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# THE EFFECT OF MARKETING STRATEGY AND THE USE OF THE MYPERTAMINA APPLICATION ON PERTAMAX FUEL PURCHASE DECISIONS THROUGH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE

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**Abstract :**

This study analyzes the effects of marketing strategy and the ease of use of the MyPertamina application on purchasing decisions for Pertamax, with customer satisfaction as a mediating variable in Medan City. A quantitative approach was employed using SEM-PLS with a sample of 100 MyPertamina users. The results indicate that marketing strategy has a positive and significant effect on customer satisfaction and on purchasing decisions. The ease of use of the application has a positive and significant effect on customer satisfaction, but it does not directly affect purchasing decisions. Customer satisfaction has a positive and significant effect on purchasing decisions and mediates the effects of marketing strategy and ease of use on purchasing decisions. These findings emphasize that improving purchasing decisions is more effectively achieved by strengthening customer satisfaction, both through marketing strategies and by enhancing the application's ease of use. Practically, PT Pertamina should optimize its digital marketing and develop a MyPertamina application that is simple, reliable, and user-experience oriented to encourage Pertamax purchases.

**Keywords :** *Marketing strategy, Ease of use of the application, Customer satisfaction,* Purchase decision, *MyPertamina,*

## INTRODUCTION

The digitalization of energy retail services encourages companies to integrate marketing, transaction, and customer service processes through applications. PT Pertamina (Persero) developed MyPertamina as a transaction channel as well as a loyalty program medium that can potentially influence purchasing behavior, including for Pertamax products (Ayu Suraya et al, 2025). In this context, the success of the application is determined not only by the intensity of the marketing strategies offered, but also by the quality of the user experience perceived by customers (Wardana et al, 2025).

In Medan City, the use of MyPertamina constitutes a relevant context

because application-based fuel purchasing activities are increasingly common. However, application adoption does not always lead to stronger purchase decisions (Chaniago et al, 2025) (Aisyah et al, 2025). In digital services, ease of use can shape a positive evaluation of the service, but purchase decisions are often determined by an overall assessment of the benefits received by customers, process convenience, and satisfaction after using the service (Hanif et al, 2024).

Theoretically, this study positions customer satisfaction as a mechanism (mediating variable) that explains how marketing strategy and application ease of use contribute to purchase decisions (Rindi Sharifa et al, 2023) (Koo Sioe et al, 2025). Effective marketing strategies, such as promotional programs, value communication, and loyalty stimuli, are expected to increase satisfaction while also encouraging purchase decisions. Meanwhile, application ease of use is expected to increase satisfaction through a simple, fast, and low-friction interaction experience; its effect on purchase decisions may occur indirectly through satisfaction (Rachman et al, 2024).

This study aims to analyze the effect of marketing strategy and the ease of using the MyPertamina application on Pertamax purchase decisions, with customer satisfaction as an intervening variable among MyPertamina users in Medan City. Specifically, the study tests the effects of: (1) marketing strategy on customer satisfaction; (2) marketing strategy on purchase decisions; (3) application ease of use on customer satisfaction; (4) application ease of use on purchase decisions; and (5) customer satisfaction on purchase decisions. In addition, this study tests the mediating role of customer satisfaction in the relationship between marketing strategy and application ease of use and purchase decisions (Setiaji et al, 2024) (Jauhari & Wibowo, 2025).

**Respondent Characteristics**

The study respondents consisted of 100 users of the MyPertamina application in Medan City. A summary of respondent characteristics is presented in Table 1.

**Table 1. Respondent characteristics (n=100)**

| Category | Type | Count (n) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 50 | 50 |
| Gender | Female | 50 | 50 |
| Age | 20–30 years | 32 | 32 |
| Age | 31–40 years | 38 | 38 |
| Age | 41–50 years | 22 | 22 |
| Age | >50 years | 8 | 8 |
| Length of Using the MyPertamina Application | < 3 months | 24 | 24 |
| Length of Using the MyPertamina Application | 3–6 months | 36 | 36 |
| Length of Using the MyPertamina Application | > 6 months | 40 | 40 |

| | | | |
|---|---|---|---|
| Frequency of Pertamax Purchases per Week | 1–2 times | 42 | 42 |
| Frequency of Pertamax Purchases per Week | 3–5 times | 41 | 41 |
| Frequency of Pertamax Purchases per Week | > 5 times | 17 | 17 |
| Transaction Fuel Station (SPBU) | SPBU 14.002.148 | 20 | 20 |
| Transaction Fuel Station (SPBU) | SPBU 14.202.1122 | 20 | 20 |
| Transaction Fuel Station (SPBU) | SPBU 14.201.1129 | 20 | 20 |
| Transaction Fuel Station (SPBU) | SPBU 14.203.1165 | 20 | 20 |
| Transaction Fuel Station (SPBU) | SPBU 14.203.175 | 20 | 20 |
| Total Respondents | | 100 | 100 |

