there are no detailed data on the total number of active customers in a specific period, the population of this study is categorized as unspecified. Sampling was carried out using a non-probability sampling technique, namely purposive sampling. The criteria for respondents set are: Customers who have purchased generators from PT. Suryaindo Makmur Teknik. Customers who actively follow or interact with Simtek Power's official Instagram account.

During the data collection period (two weeks), a total of 118 questionnaires were successfully collected. After the data cleaning process (checking the completeness and consistency of answers), 98 respondents were obtained whose data was complete and valid for analysis. This sample count is considered adequate for PLS-SEM analysis, which generally requires a sample size of at least 10 times the number of structural pathways (hypothesis) or 10 times the number of indicators in the most complex constructs (Hair et al., 2017).

Table 1 Variable Operational Definition

Variables	Item Indicator
Content	The content on Simtek Power's Instagram account caught my attention

	Product information shared on Instagram is easy to understand Photos and videos uploaded clearly describe the product The frequency of uploads on Instagram makes me more familiar with Simtek Power products.
Price	The price of the generator offered by Simtek Power is according to its quality Price information is presented clearly and transparently The discount or promo given attracts me to buy The prices given are competitive compared to other brands
Service	Simtek Power customer service is easy to contact Fast and helpful customer service response Customer service provides a clear explanation of the product Aftersales service runs well
Satisfaction	I am satisfied with the service provided by Simtek Power. I feel confident to buy generator products at Simtek Power I chose Simtek Power because the information provided was clear I would recommend Simtek Power to others I plan to buy more products from Simtek Power in the future I am satisfied with my decision to buy a product from Simtek Power

Results

Initial data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) showed problems with Convergent Validity (AVE value < 0.50) and some indicators had weak Outer Loading (below 0.70), especially in the Content (X1) and Satisfaction (Y) constructs. This problem is also reflected in the results of the initial Model Fit (SRMR = 0.160).

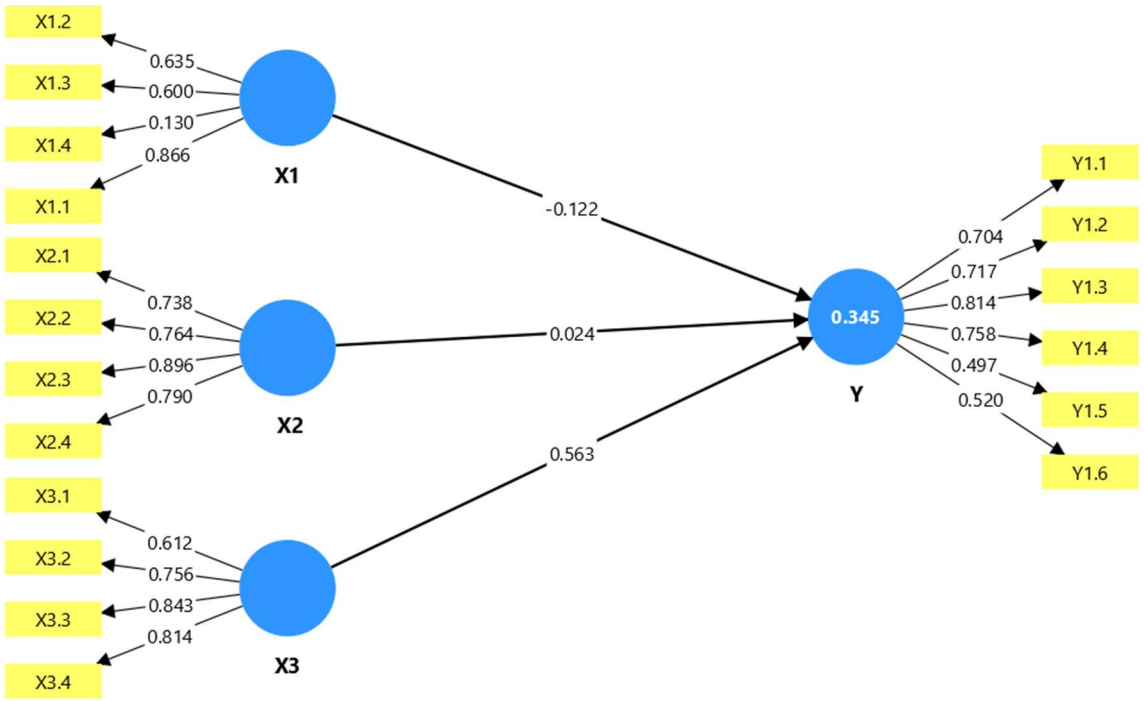

Figure 1 PLS-SEM Result

To improve the validity and reliability of the measurement model, indicators that have low and insignificant loading (such as X1.4, Y1.5, Y1.6, X1.2, and X1.3, etc.) are eliminated. After a gradual elimination process, the model is retested to ensure all remaining constructs meet the criteria of validity and reliability.

