

The Effect of Online Customer Reviews and Price on Purchase Decisions through Customer Satisfaction as a Mediating Variable for Mie Uda Bro Products in Padang (A Study of the Padang City Community)

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Abstract: *This causal study aims to analyze the influence of online customer reviews and price on purchase decisions through customer satisfaction as a mediating variable for Mie Uda Bro products in Padang City (A Study of the Padang City Community) to determine the extent to which exogenous variables influence endogenous variables. The population in this study consists of residents of Padang City who have made purchases and viewed online reviews of Mie Uda Bro products in Padang City. The sample size was determined to be 100 samples using the Chocran formula with purposive sampling, a type of non-probability sampling. The data used is primary data obtained through the distribution of questionnaires to the residents of Padang City based on predetermined criteria. The analysis method used is SEM analysis using the SmartPLS 4.0 software. The results of the study indicate that: 1) online customer reviews have a positive and significant effect on purchase decisions, 2) price has a positive and significant effect on purchase decisions, 3) online customer reviews have a positive and significant effect on customer satisfaction, 4) price has a negative and significant effect on customer satisfaction, 5) customer satisfaction does not have a positive and significant effect on purchase decisions, 6) customer satisfaction does not mediate the relationship between online customer reviews and purchase decisions, 7) customer satisfaction does not mediate the relationship between price and purchase decisions.*

INTRODUCTION

The rise in internet usage has had a significant impact on consumer behavior, particularly regarding the purchase of goods and services (Sudaryanto et al., 2025; Glogar et al., 2025). Marketing strategies developed by businesses must offer unique advantages that can attract consumers to purchase their products. Marketers can leverage current social media trends, which serve as both a communication medium and an expansion channel for business activities connecting companies and consumers (Silaban et al., 2022; Zeng & Gerritsen, 2014), particularly for micro and small-scale industrial enterprises (MSMEs). According to the Central Statistics Agency (BPS) in 2024, the number of micro-scale industrial enterprises in Indonesia reached 4,107,397, and the number of small scale industrial enterprises reached 306,046 MSMEs.

One of the provinces experiencing rapid growth in the MSME sector is West Sumatra Province. According to the Central Statistics Agency (BPS) in 2023, West Sumatra ranked 12th out of 38 provinces with a total of 88,221 SMEs. Among the SMEs in West Sumatra, the city of Padang ranked third out of 19 regencies/cities with 9,973 SME operators (Central Statistics Agency, 2023). One SME operator contributing to the culinary sector's growth in Padang City is Mie Uda Bro. The development of Mie Uda Bro's culinary sector serves as a foundational example of how business operators understand purchasing decisions a benchmark guiding their active operations ensuring sales effectively serve consumers, provide accurate information, and offer solutions that attract potential buyers (Rompis et al., 2024). Driving the purchase of products and services is the primary goal of business. All business efforts serve the interests of consumer purchasing decisions (Cao et al., 2025). Salem (2018) states that the purchasing decision is a process that begins when consumers recognize a need, search for options, evaluate alternatives, and then select specific products and services.

There are various factors that can influence consumers' purchasing decisions. According to Sangadji & Sopiah (2013:23-24), one of the three factors influencing consumer purchasing decisions is psychological factors, namely perception, motivation, learning, attitude, and personality. As stated by Yusuf (2021), a purchasing decision is defined as a thought process in which an individual evaluates various options and makes a choice regarding a product or service from among many options, thereby influencing the stages a consumer goes through before making a purchase. Putra et al., (2017) state that if the purchased product meets the consumer's needs, the consumer will experience satisfaction with the product's performance and this can influence them to increase their purchases. In line with research conducted by Sari, (2024); Mukuan et al., (2023); Prianggoro & Sitio (2019); Nazura et al., (2026), it was found that purchasing decisions have a significant influence on customer satisfaction. According to Wulandari & Mulyanto (2024:59), one of the factors influencing purchasing decisions is customer satisfaction.

Customer satisfaction is understood as a general emotional response arising from a comparison between prior expectations and the perceived performance of a product or service (Moussaoui et al., 2026) (Loza & Romani, 2026). According to Rangkuti (2017), a customer who is happy or satisfied with the service provided by a company will usually share their satisfaction with close friends or family regarding the product or service provided. Customers who experience satisfaction after using a product or service are less likely to change their choice by seeking alternative brands for their next purchase. The occurrence of post purchase satisfaction or dissatisfaction with a product will influence subsequent behavior. If consumers are satisfied, they are more likely to repurchase the product (Ardianto et al., 2021:156). If the product delivers results in line with expectations, satisfaction is achieved; if consumers are satisfied with the

service provider, they will use the service again in the future (Jibran et al., 2025:69).

