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Reconfiguring the Marketing Mix: The Effects of Core Marketing Mix, Customer Interface, and Service Experience on Purchase Decisions through Customer Satisfaction

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Abstract: *Changes in customer behavior require motorcycle repair shops to manage their marketing strategies and customer experiences more strategically. This study examines the effects of Core Marketing Mix, Customer Interface, and Service Experience on Customer Satisfaction and Purchase Decision, as well as the mediating role of Customer Satisfaction. A quantitative approach was applied to data from 200 motorcycle repair shop customers in Malang Regency and Malang Municipality, Indonesia, selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with 5,000 bootstrap resamples. The results show that Core Marketing Mix (β = 0.294, p = 0.002) and Customer Interface (β = 0.288, p = 0.025) positively affect Customer Satisfaction, whereas Service Experience has no significant effect (β = −0.006, p = 0.956). All three constructs positively affect Purchase Decision, with Core Marketing Mix showing the strongest effect (β = 0.386, p < 0.001). Customer Satisfaction also positively affects Purchase Decision (β = 0.320, p < 0.001) and mediates the effects of Core Marketing Mix and Customer Interface, but not Service Experience. This study contributes by grouping the 7P marketing elements into three analytical constructs and demonstrating that Customer Satisfaction acts as a selective rather than universal mediator. The findings suggest that motorcycle repair shop managers should prioritize product and price value, customer interactions, and service processes according to their respective effects on purchase decisions.*

Keywords: Core Marketing Mix; Customer Interface; Service Experience; Customer Satisfaction; Purchase Decision; 7P Marketing Mix

INTRODUCTION

The marketing of motorcycle repair services involves more than offering products at competitive prices. Customers must evaluate spare-part suitability, price fairness, workshop accessibility, staff competence, service reliability, and the time required to complete a repair. These considerations make motorcycle repair services a distinctive setting for examining how marketing activities shape customer satisfaction and purchase decisions. Unlike many routine retail purchases, motorcycle repair decisions may involve technical uncertainty and information asymmetry because customers often rely on mechanics to diagnose problems, recommend spare parts, and explain service requirements. Consequently, trust in service personnel and confidence

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in the value of the recommended solution may influence how customers evaluate a workshop and decide whether to purchase its products or services.

The 7P marketing mix provides an established framework for understanding value creation in service businesses. It comprises product, price, place, promotion, people, process, and physical evidence (Booms & Bitner, 1982; Kotler & Keller, 2016). However, these elements may not contribute equally to customer evaluations, particularly in service settings where tangible products and professional assistance are delivered together. Product suitability and price fairness may shape customers' assessments of the value received, while accessibility, promotional information, and interactions with employees may influence their ability to identify and evaluate available offerings. Meanwhile, service procedures and the physical environment may affect perceptions of service delivery. Examining these elements through broader analytical constructs may help explain their relationships with customer satisfaction and purchase decisions.

Building on this perspective, the present study organizes the seven marketing elements into three analytical constructs: Core Marketing Mix, Customer Interface, and Service Experience. Core Marketing Mix comprises product and price, reflecting the value customers associate with the offering and its monetary cost. Customer Interface comprises place, promotion, and people, representing the ways customers access offerings, obtain information, and interact with the business and its personnel. Service Experience comprises process and physical evidence, capturing the procedures through which services are delivered and the tangible environment in which service encounters occur. This grouping is an analytical framework developed for the present study rather than a claim that the seven elements constitute three universally established or empirically superior dimensions. Its usefulness therefore depends on the conceptual coherence and empirical validity of the specified constructs.

Customer Satisfaction is central to understanding how customers evaluate service encounters. According to Oliver (1980), satisfaction reflects customers' evaluations of their experiences in relation to their expectations. In motorcycle repair services, such evaluations may depend on whether the recommended spare parts meet technical requirements, whether prices are perceived as fair, whether employees provide clear explanations, and whether repairs are completed reliably and efficiently. These considerations suggest that different marketing dimensions may influence satisfaction through distinct mechanisms. For example, customers may be satisfied with the value of a purchase even when their interaction with staff is limited, whereas clear explanations and credible recommendations may be particularly important when customers lack the technical knowledge needed to assess a repair independently.

Customer Satisfaction may also influence Purchase Decision through customers' internal evaluations of their purchasing experiences. From the Stimulus–Organism–Response (S-O-R) perspective, marketing-related stimuli shape customers' internal evaluations, which subsequently influence their behavioral responses (Mehrabian & Russell, 1974). In motorcycle repair settings, customers evaluate product compatibility, price fairness, workshop accessibility, mechanic recommendations, and expected service quality before selecting spare parts or obtaining repair services. Expectation–Confirmation Theory (ECT) further explains that customer satisfaction develops through the comparison between prior expectations and perceived product or service performance (Oliver, 1980). When customers perceive that the workshop provides suitable products, reasonable prices, convenient access, and reliable service, favorable evaluations may strengthen their confidence in the provider and reduce uncertainty in subsequent purchasing decisions. Nevertheless, satisfaction should not automatically be assumed to mediate every relationship between marketing activities and purchase decisions. Customers may make purchasing decisions directly in response to product availability, price attractiveness, or convenient access, even when these factors do not substantially improve their overall satisfaction. The direct and indirect relationships therefore require empirical examination to establish whether Customer Satisfaction functions as a common explanatory mechanism or operates selectively across Core Marketing Mix, Customer Interface, and Service Experience.

Previous research provides a foundation for examining these relationships. Herhausen et al. (2015) investigated channel integration quality and its relationship with customer engagement and behavioral responses, while (Gao et al., 2021) examined how the integration of information and services across channels relates to customer experience. M. Gao & Huang (2021) also contributed to research on channel integration and customer responses. Although these studies offer insights into customer experience and behavioral outcomes, their focus on channel integration does not directly establish how the seven elements of the service marketing mix should be grouped or how such a grouping relates to purchase decisions through customer satisfaction. Accordingly, the present study addresses a more specific conceptual question: whether three analytically grouped dimensions of the service marketing mix exhibit distinct direct relationships with Purchase Decision and indirect relationships through Customer Satisfaction in motorcycle repair services.