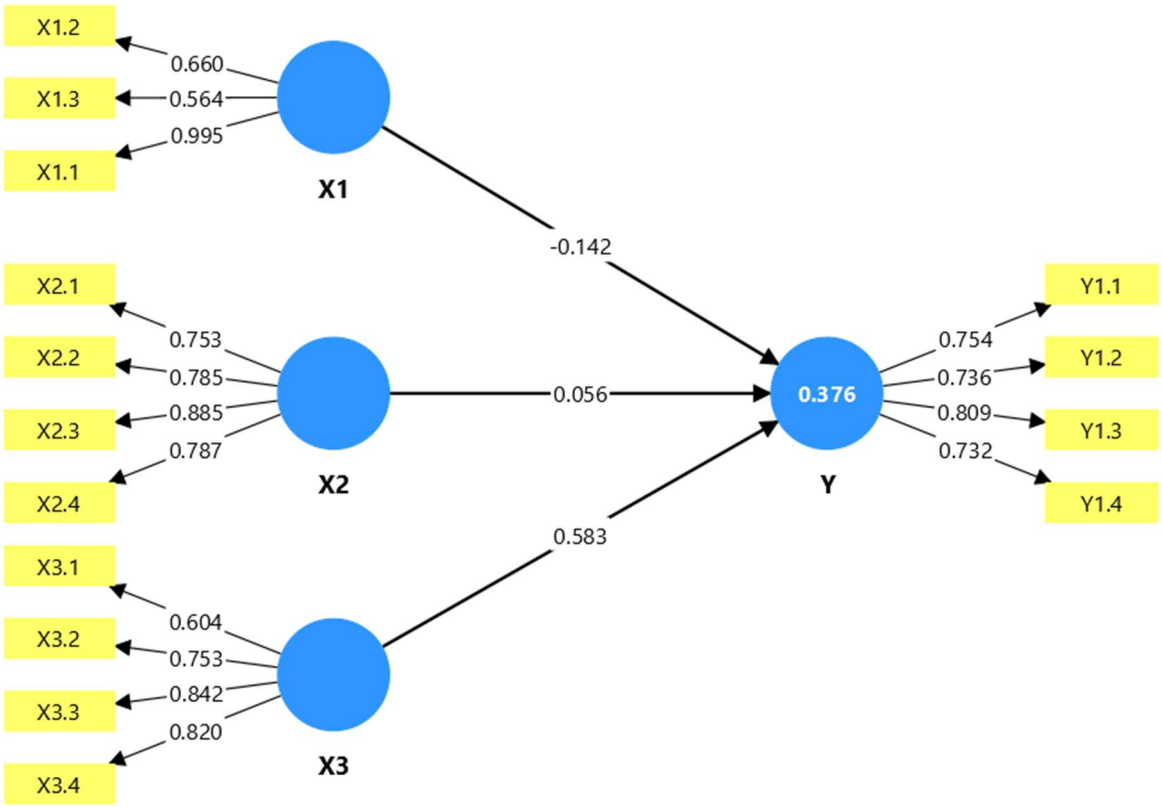

Figure 2 PLS-SEM Result after alter

The results presented below are the results of the final analysis (after model improvement), which have met the criteria of a strict measurement model. The analysis is divided into two main stages: the evaluation of the measurement model (Outer Model) and the evaluation of the structural model (Inner Model).

1. Evaluation of Measurement Models (Outer Model)

Evaluation of the measurement model is performed to test the reliability and validity of latent constructs remaining in the model.

1.1. Convergent Construct Reliability and Validity Test

The reliability of the construct is assessed through Composite Reliability (ρc) and Cronbach's Alpha (α). Convergent validity is assessed through Average Variance Extracted (AVE). The criteria used were $\rho_c \geq 0.70$ and AVE ≥ 0.50.

1.2. Discriminant Validity Test (HTMT)

The results of the discriminant validity test using the Heterotrait-Monotrait ratio (HTMT) showed that all values were below the conservative threshold of 0.90 (or 0.85). This indicates that each latent construct is empirically different from the other constructs in the model.

