

The Influence of Social Media Promotions, Product Quality and Purchasing Decisions on Customer Satisfaction: A Quantitative Approach to Amigo Photography Consumers

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ABSTRACT: This study was conducted with the aim of analyzing the effect of Promotion through social media and Product Quality on Customer Satisfaction, with Purchase Decisions as an intervening variable at Amigo Photography businesses. The sampling technique used in this study was probability sampling, with 86 respondents. Data analysis was carried out using the Path analysis method with SPSS version 3.0 software. The results showed several important findings, including: (1) Promotion through Social Media has a positive and significant effect on Consumer Satisfaction at Amigo Photography; (2) Product Quality also has a positive and significant effect on Consumer Satisfaction; (3) Purchase Decisions show a positive and significant effect on the level of Consumer Satisfaction; (4) Promotion through has a positive and significant effect on Purchase Decisions; (5) Product Quality has a positive and significant effect on Purchase Decisions; (6) Promotion through contributes indirectly to Consumer Satisfaction through Purchasing Decisions as a mediating variable; and (7) Product Quality also affects Consumer Satisfaction indirectly through Purchase Decisions as a mediating variable.

KEYWORDS: Social Media Promotion, Product Quality, Purchase Decision, Consumer Satisfaction

I. INTRODUCTION

Service business is a form of activity that does not produce physical goods, but rather provides benefits or solutions of value to consumers (Nisak & Moko, 2024). In this case, the service business includes various activities carried out by individuals or or In practice, the service business includes various actions carried out by individuals and institutions to meet the needs and desires of customers, with the main characteristics of being intangible or intangible. Therefore, direct interaction between service providers and service users is an important aspect that contributes to customer experience and satisfaction. One form of service business that is experiencing growth is photography services. Photography is now not just a hobby, but has developed into a lifestyle and a promising business opportunity for photography lovers.

In the development of a photography business, promotional strategies play a vital role. Through promotional media, a photographer can introduce the brand and display a portfolio of works to potential customers. One of the most widely used promotional media today is social media (Saputri, 2022). Social media has become an efficient marketing tool in various business sectors, including services. Platforms such as Instagram offer a creative approach in conveying product and service information, as well as facilitating more personalized interactions with audiences.

In addition to utilizing social media as a means of promotion, the quality of photography offered by Amigo Photography is also the main focus. As a business player in the field of photography services, Amigo Photography strives to provide the best service, both in terms of digital promotion and the quality of the photos produced. Effective communication with clients is also maintained so that the shooting process runs smoothly and the final results meet customer expectations. Despite this, Amigo Photography's level of customer satisfaction is not yet fully optimal. This is due to the different expectations of each consumer towards the services and photos received, which in turn can affect their purchasing decisions.

Customer satisfaction is a key element in encouraging repeat purchases and creating consumer loyalty. This satisfaction is closely related to the quality of service received and the overall perception of the experience of using the service. Not only determined by product quality, customer satisfaction can also be influenced by the effectiveness of promotions through social media. Sometimes, promotional content that attracts attention does not necessarily reflect the service results felt by customers,

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resulting in a mismatch between expectations and reality. Therefore, researchers feel it is important to further explore how the influence of promotions on social media and product quality on customer satisfaction, with purchasing decisions as a variable that bridges the two.

II. LITERATURE REVIEW

A. Entrepreneurship

Entrepreneurship is a strategy or effort that involves the process of creating something new and valuable, by utilizing the time and energy needed. In its implementation, entrepreneurship also includes the ability to face various risks, both related to financial, physical and social impacts on the environment. In addition, entrepreneurial actors must be prepared to bear these risks, including the financial implications, in order to achieve personal satisfaction, independence, or a certain level of sufficiency (Rakib, Asfo, et al., 2024).

