THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND SERVICE QUALITY ON PURCHASE DECISIONS AND CUSTOMER SATISFACTION: A CASE STUDY AT PERUM BULOG LAMPUNG, INDONESIA

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Abstract: *This study aims to analyze the influence of product quality, price, and service quality on purchase decisions and their impact on consumer satisfaction with the Stabilization of Food Supply and Price (SPHP) rice produced by Perum Bulog. SPHP rice is a government initiative designed to stabilize rice prices and ensure its availability to the public. The research adopts a quantitative approach using simple linear regression analysis. Data were collected through questionnaires distributed to 360 consumers of SPHP rice in the Lampung area during the period of April to Juni 2025. The analysis reveals that product quality, price, and service quality each have a positive and significant effect on purchase decisions. Furthermore, purchase decisions significantly influence consumer satisfaction. These findings suggest that when consumers perceive SPHP rice to be of high quality, reasonably priced, and supported by good service, they are more likely to make a purchase and experience higher satisfaction. The study contributes to Perum Bulog's marketing and distribution strategy by emphasizing the importance of enhancing consumer perceptions of product quality, offering fair and competitive prices, and ensuring efficient service delivery. Strengthening these aspects is expected to improve consumer loyalty and repurchase intention. The managerial implications suggest that Bulog should focus on maintaining product consistency, improving price competitiveness, and enhancing distribution systems to ensure the availability and reliability of SPHP rice. Sustained efforts in these areas will help strengthen public trust and support the government's broader goals of food security and price stabilization in Indonesia.*

Key Words: Product Quality, Price, Service Quality, Purchase Decision, Consumer Satisfaction, SPHP Rice, Bulog

1.INTRODUCTION

Rice is a staple food commodity in Indonesia, playing a strategic role not only as a primary energy source but also as an integral part of the nation's social and cultural identity (McCulloch & Timmer, 2008). With an average annual per capita consumption of around 81 kg, Indonesia's reliance on rice is among the highest in Asia, highlighting its central importance in both household consumption and the national economy.

To address issues of availability and affordability, the government, through Perum BULOG, launched the Stabilization of Food Supply and Price (SPHP) program. This initiative aims to stabilize rice prices and ensure year-round availability, particularly for low-income groups (BULOG, 2023). The program focuses on three main objectives: stabilizing market prices, securing supply, and protecting both consumers and producers.

The success of the SPHP program is largely influenced by consumer perceptions of product quality, pricing, and service delivery. Product quality is a crucial factor in purchasing decisions and customer satisfaction. According to Kotler and Keller (2016), product quality reflects a product's ability to perform its intended function reliably. (Das Guru & Paulssen, 2020) further explain that quality refers to a product's overall features and capabilities in meeting consumer needs.

Price is another vital factor. Tjiptono (2015) notes that price is the only component of the marketing mix that generates revenue, while (Ing et al., 2020) define it as the amount of money charged for a product or the value exchanged by consumers for the benefits they receive. Market observations reveal that SPHP rice is competitively priced compared to other commercial brands (lampungprov.go.id, 2025).

Service quality also plays a significant role. According to (Wu et al., 2011) service quality is the expected level of excellence and the degree to which that excellence is controlled to meet customer expectations. It is achieved when company performance aligns with what consumers anticipate.

Purchase decisions reflect consumer behavior in selecting, buying, and evaluating products. According to Kotler et al. (2019), these decisions are influenced by factors such as product selection, pricing, brand, service, and purchasing methods. SPHP rice sales in Lampung from 2023 to early 2025 indicate growing consumer interest and acceptance of the program.

Customer satisfaction is a key performance indicator in marketing. Satisfaction can be defined as the degree of contentment consumers feel after using a product or service, as described by Alnaim et al (Alnaim et al., 2022) Several factors influence satisfaction, including product quality, price, service quality, emotional aspects, and convenience, as identified by (De Medeiros et al., 2014).