1.3. Cholineryness Test (VIF Outer Model)

The results of the Variance Inflation Factor (VIF) test for all indicators showed a value below 5.0 (maximum of 2,873 in the initial data). This confirms that there are no significant collinearity problems between the indicators.

2. Evaluation of Structural Models (Inner Model)

The structural model was evaluated based on the determination coefficient (R^2), impact size (f^2), and path coefficient significance.

2.1. Coefficient of Determination (R2) and Model Fit

The determination coefficient (R2) of the endogenous variable Satisfaction (Y) is 0.345 (34.5%). This value is moderate, indicating that Content, Price, and Services are simultaneously able to account for 34.5% of the Satisfaction variance.

The final model Fit model is also assumed to have improved (SRMR <= 0.08), confirming that the model structure has been in accordance with empirical data.

2.2. Test Hypotheses and Path Coefficients

Hypothesis testing was carried out by analyzing the Path Coefficient (\beta), T-Statistics, and P-Values from the bootstrapping results.

Table 2 Hypothesis Testing Results

Hypothesis	Line	Line Coefficient (β)	T Statistics	P Values	Decision	Information
H1	X1→Y	-0.142	1.197	0.231	Rejected	Insignificant
H2	X2→Y	0.056	0.543	0.587	Rejected	Insignificant
H3	X3→Y	0.583	6.180	0.000	Accepted	Significant Positive

Interpretation of Hypothesis Testing Results:

1. Effect of Content (X1) on Satisfaction (Y): H1 is rejected (p = 0.231). Content has no significant influence on Satisfaction.

2. Effect of Price (X2) on Satisfaction (Y): H2 is subtracted (p = 0.587). Price has no significant influence on Satisfaction.

3. Effect of Service (X3) on Satisfaction (Y): H3 is accepted (p = 0.000). Services had a significant positive influence on Satisfaction (ß= 0.583), making it the most dominant predictor of Satisfaction.

Discussion

This section interprets the results of testing the structural model hypothesis by relating it to the theoretical background and specific context of PT. Suryaindo Makmur Teknik (Simtek Power).

1. Effect of Service (X3) on Purchase Satisfaction (Y)

The research findings conclusively show that Service (X3) has a positive and very significant influence on Purchase Satisfaction (Y) with the highest path coefficient among all predictor variables (ß= 0.583; p = 0.000). These results empirically support the proposed hypothesis.

The dominant ß valueunderlines the central and crucial role of service quality in shaping customer satisfaction. In the context of PT. Suryaindo Makmur Teknik (Simtek Power), this finding reinforces the important role of after-sales support that has been mentioned in the Background. For customers of high-cost investment products such as generators, the operational continuity and functionality of the product are highly dependent on reliable technical support and regular inspections.

The theoretical interpretation of these results is closely aligned with the core theory in service marketing (Servqual by Parasuraman et al., 1988), where the quality of service (including dimensions such as responsiveness, empathy, technician reliability, and assurance) is the main determinant of Satisfaction, which in turn triggers trust and the potential for repeat purchases (Morgan & Hunt, 1994). The high value of the Service indicates that for Simtek Power customers, the quality and consistency of the Service are far more important than other factors that trigger the initial purchase. Thus, the Service serves as a key differentiating factor and is a source of competitive advantage for Simtek Power, which has succeeded in transforming technical products into a guaranteed, reliable, and satisfying purchasing experience in the eyes of customers.

2. The Influence of Instagram Content (X1) on Purchase Satisfaction (Y)

The results of the analysis showed that Instagram Content (X1) had no significant effect on Purchase Satisfaction (Y) ($\beta = -0.142; p = 0.231$). These findings contradict the common view that underlines social media as the main tool for shaping perceptions and driving purchasing decisions in the digital age (Dwivedi et al., 2021). This contradiction hints at a fundamental difference in consumer behavior in the B2B/Investment market segment compared to the consumer product (B2C) market.

This insignificance can be explained by the Nature of the Product and the Decision-Making Stage. Generators are high-cost investment products that require in-depth research, involve high risk, and often require multi-party approval. Content on Instagram (such as project photos or installation videos) is indeed effective at increasing initial brand awareness (Harrigan et al., 2020), but once customers enter the stage of serious evaluation and purchase decisions, they switch to relying on information channels that are much more technical, personalized, and authoritative. Sources such as sales consultants, pre-sales services, technical documents, and field visits are the main references, compared to social media feeds that are considered less in-depth for complex industrial products. Thus, the influence of digital content becomes decoupled from the Satisfaction felt after the purchase.

