

Do All Marketing Mix Elements Matter Equally? Purchase Decisions and Customer Satisfaction among Generation Z iPhone Consumers in Greater Jakarta

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Abstract

This study investigates the effects of the marketing mix dimensions, namely product, price, promotion, and place, on purchase decisions and customer satisfaction. A quantitative research approach was employed using a survey method, involving Generation Z iPhone consumers residing in the Greater Jakarta metropolitan area, Indonesia. Respondents were selected using non-probability purposive sampling, with the principal inclusion criteria being individuals born between 1997 and 2012, residing in Greater Jakarta, and having purchased an iPhone at least once. The study involved 225 respondents. The collected data were analyzed using multiple linear regression with IBM SPSS version 27 to examine the influence of each independent variable on purchase decisions and customer satisfaction. The findings indicate that product, price, promotion, and place have positive and significant effects on customer satisfaction. However, with respect to purchase decisions, only product and price exhibit positive and significant effects, whereas promotion and place do not significantly influence consumers' purchase decisions. Product emerges as the most influential determinant of customer satisfaction and also exerts the strongest influence on purchase decisions among all independent variables. These findings suggest that product quality and appropriate pricing constitute the primary considerations influencing consumers' satisfaction and purchasing decisions. Accordingly, firms should prioritize product value and appropriate pricing while strategically utilizing promotion and distribution to strengthen customer satisfaction.

Keywords: marketing mix, product, price, customer satisfaction, purchase decision

Introduction

The rapid advancement of digital technology has fundamentally transformed consumer behavior, particularly among younger generations such as Generation Z. Having grown up in the digital era, Generation Z demonstrates a high level of dependence on smartphones for communication, entertainment, and various daily activities. Consequently, the smartphone industry has become one of the most competitive markets worldwide. In Indonesia, particularly in the Greater Jakarta metropolitan area (Jabodetabek), which serves as the country's economic and technological hub, demand for premium smartphones such as the iPhone continues to increase alongside the growing trend of digital consumption.

Indonesia's smartphone market has continued to expand, supported by the adoption of 5G technology, AI-enabled devices, and the replacement of older smartphones with newer models (Rahman, 2025; Pratama, 2025). This development is also reflected in Indonesia's

position as one of the world's largest smartphone markets, with approximately 187.7 million users in 2025 (Maulida & Pratomo, 2025). Rather than merely demonstrating market growth, these conditions indicate increasingly intense competition among smartphone providers to offer products and marketing strategies that are relevant to consumers' evolving expectations.

Among nearly 188 million smartphone users in Indonesia, 85.23% used Android devices as of February 2026, maintaining a market share consistently above 80% since 2020 (Noveliana, 2026). In comparison, Apple's iOS accounted for only 14.65% of the market (Noveliana, 2026). Despite its relatively smaller market share, the iPhone enjoys a considerably stronger preference among Generation Z consumers, with 34% expressing a preference for iPhones over Android smartphones. This preference is largely influenced by social interactions and peer perceptions (Clinten & Pratomo, 2023). This contrast between Apple's relatively limited operating-system market share and its strong appeal among Generation Z creates a specific marketing challenge: iPhone providers must understand which elements of the marketing mix actually encourage purchase decisions and which elements are more relevant to consumers' post-purchase satisfaction.

Furthermore, digital service utilization, particularly financial technology (fintech), is highly concentrated in the Greater Jakarta metropolitan area, accounting for approximately 73.77% of all fintech users in Indonesia (Muhammad, 2025). The concentration of digital activity in Jabodetabek, combined with the continued expansion of 5G infrastructure (Pratomo, 2024), makes the region particularly relevant for examining technologically engaged Generation Z consumers. In such a highly connected market, consumers have extensive access to product information, price comparisons, promotional messages, and alternative purchasing channels, potentially changing the relative importance of traditional marketing mix elements.

