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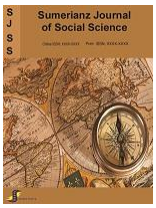

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Why Social Media, Price Perception and Trust to Customer Satisfaction Mediated by Purchase Decision on Online Travel Agencies

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Abstract

Internet development makes consumers easy to get information through social media and the emergence of social media for the first time and spread to various countries in the world influence consumer behavior in making purchases. Also social media websites can change people's lifestyles and make consumers spend a lot of time searching for information. To get data, the questionnaire was distributed to visitors at Plaza Semanggi, Jakarta as many as 300 respondents and the data be analyzed with Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of Smart PLS 3 SEM device. The results of the study show there are the influence of social media, brand trust, and price perception to purchase decision. Also there are the influence of social media, brand trust, and price perception to customer satisfaction. Hence, purchase decision partially mediates the relation between price and customer satisfaction, but it does not mediates the relation social media and customer satisfaction as well as the relation trust and customer satisfaction.

Keywords: Sosial media; Price perception, Trust; Purchase decision and customer satisfaction.

1. Introduction

Today the development of internet makes consumers easy to get information through social media. The emergence of social media for the first time and spread to various countries in the world influence consumer behavior in making purchases (Khang *et al.*, 2012). In addition to changing people's lifestyles, consumers spend a lot of time searching for information, especially from social media websites.

Gretzel (2006), Pan *et al.* (2007), said, there are several content in social media websites namely wikis, virtual communities, social networks, blogs, collaborative tagging, and media files shared on sites like YouTube and Flickr.This content is a popular thing for consumers who use online travel agents. Also consumer is helped to enter and share comments regarding certain travel agents, opinions, personal experiences that become information for other consumers by using social media websites.

Based on this condition, many travel agents use social media sites to market their tour packages, this has an impact on the changing tourism services industry from traditional to online. Alsothe tour packages offered can be in domestic or overseas packages. Many social media websites that offer tour packages from various travel agents, there is a high level of competition between travel agents.In order to win the competition, online travel agents offer affordable packages both domestically and abroad.

Evason (2000), suggests, a socialwebsite travel agent with a good reputation offers many tourist destinations, prices, accommodation, flights and tour packages. In addition, reputable social media websites also provide space toreview of personal experiences that can give information to others. Hence, according Song and Yoo (2016), the category of social media benefits is a function of obtaining benefits such as efficiency in seeking information about products, consumers can have social networks, hedonic benefits such as amusement and discounts that can influence consumer purchasing decisions.

Based on this conditions, author will conductresearch of the topic: Impact of Social Media, Price Perception and Trust to Customer Satisfaction mediated by Purchase Decisionon Online Travel Agencies

2. Literature Review

2.1. Social Media

Social media is an interaction activity between humans can be in the form of dissemination or exchange of information using virtual communities and social networks.In using social media using Twitter, Instagram and WhatsApp are important for consumers and companies especially in the tourism industry. According to Carr and Hayes (2015), to get information before making a decision on travel agents to be used, consumers can get involved

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with social networking sites.Besides it, consumers can share their experiences about hotels, restaurants or flights provided by certain travel agents.

Xiang and Gretzel (2010), proposed there is five main categories of social media such as consumers as part of the virtual community, they can review products offered, blogs, have social networks and media sharing sites.Social media is a technology that facilitates the communication of consumers with others, consumers can make the contents of the message to be conveyed andcooperate with each other (Elefant, 2011). Hinz *et al.* (2011), said by using social media consumers intend to make a purchase, are willing to do the buying process and eventually make a purchase.

The category of social media benefits is a function of obtaining benefits such as efficiency in seeking information about products, consumers can have social networks, hedonic benefits such as amusement and discounts that can influence consumer purchasing decisions (Song and Yoo, 2016). According to Kim and Seo (2017), there is significantly relationship between social media to customer satisfaction.

H1: There is the influence of social media to purchase decision

Song and Yoo (2016), said benefit of social media influences purchase decision

H5: There is the influence of social media to customer satisfaction

Kim and Seo (2017), there is significantly relationship between social media to customer satisfaction.