Entrepreneurship is the process of recognizing, developing, and realizing a vision into real life. This vision can be an innovative idea, a new opportunity, or a more effective way of getting things done. This process usually leads to the creation of a new business that is run under conditions full of risk and uncertainty (Halim et al., 2024). Entrepreneurship includes two main concepts, namely venture start-up, which focuses on the establishment of new businesses, and venture growth, which emphasizes business development and growth. In addition, entrepreneurship has its own object of study, namely the ability to create innovation and new opportunities in the business world (Rakib, Azis, et al., 2024). Thus, it can be concluded that entrepreneurship is the capacity possessed by individuals and groups in expressing emotions, pouring ideas, creativity, and innovation which are then utilized as strategies or resources to create something that has value. The essence of entrepreneurship can also be understood as the ability to realize a work through the use of ideas that are creative and innovative.

B. Social Media Promotion

The word "promotion" comes from the English term promote which means to increase or expand. In the world of marketing, promotion is one of the important components in the marketing mix. In today's digital era, the use of social media as a means of sharing, interacting, and communicating via the internet has become commonplace among modern society (Khairunnisa et al., 2024).

Digital marketing strategies now rely heavily on popular social media and have a large number of users, one of which is Instagram (Syam et al., 2024). Promotion through Instagram as a marketing activity carried out by using the application to efficiently disseminate photos, videos, and information to a wider social network (Amperawati, 2022). It can be concluded that promotion through social media, especially Instagram, is an effective marketing strategy in building brand awareness and encouraging consumer response. Instagram features allow businesses to reach a wider audience quickly and efficiently. In today's digital era, promotion through social media is more attractive than traditional advertising because it is more flexible, easily accessible, and has a wide reach. (Putra & Ardini, 2022) explains that there are four main indicators in promotion through social media, namely: context, communication, collaboration and connection.

C. Product Quality

Quality has a very significant relationship with the level of consumer satisfaction. High-quality products or services will encourage consumers to establish stronger and more sustainable interactions with a company. In the long run, this attachment makes it easier for companies to explore and understand more deeply about customer desires and expectations. Customer perception is the basis for assessing the quality of a product, which is generally formed from their experience while using the product. Therefore, a product is said to be quality if it is able to meet customer needs and expectations, where the customer is the main determinant in assessing the quality.

Product quality is an effort made by the seller to provide satisfaction to consumers when buying a product or service (Nainggolan et al., 2022). Product quality includes a series of characteristics and attributes of a product or service that are able to meet both direct and indirect needs. The ease of assessing product quality is increasing along with current trends, where people tend to look for product reviews quickly and practically. Platforms such as Instagram are the main media used to access this information. It can be concluded that product quality is not only seen from its physical aspects, but also from the value that consumers feel. Technological developments and digital trends also make it easier for consumers to assess the quality of a product or service. According to Utari et al., (2022), there are five indicators in product quality, including: Performance, Features, Reliability, Accuracy / Suitability, and Durability.

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D. Consumer Satisfaction

Consumer satisfaction is a form of emotional response that arises after someone uses a product or service, either in the form of satisfaction or disappointment. This level of satisfaction is influenced by the extent to which consumers' actual experiences match their expectations of the product or service used (Putera et al., 2021).

Customer satisfaction is a reaction to the gap between initial expectations and the actual performance of the product or service received (Azzahrah et al., 2023). If the results felt by consumers match or exceed expectations, then they will feel satisfied. Conversely, if these results are below expectations, then consumers will feel disappointed. Thus, customer satisfaction can be described as the level of feelings or emotions arising from the comparison between actual results and initial expectations (Putera et al., 2021). It can be concluded that customer satisfaction is a feeling of satisfaction with the product or service used. This satisfaction contributes to the establishment of a harmonious relationship between customers and the company, and encourages loyalty through repeat purchases. According to Shakila Zahra et al., (2023), retaining consumers is more important than attracting consumers. Therefore, there are three indicators to measure customer satisfaction, namely: Expectation Conformity, Interest in Revisiting, Willingness to Recommend.