Beyond social influence, peer perceptions, and lifestyle factors (Abdullah et al., 2021), consumers evaluate smartphones based on various additional considerations. Brand image has been identified as one of the most influential determinants because smartphones frequently symbolize personal identity and social status (Khan, 2016). Moreover, product-related attributes, including features, quality, and performance, significantly affect consumers' purchasing decisions (Rai et al., 2022). Marketing activities, particularly advertising and brand awareness initiatives, also play an important role in shaping consumer preferences and purchase intentions for smartphones (Dehghani et al., 2016). Collectively, these findings indicate that smartphone brand selection represents a multidimensional decision-making process involving both rational evaluations and psychological considerations. Accordingly, examining product, price, promotion, and place within an integrated marketing mix framework provides a more comprehensive perspective than evaluating individual marketing factors separately.

In addition to purchase decisions, customer satisfaction represents an important post-purchase outcome because it reflects the extent to which consumers perceive that the value and performance received correspond to their expectations. Previous studies have demonstrated that customer satisfaction is influenced by perceived value, perceived quality, and price fairness, all of which jointly shape consumers' evaluations of a product (Konuk, 2019). Within the smartphone market, customer satisfaction is largely determined by product quality, price perception, and the overall user experience, all of which significantly influence consumer behavior (Wibisono & Keni, 2023). Product quality and price perception remain essential drivers of customer satisfaction because consumers assess whether a smartphone's

performance and overall value correspond to their expectations (Putra et al., 2020). Higher levels of customer satisfaction are more likely to foster brand loyalty, which subsequently influences purchase decisions (Kim et al., 2021). Likewise, satisfied consumers are more inclined to engage in repeat purchases, thereby reinforcing their purchasing decisions over time (Prihantini et al., 2024).

Despite the growing literature on smartphone consumer behavior, an important research gap remains. Previous studies have generally examined product quality, pricing, location, and promotional strategies as separate determinants rather than integrating them within the complete marketing mix framework. In addition, purchase decisions and customer satisfaction have commonly been investigated as separate outcomes. This separation provides limited understanding because the marketing elements that stimulate an initial purchase may not necessarily be the same elements that shape consumers' satisfaction after purchasing and using the product. Examining both outcomes simultaneously therefore provides additional knowledge regarding whether each marketing mix element performs a similar or different role across the purchasing and post-purchase stages of the consumer experience.

Accordingly, the novelty of this study lies in simultaneously examining product, price, promotion, and place in relation to two distinct consumer outcomes—purchase decision and customer satisfaction—among Generation Z iPhone consumers in Greater Jakarta. This study aims to identify which marketing mix elements are relevant to purchase decisions and customer satisfaction and to determine whether their relative roles differ across the two outcomes. Academically, the study contributes to marketing mix literature by distinguishing the role of the 4P elements across purchase and post-purchase evaluations in the premium smartphone context. Practically, the findings are expected to assist iPhone providers and marketers in Greater Jakarta in allocating marketing resources more effectively by identifying which elements should be prioritized to encourage purchasing and which should be strengthened to sustain customer satisfaction.

Marketing Mix

The marketing mix is a strategic framework comprising a set of controllable marketing tools that organizations use to generate desired responses from their target markets through four key elements: product, price, place, and promotion (Ellitan, 2023). According to Aji et al. (2023), the marketing mix serves as a strategic instrument that enables firms to design and implement effective marketing activities to achieve business objectives while enhancing their competitive advantage. Similarly, Sofiani (2021) argues that the marketing mix facilitates the integration of various marketing activities, allowing firms to develop more systematic, effective, and manageable marketing strategies.

The marketing mix functions as a fundamental mechanism through which firms create, communicate, and deliver value to customers (Wiranda & Waluyo, 2025). By effectively managing product offerings, pricing strategies, promotional activities, and distribution channels (Supit & Sirait, 2024; Wichmann et al., 2022), companies can influence consumers' purchase decisions and enhance customer satisfaction (Manuhutu, 2026).

Purchase Decision

A purchase decision represents the stage in the consumer decision-making process at which an individual selects and ultimately purchases a product or service after recognizing a need, searching for information, and evaluating available alternatives based on perceived

benefits and personal preferences (Jundrio et al., 2024; Sari & Asral, 2025). Purchase decisions are influenced by numerous internal and external factors, including economic and financial conditions, technological developments, political environments, cultural influences, product characteristics, pricing, location, promotional activities, physical evidence, service personnel, operational processes, and consumers' shopping experiences (Nurwidyanti & Gusti, 2025; Wongsunopparat & Deng, 2021). Furthermore, consumers evaluate product quality, price, satisfaction, and other marketing-related factors before selecting the product that best satisfies their needs and expectations (Reva et al., 2024; Sinaga & Husda, 2023; Subagyo et al., 2026). Because consumers are typically confronted with multiple competing alternatives, purchasing decisions require careful evaluation and sufficient product knowledge. Following the purchase, consumers' satisfaction, post-purchase experiences, and product usage play a crucial role in shaping future purchasing behavior, particularly repeat purchase decisions (Martianto et al., 2023; Kholik et al., 2020).