2.2. Trust

To make consumers trust, it is important for online travel agent by reducing uncertainty for consumers. The way the company reduces these uncertainties is by answering consumer questions about the program packages offered.Also when consumers have limited information about brand online travel agents, the travel agent can make consumers belief by delivering messages honestly and trustworthy (Sung and Kim, 2010). Gefen *et al.* (2003) suggest,trust is the integrity between consumers and online travel agents where travel agents deliver information honestly and make agreements in good faith, can fulfill promises and competence in serving consumers.

Sigala (2010), states, consumers will be trust if the other people think that a brand is good and he or she may purchase the brand of online travel agent. According to Abbad *et al.* (2013), trust is relevant because it both linkedtoopportunist behaviours by the supplier, andincreases the assurance for the consumers alsodecreasingtransaction costs. Kiki and Adrian (2014), said there is trust significantly affects customer satisfaction.

H2: There is the influence of trust to purchase decision

Sigala (2010), states, consumers will be trust if the other people think that a brand is good and he or she may purchase the brand of online travel agent.

H6: There is the influence of trust to customer satisfaction

Kiki and Adrian (2014), said there is trustsignificantly affects customer satisfaction.

2.3. Price Peception

Beldona and Kwansa (2008), suggest price perception is when consumers assess the results and process of getting the results according to prices that are reasonable and acceptable.Perception price research is conducted based on the perspective of consumer behavior that distinguishes from various studies that emphasize pricing strategy and price modeling (Chung *et al.*, 2011; Maxwell and Comer, 2010; Xia *et al.*, 2004). According to Cho and Agrusa (2006), consumers can be said to be sensitive to prices where he or she can compare prices between online travel agents with one another.

Kim *et al.* (2009), said, to increase sales, discount prices is one of the marketing strategies of online travel agents. Dawra *et al.* (2015), mentions thatconsumers will look for prices with the best offers butalso look for the pleasure of getting a product. According to Liu (2013), with the price agreement between consumers and company, consumers will buy products offered by the company. Matovic and McCleary (2003), Kim *et al.* (2009), mentions, most online travel agents offer price bundling such as air tickets + hotels + rental cars thereforethe consumers are willing to buy the services offered.

According to Ku and Fan (2009), when consumers feel they get the best price, they will be interested in buying tourism services from the online travel agent.Price perception also has influence on the consumer buying decision (Alfred, 2013). Low or discounted prices significantly contribute to price perception to customer satisfaction Yu Kyoung and HyungRyong (2011).

H3: The influence of price perception to purchase decision

Price perception has influence on the consumer buying decision (Alfred, 2013).

H7: The influence of price perception to customer satisfaction

Low or discounted prices significantly contribute toprice perception to customersatisfaction Yu Kyoung and HyungRyong (2011).

2.4. Purchase Decision

Nunkoo and Ramkissoon (2013), said that consumers tend to buy tourism services, one of which is the perceived benefits such as comfort when traveling. Also trust is a factor that drives consumers tobuy tourism services online (Amaro and Duarte, 2015; Nunkoo and Ramkissoon, 2013; Wen, 2009). According to Amaro and Duarte (2015); Jensen (2012); Nunkoo and Ramkissoon (2013), suggest another factor that makes consumers willing to purchase online tourism services is the perceived risk.

Ku and Fan (2009), suggest there are three important factors that can influence purchasing decisions for online tourism services such as privacy, safety, andproduct quality. Based on consumers will buy online travel agent travel

services if they expect comfort. .Before making a purchasing decision, time is needed for consumers to gather information about existing online travel agents (Gretzel, 2007).

There are certain criteria for consumers in choosing an online travel agent to be used. The criteria are divided into three, namely: (1) valuation, consisting of reputation, can receive payments by credit, and the existence of privacy policies; (2) web functionalities, consisting of personalization, access to multimedia and easy to make purchases; (3) products and prices, consisting of promotions, appropriate prices and tour packages offered according to consumer needs (Wang, 2012), said purchase decision consist of customer purchase tourism services through online travel agency, consumer purchase tourism services through online travel agency next time, try to purchase tourismservices through online travel agency, and recommend to their friends to purchase tourism services through online service agency.The selection and purchase tour product package ofonlinetravel agency can make consumers satisfied (Sang-Jun, 2013).