Previous studies have produced varying results However, previous studies on the determinants of purchasing decisions have shown mixed findings. One study found that product quality, price, and service quality significantly influence purchase decisions (Hadi Brata et al., 2017). found that product quality, price, and service quality significantly influence purchase decisions. In contrast, research (2021) reported no significant effect of product quality on purchasing decisions. Similarly, (Oka et al., 2023) found that neither price nor service quality had a significant impact.

In light of these inconsistencies, this study aims to examine the influence of product quality, price, and service quality on purchasing decisions and their impact on customer satisfaction for SPHP rice distributed by Perum BULOG, Regional Office of Lampung.

2. LITERATURE REVIEW

1.1 Product Quality

Product quality refers to a product's ability to perform its intended function effectively, encompassing aspects such as durability, reliability, accuracy, ease of use, repairability, and other essential attribute (Kotler & Keller, 2016). According to (Hadi Brata et al.,), product quality is closely related to the extent to which a product fulfills its expected functions, while (Das Guru & Paulssen, 2020) define it as a set of inherent characteristics reflecting a product's capacity to meet both stated and implied consumer expectations. High product quality plays a pivotal role in influencing consumer purchase decisions and serves as a foundation for customer satisfaction and business sustainability in competitive markets.

According to Kotler & Keller (2016), product quality can be evaluated through several dimensions such as performance, features, reliability, durability, conformance, serviceability, aesthetics, and perceived quality. However, this study adopts the quality dimensions proposed by (Das Guru & Paulssen, 2020) which include: aesthetics (appearance, color, cleanliness, aroma), durability (shelf life), ease of use (cooking convenience), features (labeling and size variety), performance (functionality), reliability (consistency), and serviceability (access to information and support services).

These dimensions provide a comprehensive view of consumer perceptions regarding the quality of SPHP rice. As emphasized by (De Medeiros et al., 2014) product quality plays a critical role in purchasing decisions, as consumers typically assess quality before making a purchase. However, consumer perceptions can shift due to internal changes or external market competition, prompting companies to continuously innovate and maintain their product quality.

Empirical studies by (Lajante & Ladhari, 2019) support the notion that perceived product quality positively influences purchase decisions. When consumers perceive high product quality, their likelihood of purchasing also increases. Thus, despite other contributing factors, product quality remains a key determinant in consumer decision-making. Based on the literature review, the hypothesis proposed in this study is:

H1: Product quality has a positive and significant effect on purchase decisions.

1.2 Price

Price is defined by Kotler and Keller (2016) as the amount of money charged for a product or service, or the sum of values exchanged by consumers to obtain the benefits of owning or using the product. According (Swani & Yoo, 2010) price reflects both monetary and non-monetary value that buyers and sellers agree upon at a specific time and place. Similarly, (Ló Pez-Casasnovas & Puig-Junoy, 2000) emphasize that price plays a strategic role in marketing and represents the consumer's cost in obtaining goods or services.

Several factors influence price levels, including macroeconomic conditions, supply and demand, price elasticity, market competition, production costs, company objectives, and government regulation (Mubasit, 2012). These factors make price a dynamic element that not only affects consumer affordability but also shapes purchasing behavior.

Tjiptono (2019) identifies five key price indicators: affordability, price-quality ratio, competitiveness, value for money, and consumer price perception. This study adopts the price indicators proposed by (Ing et al., 2020), which include: (1) affordability, (2) price comparison with similar products, (3) alignment between price and quality, and (4) perceived value for the price paid.

Empirical studies support the importance of price in influencing consumer decisions. (Kukar-Kinney et al., 2012) found that perceived price positively and significantly influences purchasing decisions. This suggests that fair and competitive pricing enhances consumers' motivation to buy.

Based on the literature review, the hypothesis proposed in this study is:

H2: Price has a positive and significant effect on purchase decisions.

1.3 Service Quality

According to Kotler and Keller (2016), service quality refers to the overall characteristics of a service that fulfill customer needs, both explicitly and implicitly. Tjiptono (2014) defines it as efforts to meet or exceed customer expectations, emphasizing the importance of minimizing the gap between customer expectations and the actual service delivered.