Customer Satisfaction

Customer satisfaction refers to consumers' overall evaluation that results from comparing their expectations regarding a product or service with its actual performance. Customers experience satisfaction when product performance meets or exceeds their expectations, whereas dissatisfaction occurs when performance falls short of those expectations (Azzahra et al., 2023; Fahriani & Febriyanti, 2022; Trilaksono & Prabowo, 2023). The primary objective of customer satisfaction is to assess the extent to which a company successfully delivers satisfying experiences throughout the customer journey, both during and after product or service consumption (Neneng & Zega, 2024). High levels of customer satisfaction encourage repeat purchases and foster long-term customer loyalty (Putra & Tijjang, 2023). In addition, customers' perceptions and service experiences may be influenced by physical surroundings, social environments, timing, situational factors, and emotional states (Chandra et al., 2020). From a managerial perspective, customer satisfaction provides numerous organizational benefits, including stronger customer loyalty, positive word-of-mouth communication, an enhanced corporate reputation, sustainable business growth, and improved profitability through repeat purchasing behavior (Riadi & Kamase, 2021).

Hypotheses Development and Research Model

Product, Purchase Decision and Customer Satisfaction

Product refers to the goods or services offered by a company to satisfy consumers' needs and wants. Products that provide benefits consistent with customer expectations are more likely to gain market acceptance (Supit & Sirait, 2024). Previous studies have demonstrated that product attributes significantly influence consumers' purchase decisions (Rai et al., 2022). Likewise, Subagyo et al. (2026) reported that higher perceived product quality increases consumers' likelihood of making a purchase decision. Beyond influencing purchase decisions, product quality also plays a critical role in determining customer satisfaction. Consumers evaluate whether a product's reliability, functionality, and overall performance correspond to their needs and expectations. When product quality is perceived as superior, consumers are more likely to experience higher levels of satisfaction (Ellitan, 2023). Similarly, Sulastri et al. (2026) found that product quality positively affects customer

satisfaction because consumers assess products based on their reliability and their ability to fulfill functional requirements.

H1: Product has a positive effect on purchase decision.

H2: Product has a positive effect on customer satisfaction.

Price, Purchase Decision and Customer Satisfaction

Price represents the monetary value consumers must sacrifice to obtain a product or service. An appropriate pricing strategy enables firms to attract customers while establishing a competitive market position (Supit & Sirait, 2024). Consumers generally evaluate whether a product's price is reasonable relative to its perceived benefits before making purchasing decisions. Consequently, products with favorable price perceptions are more likely to encourage purchase decisions (Sinaga & Husda, 2023). Price also contributes substantially to customer satisfaction. Consumers do not necessarily seek the lowest possible price; instead, they evaluate whether the price paid reflects the value received. When customers perceive prices to be fair and commensurate with product quality and performance, satisfaction is likely to increase (Sinaga & Husda, 2023).

H3: Price has a positive effect on purchase decision.

H4: Price has a positive effect on customer satisfaction.

Place, Purchase Decision and Customer Satisfaction

Place refers to the distribution system and accessibility through which products are delivered to consumers. Effective distribution strategies enable customers to obtain products conveniently, thereby enhancing the overall purchasing experience and increasing customer satisfaction (Supit & Sirait, 2024). However, previous empirical findings regarding the effect of place on purchase decisions remain inconclusive. Tanjung (2021) reported that location does not significantly influence consumers' purchase decisions. Conversely, Sinaga and Husda (2023) found that favorable consumer perceptions of business location positively contribute to customer satisfaction.

H5: Place has a negative effect on purchase decision.

H6: Place has a positive effect on customer satisfaction.