H4: The influence of purchase decision to customer satisfaction

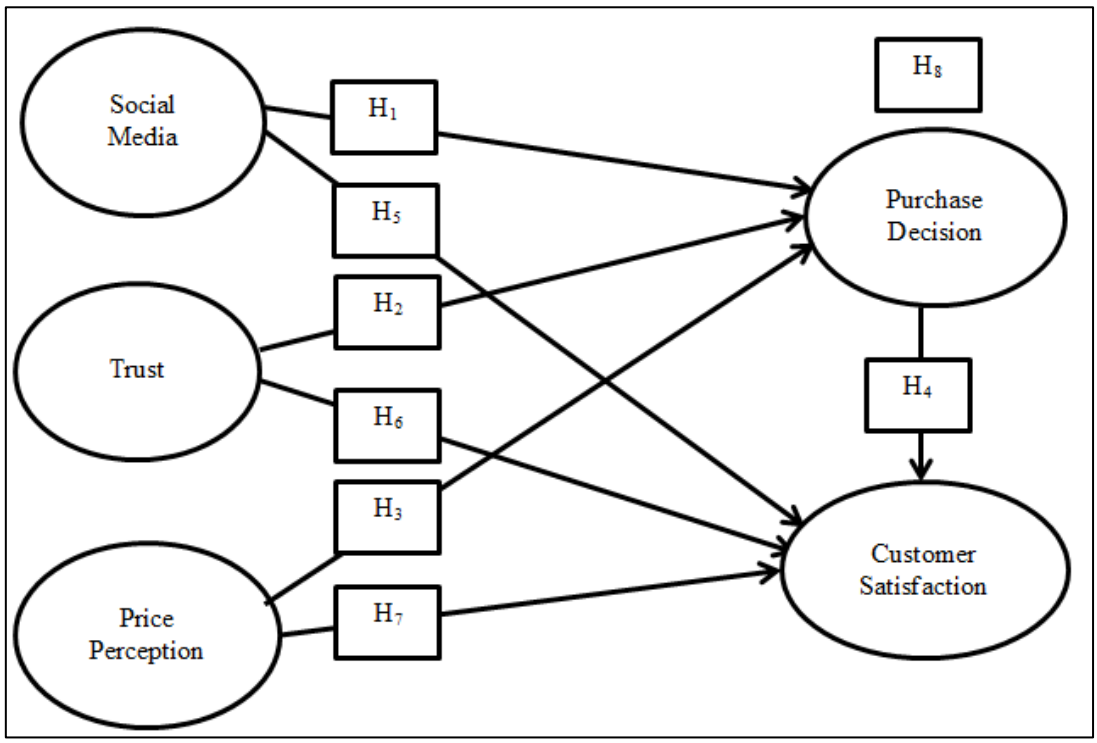
The selection and purchase tour product package of online travel agency can make consumers satisfied (Sang-Jun, 2013).

2.5. Customer Satisfaction

Customer satisfaction has been recognized as a significant factor affecting long-term relationships between firms and customers in both traditional and electronic business environments. Anderson and Srinivasan (2003) said consumers like the previous buying experience can make them satisfied.In addition, to make consumers satisfied, the company must have a well-known concept in the field of consumer research, marketing, economic psychology, economics and economic health.

Consumers can be said to be satisfied if the online travel agent's performance is in accordance with the expectations and service purchase decisions according to their needs and wants (Anderson and Srinivasan, 2003). If the product or service evaluated is able to meet the needs and wants of consumers, consumers can be satisfied (Bitner and Zeithaml, 2003). Boeselie *et al.* (2002), mentions, consumers are satisfied when getting a product or service through evaluation from various aspects.The main factors such as privacy, trust, complexity, use of time to get products are factors that influence consumer satisfaction in online travel agents (Dash, 2012).