This question is particularly relevant because motorcycle repair services combine product-related evaluations with professional service delivery. Customers may not be able to assess the technical suitability of spare parts or the necessity of a repair independently. They may therefore depend on the expertise, explanations, and perceived credibility of mechanics. At the same time,

purchase decisions may be constrained by immediate transportation needs, repair urgency, available budgets, and the availability of compatible parts. These characteristics provide theoretical reasons to expect that the relationships between marketing activities, satisfaction, and purchase decisions may differ from those observed in general retail settings. The contribution of studying this context is therefore not merely to replicate an existing model in a different location, but to examine whether the proposed relationships operate in a service environment characterized by technical uncertainty, professional advice, and practical purchasing constraints.

Malang Regency and Malang Municipality, East Java, Indonesia, provide the geographical setting for this investigation. Official statistics reported 1,108,636 motorcycles in Malang Regency in 2024, indicating the substantial presence of motorcycles in the regency. BPS Kota Malang also reported 231,006 motorcycles in its 2024 vehicle statistics. These figures provide contextual evidence of motorcycle ownership in both study areas, although they should not be interpreted as direct measures of demand for repair services or spare parts (BPS Jatim, 2022; BPS Kota Malang, 2025). Rather, the relevance of the setting arises from the need to understand how customers evaluate marketing offerings and service encounters when making motorcycle-related purchasing decisions.

Against this background, this study examines the effects of Core Marketing Mix, Customer Interface, and Service Experience on Customer Satisfaction and Purchase Decision among motorcycle repair shop customers in Malang Regency and Malang Municipality. It also tests whether Customer Satisfaction mediates the relationships between each of the three marketing constructs and Purchase Decision. By examining these direct and indirect relationships within a single empirical model, the study aims to clarify the distinct roles of perceived offering value, customer access and interaction, and service delivery in shaping customer evaluations and decisions. Its contribution lies in applying a theoretically motivated analytical grouping of the 7P marketing elements and empirically assessing the extent to which Customer Satisfaction explains their relationships with Purchase Decision. The findings may help motorcycle repair shop managers identify which aspects of their marketing and service operations are most closely associated with customer satisfaction and purchasing decisions.

LITERATURE REVIEW

Theoretical Foundation

This study is grounded in the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian & Russell (1974), which explains how external environmental stimuli influence

individuals' internal psychological evaluations and subsequently generate behavioral responses. In motorcycle spare-parts retailing, marketing-related stimuli include product and price characteristics, customer interaction mechanisms, and service delivery conditions. These stimuli influence customers' evaluations of the purchasing experience, which are represented by Customer Satisfaction in the proposed model. Customer Satisfaction subsequently functions as an internal evaluative mechanism associated with Purchase Decision.

The theoretical explanation is complemented by Oliver (1980) expectation–confirmation perspective, which explains how customer satisfaction develops through the comparison between prior expectations and perceived performance. Customers evaluate whether the product quality, price fairness, accessibility, employee assistance, and service procedures meet their expectations. This evaluation is particularly relevant to motorcycle workshops because purchasing decisions may involve functional considerations, such as product compatibility, spare-parts reliability, maintenance requirements, and service convenience. Integrating the S-O-R framework and expectation–confirmation perspective provides a theoretical basis for examining how marketing stimuli shape customer evaluations and how these evaluations relate to purchasing behavior.

Core Marketing Mix

Core Marketing Mix refers to the fundamental marketing elements that determine the value customers receive from a product transaction, particularly Product and Price. Product represents the tangible and functional benefits offered to customers, including quality, suitability, variety, and availability. Price reflects the monetary sacrifice customers make to obtain the expected benefits (Kotler & Keller, 2016). In motorcycle spare-parts retailing, these elements are particularly important because customers must consider product compatibility with their vehicles, component reliability, availability, and price fairness before making purchasing decisions.

Previous research in motorcycle spare-parts retailing has demonstrated the relevance of these marketing elements. Purba et al. (2020) examined the effects of product price, service quality, and promotion on motorcycle spare-parts purchasing decisions. Similarly, Djarkasih et al. (2024) investigated product quality, price, and promotion in the context of Honda motorcycle spare-parts purchasing decisions. These studies indicate that product and economic considerations are important components of customers' evaluations when selecting motorcycle spare parts.

The S-O-R framework explains Core Marketing Mix as an external stimulus that influences customers' internal evaluations before generating behavioral responses (Mehrabian & Russell, 1974) . Customers evaluate whether the quality and suitability of spare parts correspond to their needs and whether the price represents reasonable economic value. Product reliability may

reduce perceived purchasing risk, while fair pricing strengthens customers' perceptions of value. In addition, consistent product and price information across physical and digital channels can support the purchasing evaluation process (Gao et al., 2021).

In this study, Product is measured through perceived quality, suitability, and variety or availability, whereas Price is measured through price fairness and the correspondence between price and received benefits. These dimensions represent the functional and economic value customers consider when purchasing motorcycle spare parts.

Customer Interface

Customer Interface refers to the marketing elements through which customers access, obtain information, and interact with a motorcycle spare-parts provider. It consists of Place, Promotion, and People (Kotler & Keller, 2016) . Place concerns the accessibility of physical and digital purchasing channels, Promotion concerns the communication of product and service information, and People represent the employees who assist customers throughout the purchasing process.

In motorcycle spare-parts retailing, customer interaction involves several practical considerations. Customers need to identify workshops that are accessible, obtain information about spare-parts availability and prices, understand promotional offers, and receive appropriate assistance when selecting components. Employees also play an important role in explaining product specifications and compatibility, particularly when customers have limited technical knowledge. These interactions can reduce information uncertainty and improve the convenience of purchasing transactions.

Research in motorcycle repair services has emphasized the importance of service and relationship quality in shaping customer evaluations. Harjanti et al. (2020) found that service quality and relationship quality contribute to customer satisfaction in motorcycle repair providers in Surabaya. This evidence indicates that customer interactions in motorcycle workshops involve more than the availability of products; they also include the quality of communication and assistance provided by employees.

The S-O-R framework positions Customer Interface as an external stimulus that influences customers' internal evaluations through accessibility, promotional communication, and interpersonal interaction. In omnichannel environments, the integration of physical and digital channels further supports customer experience by facilitating consistent information and interaction across touchpoints (Herhausen et al., 2015; Lemon & Verhoef, 2016; Verhoef et al., 2015) .

In this study, Place is measured through accessibility of the workshop and purchasing channels, Promotion through the availability and clarity of promotional information, and People through

employee responsiveness and their ability to provide relevant product and service information. These indicators capture the accessibility and interaction dimensions of customer experience in motorcycle spare-parts retailing.