E. Purchasing Decisions

Purchasing decisions are the phase in which consumers have made choices and are ready to make transactions, which usually involve the exchange of money or payment commitments for the right to ownership or utilization of a product or service (Annisa Maharani, Muhammad Rakib, 2023). Purchasing decisions are part of the decision-making process which aims to decide whether a product is worth buying, either because of needs or desires. The process involves comparing several choices before choosing one option that is considered the most suitable.

In the purchase decision-making process, there are two main factors that can influence consumers' final decisions. First, the views or opinions of others on the brand under consideration, and second, unexpected conditions or events that arise before the transaction is made. Individuals usually make brand choices when they are ready to buy, but external factors such as social influences and unexpected events can influence the final decision. It can be concluded that purchasing decisions are a process when consumers decide to buy or not buy a product based on their understanding and knowledge. This process reflects the selection of the best alternative as a solution, which is then realized in the act of purchase. Indicators of purchasing decisions according to (Yusuf Susanto & Sutanto, 2023), namely: Stability in a product or service, habit of buying a product or service, giving recommendations to others, making repeat purchases.

III. RESEARCH METHODS

This research uses a quantitative approach. Data collection is carried out using standardized research instruments, with the main objective of testing previously formulated hypotheses. In this study, there are four variables studied, namely Social Media Promotion and Product Quality as independent variables, Consumer Satisfaction as the dependent variable, and Consumer Purchase Decisions as an intervening variable that bridges the relationship between independent and dependent variables. The population in this study were all consumers who had used Amigo Photography services during 2024, which amounted to 110 consumers. Sampling was carried out using the Slovin formula with a probability sampling approach, so that the number of samples determined as respondents in this study were 86 respondents. Data collection techniques using observation and questionnaires, using Likert scale questionnaire instruments for validity Validity Test and Reliability Test, Data analysis in this study was carried out using a quantitative approach processed through SPSS version 3.0 statistical software. The analysis techniques used include Classical Assumption Test, Path Analysis, Hypothesis Test, and Sobel Test to test the effect of mediation.

IV. RESULTS AND DISCUSSION

A. Result

Hypothesis testing is carried out to determine the extent to which the independent variable affects, either directly or indirectly, the dependent variable. The decision on the hypothesis is based on the significance value (p-value), where the alternative hypothesis is accepted if the p-value is <0.05 . This indicates that the regression coefficient obtained has a significant effect. The results of testing the direct and indirect effects of each variable can be seen in the following table :

a. Path Analysis Results

The following are the results of path analysis in diagram form.

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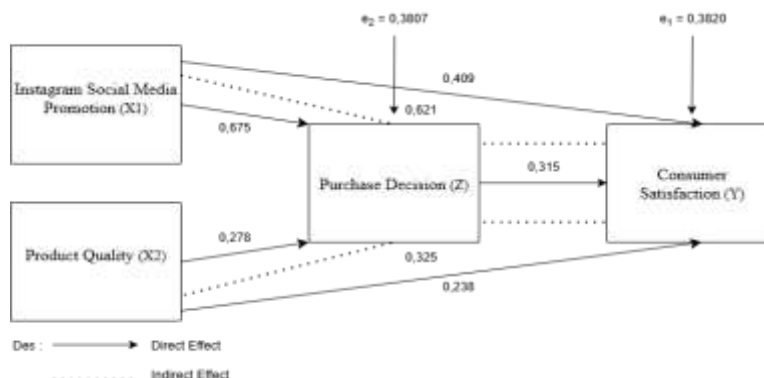


Figure 1 Model of Path Analysis Results

In Figure 1 above explains the standardized beta and the magnitude of the indirect and direct effects of each variable. Coefficient of determination: $R^2 = 1 - (P_e)^2 \div (P_{ex})^2$

Interpretation (R^2) of determination as follows:

$$R^2 = 1 - (0.3820)^2 \div (0.3807)^2 = 1 - 0.021 = 0.98$$

Based on the coefficient of determination above, it shows the direct and indirect effects of 0.98 or 98%, in other words, the information contained in the data (98%) is explained by the model. While (2%) is explained by variables outside the model.