Satisfied customers are typically more loyal, make purchases more frequently, and are willing to pay more for the company's products or services. Generally, they remain customers even when the company is facing difficulties, giving the company time to adapt to changes. Satisfied customers are typically more loyal, make purchases more frequently, and are willing to pay more for the company's products or services. Generally, they remain customers even when the company is undergoing changes (Budhi & Sumiari, 2017:26).

In addition to customer satisfaction, online customer reviews are also a key factor influencing purchase decisions. According to Kar & Kushwaha (2023), when consumers seek important information about a brand, online customer reviews serve as a primary source of information, as consumers can view the experiences, evaluations, and recommendations of other users before making a purchase decision. Analyzing online customer reviews has become a strategic necessity for businesses; offering a cost effective and time efficient alternative to conventional survey-based methods (Holm et al., 2026), online customer reviews provide data that enables businesses to gain deeper insights into customer preferences, satisfaction, and expectations.

The key advantage of online customer reviews lies in the availability of data to capture customer opinions on a large scale (Loke & Reitter, 2021; Moro & Rita, 2022). Online customer reviews reduce the risk for other customers considering a product or service; positive reviews encourage purchases, while negative reviews lead to a decline in purchases (Kumar et al., 2023). Understanding the factors that lead to bad reviews or dissatisfaction is crucial for product developers and for creating the right offerings. The use of online customer reviews and reliance on them in decision making continues to rise, shaping a new behavior where no decision is made without reviews (Dong et al., 2023; Wu & Liao, 2021).

According to Mulyati & Gesitera (2020), online customer reviews are evaluations provided by consumers who have made previous purchases, offering insights into various aspects of a product. Prospective consumers tend to look at reviews before making a purchase because they are considered a reliable and unbiased reference. The hope is that consumers who have made a purchase will provide honest feedback ranging from positive to negative about their shopping experience, thereby eliminating any doubts prospective consumers may have. Online customer reviews serve as a crucial source of information when consumers are making purchasing decisions (Satiawan et al., 2023). In line with research conducted by Khotimah et al., (2024); Tonda et al., (2024); Isnaini et al., (2024), which states that online customer reviews influence purchasing decisions. Thus, the more consumers post online customer reviews, the more consumers make purchasing decisions. Conversely, if there are few online customer reviews, consumers tend to be reluctant to make purchasing decisions. This indicates that the better the reviews provided by previous consumers regarding a product, the higher the likelihood of consumers making a purchase decision.

In addition to online customer reviews, price is also a key factor influencing purchase decisions. Price is what a person pays to obtain a specific product or service (Kountur et al., 2024). Price is a crucial factor in attracting consumer attention; if the set price is neither too high nor too low, customers may conclude that it aligns with their expectations (Sonia & Siregar, 2025). Pricing involves determining the value of a product or service based on the costs incurred in its production or distribution. Factors influencing pricing include estimates of product demand and competitor reactions, as well as the alignment of the price with the product's value (Nadiya & Wahyuningasih, 2020).

Mie Uda Bro, as one of the culinary SMEs in Padang, also faces challenges in setting prices that can attract customers amid increasingly fierce competition in the food industry. Consumers tend to search for and compare prices of similar products from various sellers before making a decision. This behavior is driven by easy access to information in the digital age, particularly through price comparison websites that allow users to quickly review various alternatives. These conditions make consumers increasingly sensitive to price differences and more selective in choosing the most advantageous offers. High price transparency, coupled with low costs for seeking information, makes price comparison an integral part of the purchase decision-making process (Lichtenstein et al., 1993; Berends & Gerpott, 2025).

Therefore, this study aims to analyze the influence of Online Customer Reviews and Price on Purchase Decisions through Customer Satisfaction as a Mediating Variable for Mie Uda Bro Products in Padang (A Study of the Padang City Community)