3. Researh Model



3.1. Conceptual Hypothesis

- There is the influence of social media to purchase decision
- There is the Influence of brand trust to purchase decision
- There is the influence of price perception to purchase decision
- There is the influence of of purchase decision to customer satisfaction
- There is the influence of social media to customer satisfaction
- There is the influence of trust to customer satisfaction
- There is the influence of price perception to customer satisfaction

- There is the influence of social media, brand trust, price perception to customer satisfaction mediated by purchase decision.

4. Research Method

These explanatory surveys aim to analyze the effect of purchase decision mediation in the relationship of social media, trust, and price with customer satisfaction. Thus, social media, trust, and price act as independent variables, purchase decisions as mediating variables, and customer satisfaction as the dependent variable. Data collection is done by using a questionnaire containing questions about respondents' profiles and research variables, namely social media, trust, price, purchase decision, and customer satisfaction. Measurements on research variables are carried out by using question items developed from concepts, theoretical statements from experts, and the results of previous studies described in the literature review section as can be seen in table 2. Overall items these questions were measured using a 6-point Likert scale format ranging from 1 (Strongly Disagree) to 6 (Strongly Agree).

This survey randomly collected 300 visitors from the Semanggi Plaza food court, Jakarta. The reason is population size is unlimited, therefore in collecting the data the sample size is based on the ratio of 1 to 10 for maximum or 1 compared to 5 for minimal (Hair *et al.*, 2010). Hence, the sample is 10 x 24 = 240 respondent. In anticipation of questionnaires that cannot be inputted, the author distribute 300 respondent. Before filling out the questionnaire, respondents were asked in advance whether they had ever used an online travel agent. If "ever", then they are asked to fill it in. If "never", they are not asked to fill it out. From the results of this questionnaire dissemination, there are 4 questionnaires that are disabled so that they cannot be involved at the next stage of data analysis. Thus, the total sample survey was 296 people.

The data collected, then, was analyzed by descriptive statistics through SPSS 21 software to describe the profile of respondents. In addition, data were analyzed by Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3 software. PLS-SEM was used to analyze the relationship between indicators and constructs (measurment models) and also relationships between constructs (structural models). Hair *et al.* (2014), reveal a number of reasons why we use PLS-SEM, namely:

i. In PLS there is no need to assume the normality of data,
ii. PLS can be used to estimate parameters, fit models, and statiscal power even though the number is small,
iii. PLS can be used to analyze both reflective and formative indicators.

5. Research Findings

Table 1 illustrates the research profile of this study. From the table, the percentage of male and female respondents is not much different (49.3%, 50.7%). Most of the respondents were aged between 17-25 years (76.7%), had high school education (60.8%), were students (72.3%), and earned < Rp. 2,000,000 (42.6%). When asked what types of online travel agents they use and why they use online travel, respondents generally say that Traveloka.com (87.8%) is an online travel agent that they use to book hotels (60.5%) and order aircraft fly (56.4%).

Table-1. Respondent Profile (n=296)

		F	%
Gender			
	Male	**146**	**49,3**
	Female	**150**	**50,7**
Age			
	17 – 25	**227**	**76,7**
	26 – 35	31	10,5
	> 35	38	12,8
Education			
	High School	**180**	**60,8**
	Diploma	14	4,7
	Undergraduate	94	31,8
	Postgraduate	7	2,4
	Phd	1	0,3
Job			
	Student /College Student	**214**	**72,3**
	Private Employee	44	14,9
	Goverment Employee	7	2,4
	Entrepreneur	18	6,1
	Housewife	6	2,0
	Others	7	2,4
Spending / month			
	< Rp. 2.000.000,-	**126**	**42,6**
	Rp. 2.000.001 - Rp. 2.500.000,-	65	22,0
	Rp. 2.500.001 - Rp. 5.000.000,-	43	14,5
	Rp. 5.000.001 - Rp. 7.500.000,-	25	8,4
	> Rp. 7.500.000,-	35	11,8

Type of online travel used			
	Traveloka.com	**260**	**87,8**
	Booking.com	12	4,1
	Tiket.com	33	11,1
	Pegipegi.com	31	10,5
	Airyrooms.com	10	3,4
	Agoda.com	26	8,8
	Others	2	0,7
The reason for using an online travel agent			
	Book hotel	**179**	**60,5**
	Order airplanes	**167**	**56,4**
	Tour Package	49	16,6
	Order train	28	9,5
	Others	3	1,0