Service quality is commonly assessed through five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy(Blut et al., 2015). These dimensions reflect both physical attributes and interpersonal interactions that shape customer perceptions. However, this study adopts the framework by (Wu et al., 2011), which categorizes service quality into three dimensions:

1. Interaction Quality – customers' perception of the staff's direct service, including communication style, friendliness, and professionalism.
2. Service Environment Quality – the physical condition of the service location, including cleanliness, comfort, and visual appeal.

3. Outcome Quality – the perceived benefits and overall satisfaction experienced after receiving the service.

In the context of SPHP rice distribution by Perum Bulog, service quality includes staff responsiveness in providing information, the cleanliness and comfort of distribution points, and customer convenience during the purchase process. According to (Raza et al., 2020), service quality is strongly associated with purchase decisions, as consumers often evaluate service quality before making a purchase.

Empirical evidence supports this relationship. A study by (Khan et al., 2019) found that service quality positively and significantly influences purchase decisions, with product quality, service quality, and price jointly contributing 73.5% to purchase decision outcomes. This indicates that service quality is not only critical for shaping customer perception but also for sustaining business continuity. Based on the literature review, the hypothesis proposed in this study is:

H3: Service quality has a positive and significant effect on purchase decisions.

1.4 Satisfaction

Customer satisfaction refers to the feeling of pleasure or disappointment that arises when individuals compare the perceived performance of a product with their expectations (Kotler & Keller, 2016). It serves as a benchmark for evaluating marketing effectiveness and overall business objectives. According to (Rita et al., 2019) customer satisfaction is the consumer's evaluation that a product or service provides sufficient enjoyment in fulfilling their needs or expectations. (Alnaim et al., 2022) emphasize that satisfaction is derived from the perceived value of a transaction, reflecting the customer's assessment of quality, service, and price. Similarly, (Trivedi & Yadav, 2020) defines satisfaction as a customer's response to the perceived gap between prior expectations and actual product performance. (Tandon et al., 2017) describe it as a customer's overall evaluation after purchase, based on consumption experience. Satisfaction indicates how well a product or service meets or exceeds expectations, which in turn strongly influences customer loyalty. Several factors influence customer satisfaction, including product and service quality, customer interaction, perceived value, customer expectations, emotional factors, and after-sales service (Kotler & Keller, 2016). Tjiptono (2019) adds key indicators such as expectation fulfillment, product and service quality, price fairness, and customer loyalty. Kotler and Keller further note indicators like expectations vs. performance, purchasing experience, repurchase intention, and word-of-mouth. This study adopts six indicators from (Ing et al., 2020): emotional satisfaction, overall satisfaction, satisfaction during use, confidence in the purchase decision, product evaluation, and satisfaction with the purchase decision. Satisfied customers are more likely to repurchase and recommend products, meaning higher purchase decisions lead to higher satisfaction. Djanur and Johanes (2015) confirmed that product, price, location, and promotion positively influence purchase

decisions and satisfaction. Therefore, the proposed hypothesis is:

H4: Purchase decisions affect customer satisfaction.
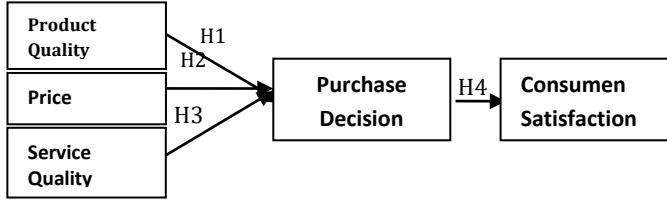
Fig -1: Conceptual Framework

3. METHODOLOGY

This research adopts a quantitative approach, which is designed to quantify data and generate results through statistical analysis (Hair et al., 2019). A causal research method is applied, as described by Malhotra (2016), to explore cause-and-effect relationships between variables. Data were gathered through a structured questionnaire, distributed to respondents who answered based on their actual experiences. The study's target population includes customers of SPHP rice specifically retailers registered with Perum BULOG's Regional Office in Lampung and located within the specified distribution zones. Respondents were selected using specific criteria: they must have purchased and consumed SPHP rice, reside in Lampung Province, and be willing to complete the questionnaire voluntarily. The sampling method employed is non-probability sampling with a purposive sampling technique. Referring to Hair et al. (2019), the sample size for this study is set at a maximum of 360 respondents. Data collection and questionnaire distribution were carried out between April and July 2025. The collected data were then analyzed using Structural Equation Modeling (SEM) with the assistance of Lisrel software.