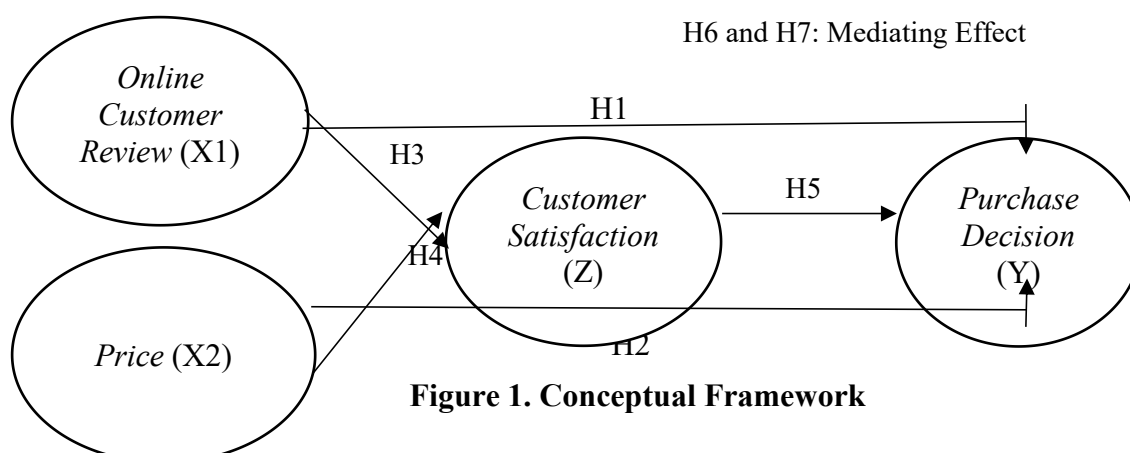


Figure 1. Conceptual Framework

Table 1. Research Indicators

Variable	Indicators	Measurement Scales and Sources
Purchase Decision (Y)	1. Product Perception 2. Brand Preference 3. Price Sensitivity 4. Decision-Making Style	Likert Sudaryanto et al., (2025)
Customer Satisfaction (Z)	1. Alignment of Expectations 2. Intention to Return 3. Willingness to Recommend	Likert (Ngo et al., 2025; Gemina et al., 2023; Ismartaya et al., 2023; Sugiarta et al., 2023)
Online Customer Review (X1)	1. Valence of Reviews 2. Quantity of Reviews 3. Accuracy of Reviews 4. Consistency of Reviews 5. Completeness of 6. Reviews Usefulness of Reviews	Likert Ngo et al., (2025)
Price (X2)	1. Price affordability 2. The price suitability to the product quality	Likert Pandey et al., (2021)

Variable	Indicators	Measurement Scales and Sources
	3. Price competitiveness	
	4. The price suitability to the product's benefit	

RESEARCH METHOD

This study is a causal study aimed at determining the extent to which exogenous variables influence endogenous variables. The population in this study consists of community of Padang City who have purchased products from Mie Uda Bro in Padang City and read online reviews of those products. The sample size was determined to be 100 using the Cochran formula, employing purposive sampling as a type of non-probability sampling. The data used is primary data obtained through the distribution of questionnaires to the community of Padang City based on predetermined criteria. The analysis method used is SEM analysis using the SmartPLS 4.0 software.

RESULT AND DISCUSSION

RESULT

Validity Test

1. Convergent Validity

Convergent validity aims to determine the validity of the relationships between indicators and the construct and its variables. Convergent validity can be tested by examining the factor loadings or outer loadings. A measurement is considered to have good convergent validity if the outer loading value is greater than 0.5. In this study, the validity test used an outer loading value >0.6 . Consequently, the final validity test results (outer loading) obtained using SmartPLS version 4 are as follows.

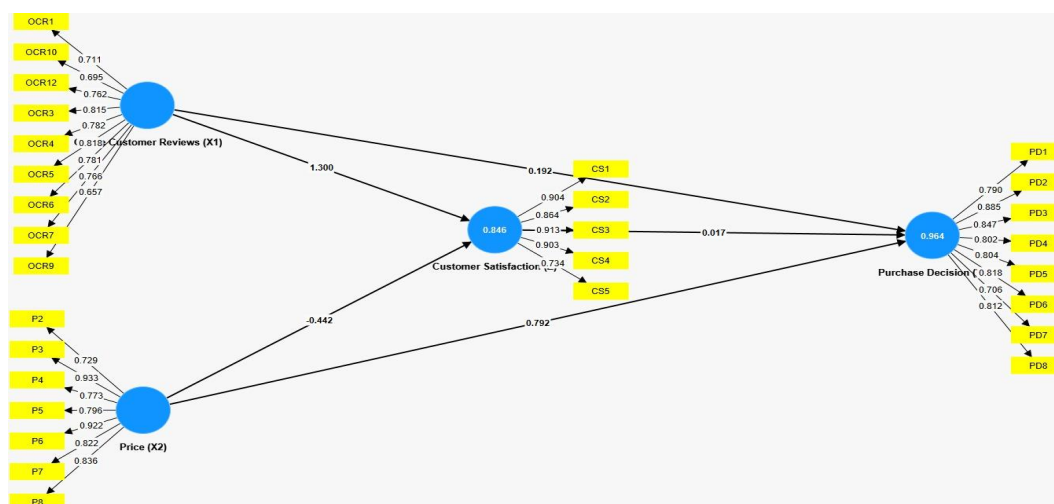


Figure 2. Outer Model

Source: Processed Primary Data (2026)

Figure 2 shows the final outer loadings. It can be seen that the indicators for each variable exhibit high convergent validity, as all indicators have factor loadings greater than 0.6. Similarly, the cross-loadings indicate good discriminant validity, meaning that the correlation coefficients

between indicators are higher than those between indicators of other variables. Thus, the final outer loadings are as follows:

Table 2. Output Outer Loadings

Code	Variable			
	Z	Y	X1	X2
CS1	0,904			
CS2	0,864			
CS3	0,913			
CS4	0,903			
CS5	0,734			
PD1		0,790		
PD2		0,885		
PD3		0,847		
PD4		0,802		
PD5		0,804		
PD6		0,818		
PD7		0,706		
PD8		0,812		
OCR1			0,711	
OCR3			0,815	
OCR4			0,782	
OCR5			0,818	
OCR6			0,781	
OCR7			0,766	
OCR9			0,657	
OCR10			0,695	
OCR12			0,762	
P2				0,729
P3				0,933
P4				0,773
P5				0,796
P6				0,922
P7				0,822
P8				0,836

Source: Processed Primary Data (2026)

From the final outer loading results above, it can be seen that the indicators for each variable yield high convergent validity values, as all indicators have factor loadings >0.6. Thus, it can be concluded that convergent validity, as determined by factor loadings, has been met. In the convergent validity measurement model, the AVE (Average Variance Extracted) value is also considered; the AVE value describes the magnitude of the variance of the manifest variables or indicators present in the construct. A construct is considered valid if it has an AVE value > 0.5. The following table shows the AVE (Average Variance Extracted) values for each variable:

Table 3. Output Average Variance Extracted (AVE)

Variable	AVE (Average Variance)
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	<i>Extracted)</i>
<i>Customer Satisfaction</i>	0.751
<i>Purchase Decision</i>	0.655
<i>Online Customer Review</i>	0.571
<i>Price</i>	0.694

Source: Processed Primary Data (2026)

Table 3 above shows that the AVE values for all variables meet the validity threshold of >0.5 . Thus, each variable in this study can be said to have met the criteria for convergent validity.

2. Validity Discriminant

Discriminant validity is used to determine whether each indicator of a given variable is more distinct from the other variables. Discriminant validity can be tested using cross-loadings. An indicator is considered to meet the criterion of discriminant validity when its cross-loading value is higher than those of the other variables. The cross-loading values are shown in the following table.

Table 4. Output Cross Loading

Code	Variable			
	Z	X1	X2	Y
CS1	0,904	0,816	0,690	0,708
CS2	0,864	0,793	0,670	0,700
CS3	0,913	0,824	0,666	0,689
CS4	0,903	0,809	0,608	0,644
CS5	0,734	0,643	0,522	0,581
OCR1	0,788	0,711	0,523	0,539
OCR3	0,910	0,815	0,623	0,660
OCR4	0,714	0,782	0,643	0,649
OCR5	0,737	0,818	0,657	0,699
OCR6	0,652	0,781	0,775	0,780
OCR7	0,559	0,766	0,886	0,831
OCR9	0,510	0,657	0,642	0,648
OCR10	0,538	0,695	0,739	0,737
OCR12	0,668	0,762	0,666	0,734
P2	0,633	0,711	0,729	0,711
P3	0,617	0,803	0,933	0,885
P4	0,534	0,653	0,773	0,778
P5	0,655	0,779	0,796	0,796
P6	0,622	0,801	0,922	0,878
P7	0,624	0,765	0,822	0,829
P8	0,573	0,739	0,836	0,806
PD1	0,662	0,790	0,785	0,790
PD2	0,617	0,803	0,933	0,885
PD3	0,631	0,764	0,824	0,847
PD4	0,589	0,727	0,806	0,802
PD5	0,739	0,816	0,724	0,804
PD6	0,684	0,768	0,803	0,818

Code	Variable			
	Z	X1	X2	Y
PD7	0,491	0,592	0,611	0,706
PD8	0,559	0,693	0,801	0,812

Source: Processed Primary Data (2026)

Table 4 shows that the Cross-Loading Output values indicate good discriminant validity, as the correlation values between the indicators and their respective variables are higher than those of other variables. The customer satisfaction variable consists of 5 items, all of which have higher values than the indicators of other variables. The purchase decision variable consists of 8 items, all of which have higher values than the indicators of other variables. The online customer review variable has 9 items, all of which have higher values than the indicators of other variables, and the price variable has 7 items, all of which have higher values than the indicators of other variables.

Reliability Test

A reliability test was conducted to demonstrate that the instrument produces trustworthy and reliable results. To conduct the reliability test, two measures of reliability were examined: composite reliability and Cronbach's alpha. The composite reliability results indicate a reliability value above 0.7. The composite reliability results are shown in the table below.