b. Hypothesis Test Results

Table 1 T Test Results Equation 1

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	6.708	1.790		3.747	<.001		
Social Media Promotion	.221	.060	.409	3.665	<.001	.143	7.006
Product Quality	.156	.058	.238	2.686	.009	.227	4.397
Purchase Decision	.236	.083	.315	2.841	.006	.145	6.909

a. Dependent Variable: Consumer Satisfaction

Based on the data in table 1 above, in the results of the IBM SPSS calculation in the form of the Coefficients table obtained:

- 1) There is a significant relationship between the Social Media Promotion variable and Consumer Satisfaction. This is evidenced by the significance value of 0.001 which is smaller than the significance limit of 0.05, as well as the t value of 3.665 which is greater than t table 1.989. Thus, hypothesis one is accepted, which means that partially Social Media Promotion has a positive and significant effect on Customer Satisfaction.
- 2) There is a significant relationship between the Product Quality variable and Customer Satisfaction. The test results show a significance value of 0.009 which is smaller than 0.05 and t count of 2.686 which is greater than t table 1.989. So, hypothesis two is accepted, which indicates that partially Product Quality has a positive and significant effect on the level of customer satisfaction.
- 3) There is a significant relationship between the Consumer Purchase Decision variable and Consumer Satisfaction, with a significance value of 0.006 which is smaller than 0.05, and a calculated t value of 2.841 which is greater than the t table of 1.989. Thus, hypothesis three is accepted, which shows that partially Consumer Purchase Decisions contribute significantly to increasing Consumer Satisfaction.

Table 2 T Test Results Equation 2

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	12.946	1.888		6.857	<.001		
Social Media Promotion	.486	.059	.675	8.219	<.001	.259	3.863

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Product Quality	.244	.072	.278	3.389	.001	.259	3.863
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a. Dependent Variable: Purchase Decision

Based on the data in table 2 above, in the results of the IBM SPSS calculation in the form of the Coefficients table obtained:

- 4) There is a significant relationship between the Social Media Promotion variable and Purchasing Decisions. This is indicated by a significance value of 0.001 which is smaller than 0.05, as well as a t value of 8.219 which is greater than t table 1.989. Based on these results, hypothesis four is accepted. Thus, partially, Social Media Promotion is proven to have a positive and significant influence on Purchasing Decisions.
- 5) There is a significant relationship between the Product Quality variable and Purchasing Decisions. This is evidenced by the significance value of 0.001 which is less than 0.05, as well as the calculated t value of 3.389 which is greater than the t table of 1.989. Therefore, hypothesis five is accepted, which indicates that partially, Product Quality has a positive and significant effect on Purchasing Decisions.

c. Sobel Test Results (Mediation)

The results of the sobel test calculation through the Kristopher calculator website are as follows:

Input:		Test statistic:	Std. Error:	p-value:
a	0.486	Sobel test: 2.68775378	0.04267355	0.00719344
b	0.236	Aroian test: 2.67022957	0.04295361	0.00757994
s _a	0.059	Goodman test: 2.70562761	0.04239164	0.00681754
s _b	0.083	Reset all Calculate		

Figure 2 Sobel Test Results Equation 1

- 6) Based on the sobel test in Figure 2 above using the calculation for the sobel test on the variable purchasing decisions as intervening for the variable Social media promotion on Consumer Satisfaction at Amigo Photography Business with Z count 2.687 greater than Z table 1.96 and a sign value of 0.007 smaller than 0.05. So it can be concluded that the Consumer Purchase Decision variable as an intervening variable can mediate the Social media promotion variable on the Consumer Satisfaction variable.