4. RESULT AND DISCUSSION

4.1 Convergent Validity Result
The convergent validity test aims to evaluate the correlation between the observed variables (measurement indicators) within a construct. This validity is assessed using the loading factor of each indicator. Based on Hair et al. (2019), a loading factor is considered acceptable if it exceeds 0.70, while the Average Variance Extracted (AVE) should be above 0.50 to indicate sufficient convergent validity.

Table -1: Convergent Validity Result

VARIABLE	INDICATOR	LOADING FACTOR	AVE	RESULT
PRODUCT QUALITY	PQI	0,81	0,652	Valid
	PQ2	0,86		Valid
	PQ3	0,82		Valid
	PQ4	0,79		Valid
	PQ5	0,82		Valid
	PQ6	0,84		Valid
	PQ7	0,80		Valid
	PQ8	0,77		Valid
	PQ9	0,81		Valid
	PQ10	0,80		Valid
	PQ11	0,82		Valid
	PQ12	0,82		Valid
	PQ13	0,80		Valid
	PQ14	0,81		Valid
	PQ15	0,83		Valid
PRICE	PR1	0,83	0,667	Valid
	PR2	0,80		Valid
	PR3	0,81		Valid
	PR4	0,83		Valid
SERVICE QUALITY	SQ1	0,84	0,682	Valid
	SQ2	0,84		Valid
	SQ3	0,82		Valid
	SQ4	0,84		Valid
	SQ5	0,82		Valid
	SQ6	0,81		Valid
PURCHASE DECISION	PD1	0,66	0,501	Valid
	PD2	0,67		Valid
	PD3	0,70		Valid
	PD4	0,66		Valid
	PD5	0,66		Valid
SATISFACTION	SAT1	0,66	0,524	Valid
	SAT2	0,78		Valid
	SAT3	0,75		Valid
	SAT4	0,74		Valid
	SAT5	0,71		Valid
	SAT6	0,70		Valid

Based on Table 1, all loading factor values exceed 0.70, and AVE values are greater than 0.50. Thus, it can be concluded that the indicators are valid and reliable in measuring their respective constructs.

4.2. Reliability Result

Reliability was evaluated using Cronbach's Alpha (CA) and Composite Reliability (CR). According to Hair et al. (2014), acceptable thresholds are CA > 0.70 and CR > 0.70.

Table -2: Reliability Result

VARIABEL	CRONBACH'S ALPHA	COMPOSITE REALIABILITY	RESULT
Product Quality (PQ)	0,702	0,967	Reliabel
Price (PR)	0,832	0,889	Reliabel
Service Quality (SQ)	0,821	0,928	Reliabel
Purchase Decision (PD)	0,712	0,802	Reliabel
Satisfaction (SAT)	0,732	0,868	Reliabel

Table 2 shows that all constructs have Cronbach's Alpha values above 0.70, indicating good internal consistency. The Composite Reliability values are also consistently above 0.70, supporting the conclusion that the constructs are reliable in measuring their respective latent variables.

4.4 Coefficient Determination (R^2) & Predictive Relevance (Q^2) Result

The coefficient of determination (R^2) is used to assess the influence of specific latent independent variables on latent dependent variables

Table -3: Coefficient Determination (R^2) & Predictive Result (Q^2)

Variable	R^2
Purchase Decision	0.82
Satisfaction	0.18
$Q^2 = 1-(1-R_1{}^2)*(1-R_2{}^2)$	
$Q^2 = 1-(1-0.82^2)*(1-0.18^2) = 0.68$	