Promotion, Purchase Decision and Customer Satisfaction

Promotion encompasses the communication activities undertaken by firms to inform consumers about products and stimulate purchasing interest. Effective promotional strategies increase consumer awareness, strengthen product knowledge, and encourage purchasing behavior (Supit & Sirait, 2024). Previous research has demonstrated that promotional activities positively influence consumers' purchase decisions (Asdi & Putra, 2020). Promotion also contributes to customer satisfaction by providing consumers with accurate and comprehensive information before purchase. When promotional messages accurately represent product attributes and benefits, consumers develop more realistic expectations, thereby reducing the discrepancy between expectations and actual product performance. Consequently, customer satisfaction is likely to increase (Sinaga & Husda, 2023).

H7: Promotion has a positive effect on purchase decision.

H8: Promotion has a positive effect on customer satisfaction.

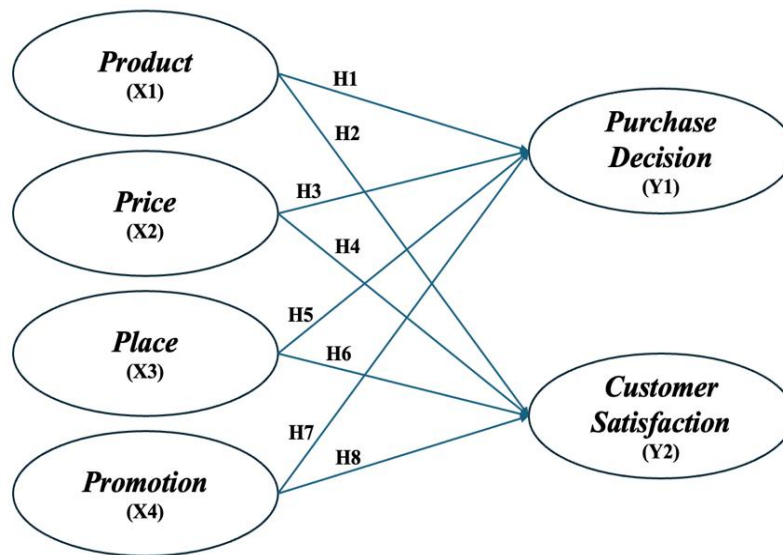


Figure 1. Research Model
Source: Developed by the authors (2026)

Method

This study investigates the effects of the four dimensions of the marketing mix, namely product, price, place, and promotion, on purchase decisions and customer satisfaction among Generation Z consumers purchasing iPhones in the Greater Jakarta metropolitan area, Indonesia. Although previous studies have examined the effects of product quality, pricing, location, and promotional strategies on Apple products, these factors have generally been investigated as independent constructs rather than as an integrated marketing mix framework (Azzahra et al., 2023; Choudhury & Gulati, 2020; Rahman et al., 2021; Reva et al., 2024; Sari & Asral, 2025; Subagyo et al., 2026). Furthermore, prior research has typically analyzed purchase decision (Rahman et al., 2021; Reva et al., 2024; Sari & Asral, 2025; Subagyo et al., 2026) and customer satisfaction (Azzahra et al., 2023; Cahyaningrum & Hartini, 2023; Choudhury & Gulati, 2020; Handoyo & Mani, 2021; Putra & Tijjang, 2023; Tandigala et al., 2022) as separate outcome variables rather than examining them simultaneously within a single research model. Accordingly, this study seeks to address these gaps by investigating both dependent variables within an integrated conceptual framework. This study employed a cross-sectional quantitative explanatory survey design to examine the statistical associations among the proposed variables. Data were analyzed using IBM SPSS Statistics version 27. Prior to regression analysis, the assumptions of residual normality, linearity, homoscedasticity, independence of errors, and the absence of influential observations were assessed. Multicollinearity was evaluated using tolerance and variance inflation factor (VIF) values, while influential observations were examined through standardized residuals and Cook's Distance. If any assumption was violated, the data and model specification were re-examined and appropriate corrective procedures, including data transformation, treatment of influential observations, or model respecification, were considered before interpreting the regression results.