**Measurement Model Evaluation (Outer Model)**

Convergent validity was evaluated using indicator loading values. All indicators in each construct showed loadings above 0.70. A summary of the loading range by construct is presented in Table 2.

**Table 2. Range of indicator loadings by construct**

| Construct | Number of indicators | Minimum loading | Maximum loading |
|---|---|---|---|
| Application Ease of Use (x2)_ | 5 | 0.947 | 0.956 |
| Customer Satisfaction (Z)_ | 5 | 0.963 | 0.973 |
| Purchase Decision (Y) | 5 | 0.962 | 0.971 |
| Marketing Strategy (x1)_ | 15 | 0.913 | 0.936 |

Internal reliability and convergent validity were evaluated using Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE). All constructs met common criteria (high reliability and AVE > 0,50). Details are presented in Table 3.

**Table 3. Construct reliability and AVE**

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| Application Ease of Use (x2)_ | 0.974 | 0.975 | 0.980 | 0.907 |
| Customer Satisfaction (Z)_ | 0.983 | 0.983 | 0.987 | 0.938 |
| Purchase Decision (Y) | 0.983 | 0.983 | 0.986 | 0.936 |
| Marketing Strategy (x1)_ | 0.988 | 0.988 | 0.989 | 0.860 |

Discriminant validity was examined using the Fornell–Larcker matrix. In this matrix, the square root of AVE (diagonal) should be greater than the inter-construct correlations (off-diagonal). The results in the table show that the correlation between Customer Satisfaction (Z) and Purchase Decision (Y) is higher than the square root of AVE for both constructs. For journal-article

purposes, it is recommended to conduct additional verification using the HTMT test and to review indicators that may overlap.

**Table 4. Fornell–Larcker matrix**

| | Application Ease of Use (x2)_ | Customer Satisfaction (Z)_ | Purchase Decision (Y) | Marketing Strategy (x1)_ |
|---|---|---|---|---|
| Application Ease of Use (x2)_ | 0.952 | | | |
| Customer Satisfaction (Z)_ | 0.611 | 0.968 | | |
| Purchase Decision (Y) | 0.609 | 0.974 | 0.967 | |
| Marketing Strategy (x1)_ | 0.692 | 0.973 | 0.971 | 0.927 |

**Structural Model Evaluation (Inner Model)**

The explanatory power of the model was assessed using the coefficient of determination ($R^2$). Customer Satisfaction (Z) has an $R^2$ of 0.954 and Purchase Decision (Y) has an $R^2$ of 0.961. A summary of $R^2$ values is presented in Table 5.

**Table 5. Coefficient of determination ($R^2$)**

| | R Square | Adjusted R Square |
|---|---|---|
| Customer Satisfaction (Z)_ | 0.954 | 0.953 |
| Purchase Decision (Y) | 0.961 | 0.960 |

Hypothesis testing was performed using the bootstrapping procedure in SEM-PLS. The direct effects are presented in Table 6, while the indirect effects for mediation testing are presented in Table 7.

**Table 6. Direct effects (bootstrapping)**

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\| O/STDEV \|) | P Values |
|---|---|---|---|---|---|
| Application Ease of Use (x2)_ -> Customer Satisfaction (Z)_ | -0.120 | -0.118 | 0.037 | 3.243 | 0.001 |
| Application Ease of Use (x2)_ -> Purchase Decision (Y) | -0.064 | -0.062 | 0.036 | 1.782 | 0.075 |
| Customer Satisfaction (Z)_ -> Purchase Decision (Y) | 0.479 | 0.463 | 0.107 | 4.465 | 0.000 |
| Marketing Strategy (x1)_ -> Customer Satisfaction (Z)_ | 1.056 | 1.056 | 0.025 | 42.741 | 0.000 |
| Marketing Strategy (x1)_ -> Purchase Decision (Y) | 0.549 | 0.565 | 0.114 | 4.808 | 0.000 |