Service Experience

Service Experience refers to customers' overall perceptions developed through interactions with service procedures and the physical environment. This construct comprises Process and Physical Evidence, which represent two important dimensions of service delivery (Booms & Bitner, 1982) . Process concerns the ease, speed, order, and accuracy of service procedures, whereas Physical Evidence refers to the physical conditions and visible facilities that support service delivery.

In motorcycle workshops, customers evaluate the service experience through several operational aspects. These include the clarity of transaction procedures, waiting time, accuracy of spare-parts handling, availability of facilities, and the cleanliness and comfort of the workshop environment. The service process is particularly important because customers may need technical assistance, product installation, or additional information before completing their transactions. Inefficient procedures and inadequate facilities may increase customer effort and create unfavorable evaluations.

Empirical research in motorcycle repair providers supports the importance of service experience. Harjanti et al. (2020) demonstrated the relevance of service quality and relationship quality to customer satisfaction in motorcycle repair services. Nasir et al. (2021) also examined after-sales service and service quality among two-wheeler owners who had recent experiences at authorized service centers. These studies provide industry-specific evidence that customers' evaluations of automotive services are shaped by the quality of service delivery and their interactions with the provider.

From the S-O-R perspective, service procedures and physical surroundings act as environmental stimuli that influence customers' internal evaluations. Convenient processes can reduce the time and effort required to complete transactions, while clean and comfortable facilities can strengthen perceptions of service quality. Customer experience research also emphasizes that evaluations develop through multiple interactions throughout the customer journey (Lemon & Verhoef, 2016) .

In this study, Process is measured through procedural convenience, service speed, and transaction accuracy. Physical Evidence is measured through the cleanliness, neatness, and comfort of the workshop environment. These indicators capture customers' direct experiences during interactions with motorcycle spare-parts providers.

Customer Satisfaction

Customer Satisfaction refers to customers' overall evaluation of the extent to which a product or service experience meets their expectations and needs. Oliver (1980) explains satisfaction through the evaluation of perceived performance in relation to prior expectations. Customers develop favorable evaluations when the received performance corresponds to or exceeds what they initially expected.

In motorcycle spare-parts retailing, satisfaction may involve several aspects of the purchasing experience, including product quality, compatibility, price fairness, employee assistance, transaction convenience, and service performance. Customers evaluate whether the purchased components meet their functional requirements and whether the workshop provides appropriate information and assistance. These evaluations are particularly relevant because spare-parts purchases may involve technical considerations and financial costs associated with vehicle maintenance.

Empirical evidence from motorcycle repair services supports the relevance of these factors. Harjanti et al. (2020) found that service quality and relationship quality contribute to customer satisfaction in motorcycle repair providers. Nasir et al. (2021) further examined the relationship between after-sales service, service quality, and customer satisfaction among two-wheeler owners. These findings indicate that customer satisfaction in automotive service environments is shaped by both the quality of the service received and the relationship established with the provider.

The expectation–confirmation perspective explains the evaluative process through which customers compare expectations with perceived performance (Oliver, 1980). The S-O-R framework complements this explanation by positioning customer satisfaction as an internal evaluative state influenced by marketing and service-related stimuli. Core Marketing Mix provides functional and economic value, Customer Interface facilitates information and interaction, and Service Experience determines how customers encounter the service delivery process.

In this study, Customer Satisfaction represents customers' overall evaluation of the purchasing experience in relation to product expectations, service performance, customer needs, and perceived benefits. Its measurement should refer to an actual experience that respondents have completed, rather than an anticipated feeling about a transaction that has not occurred.

Purchase Decision

Product and price are important attributes in customers' evaluations of retail offerings. In motorcycle spare-parts retailing, customers assess product quality, suitability, and price before making purchasing decisions. Empirical evidence from the motorcycle spare-parts industry indicates that product quality and price influence customers' purchasing decisions (Djarkasih et

al., 2024) . Similarly, Purba et al. (2020) demonstrate the relevance of price in motorcycle spare-parts purchasing decisions. These findings support the inclusion of product and price as the core dimensions of the Core Marketing Mix.

Purchasing decisions in this industry involve both functional and economic considerations. Customers must consider whether the spare parts are compatible with their motorcycles, whether their quality is reliable, and whether the price is reasonable in relation to the expected benefits. They may also consider the accessibility of the workshop, the availability of product information, promotional offers, and the assistance provided by employees.

Industry-specific empirical evidence supports the relevance of these considerations. Purba et al. (2020) examined the effects of price, service quality, and promotion on motorcycle spare-parts purchasing decisions. Djarkasih et al. (2024) investigated product quality, price, and promotion in Honda spare-parts purchasing decisions. More recently, Sanida and Kurniawan (2026) examined pricing strategy and service quality in motorcycle workshop purchasing decisions, demonstrating that the influence of these factors can differ according to their characteristics and the purchasing environment.

From the S-O-R perspective, Purchase Decision represents the behavioral response associated with customers' evaluations of marketing stimuli. Core Marketing Mix provides information about product value and economic considerations, Customer Interface facilitates access and communication, and Service Experience shapes customers' perceptions of the purchasing process. Customer Satisfaction represents an additional evaluative mechanism that may be associated with customers' purchasing choices.

In this study, Purchase Decision is measured through product selection, workshop selection, purchase timing, purchase quantity, and confidence in the purchasing decision. These indicators capture customers' evaluations and choices regarding motorcycle spare-parts transactions rather than merely their intentions to purchase.

The Effect of Core Marketing Mix on Customer Satisfaction

Core Marketing Mix may influence Customer Satisfaction through customers' evaluations of product quality, product suitability, availability, and price fairness. In motorcycle spare-parts retailing, customers expect components to meet vehicle specifications and provide reliable functional performance. When the purchased spare parts correspond to these requirements and the price is perceived as reasonable, customers are more likely to evaluate the transaction favorably.

The expectation–confirmation perspective explains that satisfaction develops when perceived product performance corresponds to prior expectations (Oliver, 1980). This relationship is particularly relevant to motorcycle spare-parts purchases because product compatibility and

reliability directly determine whether the components meet customers' functional requirements. Purba et al. (2020) examined price and other marketing factors in motorcycle spare-parts purchasing, while Harjanti et al. (2020) demonstrated the relevance of product and service evaluations in motorcycle repair environments. From the S-O-R perspective, product and price characteristics represent external stimuli that shape customers' internal evaluations. Accordingly, better product value and perceived price fairness are expected to increase Customer Satisfaction.

H1: Core Marketing Mix has a positive effect on Customer Satisfaction.