Table 5. Output Composite Reliability and Cronbach's Alpha

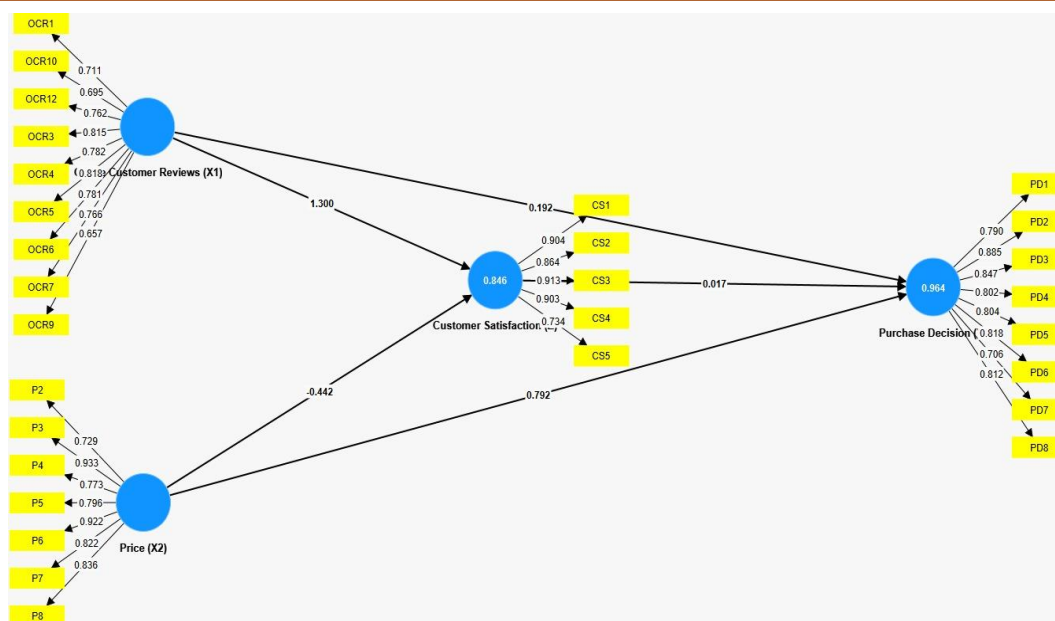
Variable	Cronbach's alpha	Composite reliability (rho_a)
<i>Customer Satisfaction</i>	0,915	0,922
<i>Online Customer Review</i>	0,905	0,909
<i>Price</i>	0,925	0,928
<i>Purchase Decision</i>	0,924	0,929

Source: Processed Primary Data (2026)

Table 5 shows that the composite reliability and Cronbach's alpha values for each variable are greater than 0.7. Based on the rule of thumb that composite reliability and Cronbach's alpha values should each be greater than 0.7, all variables in this study are considered reliable.

Structural Model (Inner Model)

Structural model testing was conducted by examining the relationships between variables, significance levels, and the R-squared values of the research model. The structural model is evaluated using the R-squared value to determine the percentage of influence of exogenous variables on endogenous variables, as well as a t-test to assess the significance of latent variables. The path coefficient score or inner model value indicated by the T-Statistic must be above 1.96. The following figure illustrates the structural model connecting the latent variables.

**Figure 3. Inner Model**

Source: Processed Primary Data (2026)

When evaluating a model using PLS, we begin by examining the R-squared value for each latent dependent variable. The R-squared value represents the proportion of variance in the dependent variable (Y) that is explained by the independent variables. The R-squared value is used to measure the degree of variation in the dependent variable explained by the independent variables. The criteria for R-squared values can be categorized into three levels: 0.67 (Strong), 0.33 (Moderate), and 0.15 (Weak). Below are the R-squared estimates obtained using SmartPLS.

Table 6. R-Square Analysis Results

Variable	<i>R-square</i>
<i>Customer Satisfaction</i>	0.846
<i>Purchase Decision</i>	0.964

Source: Processed Primary Data (2026)

Table 6 shows that the value of the customer satisfaction variable is 0.846; this result indicates that 84.6% of the customer satisfaction variable is influenced by the variables of online customer reviews and price, while the remaining percentage is influenced by other variables outside the scope of this study. The value of the purchase decision variable is 0.964; indicating that 96.4% of the purchase decision variable is influenced by the online customer reviews and price variables, with the remaining percentage influenced by other variables outside the scope of this study.