Measurement of Variables

Table 1. Operationalization of Variables

Variables	Questionnaire Items	Source	Measurement
Product (X1)	iPhone offers a wide variety of product models	Tanjung (2021)	Five-point Likert scale
	iPhone offers a wide variety of product models		
	iPhone offers products with elegant designs		
Price (X2)	The price of an iPhone is appropriate relative to its quality	Tanjung (2021)	Five-point Likert scale
	iPhone prices are affordable for consumers		
	iPhone prices are competitive compared with other smartphone brands		
Promotion (X3)	iPhone promotional activities encourage me to purchase the product	Tanjung (2021)	Five-point Likert scale
	iPhone advertisements on social media increase my interest in learning more about the product		
	Sales personnel at iPhone retail stores possess adequate knowledge of iPhone features		
Place (X4)	iPhone retail stores are easily accessible	Tanjung (2021)	Five-point Likert scale
	iPhone retail stores are easy to locate		
	iPhone retail stores provide adequate parking facilities		
Purchase Decision (Y1)	I decided to purchase an iPhone because of its product reliability	Tanjung (2021)	Five-point Likert scale
	I would recommend the iPhone to others		
	I intend to purchase an iPhone again in the future		
Customer Satisfaction (Y2)	Compared with other smartphone brands, I am satisfied with the iPhone	Dam & Dam (2021)	Five-point Likert scale
	Overall, I am satisfied with the iPhone		
	Purchasing the iPhone was the right decision for me		

Source: Compiled by the authors (2026)

Population and Sample

The target population comprised consumers who had purchased an iPhone at least once. Because the exact population size could not be determined, a non-probability sampling technique was employed using purposive sampling. To be eligible for inclusion, respondents had to satisfy the following criteria: belong to Generation Z, defined as individuals born between 1997 and 2012; have purchased an iPhone at least once; and reside in the Greater Jakarta metropolitan area, regardless of whether their official residential identification was registered in the region. Data were collected through an online questionnaire distributed via Google Forms. The questionnaire link was circulated through WhatsApp. Screening questions were included at the beginning of the questionnaire to verify respondents' age category, iPhone purchase experience, and residence in Greater Jakarta. Responses that did not meet these eligibility criteria were excluded from the analysis.

The adequacy of the sample size was assessed using an a priori statistical power benchmark for multiple regression. Assuming a medium effect size ($f^2 = 0.15$), a significance level of 0.05, statistical power of 0.80, and four predictors, the minimum required sample was approximately 85 respondents. Thus, the final sample of 225 respondents exceeded the minimum requirement and was considered adequate for the regression analyses. A total of 245 questionnaires were collected through Google Forms. After screening for eligibility, 225 valid responses were retained for subsequent statistical analysis.

Results and Discussion

Validity and Reliability Test

The validity test results indicate that all measurement items for the product, price, promotion, place, purchase decision and customer satisfaction constructs have corrected item-total correlation coefficients exceeding the critical value of 0.1381 ($N = 225$). Therefore, all questionnaire items are considered valid and appropriate for measuring their respective constructs.

Table 2. Validity Test Results

Variables	Indicator	r-table	r-value	Result
Product (X1)	X1.1	0,1381	0,731	Valid
	X1.2	0,1381	0,789	Valid
	X1.3	0,1381	0,787	Valid
Price (X2)	X2.1	0,1381	0,330	Valid
	X2.2	0,1381	0,689	Valid
	X2.3	0,1381	0,832	Valid
Promotion (X3)	X3.1	0,1381	0,863	Valid
	X3.2	0,1381	0,874	Valid
	X3.3	0,1381	0,744	Valid
Location (X4)	X4.1	0,1381	0,780	Valid
	X4.2	0,1381	0,866	Valid
	X4.3	0,1381	0,848	Valid
Purchase Decision (Y1)	Y1.1	0,1381	0,811	Valid
	Y1.2	0,1381	0,851	Valid
	Y1.3	0,1381	0,750	Valid
Customer Satisfaction (Y2)	Y2.1	0,1381	0,905	Valid
	Y2.2	0,1381	0,852	Valid
	Y3.3	0,1381	0,850	Valid

Source: IBM SPSS version 27

The reliability analysis further demonstrates that all constructs achieve Cronbach's alpha coefficients above the recommended threshold of 0.60, indicating satisfactory internal consistency. Consequently, the questionnaire is considered reliable and suitable for subsequent statistical analyses.