The Effect of Customer Interface on Customer Satisfaction

Customer Interface may influence Customer Satisfaction by facilitating customers' access to motorcycle spare parts, providing relevant promotional information, and supporting interactions with workshop employees. Accessibility enables customers to obtain products and services with less effort, while clear promotional communication helps them understand available offers and purchasing conditions. Employee responsiveness is also important because customers may require assistance in identifying compatible spare parts and understanding technical product information.

Harjanti et al. (2020) demonstrated that service quality and relationship quality contribute to customer satisfaction in motorcycle repair providers. Their findings emphasize the importance of interactions between customers and service providers in automotive service environments. The S-O-R framework further explains that accessibility, promotional communication, and employee interaction function as external stimuli that shape customer evaluations. In addition, channel integration can support a consistent experience when customers obtain information and interact with businesses through physical and digital touchpoints (Gao et al., 2021; Herhausen et al., 2015) . Therefore, accessible channels, relevant information, and responsive employees are expected to improve Customer Satisfaction.

H2: Customer Interface has a positive effect on Customer Satisfaction.

The Effect of Service Experience on Customer Satisfaction

Service Experience may influence Customer Satisfaction through customers' evaluations of service procedures and the physical environment. In motorcycle workshops, customers assess the convenience of transaction procedures, waiting time, accuracy of service, and the condition of facilities. Efficient processes reduce the time and effort required to obtain spare parts or related services, while clean and comfortable facilities contribute to favorable perceptions of the provider.

Harjanti et al. (2020) found that service quality contributes to customer satisfaction in motorcycle repair providers. Similarly, Nasir et al. (2021) examined the relationship between

after-sales service, service quality, and customer satisfaction among two-wheeler owners with recent service experiences. These findings support the relevance of service delivery in automotive-related customer evaluations. From the S-O-R perspective, service procedures and physical surroundings operate as stimuli that influence customers' internal evaluations. Convenient procedures, accurate service, and appropriate facilities are therefore expected to strengthen customer satisfaction.

H3: Service Experience has a positive effect on Customer Satisfaction.

The Effect of Core Marketing Mix on Purchase Decision

Core Marketing Mix may directly influence Purchase Decision because product characteristics and price are fundamental considerations when customers evaluate motorcycle spare-parts alternatives. Product quality and compatibility help customers identify components that meet their vehicle requirements, while price fairness determines whether the expected functional benefits justify the financial sacrifice.

Purba et al. (2020) investigated the relationship between price and purchasing decisions in motorcycle spare-parts retailing. Djarkasih et al. (2024) also examined product quality and price in the context of Honda spare-parts purchasing decisions. These studies provide direct empirical relevance to the present research because they address customers' purchasing evaluations in motorcycle-related product markets. From the S-O-R perspective, product and price characteristics represent marketing stimuli that provide information for evaluating alternatives. Customers who perceive that spare parts are suitable, reliable, available, and reasonably priced may be more likely to select the product and complete the transaction.

H4: Core Marketing Mix has a positive effect on Purchase Decision.

The Effect of Customer Interface on Purchase Decision

Customer Interface may directly influence Purchase Decision by facilitating access to purchasing channels, providing relevant information, and offering employee assistance. In motorcycle spare-parts retailing, customers need information about product availability, compatibility, prices, and promotional offers before selecting a product or workshop. Accessible physical and digital channels can reduce the effort required to obtain this information, while responsive employees can help customers evaluate alternatives and make more informed choices.

Purba et al. (2020) identified promotion as one of the factors examined in motorcycle spare-parts purchasing decisions. Djarkasih et al. (2024) also investigated promotional activities in relation to Honda spare-parts purchasing decisions. These findings support the relevance of marketing communication in this industry. Furthermore, Herhausen et al. (2015) emphasized the importance of channel integration in connecting customer interactions across different purchasing channels. In the S-O-R framework, Customer Interface functions as an external

stimulus that facilitates customers' evaluations and subsequent responses. Accordingly, accessible channels, clear promotional information, and helpful employees are expected to contribute positively to Purchase Decision.

H5: Customer Interface has a positive effect on Purchase Decision.

The Effect of Service Experience on Purchase Decision

Service Experience may directly influence Purchase Decision because customers consider the convenience and reliability of service procedures when selecting a motorcycle workshop or purchasing channel. Efficient transaction procedures reduce waiting time and customer effort, while accurate handling of spare parts can increase confidence in the provider. Physical Evidence, including cleanliness, neatness, and facility comfort, also provides visible information about the workshop's service environment.

Empirical findings from automotive service settings indicate that service quality is relevant to purchasing behavior. Sanida & Kurniawan (2026) found that service quality significantly influenced purchasing decisions at a motorcycle workshop. Their research provides specific evidence that service-related evaluations may contribute to customers' choices in motorcycle workshop transactions. Harjanti et al. (2020) also demonstrated the importance of service quality in motorcycle repair providers. Based on the S-O-R framework, customers' experiences with service procedures and physical surroundings act as stimuli that shape their evaluations and behavioral responses. Therefore, convenient processes, accurate service, and favorable physical conditions are expected to contribute positively to Purchase Decision.

H6: Service Experience has a positive effect on Purchase Decision.

The Effect of Customer Satisfaction on Purchase Decision

Customer Satisfaction may influence Purchase Decision through customers' evaluations of the value and performance associated with a purchasing experience. When customers perceive that products and services meet their expectations, they may develop greater confidence in the provider and become more willing to select its products or services in subsequent purchasing situations. In motorcycle spare-parts retailing, favorable evaluations of product compatibility, price fairness, transaction convenience, and employee assistance may strengthen customers' preferences when considering available alternatives.

Oliver (1980) expectation–confirmation perspective explains how favorable evaluations develop when perceived performance meets or exceeds prior expectations. In the automotive service industry, Nasir et al. (2021) examined customer satisfaction, after-sales service, and subsequent behavioral outcomes among two-wheeler owners. Their findings provide support for the relationship between satisfaction and customer retention-related behavior. The S-O-R

framework positions Customer Satisfaction as an internal evaluative state that may be associated with subsequent behavioral responses.

For customers who have previous experience with the workshop, satisfaction with earlier transactions may provide an evaluative basis for their subsequent purchasing choices. For customers who are new to the workshop, the relationship requires a different temporal interpretation because satisfaction with the current transaction can only be evaluated after the purchase has occurred. Accordingly, the proposed relationship is theoretically grounded in prior customer evaluations rather than treating satisfaction generated by the focal transaction as the cause of that same transaction's purchase decision.