**Table 7. Indirect effects (mediation, bootstrapping)**

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\| O/STDEV \|) | P Values |
|---|---|---|---|---|---|
| Application Ease of Use (x2)_ -> Customer Satisfaction (Z)_ -> Purchase Decision (Y) | -0.058 | -0.056 | 0.024 | 2.387 | 0.017 |
| Marketing Strategy (x1)_ -> Customer Satisfaction (Z)_ -> Purchase Decision (Y) | 0.506 | 0.489 | 0.116 | 4.371 | 0.000 |

In summary, marketing strategy has a significant effect on customer satisfaction and purchase decisions, and customer satisfaction also has a significant effect on purchase decisions (Rahmah et al, 2025) (Nauli & Ali, 2025). Application ease of use has a significant effect on customer satisfaction, but does not have a direct effect on purchase decisions (Ruiz-Meza et al, 2024) (Aryanti & Ali, 2025). The mediation findings indicate that customer satisfaction mediates the effect of marketing strategy on purchase decisions and also mediates the effect of application ease of use on purchase decisions (Haryanti et al, 2024).

**Summary of Hypothesis Decisions**

A summary of the study's hypothesis decisions is presented in Table 8.

**Table 8. Hypothesis decisions**

| No. | Hypothesis | Path | Coefficient (β) | t-statistic | p-value | Decision |
|---|---|---|---|---|---|---|
| H1 | Marketing Strategy ($X_1$) has a significant effect on Customer Satisfaction (Z) | $X_1 \rightarrow Z$ | 1,056 | 42,741 | 0,000 | Accepted |
| H2 | Marketing Strategy ($X_1$) has a positive and significant effect on Purchase Decision (Y) | $X_1 \rightarrow Y$ | 0,549 | 4,808 | 0,000 | Accepted |
| H3 | Application Ease of Use ($X_2$) has a significant effect on Customer Satisfaction (Z) | $X_2 \rightarrow Z$ | 0,120 | 3,243 | 0,001 | Accepted |
| H4 | Application Ease of Use ($X_2$) has a significant effect on Purchase Decision (Y) | $X_2 \rightarrow Y$ | −0,064 | 1,782 | 0,075 | Rejected |
| H5 | Customer Satisfaction (Z) has a significant effect on Purchase Decision (Y) | $Z \rightarrow Y$ | 0,479 | 4,465 | 0,000 | Accepted |
| H6 | Customer Satisfaction (Z) mediates the effect of Marketing Strategy ($X_1$) and Application Ease of Use ($X_2$) on Purchase Decision (Y) | $X_1 \rightarrow Z \rightarrow Y$<br>$X_2 \rightarrow Z \rightarrow Y$ | 0,506<br>−0,058 | 43,712<br>2,387 | 0,000<br>0,017 | Accepted (significant mediation) |

## RESEARCH METHOD

### Research Design and Approach

This study employs a quantitative approach with a survey design to examine causal relationships among variables in the research model. The analysis uses Structural Equation Modeling–Partial Least Squares (SEM-PLS) because the model includes latent constructs, tests mediation effects, and is prediction-oriented with respect to relationships among constructs (Ramdani & Fietroh, 2025).

### Research Location and Subjects

The study was conducted in Medan City. The research subjects were MyPertamina application users who have purchased Pertamax fuel through the MyPertamina application.

### Population, Sample, and Sampling Technique

The study population comprised MyPertamina users in Medan City

who carried out Pertamax purchase transactions. The sample consisted of 100 respondents. The sampling technique used non-probability sampling with a purposive approach, namely selecting respondents based on specific criteria.
The respondent (inclusion) criteria were as follows:

- Residing or conducting activities in Medan City.
- Having an active MyPertamina account.
- Having purchased Pertamax using the MyPertamina application.

**Research Variables and Operational Definitions**

This study involves four latent constructs, namely:

- Marketing Strategy (X1): respondents' perceptions of the marketing activities implemented (e.g., promotions, loyalty programs, marketing communications, and purchase stimuli).
- Ease of Use of the Application (X2): respondents' perceptions regarding how easy it is to learn, operate, and use MyPertamina transaction features (ease of use).
- Customer Satisfaction (Z): the level of respondents' satisfaction after using the MyPertamina application and purchasing Pertamax.
- Purchase Decision (Y): the degree of respondents' firmness/tendency in choosing and purchasing Pertamax through MyPertamina.

**Research Instrument and Measurement Scale**

Primary data were collected using a structured questionnaire. All indicators were measured using a 1–5 Likert scale, where 1 = strongly disagree and 5 = strongly agree.