Hypothesis Testing

Direct Effect Hypothesis

This direct effect hypothesis is tested by examining the t-statistic generated by the structural model (inner model). The research hypothesis is accepted if the t-statistic is greater than 1.96. The following are the results of the direct effect hypothesis test:

Table 7. Direct Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0.214	0.215	0.045	4.725	0.000
X2 -> Y	0.784	0.783	0.044	17.978	0.000
X1 -> Z	1.3	1.305	0.084	15.529	0.000
X2 -> Z	-0.442	-0.446	0.102	4.349	0.000
Z -> Y	0.017	0.016	0.047	0.365	0.715

Source: Processed Primary Data (2026)

The results of the bootstrapping test from the PLS analysis are as follows:

1. Hypothesis Test 1: The Effect of Online Customer Reviews on Purchase Decision

The results of the first hypothesis test show that the variable online customer reviews has a calculated t-value of 4.725 in relation to purchase decision. This value is greater than the critical t-value (1.96), indicating that online customer reviews have a significant effect on purchase decision. The path coefficient is 0.214, meaning that as the level of online customer reviews increases, it leads to a higher purchase decision rate. Conversely, if the level of online customer reviews is low, it results in a lower purchase decision rate.

2. Hypothesis Testing 2: The Effect of Price on Purchase Decision

The results of the second hypothesis test show that the relationship between the price variable and purchase decision has a calculated t-value of 17.978. This value is greater than the critical t-value (1.96), indicating that price has a significant effect on purchase decision. The path coefficient is 0.784, so as price increases, it leads to a higher purchase decision rate. Conversely, if the price is low, it results in a lower purchase decision rate.

3. Hypothesis Testing 3: The Effect of Online Customer Reviews on Customer Satisfaction

The results of the third hypothesis test show that the relationship between online customer reviews and customer satisfaction has a calculated t-value of 15.529. This value is greater than the critical t-value (1.96), indicating that online customer reviews have a significant effect on customer satisfaction. The path coefficient is 1.3, so if online customer reviews are higher, this will lead to higher levels of customer satisfaction. Conversely, if online customer reviews are low, this will result in lower satisfaction.

4. Hypothesis Testing 4: The Effect of Price on Customer Satisfaction

The relationship between the price variable and customer satisfaction has an original sample value of -0.442, meaning the relationship between the two variables is negative or oppositely directed. Meanwhile, the calculated t-value is 4.349. This value is greater than the critical t-value (1.96) or P-value $0.000 < 0.5$. This indicates that price has a significant effect on customer satisfaction. Therefore, it can be concluded that the price variable has a negative and significant effect on customer satisfaction. This means that the higher the price set, the lower the customer satisfaction with the goods or services offered.

5. Testing Hypothesis 5: The Effect of Customer Satisfaction on Purchase Decision

The results of the fifth hypothesis test show that the relationship between the customer satisfaction variable and purchase decision has a calculated t-value of 0.365. This value is smaller than the critical t-value (1.96), indicating that customer satisfaction

does not have a significant effect on purchase decision. The path coefficient is 0.017, meaning that even if customer satisfaction is high, it will not lead to a higher purchase decision rate. Conversely, if customer satisfaction is low, it will not result in a lower purchase decision rate.

Indirect Effect Hypothesis

The indirect effect hypothesis is accepted if it yields a t-statistic > 1.96 . The following are the results of the indirect effect hypothesis test:

Table 8. Intervening Indirect Effects

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistic ($ O/STDEV $)	P values
X1 -> Z -> Y	0.022	0.020	0.061	0.366	0.714
X2 -> Z -> Y	-0.008	-0.006	0.021	0.367	0.713

Source: Processed Primary Data (2026)

Based on the calculation of the indirect variable coefficient, the t-statistic value for the indirect effect of online customer reviews on purchase decision via customer satisfaction is $0.366 < 1.96$, with an original sample of 0.022. It can be concluded that online customer reviews do not influence price via customer satisfaction. The indirect effect of price on purchase decision through customer satisfaction has an original sample value of -0.008, meaning the relationship between price and purchase decision through customer satisfaction is negative or opposes the direction. Meanwhile, the calculated t-value of $0.367 < 1.96$ indicates that price has a negative but insignificant effect on purchase decision through customer satisfaction.

DISCUSSION

Direct Effect Hypothesis:

1. The Influence of Online Customer Reviews on Purchase Decisions

The research findings indicate that online customer reviews have a significant influence on purchase decisions. These findings suggest that online customer reviews of Mie Uda Bro products serve as an important source of information for consumers before making a purchase decision. Consumers tend to seek out experiences, ratings, comments, and recommendations from previous buyers to reduce uncertainty regarding the Mie Uda Bro products they intend to purchase. The higher the quality of the reviews provided for Mie Uda Bro products, the greater the consumers' confidence that the product is worth buying.

Positive, clear, relevant, and authentic reviews from real users can enhance consumer trust because they are perceived as more objective compared to promotional information from sellers. These findings align with the research by Saputra & Rino, (2025); Khotimah et al., (2024); Tonda et al., (2024); Isnaini et al., (2024), which states that online customer reviews influence purchasing decisions. Fernandes et al. (2022) explain that consumers use online customer reviews when evaluating products before making a purchase decision, and that online customer reviews serve as a source of information that influences the credibility of both the seller and the product. Research by Qiu & Zhang (2024) found that online customer reviews have a significant effect on purchase decisions. These results reinforce that online customer reviews consistently serve as a key factor driving consumer purchase decisions for products at Mie Uda Bro.