6. Evaluation of Measurement Model

Before testing for a significant relationship in the structural model, one must show that the measurement model has a satisfactory level of validity and reliability (Fornell and Larcker, 1981). Validity testing is done with convergent validity and discriminant validity. Assessment of convergent validity is done by looking at the value of outer louding (standardized loading factor). A construct is said to have good convergent validity if all the indicators are statistically significant and also the outer louding value of all indicators is above 0.70 (Hair *et al.*, 2017). However, in the research development stage the loading scale of 0.50 to 0.60 is still acceptable (Ghozali, 2008). In addition to looking at the outer loading value, the convergent validity assessment is also done by looking at the value of Average Variance Extracted (AVE). The AVE value of a construct above outer louding above 0.50 indicates that the construct has convergent validity (Hair *et al.*, 2011). Assessment of the discriminant validity is done using the criteria of Fornell and Larcker (1981). According to this criterion, if the AVE root value is higher than the correlation value between latent constructs, it can be said that constructs have good discriminant validity. Reliability testing is done with Composite Reliability (CR) from the indicator block that measures the construct. The construct is said to be reliable if the CR value is above 0.70 (Hair *et al.*, 2017).

Validity and reliability test results show that the value of CR Purchase Decision (0.697<0.7), AVE Price (0.482 <0.5), AVE Purchase Decision (0.377<0.5), and PD2 loading factor (0.382 <0.5) below the recommended value. Therefore, the model was broken down by issuing PD3 (0.382), PD2 (0.581), PRC1 (0.606) indicators from the model. The results can be seen in the following table:

Table-2. Measurement Reflective Model Results

			Loading Factor	**T Statistics**	**P Values**
Social Media (CR=0,851; AVE=0,535)*					
	SM1	I use social networking sites to get information in deciding which on line travel agents to use	0,776	20,449	0,000
	SM2	By using social media, I can share experiences about hotels, airplanes and tour packages regarding the use of certain on line travel agents	0,724	15,872	0,000
	SM3	I can analyze the services offered by travel agents by using online social media	0,726	18,136	0,000
	SM4	By using social media, I can have a broad social network	0,633	13,039	0,000
	SM5	By using social media, I can save time and money to get travel packages online.	0,787	28,744	0,000
Trust *(*CR=0,806; AVE=0,561)					
	T1	Products offered are in accordance with the promises given	0,874	37,792	0,000
	T2	Products offered are in accordance with the promises given	0,854	27,632	0,000
	T3	Information gived by online travel agents is in accordance with the promises given	0,530	6,343	0,000
PriceCR=0,804; AVE=0,579)					
	PRC2	The price package (airplane ticket + hotel + car rental) is cheaper that is an interesting thing for consumers	0,700	10,078	0,000
	PRC3	Discount prices offered by certain travel agents can make me interested in using the	0,845	40,207	0,000

		travel travel agent			
	PRC4	I will use certain travel agents that can provide a better price than other travel agents	0,730	17,464	0,000
Purchase DecisionCR=0,760; AVE=0,613)					
	PD1	I use an online travel agent, if I trust the travel agent.	0,750	15,698	0,000
	PD4	Promotions offered by online travel agents make me use the travel agent	0,815	23,301	0,000
Customer Satisfaction (CR=0,836; AVE=0,561)					
	SAT1	The experience of using a particular online travel agent satisfied me	0,687	12,613	0,000
	SAT2	I feel there is a match between what is expected and the performance of the services offered	0,773	23,611	0,000
	SAT3	I am satisfied with the travel agent services that can fulfill my needs and wants	0,788	22,958	0,000
	SAT4	The many variations of services offered by online travel agents make me satisfied.	0,742	19,313	0,000

Note: All Contructs are reflective

From table 2 above, it appears that all constructs have good reliability because the CR value is> 0.70. Likewise, all constructs have good convergent validity because the loading factor is> 0.50 and significant at p = 0000, and the AVE value for all constructs> 0.50.