Table 3. Reliability Test Results

Variables	Cronbach Alpha	Result
Product (X1)	0,628	Reliable
Price (X2)	0,694	Reliable
Promotion (X3)	0,772	Reliable
Location (X4)	0,760	Reliable
Purchase Decision (Y1)	0,725	Reliable
Customer Satisfaction (Y2)	0,829	Reliable

Source: IBM SPSS version 27

Hypothesis Testing

Product to Purchase Decision

The regression analysis reveals that product has a positive and statistically significant effect on purchase decision ($\beta = 0.310$, $p < 0.001$). Therefore, H1 is supported.

Table 4. Regression Results for H1

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	8.875	.874		10.158
	Product	.327	.067	.310	4.870

Source: IBM SPSS version 27

This finding suggests that consumers are more likely to purchase an iPhone when they perceive the product to possess superior quality, attractive design, and features that effectively satisfy their needs. Before making a purchase, consumers evaluate various product attributes to determine whether the product delivers sufficient functional and emotional value. Consequently, product quality becomes one of the most influential considerations in the purchasing decision-making process. This result is consistent with Rai et al. (2022), who reported that product attributes significantly influence consumers' purchasing decisions. Likewise, Subagyo et al. (2026) found that higher perceived product quality substantially increases consumers' intention to purchase.

Product to Customer Satisfaction

The analysis indicates that product has a positive and significant effect on customer satisfaction ($\beta = 0.451$, $p < 0.001$). Accordingly, H2 is supported.

Table 5. Regression Results for H2

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.604	.820		8.049
	Product	.475	.063	.451	7.536

Source: IBM SPSS version 27

Among all independent variables examined in this study, product demonstrates the strongest influence on customer satisfaction. This finding implies that consumers derive greater satisfaction when iPhones meet or exceed their expectations regarding quality, reliability, functionality, and design. Because the product itself represents the core value proposition offered by Apple, superior product performance directly enhances customer satisfaction. When consumers perceive that the product delivers benefits consistent with their expectations, they are more likely to develop favorable post-purchase evaluations. These findings support previous studies by Ellitan (2023) and Sulastris et al. (2026), both of which identified product quality as a major determinant of customer satisfaction.

Price to Purchase Decision

The regression results demonstrate that price has a positive and significant effect on purchase decision ($\beta = 0.216$, $p = 0.001$). Therefore, H3 is supported.

Table 6. Regression Results for H3

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	11.177	.592		18.890	.000
	Price	.186	.056	.216	3.306	.001

Source: IBM SPSS version 27

This finding indicates that competitive and appropriate pricing increases consumers' likelihood of purchasing an iPhone. Rather than focusing solely on obtaining the lowest possible price, consumers evaluate whether the product offers value that justifies its cost. Given the premium positioning of Apple products, customers appear willing to accept relatively higher prices provided that the perceived quality and benefits adequately compensate for the financial sacrifice. This result is consistent with the findings of Maulana and Herdiyanti (2026) and Sinaga and Husda (2023).

Price to Customer Satisfaction

The analysis further reveals that price has a positive and significant effect on customer satisfaction ($\beta = 0.327$, $p < 0.001$). Consequently, H4 is supported.

Table 7. Regression Results for H4

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	9.834	.573		17.172	.000
	Price	.282	.055	.327	5.169	.000

Source: IBM SPSS version 27

These results suggest that customer satisfaction depends primarily on perceived price fairness rather than on low prices. Consumers experience greater satisfaction when they

believe that the price paid reflects the product's quality, performance, and overall value. This finding reinforces the value-for-money concept frequently discussed in consumer behavior literature, where satisfaction arises from balancing perceived benefits against monetary sacrifice. The result supports the findings reported by Sinaga and Husda (2023).

Place to Purchase Decision

The regression analysis shows that place does not have a statistically significant effect on purchase decision ($\beta = 0.082$, $p = 0.221$). Therefore, H5 is not supported, as the hypothesized negative relationship was effectively reflected by the absence of a significant positive influence.