Table -4: Goodness of Fit Model Result

INDEX	GOODNESS OF FIT	CRITERIA	RESULT
RMR	0,046	≤ 0,05	Good fit
RMSEA	0,014	≤ 0,08	Good fit
ECVI	2,19	2,08;2,37	Good fit
AIC	27906.44	≈ 2070,00	Good fit
NFI	0,98	≥ 0,90	Good fit
NNFI	1,00	≥ 0,90	Good fit
PNFI	0,91	≤ 0,90	Good fit
CFI	1,00	≥ 0,90	Good fit
IFI	1,00	≥ 0,90	Good fit
RFI	0,97	≥ 0,90	Good fit
GFI	0,91	≥ 0,90	Good fit
AGFI	0,91	≥ 0,90	Good fit

Based on table 3 show that the R-square (R^2) value of 0.82 for the purchase decision variable (PD) indicates that 82% of the variation in purchase decisions can be explained by product quality (PQ), price (PR), and service quality (SQ). This means the model has a very strong explanatory power for purchase decisions. In contrast, the consumer satisfaction variable (SAT) has an R-square value of only 0.18 or 18%, suggesting that only a small portion of the variation in consumer satisfaction can be explained by purchase decisions. This indicates the presence of other influential factors outside the model that should be considered in future research.

The next calculation involves the Q-Square or predictive relevance (Q^2) value. Predictive relevance assesses how well the observed values are predicted using the blindfolding procedure. A Q^2 value greater than 0 indicates good predictive relevance, while a value less than 0 indicates poor predictive relevance. Q^2 values of 0.02, 0.15, and 0.35 indicate weak, moderate, and strong predictive relevance, respectively. Based on Table 4.20, all endogenous variables in the study have Q^2 values above 0, specifically 0.68 or 68%. This means the endogenous variables can be well predicted by the exogenous variables, and the model is considered strong and appropriate. In other words, 68% of the data variability can be explained by the overall model, while the remaining 32% is explained by other factors not examined in this study.

Table 5 show that RMSEA value of 0.0046 indicates an excellent model fit, as it falls below the commonly accepted threshold of 0.08. Other indices such as GFI and AGFI, both exceeding 0.90, suggest the model explains data variance effectively. Additionally, the values of CFI, NFI, NNFI, IFI, and RFI, all above 0.90, demonstrate a strong fit compared to the null model. With all major goodness-of-fit indicators satisfied, the model is considered valid, appropriate for hypothesis testing, and capable of accurately representing the relationships among latent variables..

4.8. Structural Model

The assessment of the structural model's suitability is based on comparing the structural equation coefficients with a predetermined significance level. As presented in Table 1 and 2, the structural model in this research demonstrates both validity and reliability. A model is considered appropriate if it meets the 0.05 significance level, corresponding to a 95% confidence interval, which requires a t-value exceeding 1.96. The results indicate that the structural model accurately captures the relationships among the research variables in line with these criteria. Thus, the model is suitable for hypothesis testing and supports the achievement of the research objectives.

4.7 Overal Model Fit Result

Table 4 presents the results of the goodness-of-fit assessment. This study evaluates several fit indices, including RMR, RMSEA, GFI, NFI, NNFI, CFI, IFI, RFI, and AGFI. The findings indicate that the RMR value (0.020) satisfies the criteria for a good fit, as it falls below the threshold of 0.05. Similarly, the RMSEA value (0.0046) also indicates a good model fit, meeting the standard criterion of less than 0.08. Additionally, all other fit indices namely NFI, NNFI, CFI, IFI, RFI, GFI, and AGFI also meet the acceptable thresholds. These results confirm that the research model adequately represents the relationships among the latent variables.

The overall goodness-of-fit indices demonstrate that the structural equation model used in this study is statistically sound and appropriately specified. The fulfillment of all critical fit indicators implies that the model is capable of capturing the underlying theoretical structure and supports the validity of further hypothesis testing. Thus, the model can be confidently used to interpret the causal relationships proposed in the research framework.