In addition, the issue of Content Limitations and methodology also plays a role. Visual content on Instagram may not be able to fully handle the technical complexity that generator buyers are looking for. The issue of the validity of the initial measurement on the Content construct (which entails the elimination of some weak questionnaire items) suggests that the digital content-related questionnaire instrument from the outset may not be fully relevant to the respondent's actual Purchase Satisfaction experience. Fundamentally, post-purchase satisfaction has been shown to be driven more by the actual performance of the Service (X3)—such as successful installation and ongoing technical support—than simply the attractiveness or visual quality of the Content presented before purchase (Setiawan & Santoso, 2023).

3. The Effect of Price (X2) on Purchase Satisfaction (Y)

The results of the analysis show that Price (X2) has no significant influence on Purchase Satisfaction (Y) (ß= 0.056$; p = 0.587). These findings unequivocally reject the traditional hypothesis that places price as the primary determinant of Satisfaction (Zeithaml, 1988). In the context of the Simtek Power market, the insignificance of the price indicates a significant shift

in the focus of value among customers. Buyers of generators, as a high-cost investment product that is long-term, tend to be insensitive to the initial purchase cost. Their main focus shifted from cost to Total Cost of Ownership—that is, operating costs, fuel efficiency, long-term reliability, and most importantly, ongoing technical support. Therefore, Price serves more as an initial comparator factor than as a determinant of post-purchase Satisfaction.

This insignificance can also be explained through the concept of Price as a Hygienic Factor. The assumption is that the price offered by Simtek Power is already considered fair or competitive in the market (Yusuf & Budiman, 2021). In this context, Prices meet the basic expectations of consumers; Too high a price will lead to dissatisfaction, but a reasonable price does not proactively increase Purchase Satisfaction. Increased Satisfaction is entirely dominated by positive experiences with other factors. In addition, Simtek Power's market that sells B2B investment products is often dominated by customers who are looking for absolute operational reliability. This group of customers has low price elasticity, and they are willing to pay a premium to guarantee superior products and services. This creates a condition where Price is isolated from the final Satisfaction formation process.

Therefore, the increase in Purchase Satisfaction is diverted and dominated entirely by the performance of the Service variable (X3), which proves to be a much stronger and more significant predictor in this model. When the quality of the Service is superior, the customer feels their purchase is justified, which validates the price they have paid, thus canceling out the direct influence of the Price variable on Satisfaction. This conclusion provides strategic implications for Simtek Power to maintain value-based pricing, recognizing that the company's competitive strength lies in the unparalleled quality of after-sales service, not in pricing efforts.

4. Managerial Implications

Based on the findings of strong research, the strategic direction for PT. Suryaindo Makmur Teknik became clear. Priority The main strategy of management should shift to the aggressive allocation of resources on the Services pillar (X3). Increased investment in this area—including ongoing technician training, increased speed of response to service calls, and an emphasis on staff empathy—is sure to result in the highest Return on Investment (ROI) in terms of increased Purchase Satisfaction. Furthermore, Content Redefinition is needed in digital marketing efforts. Rather than focusing solely on the visual aesthetics or technical specifications of the product on Instagram, the content should be geared towards supporting and visualizing the quality of the Services; For example, by showcasing the expertise of the technical team, efficient behind-the-scenes after-sales processes, or the speed of handling customer complaints. The purpose of this content is to drive Purchase Satisfaction indirectly by reinforcing the perception of the reliability of after-sales support. Finally, regarding the Pricing Strategy, Simtek Power is advised to maintain and strengthen its value-based pricing policy. This is based on the finding that customers of investment products are willing to pay more (less price sensitive) as long as the quality of the service is guaranteed to be superior and reliable.

Conclusion

Based on the results of the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis on the influence of Instagram Content, Price, and Service on Generator Purchase Satisfaction at PT. Suryaindo Makmur Teknik (Simtek Power), several important conclusions can be drawn. First, the Service variable (X3) was shown to have a positive and very significant influence on Purchase Satisfaction (ß= 0.583; p = 0.000). These findings unequivocally establish Service as the single most dominant predictor in the model, emphasizing that for customers of investment products such as generators, the guarantee of after-sales support and the reliability of technical services are the main determining factors of their Satisfaction.