H7: Customer Satisfaction has a positive effect on Purchase Decision.

The Mediating Role of Customer Satisfaction between Core Marketing Mix and Purchase Decision

Customer Satisfaction may mediate the relationship between Core Marketing Mix and Purchase Decision because product and price evaluations can influence purchasing choices through customers' assessments of the value received. Product quality, compatibility, and availability provide functional benefits, whereas price fairness determines the perceived economic value of the transaction. When these elements meet customers' expectations, favorable evaluations may strengthen their preference for a particular product or workshop in subsequent purchasing situations.

The expectation–confirmation perspective explains the development of satisfaction through the comparison between expected and perceived product performance (Oliver, 1980). Within the S-O-R framework, product and price characteristics function as external stimuli, Customer Satisfaction represents the internal evaluative state, and Purchase Decision represents the behavioral response. Research on motorcycle spare-parts purchasing by Purba et al. (2020) and Djarkasih et al. (2024) demonstrates the relevance of product and price considerations to purchasing behavior. These relationships suggest that customer satisfaction may provide an additional explanation of how perceived product value and price fairness are associated with purchasing choices.

H8: Customer Satisfaction mediates the positive effect of Core Marketing Mix on Purchase Decision.

The Mediating Role of Customer Satisfaction between Customer Interface and Purchase Decision

Customer Interface may influence Purchase Decision indirectly through Customer Satisfaction because accessible channels, clear promotional information, and responsive employee interactions contribute to customers' overall evaluations of the purchasing experience.

Customers who receive accurate information and appropriate assistance may perceive the purchasing process as more convenient and reliable. These favorable evaluations can strengthen their confidence in the workshop and influence subsequent purchasing choices.

Harjanti et al. (2020) demonstrated the relevance of service and relationship quality to customer satisfaction in motorcycle repair providers. Herhausen et al. (2015) further emphasized the importance of channel integration in connecting customer interactions across purchasing channels. These findings support the view that customer interaction mechanisms can contribute to favorable customer evaluations. Based on the S-O-R framework, Customer Interface represents an external stimulus, Customer Satisfaction functions as the internal evaluative mechanism, and Purchase Decision represents the behavioral response. Thus, customer satisfaction may explain part of the relationship between customer interface quality and purchasing decisions.

H9: Customer Satisfaction mediates the positive effect of Customer Interface on Purchase Decision.

The Mediating Role of Customer Satisfaction between Service Experience and Purchase Decision

Service Experience may influence Purchase Decision indirectly through Customer Satisfaction because customers evaluate not only the outcome of a transaction but also the procedures and physical conditions through which the service is delivered. Convenient processes, accurate handling, reasonable waiting times, and comfortable facilities can create favorable evaluations of the workshop. These evaluations may subsequently strengthen customers' preferences when making purchasing choices.

Research in motorcycle repair services provides empirical support for the relationship between service quality and customer satisfaction (Harjanti et al., 2020) . Nasir et al. (2021) also examined the role of after-sales service and service quality in customer satisfaction and subsequent behavioral outcomes among two-wheeler owners. These findings suggest that service-related experiences are relevant to customers' evaluations and future relationships with automotive service providers. From the S-O-R perspective, Service Experience represents the external stimulus, Customer Satisfaction represents the internal evaluative state, and Purchase Decision represents the behavioral response. Therefore, customer satisfaction may serve as an explanatory mechanism linking service experience with purchasing decisions.

H10: Customer Satisfaction mediates the positive effect of Service Experience on Purchase Decision.

METHOD

This study employed a quantitative explanatory design to examine the relationships among Core

Marketing Mix (CMM), Customer Interface (CI), Service Experience (SE), Customer Satisfaction (CS), and Purchase Decision (PD) in motorcycle spare-parts retailing and workshop services. The research model was grounded in the Stimulus–Organism–Response (S-O-R) framework and Expectation–Confirmation Theory (ECT). Data were collected from customers of motorcycle spare-parts retailers and workshops in Malang Regency and Malang City, East Java, Indonesia. The individual customer served as the unit of analysis.

The target population comprised customers who had purchased motorcycle spare parts or used paid motorcycle maintenance and repair services. Purposive sampling was applied based on three criteria: respondents were at least 18 years old, had completed a relevant purchasing or service transaction, and had personally participated in the transaction decision. Both new and existing customers were eligible. A total of 200 complete and eligible questionnaires were included in the analysis. The list of authorized and non-authorized workshops served as a reference for identifying potential research locations rather than as a probability-based sampling frame.

Primary data were collected through structured questionnaires distributed directly to eligible customers at the selected workshops and spare-parts retailers. Participation was voluntary, and respondents were informed about the confidentiality of their responses. The questionnaire used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The measurement instrument comprised 24 items representing five constructs: CMM (five items), CI (four items), SE (four items), CS (four items), and PD (seven items). CMM covered product and price; CI represented place, promotion, and people; and SE incorporated process and physical evidence. CS measured customers' evaluations of their transaction experiences, while PD captured decisions concerning spare-parts purchases or motorcycle workshop services. The measurement-item distribution is presented in Table 1.

Table 1. Measurement Constructs and Indicators

Construct	Dimensions	Items
Core Marketing Mix (CMM)	Product and Price	5
Customer Interface (CI)	Place, Promotion, and People	4
Service Experience (SE)	Process and Physical Evidence	4
Customer Satisfaction (CS)	Overall transaction evaluation	4
Purchase Decision (PD)	Spare-parts and workshop-service decisions	7
Total	**Five constructs**	**24**

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), following the recommended procedures for measurement and structural model assessment (Hair et al., 2022; Sarstedt et al., 2022) . The measurement model was evaluated through indicator

loadings, Cronbach's alpha, rho_A, Composite Reliability (CR), Average Variance Extracted (AVE), and the Heterotrait–Monotrait Ratio (HTMT) to assess indicator reliability, internal consistency, convergent validity, and discriminant validity (Henseler et al., 2015) . The structural model was assessed using the Variance Inflation Factor (VIF), coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2), where applicable. Hypotheses were tested through bootstrapping with 5,000 resamples by examining path coefficients, t-statistics, p-values, and confidence intervals (Hair et al., 2022) .