Input:		Test statistic:	Std. Error:	p-value:
a	0.244	Sobel test: 2.17822703	0.02643618	0.02938914
b	0.236	Aroian test: 2.12461897	0.02710321	0.03361842
s _a	0.072	Goodman test: 2.23610915	0.02575187	0.02534462
s _b	0.083	Reset all Calculate		

Figure 3 Sobel Test Results Equation 2

- 7) Based on the sobel test in Figure 3 above using the calculation for the sobel test on the variable purchasing decisions as intervening for the Product Quality variable on Customer Satisfaction at Amigo Photography Business with Z count 2.178 greater than Z table 1.96 and a sign value of 0.029 smaller than 0.05. So it can be concluded that the Consumer Purchase Decision variable as an intervening variable can mediate the Product Quality Variable on the Consumer Satisfaction variable.

B. Discussion

1. The Effect of Social Media Promotion on Consumer Satisfaction.

Based on the results of regression analysis, it is known that the effect of Social Media Promotion on Customer Satisfaction shows a significance value of 0.001, which is below the $\alpha = 0.05$ limit. In addition, the t test results show that the t value of 3.665 is greater than the t table of 1.989. The coefficient value on path analysis is 0.409. Thus, it can be concluded that Social Media Promotion has a significant effect on Customer Satisfaction. This means that the first hypothesis in this study is accepted.

These findings indicate that Amigo Photography is able to create customer satisfaction through promotional strategies carried out on the Instagram platform. The content displayed is considered interesting, relevant to consumer needs, and coupled with collaboration with other parties, it strengthens credibility and expands promotional reach. This makes consumer expectations fulfilled, so that promotion through social media effectively contributes to increasing customer satisfaction. An optimal promotion strategy through Instagram is the right step for Amigo Photography in achieving its business goals. The results of previous studies

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that have examined similar themes, such as those conducted by (Maszudi & Hasbi, 2025) which show that promotion through Instagram has a direct and significant effect on customer satisfaction, both partially and simultaneously. This finding also strengthens research conducted by Nicca & Herman, (2020) which emphasizes that promotion is an important activity in introducing and conveying product advantages to consumers. This activity encourages buying interest and positive experiences which ultimately have an impact on customer satisfaction.

2. Effect of Product Quality on Customer Satisfaction.

The results of the regression analysis show that the effect of Product Quality on Customer Satisfaction has a significance value of 0.009, which is below the significance level $\alpha = 0.05$. Based on the t test, the calculated t value is 2.686 which is greater than the t table of 1.989. In addition, the coefficient on path analysis shows a value of 0.238. Based on these results, it can be concluded that Product Quality has a significant effect on Customer Satisfaction. Therefore, the second hypothesis in this study is accepted.

This finding indicates that Amigo Photography has succeeded in providing satisfaction to its customers through the quality of the products offered, such as sharp and clear images, creative shooting techniques, and timeliness in delivering the results to customers. This is in line with consumer expectations, so good product quality is proven to positively affect satisfaction levels. This implies that improving product quality is an important strategy for Amigo Photography in an effort to achieve its business goals. The results of previous studies that have examined similar themes, such as those conducted by (Tussifah & Navitsha, 2021) which state that improving product quality in the aspects of performance, reliability, and durability can contribute significantly to customer satisfaction, because consumers will feel satisfied if the products they receive are in line with expectations. In addition, research from Syariful & Untung, (2020) also supports these findings, where it is explained that product quality has a significant effect on customer satisfaction, which means that the higher the product quality, the greater the level of satisfaction felt by customers.

3. The Effect of Purchasing Decisions on Consumer Satisfaction.

Based on the results of the regression analysis, it is known that the effect of Consumer Purchase Decisions on Consumer Satisfaction has a significance value of 0.006, which is smaller than the significance level $\alpha = 0.05$. The t test results also show that the t value of 2.841 is greater than the t table of 1.989. Meanwhile, the coefficient value in the path analysis was recorded at 0.315. Thus, it can be concluded that Consumer Purchase Decisions have a significant effect on Consumer Satisfaction. These results indicate that the third hypothesis proposed in this study is accepted.