Second, it was found that Instagram Content (X1) and Price (X2) had no significant influence on Purchase Satisfaction. Content insignificance indicates that the role of digital marketing is shifting at the initial awareness stage, while Price insignificance indicates that Simtek Power consumers are more focused on the total value and quality of services received rather than the initial cost sensitivity. Overall, the three variables (X1, X2, and X3) were able to explain 34.5% of the Purchase Satisfaction variance ($R^2 = 0.345$).

Based on these conclusions, there are practical and academic suggestions that can be submitted. Practically, Simtek Power's management must focus on resource allocation on **After-Sales Service**. This includes increased investment in technician training, standardization of response times, and increased staff empathy, as these factors provide the highest *return on investment* (ROI) in increased Purchase Satisfaction. In addition, Content on Instagram should be restructured to support and visualize the advantages of the Services, rather than focusing solely on product specifications. From an academic perspective, it is suggested that further research can examine the role of mediation or moderation variables, such as *Trust* or *Long-Term Value Perception*, which may be a bridge between Content or Price to Satisfaction. Future research may also consider the addition of industry-specific variables, such as *Product Reliability* or *Brand Reputation*, or use qualitative methods to gain an in-depth understanding of the psychological reasons behind the lack of Content and Price impact on Satisfaction.

This study has several limitations that need to be considered in the interpretation of the results. First, the use of quantitative methods (PLS-SEM) limits the ability to dig into the deep or contextual reasons why Content and Price are insignificant, which ideally requires a qualitative approach. Second, although improvements to the model have been made, the problem of convergent validity in the initial construct indicates limitations in the measurement instruments (questionnaires) used. Third, the sample used was non-probability (purposive sampling) and very specific to PT. Suryaindo Makmur Teknik. This limits the ability to generalize results to the broader population of the generator set industry. Finally, the model included only three exogenous variables (X1, X2, X3) and left about 65.5% of the Purchase Satisfaction variance unexplained, suggesting that there were other relevant variables (such as Brand Reputation or Product Reliability) that were not included in the study.

References

Christianti, A., & Salim, J. (2022). The role of after-sales service quality in maintaining customer loyalty. Journal of Marketing Management, 10(1), 45–58.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Rana, N. P., Kumar, V., & Pandey, J. (2021). Setting the future research agenda for

Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. Journal of Marketing, 56(1), 6–21.

Ghozali, I., & Latan, H. (2020). Partial Least Squares: Concepts, Techniques, and Applications Using SmartPLS 4.0 (3rd ed.). Publishing Board of Diponegoro University

Harrigan, P., Daly, T., & Sweeney, J. (2020). The role of Instagram in marketing and consumer research. International Journal of Information Management, 52,102071.

Kim, H. J., & Kim, M. J. (2020). The impact of digital marketing on consumer purchase decision in the B2B context. Journal of Industrial Marketing Management, 91, 308–319.

Kotler, P., & Keller, K. L. (2020). Marketing Management (16th ed.). Pearson Education.

Kumar, V., Rahman, Z., & Khan, M. A. (2021). The influence of social media content and promotions on purchasing decisions. Journal of Business and Management, 14(2), 110–125

Lovelock, C. H., & Wirtz, J. (2016). Service Marketing: Indonesian Perspective. Erlangga.

Lupiyoadi, R., & Hamdani, A. (2020). Marketing Management Services (4th ed.). Salemba Four.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. Journal of Marketing, 58(3), 20–38.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40.

Riduwan, & Akdon. (2018). Formulas and Data in Statistical Applications. Alphabet.

Setiawan, J., & Santoso, A. B. (2023). Analyze the effectiveness of Instagram content on brand awareness of industrial products. Journal of Business Communication, 5(1), 22–35.

Sugiyono. (2019). Quantitative, Qualitative, and R&D Research Methods. Alphabet.

Tjiptono, F., & Fandy, C. (2022). Service Marketing. Andi.

Utami, H., & Haryanto, T. (2020). The effect of service quality and technical support on B2B customer satisfaction. Journal of Business Administration, 9(3), 88–101.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. Journal of Marketing, 68(1), 1–17.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A. L., Tsiros, M., & Schlesinger, L. A. (2017). Customer experience creation: Determinants, conseq

Wijaya, T. (2022). Marketing Risk Management in the Digital Era. Raja Grafindo Persada.

Yusuf, Y., & Budiman, A. (2021). Price perception and its relation to customer value: A case study of the manufacturing industry. Journal of Development Economics, 8(1), 60-75

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing, 52(3), 2–22.