The significant influence of online customer reviews on purchase decisions can be

explained by the function of reviews: consumers place greater trust in the experiences of other buyers because these reviews are perceived as reflecting the actual condition of the product more accurately. If reviews indicate good product quality, satisfactory service, and a positive purchasing experience, consumers will be more confident in making a purchase.

2. The Effect of Price on Purchase Decisions

The research findings indicate that price has a significant effect on purchase decisions. Price is one of the primary considerations for consumers of Mie Uda Bro products when deciding to purchase a product. Price is not merely viewed as the amount of money to be paid, but also as the value, quality, and benefits received by the consumer. Consumers tend to compare the prices of products at Mie Uda Bro with product quality, their economic capacity, competitors' prices, and the benefits they perceive. If the price of a product at Mie Uda Bro is considered commensurate with the product's value, the purchase decision becomes stronger. These findings align with the research by Rakib et al. (2022); Prisco et al. (2025); Hui et al. (2025), which found that product price significantly influences purchase decisions. These findings indicate that consumers carefully consider the alignment between price and product value before making a purchase.

When prices are perceived as too high without being supported by clear quality or benefits, consumers may postpone their purchase or switch to a competitor's product. Conversely, prices that align with quality, benefits, and consumers' purchasing power will strengthen their confidence to buy.

3. The Influence of Online Customer Reviews on Customer Satisfaction

Research results indicate that online customer reviews significantly influence satisfaction. This finding suggests that customer reviews not only affect purchasing decisions but also shape consumer satisfaction. Online customer reviews help consumers build expectations before purchasing products from Mie Uda Bro. When the information obtained from product reviews on Mie Uda Bro aligns with the actual experience after purchase, consumer satisfaction increases. Conversely, if reviews are overly exaggerated, inaccurate, or do not match the quality of the product received, consumers may feel disappointed because their formed expectations are not met. These findings are supported by research by Ngo et al. (2025); Dwi Setiana & Tjahjaningsih (2024); Rizky & Mahfudz (2022), who found that online customer reviews significantly increase satisfaction.

Research by Zhao et al. (2019) also indicates that online customer reviews can be used to predict customer satisfaction. Xu et al. (2024) found that textual comments in online reviews have a direct positive effect on consumer satisfaction. The significant influence of online customer reviews on satisfaction can be understood through the process of expectation formation. Before making a purchase, consumers read reviews to learn about product quality, service, advantages, disadvantages, and previous users' experiences. Informative reviews help consumers choose products that suit their needs, thereby increasing the likelihood of satisfaction. Additionally, reviews can reinforce the perception that consumers have made the right decision.

4. The Effect of Price on Satisfaction

The research findings indicate that the price variable has a negative yet significant effect on customer satisfaction. This means that the higher the price set at Mie Uda Bro, the lower customer satisfaction tends to be, whereas the lower the price at Mie Uda Bro, the higher customer satisfaction becomes. Consumers are more price sensitive. If prices are perceived as too high, customer satisfaction will decline because the perceived value received is not

commensurate with the cost incurred. Therefore, Mie Uda Bro needs to balance its pricing strategy with product and service quality. Prices that are too high without corresponding quality will reduce satisfaction, whereas competitive prices paired with good quality will enhance customer satisfaction.

These results align with the findings of a study conducted by Saputra et al., (2026), which found that price has a negative and significant effect on consumer satisfaction. This finding is reinforced by the research of Fatunimah & Kusuma (2025), which states that price has a negative and significant effect. This indicates that the higher the price offered, the lower customer satisfaction. If the price offered is lower and meets customer expectations, satisfaction increases.

5. The Effect of Customer Satisfaction on Purchase Decisions

The results of the study indicate that satisfaction does not have a significant effect on purchase decisions. This finding suggests that the level of customer satisfaction has not yet become the primary factor driving consumers to make purchasing decisions. Theoretically, satisfaction is often viewed as a positive response after consumers have an experience that meets their expectations. However, the results of this study show that satisfaction does not always directly translate into a purchase decision. Consumers may feel satisfied with previous experiences, service, product information, or interactions with sellers, but the decision to buy can still be influenced by other, stronger factors, such as price, customer reviews, current needs, promotions, trust, risk perception, and perceived product value. This finding can be explained by the fact that satisfaction more often emerges as a post-purchase evaluation, whereas the purchase decision is an action influenced by pre-purchase considerations. This means that satisfaction is not always the primary basis when consumers decide whether to purchase a product. Satisfied consumers may not necessarily make a purchase if the price is considered unsuitable, there are more attractive product alternatives, competitors' promotions are stronger, or other customers' reviews raise doubts.