Table 3 shows the results of the discriminant validity test with the criteria of Fornell and Larcker (1981). From the table it can be concluded that all constructs have good discriminant validity because the value of square root AVE is higher than the correlation value between constructs.

Table-3. Latent and Root Inter-Construct Correlation AVE

	Customer Satisfaction	**Price**	**Purchase Decision**	**Social Media**	**Trust**
Customer Satisfaction	**0,749***				
Price	0,463	**0,761***			
Purchase Decision	0,481	0,496	**0,783**		
Social Media	0,463	0,431	0,386	**0,731**	
Trust	0,535	0,333	0,329	0,337	**0,769**
Description: diagonal is the value of square root AVE					

7. Evaluation of Structural Model

Evaluation of the structural model is done by looking at the value of Coefficient of determination (R2), Cross-validated redundancy (Q2), Path coefficients, and Effect size (f2). Hair *et al.* (2014), said that before evaluating the inner model based on these criteria, PLS-SEM researchers need to test first whether the model contains elements of multicollinearity Table 4 linearity because all the Variance Inflaction Factor (VIF) values are smaller than the cut off value of ≥ 5.

Table-4. Multicollinierity Test Result

Constructs	**VIF***	**Constructs**	**VIF**
Social Media	1,340	Social Media	1,295
Trust	1,216	Trust	1,186
Price	1,489	Price	1,291
Purchase Decision	1,431	-	