Customer Satisfaction was examined as a mediator in the relationships between CMM, CI, and SE and Purchase Decision. The indirect effects were assessed using bootstrapped confidence intervals, with an interval excluding zero indicating a statistically significant indirect effect. Direct and indirect effects were jointly examined to determine the mediation pattern, following the classification proposed by Zhao et al. (2010) . To minimize potential common method bias, the questionnaire used clear and neutral statements, assured respondents of the confidentiality of their answers, and organized measurement items into separate construct-related sections. The collected data were screened for completeness, respondent eligibility, and unusual response patterns before statistical analysis. Participation was voluntary, and all responses were treated confidentially and analyzed in aggregate form.

RESULT

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the measurement and structural models. The analysis included reliability, convergent and discriminant validity, R^2, f^2, hypothesis testing using 5,000 bootstrap resamples, and specific indirect effects to examine the mediating role of Customer Satisfaction.

Table 1. Measurement Model Assessment

Construct	*Indicator*	*Outer Loading*	*Cronbach's Alpha*	*rho_A*	*Composite Reliability*	AVE
Core Marketing Mix (CMM)	CMM1	0.916	0.884	0.890	0.917	0.691
	CMM2	0.742				
	CMM3	0.934				
	CMM4	0.836				
	CMM5	0.703				
Customer Interface (CI)	CI1	0.798	0.842	0.849	0.896	0.684
	CI2	0.875				
	CI3	0.912				
	CI4	0.709				
Customer Satisfaction (CS)	CS1	0.992	0.986	0.987	0.990	0.961
	CS2	0.993				
	CS3	0.969				
	CS4	0.967				

Purchase Decision (PD)	PD1	0.825	0.914	0.918	0.932	0.662
	PD2	0.792				
	PD3	0.774				
	PD4	0.764				
	PD5	0.780				
	PD6	0.898				
	PD7	0.853				
Service Experience (SE)	SE1	0.985	0.970	0.974	0.978	0.918
	SE2	0.947				
	SE3	0.958				
	SE4	0.943				

Note: CMM = *Core Marketing Mix*; CI = *Customer Interface*; CS = *Customer Satisfaction*; PD = *Purchase Decision*; SE = *Service Experience*.

The measurement model demonstrated satisfactory convergent validity based on AVE values above 0.50. However, the reliability results for Customer Satisfaction (CS) and Service Experience (SE) require cautious interpretation. CS exhibited Cronbach's alpha of 0.986, composite reliability of 0.990, and AVE of 0.961, while SE exhibited values of 0.970, 0.978, and 0.918, respectively. These values, together with the very high loadings for CS1 and CS2 (0.992 and 0.993) and the high outer VIF values for several indicators, suggest potential item redundancy. Therefore, the results should not be interpreted as evidence of superior measurement quality without further examination of item content and empirical redundancy.

Discriminant validity was assessed using HTMT. The CMM–CI and CI–SE ratios were 0.813 and 0.823, respectively, approaching the conservative threshold of 0.85. Although the point estimates were below this threshold, confidence intervals for HTMT and the Fornell–Larcker criterion should be examined before making a definitive conclusion about discriminant validity. These additional results should be reported only after they have been calculated.

Table 2. Discriminant Validity Based on HTMT

Constructs	CMM	CI	CS	PD	SE
Core Marketing Mix (CMM)	—				
Customer Interface (CI)	0.813	—			
Customer Satisfaction (CS)	0.527	0.534	—		
Purchase Decision (PD)	0.790	0.793	0.672	—	
Service Experience (SE)	0.651	0.823	0.396	0.722	—

HTMT values ranged from 0.396 to 0.823 and remained below the conservative threshold of 0.85. The highest value was between Customer Interface and Service Experience (0.823). Thus, the constructs showed sufficient discriminant validity.

Table 3. Outer VIF Values

Construct	*Indicator*	VIF
Core Marketing Mix	CMM1	21.577
	CMM2	1.631

	CMM3	24.885
	CMM4	2.499
	CMM5	1.582
Customer Interface	CI1	1.548
	CI2	8.000
	CI3	9.081
	CI4	1.489
Customer Satisfaction	CS1	51.469
	CS2	51.890
	CS3	12.661
	CS4	12.390
Purchase Decision	PD1	2.647
	PD2	2.497
	PD3	2.056
	PD4	1.894
	PD5	3.288
	PD6	6.569
	PD7	3.808
Service Experience	SE1	17.821
	SE2	7.021
	SE3	7.878
	SE4	6.304

The outer VIF results show high collinearity for several indicators. CMM1 and CMM3 had VIF values of 21.577 and 24.885, while CI2 and CI3 had values of 8.000 and 9.081. The highest values were found for Customer Satisfaction, particularly CS1 (51.469) and CS2 (51.890). The Service Experience indicators also showed relatively high VIF values, ranging from 6.304 to 17.821. These results indicate substantial similarity among some indicators. Since these are outer VIF values, they indicate collinearity at the indicator level rather than between structural constructs.

*Table 4***.** Coefficient of Determination and Effect Size

Endogenous Construct	*Predictor*	R^2	Adjusted R^2	f^2
Customer Satisfaction (CS)	*Core Marketing Mix* (CMM)	0.284	0.273	0.060
	Customer Interface (CI)			0.038
	Service Experience (SE)			0.000
Purchase Decision (PD)	*Core Marketing Mix* (CMM)	0.700	0.694	0.133
	Customer Interface (CI)			0.017
	Customer Satisfaction (CS)			0.245
	Service Experience (SE)			0.114

The model explained 28.4% of the variance in Customer Satisfaction (R^2 = 0.284; adjusted R^2 = 0.273) and 70.0% of the variance in Purchase Decision (R^2 = 0.700; adjusted R^2 = 0.694). The explanatory power for Customer Satisfaction was limited, consistent with the nonsignificant relationship between Service Experience and Customer Satisfaction (β = −0.006, p = 0.956). The

effect-size results also indicated that Service Experience contributed negligibly to explaining Customer Satisfaction ($f^2 = 0.000$).

The reported outer VIF values indicated substantial collinearity among several measurement indicators, particularly CS1 (51.469) and CS2 (51.890). Because outer VIF is not the primary criterion for evaluating reflective measurement quality, these values should be interpreted as a warning of potential indicator redundancy rather than as conclusive evidence of structural-model multicollinearity. Inner VIF values for CMM, CI, and SE must be reported separately to assess collinearity among the structural predictors.