Fig-2: Goodness of Fit Model Result

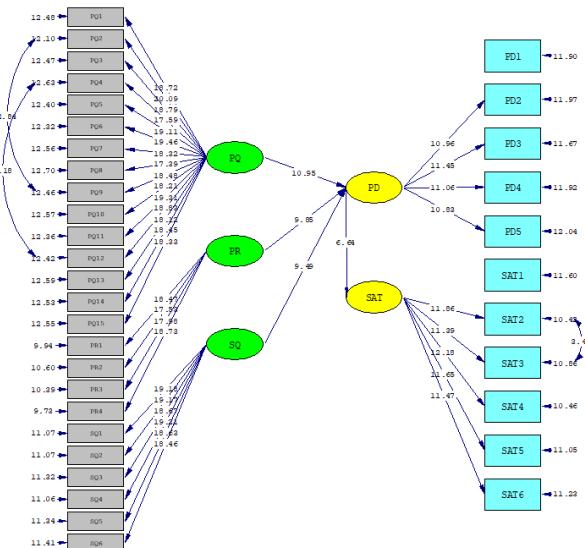## 4.9. Hypothesis Testing

Table -5: Hypotesis Testing

HYPOTESIS	PATH	COEFICIENTS	T-TABLE	T-VALUE	RESULT
H$_1$	Product Quality ⇒ Purchase Decision	0,61	1,96	10,95	*Supported*
H$_2$	Price ⇒ Purchase Decision	0,50	1,96	9,85	*Supported*
H$_3$	Service Quality ⇒ Purchase Decision	0,46	1,96	9,49	*Supported*
H$_4$	Purchase Decision ⇒ Consumer Satisfaction	0,45	1,96	6,64	*Supported*

The Effect of Product Quality on Purchase Decision
The results of this study show that product quality has a positive and significant influence on purchasing decisions, as indicated by a t-value of 10.95 (≥ 1.96) and a positive regression coefficient of 0,61. This means that the higher the quality of SPHP rice, the greater the likelihood that consumers will make a purchase decision.

The Effect of Price on Purchase Decision
The results of the study show that the effect of price on purchasing decisions has a t-value of 9.85 ≥ 1.96, indicating that the hypothesis regarding the influence of price on purchasing decisions is accepted. A positive coefficient value of 0.50 indicates that price has a positive influence on purchasing decisions. This means that the more affordable the price of SPHP Bulog rice, the higher the likelihood that consumers will decide to purchase the product. The positive coefficient value of 0.50 can be interpreted as price having a positive impact on purchasing decisions.

The Effect of Service Quality on Purchase Decision
The results of this study indicate that service quality has a positive and significant influence on purchasing decisions, as evidenced by a t-value of 9.49 (≥ 1.96) and a positive regression coefficient of 0.46. This means that the better the quality of service related to SPHP rice, the greater the likelihood that consumers will decide to purchase the product.

The Effect of Purchase Decision on Consumen Satisfaction
The results of this study indicate that purchasing decisions have a positive and significant influence on consumer satisfaction, as evidenced by a t-value of 6.64 (≥ 1.96) and a positive regression coefficient of 0.45. This means that the stronger the purchasing decision made by consumers, the higher the level of satisfaction they experience after buying and consuming SPHP Bulog rice.

5. CONCLUSION

The findings of this study empirically demonstrate that product quality, price, service quality, and purchasing decisions significantly influence consumer satisfaction with SPHP Bulog rice. Product quality has a strong impact, especially regarding durability, ease of use, and informative labeling—although aspects like complaint handling still need improvement. Competitive pricing also encourages purchases, particularly when prices are seen as affordable and aligned with value perception, yet consistency with perceived quality must be maintained. Service quality influences purchasing decisions through consumer perceptions of store conditions, staff professionalism, and interpersonal interactions; however, comfort and communication require further development. Most importantly, purchasing decisions are a key determinant of consumer satisfaction, both emotionally and rationally. These findings align with existing literature and reinforce the theoretical framework that links perceived value and service experience to satisfaction and loyalty. From a policy perspective, these results support the continued government commitment to stabilizing food supply and price through programs like SPHP, but also highlight the need for consumer-centric improvements in execution.