Figure-1. The Structural Equation Modeling

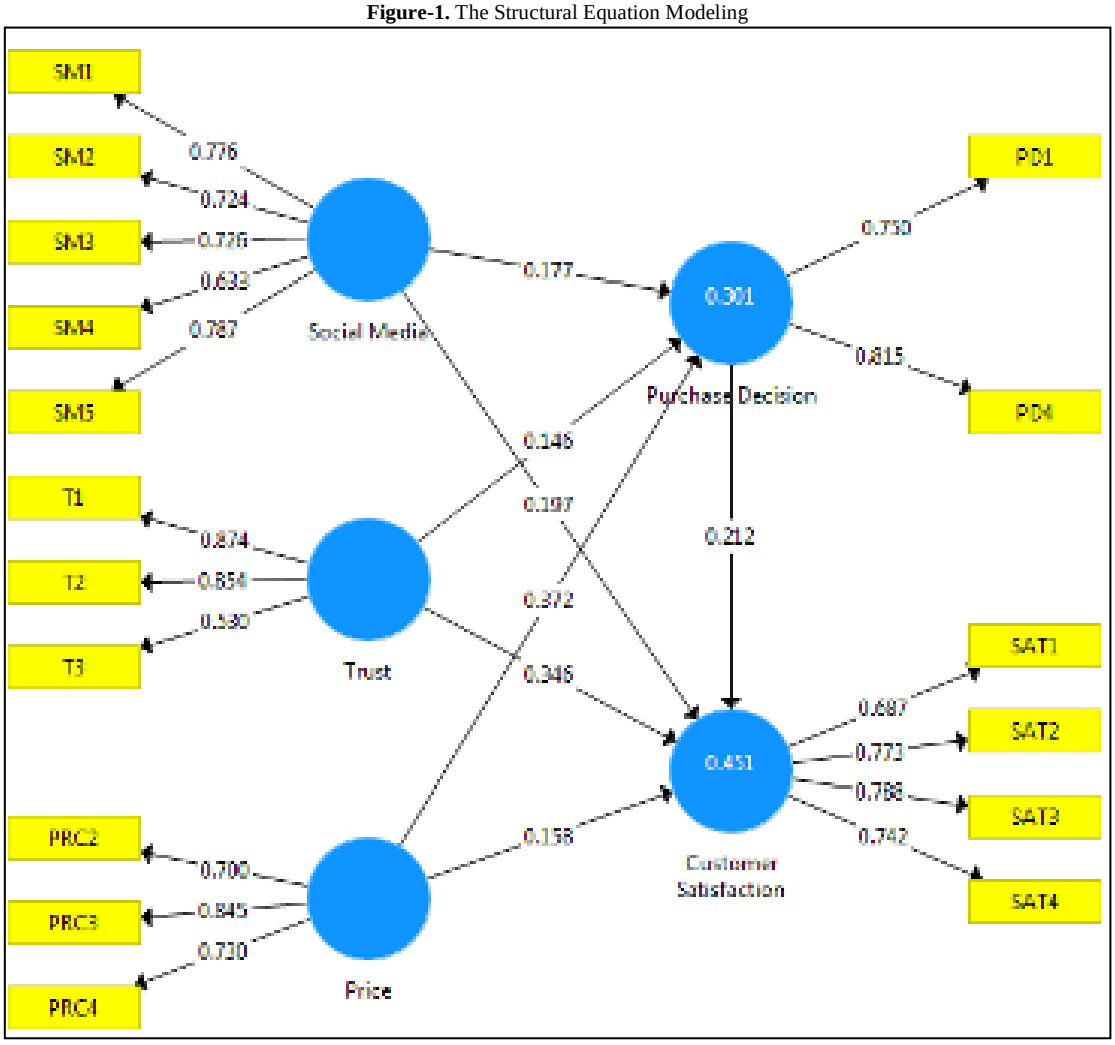


Table 5 shows that 30.1%. Variations in Purchase Decision are explained by variables Social Media, Trust, and Price. Meanwhile, 45.1% of variations in Customer Satisfaction are explained by the variables Social Media, Trust, Price, and Purchase Decision. According to Hair *et al.* (2011), "R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables in the structural model can be described as substantial, moderate, or weak, respectively". Therefore, R2 value is 0.301 and 0.451 is moderate. Table 5 also shows that the path model has adequate predictive quality because the Q^2 value for Purchase Decision (0.164) and Customer Satisfaction (0.233) is greater than 0. Hair *et al.* (2014), stated that if the value of $Q^2$for an endogenous construct is greater than 0, then the path model is said to have predictive relevance for the endogenous construct.

Table-5. R^2 and Q^2 Value

Endogenous LVs	R^2 Value	Q^2 Value
Purchase Decision	0,301	0,164
Customer Satisction	0,451	0,233

Notes: * Treshold for R2 value (Hair et al, 2011) ≥ 0,25 (weak), ≥ 0,50 (moderate), ≥ 0,75 (subtantial); Treshold for Q2 value (Chin, 1998) > 0 indicative predictive relevance

7.1. Direct Effect

Table 6 below presents the results of testing the direct influence hypothesis. From the table it shows that there is a direct influence of Social Media (β = 0.177, t = 3.002, p = 0.004), Trust (β = 0.146, t = 3.152, p = 0.002), and Price (β = 0.372, t = 6.043, p = 0,000) to Purchase Decision. Thus, H_1, H_2, H_3 were supported. Likewise, there is a direct effect of Social Media (β = 0.197, t = 3.333, p = 0.001), Trust (β = 0.346, t = 6.281, p = 0,000), Price (β = 0.158, t = 2.765, p = 0.006), and Purchase Decision (β = 0.212, t = 3.752, p = 0,000) to Customer Satisfaction. Therefore it can be concluded that H_4, H_5, H_6,H_7 were supported. From table 6 it can also be seen that the effect size of Trust to customer satisfaction and Price to Purchase Decision are medium, whereas the others are small.

Table-6. Diret Effect

Hypothesis		Path Coefficient	Standard Error	*t*-value	*p*-value	f2 Value	Decision
H_1	SM -> PD	0,177	0,059	3,002	0,003	0,035	Supported
H_2	T -> PD	0,146	0,046	3,152	0,002	0,026	Supported
H_3	P -> PD	0,372	0,061	6,043	0,000	0,153	Supported
H_4	SM -> CS	0,197	0,059	3,333	0,001	0,053	Supported
H_5	T -> CS	0,346	0,055	6,281	0,000	0,179	Supported
H_6	P -> CS	0,158	0,057	2,765	0,006	0,030	Supported
H_7	PD -> CS	0,212	0,057	3,752	0,000	0,057	Supported