Table 5. Direct Effects and Hypothesis Testing

Hypothesis	Relationship	β	SD	t-value	p-value	Decision
H1	CMM → CS	0.302	0.103	2.928	0.004	Supported
H2	CI → CS	0.275	0.124	2.214	0.027	Supported
H3	SE → CS	−0.013	0.109	0.117	0.907	Not supported
H4	CMM → PD	0.291	0.062	4.681	<0.001	Supported
H5	CI → PD	0.133	0.074	1.800	0.073	Not supported
H6	SE → PD	0.290	0.082	3.547	<0.001	Supported
H7	CS → PD	0.316	0.050	6.283	<0.001	Supported

Note: Bootstrapping was based on 5,000 resamples.

The results of the re-estimated structural model indicate that five of the seven direct-effect hypotheses were supported. Core Marketing Mix had a positive and statistically significant effect on Customer Satisfaction ($\beta = 0.302$, $p = 0.004$), while Customer Interface also demonstrated a positive and significant effect on Customer Satisfaction ($\beta = 0.275$, $p = 0.027$). In contrast, Service Experience did not significantly affect Customer Satisfaction ($\beta = -0.013$, $p = 0.907$).

Regarding Purchase Decision, Core Marketing Mix showed a positive and significant effect ($\beta = 0.291$, $p < 0.001$). Service Experience also had a positive and significant effect ($\beta = 0.290$, $p < 0.001$). Customer Satisfaction positively influenced Purchase Decision ($\beta = 0.316$, $p < 0.001$). However, the direct effect of Customer Interface on Purchase Decision was not statistically significant ($\beta = 0.133$, $p = 0.073$).

These findings indicate that Core Marketing Mix contributes to both Customer Satisfaction and Purchase Decision, whereas Customer Interface significantly contributes to Customer Satisfaction but does not demonstrate a significant direct relationship with Purchase Decision. Service Experience contributes directly to Purchase Decision, although its relationship with Customer Satisfaction is not statistically significant. Accordingly, H1, H2, H4, H6, and H7 were supported, whereas H3 and H5 were not supported.

Table 6. Specific Indirect Effects

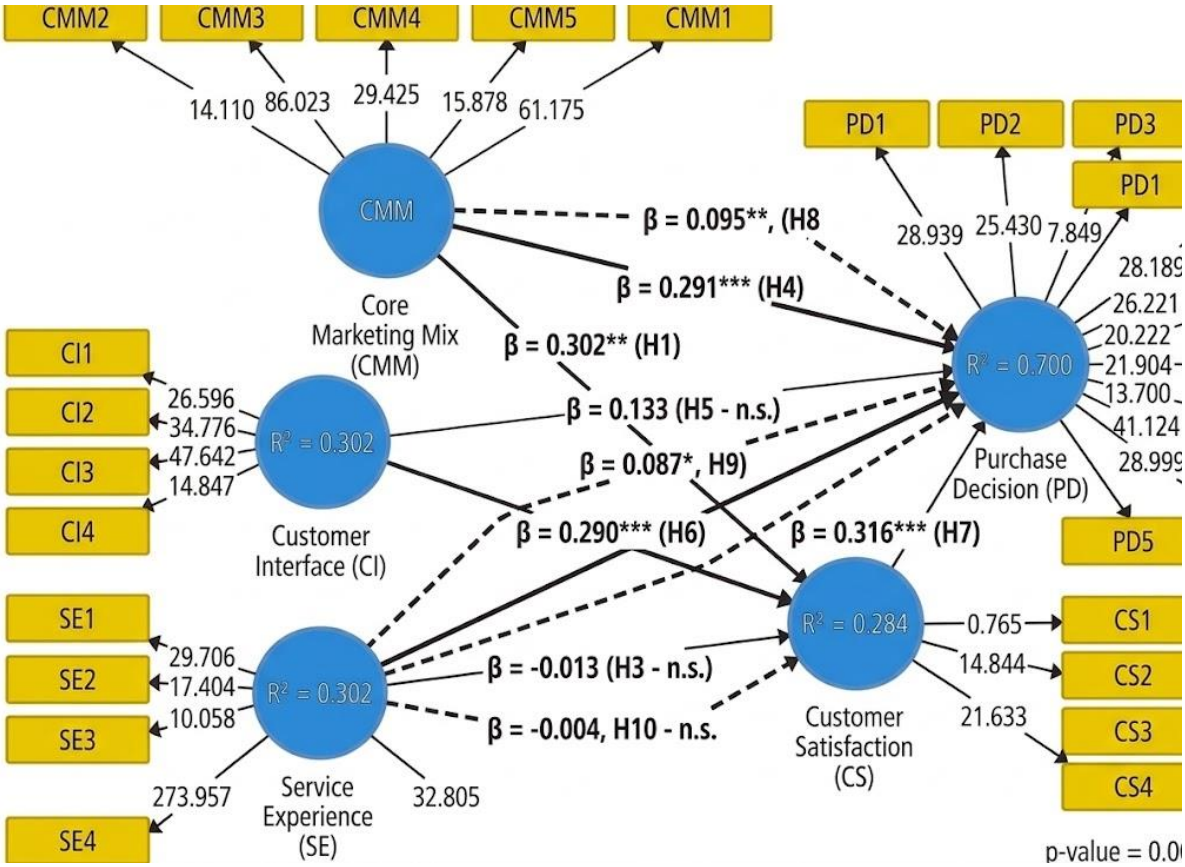
Hypothesis	*Indirect Relationship*	β	SD	t-value	p-value	Decision

H8	CMM → CS → PD	0.095	0.037	2.585	0.010	Supported
H9	CI → CS → PD	0.087	0.041	2.110	0.035	Supported
H10	SE → CS → PD	−0.004	0.035	0.114	0.909	Not supported

The mediation analysis reveals distinct patterns in the relationships with Purchase Decision. Customer Satisfaction positively mediates the relationship between Core Marketing Mix and Purchase Decision (β = 0.095, p = 0.010), indicating complementary mediation because both direct and indirect effects are positive and significant. For Customer Interface, the indirect effect through Customer Satisfaction is significant (β = 0.087, p = 0.035), whereas the direct effect is not (β = 0.133, p = 0.073). Following Zhao et al. (2010), this represents indirect-only mediation.

In contrast, Customer Satisfaction does not mediate the relationship between Service Experience and Purchase Decision (β = −0.004, p = 0.909), while the direct effect remains positive and significant (β = 0.290, p < 0.001), indicating direct-only non-mediation. For a more comprehensive assessment, the final results should also report bootstrap confidence intervals for indirect effects, inner VIF values, Q^2 or PLSpredict results where available, and the common method bias assessment, including its procedure, findings, and decision criterion.