This finding indicates that the purchasing decisions made by consumers contribute significantly to their level of satisfaction. That is, when consumers feel confident, steady and satisfied in choosing the photography services offered, they tend to feel satisfied after receiving and enjoying the services. This confirms the importance of building consumer confidence from the start of the buying process. As for the results of previous studies that have examined similar themes, such as those conducted by (Novita & Hidayat, 2024) which explain that customer satisfaction plays an important role in influencing purchasing decisions. They emphasize that the higher the level of satisfaction felt by consumers with a product or service, the more likely they are to make repeat purchases. These findings reinforce that there is a significant relationship between customer satisfaction and the decision to buy.

4. The Effect of Social Media Promotion on Purchasing Decisions.

The regression analysis results show that Social Media Promotion has a significant effect on Purchasing Decisions, with a significance value of 0.001 which is smaller than the $\alpha = 0.05$ limit. In addition, the calculated t value of 8.219 is greater than the t table of 1.989, and the path analysis coefficient value is 0.675. Based on these findings, it can be concluded that Promotion through social media significantly influences Purchasing Decisions. Thus, the fourth hypothesis in this study is accepted.

This finding indicates that the promotional strategy carried out by Amigo Photography through the Instagram platform has been able to encourage consumers to make decisions to use the photography services offered. Attractive promotions, in line with consumer expectations, and supported by strong and informative visual content, have proven effective in influencing purchase intention. Therefore, planned and relevant promotions through social media have a positive contribution to the successful achievement of Amigo Photography's business objectives. The results of previous studies that have examined similar themes, such as those conducted by (Wursan, Lucky Radi Rinandiyana, 2021), which concluded that promotion through Instagram has a significant influence on purchasing decisions. These results are also supported by research from Thomas & Ljung, (2021) which found that promotional activities can be a driving factor for consumers in making decisions to buy products or use certain services.

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5. The Effect of Product Quality on Purchasing Decisions.

Based on the results of the regression analysis, it is found that the effect of Product Quality on Purchasing Decisions has a significance value of 0.001, which is smaller than the significance level $\alpha = 0.05$. In addition, the t test results show that the t count of 3.389 is greater than the t table of 1.989. The path coefficient value path analysis was recorded at 0.278. Thus, it can be concluded that Product Quality significantly influences Purchasing Decisions. These results indicate that the fifth hypothesis in this study is accepted.

This finding shows that the quality of the products offered by Amigo Photography contributes to consumers' decision to choose their services. This includes aspects of photo quality, creativity in shooting, and consistency in meeting customer expectations. Products with good quality tend to increase consumer confidence to make purchases. Therefore, it can be said that superior product quality is an important factor in encouraging consumers to make purchasing decisions, as well as supporting the achievement of Amigo Photography's business goals. The results of previous studies that have examined similar themes, such as those conducted by (Naingolan et al., 2022) which found that Product Quality has a significant influence on Purchasing Decisions. In addition, these findings are also reinforced by Faramita Dwitama, (2021) which explains that the quality of a product influences consumer choices in making purchases and using these products in everyday life.

6. The effect of Social Media Promotion on Consumer Satisfaction through Purchase Decisions.

Based on the results of the analysis using the Sobel test, it is found that the Consumer Purchase Decision variable acts as an intervening variable that mediates the relationship between Social Media Promotion and Consumer Satisfaction. The test results show the calculated Z value of 2.687 which is greater than the Z table of 1.96, as well as a significance value of 0.007 which is below the 0.05 threshold. The path coefficient value from the analysis results is 0.621. Based on these results, it can be concluded that Consumer Purchase Decisions act as a significant mediator in the relationship between Social Media Promotion and Consumer Satisfaction. Thus, the sixth hypothesis in this study is accepted.