Notes: SM = Social Media, T = Trust, P = Price, PD = Purchase Decision, CS = Customer Satisfaction;Guideline for f2 effect size (Cohen, 1988) : 0,02, 0,15, and 0,35 indicate small, medium, and large effect

7.2. Mediation Analyses

To test the test H_8, H_9, and H_{10}, this study applies the mediation analysis procedure recommended by Nitzl *et al.* (2016), namely: mediation effects always occur when indirect effects a x b are significant. Table 7 shows that there is an indirect effect of Social Media (β = 0.038, t = 2.333, p = 0.019), Trust (β = 0.031, t = 2.353, p = 0.019), and Price (β = 0.079, t = 3.064, p = 0.002) to Customer Satisfaction via Purchase Decision. However, just Price was partially mediated by Purchase Decision because the VAF value was more than 20% and less than 80%, while the value of VAF Social Media and Price was below 20%. Thus, H_{10} was supported, while H_8 and H_9 were not supported. In addition, table 7 also shows that the effect size of trust to customer satisfaction is medium, whereas Purchase Decision and Price to customer satisfaction were small.

Tabel-7. Indirect Effect

		a		b		a*b		Total Effect (c)			
Hypothesis		Path Coeff.	t-value	Path Coeff.	t-value	Path Coeff.	t-Value	Path Coeff.	VAF	f^2 Value	Decision
H_8	SM > PD > CS	0,177	3,002*	0,212	3,752*	0,038*	2,339	0,234	16%	0,053	N. M.
H_9	T> PD > CS	0,146	3,152*	0,212	3,752*	0,031*	2,353	0,377	8,2%	0,179	N. M.
H_{10}	P > PD > CS	0,372	6,043*	0,212	3,752*	0,079*	3,064	0,237	33,3%	0,030	P. M.

Notes: *p < 0,05 (estimated by 5,000 bootstrap; two-tailed test); R2 = Coefficient determination; Q2 = Predictive relevance of endogenous (omission distance 7); SM = Social Media, T = Trust, P = Price, PD = Purchase Decision, CS = Customer Satisfaction; VAF = Variance Acconted For; N. M. = No mediation; P. M. = Partially Mediation; Guideline for VAF value (Hair et al. 2017) : < 20% , 20% - 80%, and > 80% indicate nearly zero mediation, partially mediation, and full mediation; Guideline for f2 effect size (Cohen, 1998) : 0,02, 0,15, and 0,35 indicate small, medium, and large effect.0,053.

8. Discussion

There is the influence of social media, brand trust and price perception to purchase decision because a lot of information can be obtained through social media and if consumers believe in the information, also the price of the product offered is affordable then consumers will decide to make a purchase. In addition, after making a purchase, consumers feel that what the travel agent has to offer is matched with their expectations, therefore consumers will be satisfied.

The results of the study indicate that there is an influence of social media to purchase decision, this is consistent with the research conducted by Song and Yoo (2016). There is an influence of social media to customer satisfaction. The results of this study is consistent with the research conducted by Kim and Seo (2017). Also,there is the effect of price perception to purchase decision. The results of this study is consistent with the research conducted by Alfred (2013). There is an influence of price perception to customer satisfaction, this is in accordance with the research conducted by Yu Kyoung and HyungRyong (2011). There is an influence of trust to purchase decision, the results of this study is in accordance with the research conducted by Sigala (2010). In addition there isthe influence of trust to customer satisfaction. The results is consistent with the research conducted by Kiki and Adrian (2014). Hence there is the influence of purchase decision to customer satisfaction, the results of this study is in accordance with the research that has been done by Sang-Jun (2013).

Previous research has not yet discussed the influence of social media, trust and price to customer satisfaction mediated by purchase decisions. The research conducted by the author found that the purchase decision only mediates price and customer satisfaction, while the purchase decision does not mediate social media relations, trust and customer

9. Conclusion

There is the influence of social media, trust, and price perception to purchase decision. Hence there isthe influence of social media, trust, price perception, and purchasedecisionto customer satisfaction.Purchase decision partially mediates the relation between price and customer satisfaction, but it does not mediates the relation social media and customer satisfaction as well as the relation trust and customer satisfaction.

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