Figure 1. Structural Model and Hypothesis Testing



DISCUSSION

The findings reveal that the three marketing constructs have distinct relationships with Customer Satisfaction and Purchase Decision in the motorcycle spare-parts and workshop-service context. Core Marketing Mix demonstrates the strongest direct relationship with Purchase Decision (β = 0.291), closely followed by Service Experience (β = 0.290), whereas Customer Interface has a positive but statistically nonsignificant direct relationship (β = 0.133, p = 0.073). Customer Interface remains positively associated with Customer Satisfaction (β = 0.275, p = 0.027), while Service Experience does not show a significant relationship with satisfaction. These patterns suggest that product value and service delivery are directly relevant to purchasing choices, whereas customer access, information, and employee interaction may contribute more through customers' overall evaluations.

The significant relationship between Core Marketing Mix and both Customer Satisfaction and Purchase Decision is consistent with the importance of product suitability, quality, and price fairness in motorcycle spare-parts transactions. Customers need to assess whether components meet their vehicle requirements and whether their prices are reasonable in relation to expected benefits. Customer Interface, comprising Place, Promotion, and People, is significantly associated with Customer Satisfaction but does not have a statistically significant direct relationship with Purchase Decision in the re-estimated model. This distinction suggests that accessibility, promotional information, and employee assistance may improve customers' evaluations without necessarily determining their purchasing choices independently. Service Experience, in contrast, has a significant direct relationship with Purchase Decision but no significant relationship with Customer Satisfaction. This result indicates that service procedures and physical conditions may be relevant to customers' choices even when they do not translate into higher overall satisfaction.

The findings are consistent with the general logic of the Stimulus–Organism–Response (S-O-R) framework (Mehrabian & Russell, 1974), in which marketing-related stimuli are associated with internal evaluations and behavioral responses. However, the results do not constitute a formal test of the entire S-O-R framework. Customer Satisfaction is the only organism construct specified in the model, and the significant and nonsignificant paths indicate that the proposed relationships do not operate uniformly through this construct. The results are also consistent with the expectation–confirmation perspective (Oliver, 1980), which emphasizes customers' evaluations of perceived performance relative to prior expectations. In this sample, satisfaction provides an indirect pathway for Core Marketing Mix and Customer Interface, but not for Service Experience.

The nonsignificant relationship between Service Experience and Customer Satisfaction requires cautious interpretation. One possible explanation is that service procedures and physical conditions may be evaluated as practical aspects of completing a transaction rather than as

factors that substantially change customers' overall satisfaction. This interpretation remains tentative because the study did not directly measure customers' utilitarian motivations. Another possibility is that limited response variation or overlapping measurement content between Service Experience and Customer Satisfaction may have weakened their observed relationship. The high indicator loadings and reliability estimates previously observed for these constructs also warrant attention to potential item redundancy. Descriptive statistics, including indicator means, standard deviations, and skewness, would be needed to assess whether response concentration or restricted variance provides a plausible explanation. These possibilities should therefore be treated as explanations for further examination rather than established findings.

The mediation results further distinguish the roles of the three marketing constructs. Customer Satisfaction exhibits complementary mediation in the relationship between Core Marketing Mix and Purchase Decision because both the direct and indirect effects are positive and significant. For Customer Interface, the indirect effect through Customer Satisfaction is significant, while the direct effect is not statistically significant, indicating indirect-only mediation in this sample. For Service Experience, the indirect effect is nonsignificant despite a significant direct relationship with Purchase Decision, indicating direct-only non-mediation. These patterns are consistent with Zhao et al. (2010) and suggest that Customer Satisfaction does not function as a common mediating mechanism across all three relationships. The findings should not be generalized beyond the present sample without further testing.

From a managerial perspective, motorcycle workshop managers should maintain attention to product suitability, quality, and fair pricing because Core Marketing Mix has the strongest direct relationship with Purchase Decision in the re-estimated model. Service procedures and physical facilities also deserve attention because Service Experience has a significant direct relationship with Purchase Decision. Customer Interface remains relevant to Customer Satisfaction, although its direct relationship with Purchase Decision is not statistically significant. Managers should therefore evaluate investments in accessibility, promotion, and employee interaction in relation to their contribution to customer evaluations and operational objectives rather than assuming that improvements will automatically generate purchasing decisions. More specific prioritization requires indicator-level descriptive statistics or an Importance–Performance Map Analysis (IPMA), which was not available in the reported results.

This study has several limitations. First, its cross-sectional design captures customer evaluations at one point in time and does not establish temporal or causal relationships among the constructs. Second, purposive sampling and the sample of 200 respondents from Malang Regency and Malang Municipality limit the generalizability of the findings to other customer populations and

geographical settings. Third, the use of self-reported questionnaire data may introduce common method and response biases. Fourth, the high reliability estimates and indicator loadings observed for Customer Satisfaction and Service Experience raise the possibility of measurement-item redundancy, which requires further assessment and refinement in subsequent studies. Finally, the model does not explicitly measure omnichannel integration or customers' interactions across physical and digital purchasing channels. Future research could use longitudinal or multi-location designs, more diverse sampling strategies, refined measurement items, and explicit omnichannel measures. It could also examine perceived value, trust, perceived risk, and customer involvement to clarify why different marketing stimuli are associated with purchasing decisions through different pathways.

CONCLUSION

This study shows that customers' purchase decisions at motorcycle workshops in Malang Regency and Malang City are influenced by product value, customer interaction, and service experience. Core Marketing Mix and Customer Interface improve Customer Satisfaction, while Service Experience does not have a significant effect on satisfaction. All three constructs have a positive effect on Purchase Decision, with Core Marketing Mix having the strongest direct effect. Customer Satisfaction also contributes to Purchase Decision and mediates the effects of Core Marketing Mix and Customer Interface. However, it does not mediate the relationship between Service Experience and Purchase Decision, indicating that service experience mainly works through a direct path.

These findings support the Stimulus-Organism-Response (S-O-R) perspective while showing that customers may respond differently to different marketing stimuli. The main contribution is the grouping of the 7P elements into Core Marketing Mix, Customer Interface, and Service Experience, together with the selective role of Customer Satisfaction as a mediator. In practice, workshops should focus on suitable products, reasonable prices, easy access, clear information, and good employee interaction. Service processes and the physical environment should also be improved because they directly relate to purchase decisions. Future research can test this model in different types of workshops, locations, and levels of digital channel integration to examine whether the relationships remain consistent.

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