This finding shows that in the context of this study, Consumer Purchase Decision is able to be an intermediary in explaining how promotion through Instagram affects the level of customer satisfaction with Amigo Photography services. This means that promotions do not only have a direct impact on satisfaction, but also have an indirect influence through consumer decisions to purchase services. The more effective the promotional strategy implemented on the Instagram platform, the more likely consumers are to make positive purchasing decisions, which in turn will increase their satisfaction with the photography services provided. These results are in line with previous research by R Rifqi Hendra Setiadi., (2024) which found that marketing through social media, especially Instagram, has a significant effect on customer satisfaction, both directly and through the purchasing decision variable as a mediator. These findings reinforce that social media not only functions as a promotional tool, but also as a decision trigger that impacts the overall consumer experience.

7. The effect of Product Quality on Customer Satisfaction through Purchase Decisions.

Based on the results of the analysis using the Sobel test, it is found that the Consumer Purchase Decision can act as an intervening variable in the relationship between Product Quality and Consumer Satisfaction. The test results show the calculated Z value of 2.178 which is greater than the Z table of 1.96, with a significance value of 0.029, which is below the 0.05 significance limit. Meanwhile, the path coefficient value path analysis was recorded at 0.325. Based on these findings, it can be concluded that Consumer Purchase Decisions significantly mediate the effect of Product Quality on Consumer Satisfaction. Thus, the seventh hypothesis in this study is accepted.

This finding shows that in the context of Amigo Photography's research, the effect of Product Quality on Consumer Satisfaction does not occur directly, but through the role of purchasing decisions. This means that although consumers recognize that the quality of service provided is good, it does not necessarily create satisfaction without a decision to buy. Product quality encourages consumers to make a purchase first, and after that, it is the experience of the decision that forms a sense of satisfaction with the service provided. In other words, positive perceptions of product quality are the main driver of purchasing decisions, and it is this decision that is an important factor in creating satisfaction. These results are consistent with previous research conducted by (Micheallea Shalsabella Marendra et al., 2023) which concluded that Product Quality affects Consumer Satisfaction through Purchasing Decisions as a mediating variable. In addition, research from (Dakhi, 2023) also supports these findings, where product quality is proven to affect customer satisfaction through purchasing decisions.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of data processing and analysis that has been carried out, it can be concluded that all hypotheses in this study are proven to be accepted and show a positive and significant influence. Promotion through Instagram social media is

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proven to have a direct influence on customer satisfaction, which means that the promotional strategy carried out by Amigo Photography through the Instagram platform can increase the level of customer satisfaction. In addition, product quality also contributes significantly in shaping customer satisfaction, which shows that the results of quality photography services are one of the important aspects in creating customer satisfaction. Purchasing decisions also play an important role in the level of satisfaction, indicating that consumers who feel confident and stable in choosing Amigo Photography's services tend to feel satisfied after using its services.

In addition, Social media promotion and product quality not only have a direct effect, but also indirectly through consumer purchasing decisions. This means that when promotions and product quality are well managed, it can encourage purchasing decisions which ultimately affect overall customer satisfaction. Thus, it can be concluded that all relationships between variables in this study are interrelated and contribute to the formation of customer satisfaction with Amigo Photography services.

Based on the research results that have been described and the conclusions obtained, there are several suggestions that can be made, namely as follows:

- 1) Amigo Photography is advised to continue optimizing promotion through Instagram with visual content that is consistent, attractive, and relevant to the target market. In addition, Amigo Photography should continue to innovate in shooting techniques, editing, to ensure quality standards are maintained.
- 2) Business actors in the field of photography are advised to continue to innovate in both promotional aspects and service quality. Creative promotional strategies and improved service quality can encourage consumers to make purchases, which in turn will have an impact on increasing customer satisfaction.
- 3) For Further Researchers, this research is expected to be a reference for future researchers to develop more in-depth studies by adding other variables such as brand image, product innovation, or business location, in order to obtain a broader understanding and more comprehensive results in analyzing the factors that influence customer satisfaction.

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