This aligns with the research by Yani & Kuswardani (2021), which found that satisfaction cannot significantly predict purchase decisions in music streaming services. These findings suggest that satisfied consumers may not necessarily be willing to make a payment or purchase if the perceived value is not strong enough. Consumers do not rely solely on satisfaction but also compare prices, read online customer reviews, evaluate product quality, assess risks, and consider trust in the seller. Research by Larosa et al., (2021) indicates that satisfaction has no influence on purchase decisions. Thus, even if consumers feel satisfied, purchase decisions may still be delayed if consumers do not fully trust the seller, the platform, transaction security, or the quality of the information provided. This reinforces why satisfaction does not always have a direct influence on purchase decisions. Additionally, non-significant results may occur because consumers prioritize perceived value over mere satisfaction. Consumers may be satisfied with the service or the information-search experience, but the decision to purchase only occurs if the product is perceived to offer benefits commensurate with the cost incurred.

Indirect Effect Hypothesis

1. The Effect of Online Customer Reviews on Purchase Decisions Through Customer Satisfaction

The purpose of this study is to examine the effect of online customer reviews on purchase decisions through customer satisfaction as an intervening variable for the Mie

Uda Bro product. Based on the results obtained, it appears that the direct effect of online customer reviews on purchase decisions is greater than the indirect effect of online customer reviews on customer satisfaction. This implies that the effect of online customer reviews on purchase decisions is significant when combined with the customer satisfaction variable. Thus, the customer satisfaction variable adds an additional effect to the relationship between customer satisfaction and purchase decisions. These results indicate that while online customer reviews alone are not strong enough to significantly influence purchase decisions, the presence of customer satisfaction as a mediating variable strengthens this relationship. These results align with the study by Arantika et al. (2011), which found that customer reviews have a significant effect on purchase decisions but do not significantly affect customer satisfaction. That study also showed that customer satisfaction does not significantly affect purchase decisions, meaning customer satisfaction cannot mediate the influence of customer reviews on purchase decisions.

This implies that while online customer reviews can provide information and shape consumer perceptions, customer satisfaction does not serve as a significant mediating mechanism in reinforcing this influence. Purchase decisions are more directly influenced by online customer reviews without needing to go through the perceived level of customer satisfaction. These findings confirm that customer satisfaction does not have a mediating effect in the research model; therefore, Mie Uda Bro needs to focus more on strategies for managing online customer reviews as the primary factor influencing purchase decisions, while customer satisfaction functions as an independent variable in its own right and does not strengthen the relationship between online customer reviews and purchase decisions.

2. The Effect of Price on Purchase Decisions Through Customer Satisfaction

The objective of this study was to examine the effect of price on purchase decision through customer satisfaction as an intervening variable for Mie Uda Bro products in Padang City. Based on the results obtained, it is evident that the direct effect of price on purchase decision is greater than the indirect effect of price on purchase decision through customer satisfaction. This implies that the effect of price on customer satisfaction is significant when combined with the customer satisfaction variable. Thus, the customer satisfaction variable adds an additional influence to the relationship between price and purchase decision. These results explain that while price alone is not strong enough to significantly influence purchase decisions, the presence of customer satisfaction as a mediating variable strengthens this relationship. This finding is supported by the research of Qosim & Sumaryanto (2015); Rosalinda et al. (2024), which showed that price influences purchase decisions, but customer satisfaction has a positive yet insignificant effect on purchase decisions. These studies also concluded that customer satisfaction does not mediate the influence of price on purchase decisions.

This implies that consumers' purchase decisions are more directly influenced by the price factor without going through the level of customer satisfaction. In other words, although price can influence consumers' perceptions of product value, customer satisfaction does not serve as a significant mediating mechanism in strengthening that influence. These findings confirm that price has a direct influence on purchase decisions, while customer satisfaction stands as an independent variable that does not contribute to mediation. The practical implication of these results is that companies need to focus more on competitive pricing strategies aligned with consumer purchasing power, as customer

satisfaction has not been shown to strengthen the relationship between price and purchase decisions.

CONCLUSION

Based on the above explanation, the research findings indicate that 1) online customer reviews have a positive and significant effect on purchase decisions, 2) price has a positive and significant effect on purchase decisions, 3) online customer reviews have a positive and significant effect on customer satisfaction, 4) price has a negative and significant effect on customer satisfaction, 5) customer satisfaction does not have a positive and significant effect on purchase decisions, 6) customer satisfaction does not mediate the relationship between online customer reviews and purchase decisions, 7) customer satisfaction does not mediate the relationship between price and purchase decisions.

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