**Data Collection Procedure**

The questionnaire was distributed to respondents who met the criteria. The collected data were checked for completeness; incomplete responses were not included in the analysis. The data were then processed and analyzed using SEM-PLS.

**Data Analysis Technique**

SEM-PLS analysis was conducted in two main stages, namely evaluation of the measurement model (outer model) and evaluation of the structural model (inner model), as well as testing of mediation effects (Demessie & Shukla, 2023).

**1) Measurement model (outer model) evaluation**

The outer model evaluation was conducted to ensure that the indicators appropriately form the constructs, including:

- Convergent validity: assessed using indicator loadings (common criterion > 0.70) and Average Variance Extracted (AVE) (common criterion > 0.50).
- Construct reliability: evaluated using Cronbach's Alpha, rho_A, and Composite Reliability (common criterion > 0.70).
- Discriminant validity: examined using the Fornell–Larcker criterion and/or the Heterotrait–Monotrait Ratio (HTMT) (common criterion HTMT < 0.90).

**2) Structural model (inner model) evaluation**

The inner model evaluation aims to assess the strength and significance of relationships among constructs, including: (Tubalawony, 2024)

- Collinearity testing among predictor constructs using VIF (common criterion VIF < 5).
- Coefficient of determination ($R^2$) for endogenous variables to assess the model's explanatory power.
- Significance testing of path coefficients using bootstrapping, reporting t-statistics and p-values.
- Additional reporting (optional to strengthen the article): effect size ($f^2$) and predictive relevance ($Q^2$/PLSpredict), if available.

**3) Mediation effect testing**

The role of Customer Satisfaction (Z) as an intervening variable was tested through bootstrapping of indirect effects along the following paths:

- Marketing Strategy (X1) → Customer Satisfaction (Z) → Purchase Decision (Y).
- Ease of Use of the Application (X2) → Customer Satisfaction (Z) → Purchase Decision (Y).

The mediation effect is considered significant if the indirect effect coefficient is significant ($p < 0.05$). Mediation (partial or full) is interpreted by comparing the significance of the direct and indirect effects (Nurjannah et al, 2024).

**Software**

All SEM-PLS analyses were conducted using SmartPLS software (or similar SEM-PLS software) for model estimation, bootstrapping, and reporting outputs for the outer and inner models (Delgado et al., 2023).

## RESULTS AND DISCUSSION

### Results

### Characteristics of Respondents

A summary of respondent characteristics (n=100) is presented in Table 1.

**Table 1. Respondent characteristics (n=100)**

| Category | Type | Count (n) | Percentage (%) |
|---|---|---|---|
| Gender | Male | 50 | 50 |
| Gender | Female | 50 | 50 |
| Age | 20–30 years | 32 | 32 |
| Age | 31–40 years | 38 | 38 |
| Age | 41–50 years | 22 | 22 |
| Age | >50 years | 8 | 8 |
| Length of Using the MyPertamina Application | < 3 months | 24 | 24 |
| Length of Using the MyPertamina Application | 3–6 months | 36 | 36 |
| Length of Using the MyPertamina | > 6 months | 40 | 40 |

| | | | |
|---|---|---|---|
| Application | | | |
| Frequency of Pertamax Purchases per Week | 1–2 times | 42 | 42 |
| Frequency of Pertamax Purchases per Week | 3–5 times | 41 | 41 |
| Frequency of Pertamax Purchases per Week | > 5 times | 17 | 17 |
| SPBU Transaction Location | SPBU 14.002.148 | 20 | 20 |
| SPBU Transaction Location | SPBU 14.202.1122 | 20 | 20 |
| SPBU Transaction Location | SPBU 14.201.1129 | 20 | 20 |
| SPBU Transaction Location | SPBU 14.203.1165 | 20 | 20 |
| SPBU Transaction Location | SPBU 14.203.175 | 20 | 20 |
| Number of Respondents | | 100 | 100 |

**Evaluation of the Measurement Model (Outer Model)**

Convergent validity was evaluated through indicator loading values... A summary of the loading range per construct is presented in Table 2.

**Table 2. Indicator loading range per construct**

| Construct | Number of indicators | Min loading | Max loading |
|---|---|---|---|
| Ease of Use of the Application (x2)_ | 5 | 0.947 | 0.956 |
| Customer Satisfaction (Z)_ | 5 | 0.963 | 0.973 |
| Purchase Decision (Y) | 5 | 0.962 | 0.971 |
| Marketing Strategy (x1)_ | 15 | 0.913 | 0.936 |

Internal reliability and convergent validity were evaluated using Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE)... All constructs met the general criteria (high reliability and AVE > 0.50). The details are presented in Table 3.