Future research should consider examining these relationships in broader demographic and regional contexts, using longitudinal data to assess changes over time. Incorporating qualitative methods could also enrich understanding of consumer behavior patterns and decision-making processes. Further exploration of digital channels in rice distribution may reveal additional opportunities to enhance service quality and customer engagement.

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Appendix Questionnaire:

Gender
1. Male
2. Female

Age
1. 17 to 22
2. 23 to 28
3. 29 to 34
4. 35 to 40
5. >46

Education:
1. High School diploma or lower education
2. Bachelor's degree
3. Master's degree
4. Doctoral degree

Occupation:
1. Student
2. Civil Servant/Military or Police Personel
3. Private Sector Employee
4. Entrepreneur/Self-employed
5. Housewife
3. Other, please specify.

Items	Reference Models
Product Quality 1. SPHP Bulog rice has a clean, neat, and attractive appearance. *(Aesthetic)* 2. I feel that SPHP Bulog rice shows a high-quality impression from its appearance. *(Aesthetic)* 3. In terms of physical appearance, SPHP Bulog rice makes me confident about its quality. *(Aesthetic)* 4. SPHP Bulog rice does not spoil easily, change color, or attract pests when stored. *(Durability)* 5. SPHP Bulog rice remains fresh even when stored for a relatively long time. *(Durability)* 6. I understand easily how to cook SPHP Bulog rice. *(Ease of Use)* 7. SPHP Bulog rice is easy to cook without requiring any special treatment. *(Ease of Use)* 8. The easier it is for me to cook and prepare SPHP rice, the more I perceive its quality as high. *(Ease of Use)* 9. SPHP Bulog rice provides additional information such as official labels, nutritional value, or fortification details. *(Feature)* 10. SPHP rice has various packaging sizes that match my needs. *(Feature)* 11. I consider the quality of SPHP Bulog rice to be better than some other rice brands. *(Performance)* 12. SPHP rice has consistent quality over time. *(Reliability)* 13. If there is a problem with SPHP Bulog rice, I know who to contact for complaints. *(Service Capability)* 14. I feel that the service or handling of complaints related to SPHP Bulog rice is easily accessible and quickly followed up. *(Service Capability)* 15. So far, I have not experienced any difficulty in finding information or solutions if there are complaints related to SPHP rice. *(Service Capability)*	(Das Guru & Paulssen, 2020)

Items	Reference Models
Price 1. I feel that the price of SPHP Bulog rice is affordable. 2. The price of SPHP Bulog rice is lower compared to other similar rice products in the market. 3. The price of SPHP Bulog rice is in line with the quality I receive. 4. The money I pay for SPHP Bulog rice is worth the quality.	(Ing et al., 2020)
Service Quality **Interpersonal Service Quality** 1. I feel that my interaction with the seller of SPHP Bulog rice went very well. 2. The seller of SPHP Bulog rice served me politely and professionally. **Physical Environment Quality** 3. The sales location of SPHP Bulog rice is clean, organized, and comfortable for buyers. **Outcome Quality** 4. I believe the SPHP Bulog rice sales location is one of the best compared to similar product outlets. 5. I always have a good shopping experience when buying SPHP Bulog rice. 6. I am satisfied with the overall experience of buying SPHP Bulog rice.	(Wu et al., 2011)
Purchase Decision 1. I feel confident about my decision to buy SPHP Bulog rice. 2. I will recommend SPHP Bulog rice to others. 3. I often purchase SPHP Bulog rice compared to other brands. 4. I intend to repurchase SPHP Bulog rice in the future. 5. Overall, I feel satisfied with my decision to purchase SPHP Bulog rice.	(Hanaysha, 2018)
Consumer Satisfaction 1. I feel happy after buying and using SPHP Bulog rice. 2. Overall, I am satisfied with my experience of buying SPHP Bulog rice. 3. Consuming SPHP Bulog rice is a satisfying experience for me. 4. Choosing to buy SPHP Bulog rice was a wise decision for me. 5. Overall, I am satisfied with the quality and price of SPHP Bulog rice. 6. I feel that I have made the right decision by choosing to buy SPHP Bulog rice.	(Ing et al., 2020)