Table 8. Regression Results for H5

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.312	.644		19.125	.000
	Location	.067	.054	.082	1.227	.221

Source: IBM SPSS version 27

The finding suggests that physical store location is no longer a primary determinant of smartphone purchasing decisions. Rapid digital transformation, widespread e-commerce adoption, online payment systems, and home delivery services have substantially reduced consumers' dependence on physical retail accessibility. Consequently, while strategically located retail stores may improve convenience, consumers increasingly prioritize product-related attributes over store location when purchasing premium smartphones. This finding is consistent with Tanjung (2021), who similarly found that location does not significantly influence purchasing decisions.

Place to Customer Satisfaction

The analysis indicates that place positively and significantly influences customer satisfaction ($\beta = 0.192$, $p = 0.004$). Therefore, H6 is supported.

Table 9. Regression Results for H6

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.912	.634		17.213	.000
	Location	.156	.054	.192	2.917	.004

Source: IBM SPSS version 27

A convenient and accessible retail location contributes positively to consumers' shopping experiences by reducing effort and increasing purchasing convenience. Although location may no longer determine whether consumers purchase an iPhone, it remains an

important factor influencing overall satisfaction with the purchasing experience. This finding is consistent with Sinaga and Husda (2023).

Promotion to Purchase Decision

Promotion does not significantly influence purchase decision ($\beta = 0.083$, $p = 0.215$). Therefore, H7 is not supported.

Table 10. Regression Results for H7

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.384	.579		21.395	.000
	Promotion	.064	.051	.083	1.244	.215

a. Dependent Variable: Purchase Decision

Source: IBM SPSS version 27

Unlike previous studies (Asdi & Putra, 2020; Maulana & Herdiyanti, 2026), promotional activities were not found to directly influence consumers' purchasing decisions in this study. This finding demonstrates that promotion is not a primary consideration in Generation Z consumers' iPhone purchase decisions in the Greater Jakarta metropolitan area. Promotional activities, social media advertising, and information provided by sales personnel are insufficient to directly determine purchase decisions. In contrast, the results of this study show that product and price are the significant determinants of purchase decisions. Therefore, the purchasing decisions of Generation Z iPhone consumers in this study are driven more strongly by evaluations of the product and its price than by promotional activities. This finding differs from Asdi and Putra (2020) and Maulana and Herdiyanti (2026), confirming that the role of promotion in purchasing decisions differs across consumer and research contexts.

Promotion to Customer Satisfaction

Promotion has a positive and statistically significant effect on customer satisfaction ($\beta = 0.136$, $p = 0.041$). Accordingly, H8 is supported.

Table 11. Regression Results for H8

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.570	.575		20.107	.000
	Promotion	.105	.051	.136	2.054	.041

Source: IBM SPSS version 27

Although promotion exerts the weakest significant effect among the four marketing mix dimensions, it nevertheless contributes positively to customer satisfaction. Effective promotional communication provides consumers with accurate information regarding product

features, benefits, and expected performance before purchase. As a result, promotional activities reduce the gap between customer expectations and actual product performance, thereby enhancing post-purchase satisfaction. This finding is consistent with Sinaga and Husda (2023).

Conclusion

Product and price emerged as the most influential determinants of both purchase decision and customer satisfaction. In contrast, promotion and place did not exert significant effects on purchase decision but were found to positively influence customer satisfaction. These findings indicate that, within the context of this study, consumers' purchase decisions and satisfaction are influenced more by perceived product quality and pricing than by the other elements of the marketing mix. From a managerial perspective, the results suggest that companies should prioritize strategies aimed at enhancing product quality through continuous innovation, consistent quality standards, and the development of features that align with market needs. Furthermore, firms should adopt competitive pricing strategies that effectively deliver value for money to consumers. Although promotion and place were not found to have direct effects on purchase decision, both variables should continue to be managed strategically because they contribute to higher customer satisfaction.

This study is limited by the use of purposive sampling, a cross-sectional design, and self-reported data collected from Generation Z consumers of a single smartphone brand in the Greater Jakarta metropolitan area. These characteristics limit the generalizability of the findings and do not capture changes in consumer evaluations over time. The use of a single questionnaire to measure all variables also creates a potential common-method bias. Future research should therefore involve broader geographic areas and multiple smartphone brands, apply probability-based sampling where feasible, and use longitudinal or multi-source data to strengthen the robustness and generalizability of the findings.

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