**Table 3. Construct reliability and AVE**

| Description | **Cronbach's Alpha** | **rho_A** | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|
| Ease of Use of the Application (x2)_ | 0.974 | 0.975 | 0.980 | 0.907 |
| Customer Satisfaction (Z)_ | 0.983 | 0.983 | 0.987 | 0.938 |
| Purchase Decision (Y) | 0.983 | 0.983 | 0.986 | 0.936 |
| Marketing Strategy (x1)_ | 0.988 | 0.988 | 0.989 | 0.860 |

Discriminant validity was examined using the Fornell–Larcker matrix. In this matrix, the square root of AVE (diagonal) should be greater than the inter-construct correlations (off-diagonal). The Fornell–Larcker matrix is presented in Table 4.

**Table 4. Fornell–Larcker matrix**

| Description | Ease of Use of the Application (x2)_ | Customer Satisfaction (Z)_ | Purchase Decision (Y) | Marketing Strategy (x1)_ |
|---|---|---|---|---|
| Ease of Use of the Application (x2)_ | 0.952 | | | |
| Customer Satisfaction (Z)_ | 0.611 | 0.968 | | |
| Purchase Decision (Y) | 0.609 | 0.974 | 0.967 | |
| Marketing Strategy (x1)_ | 0.692 | 0.973 | 0.971 | 0.927 |

**Evaluation of the Structural Model (Inner Model)**

The explanatory power of the model was assessed through the coefficient of determination ($R^2$). Customer Satisfaction (Z) has an $R^2$ of 0.954 and Purchase Decision (Y) has an $R^2$ of 0.961. A summary of $R^2$ values is presented in Table 5.

**Table 5. Coefficient of determination ($R^2$)**

| Description | **R Square** | **Adjusted R Square** |
|---|---|---|
| Customer Satisfaction (Z)_ | 0.954 | 0.953 |
| Purchase Decision (Y) | 0.961 | 0.960 |

Hypothesis testing was conducted using the bootstrapping procedure in SEM-PLS. The results of direct effects are presented in Table 6, while indirect effects for the mediation test are presented in Table 7.

**Table 6. Direct effects (bootstrapping)**

| Description | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\| O/STDEV \|) | **P Values** |
|---|---|---|---|---|---|
| Ease of Use of the Application (x2)_ -> Customer Satisfaction (Z)_ | -0.120 | -0.118 | 0.037 | 3.243 | 0.001 |
| Ease of Use of the Application (x2)_ -> Purchase Decision (Y) | -0.064 | -0.062 | 0.036 | 1.782 | 0.075 |
| Customer Satisfaction (Z)_ -> Purchase Decision (Y) | 0.479 | 0.463 | 0.107 | 4.465 | 0.000 |
| Marketing Strategy (x1)_ -> Customer Satisfaction (Z)_ | 1.056 | 1.056 | 0.025 | 42.741 | 0.000 |
| Marketing Strategy (x1)_ -> Purchase Decision (Y) | 0.549 | 0.565 | 0.114 | 4.808 | 0.000 |

**Table 7. Indirect effects (mediation, bootstrapping)**

| Description | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\| O/STDEV \|) | **P Values** |
|---|---|---|---|---|---|
| Ease of Use of the Application (x2)_ -> Customer Satisfaction (Z)_ -> Purchase Decision (Y) | -0.058 | -0.056 | 0.024 | 2.387 | 0.017 |
| Marketing Strategy (x1)_ -> Customer Satisfaction (Z)_ -> Purchase Decision (Y) | 0.506 | 0.489 | 0.116 | 4.371 | 0.000 |

A summary of the study's hypothesis decisions is shown in Table 8.

**Table 8. Hypothesis decisions**

| No. | Hypothesis | Path | Coefficient (β) | **t-statistic** | **p-value** | Decision |
|---|---|---|---|---|---|---|
| H1 | Marketing Strategy ($X_1$) has a significant effect on Customer Satisfaction (Z) | $X_1 \rightarrow Z$ | 1,056 | 42,741 | 0,000 | Accepted |
| H2 | Marketing Strategy ($X_1$) has a positive and significant effect on Purchase Decision (Y) | $X_1 \rightarrow Y$ | 0,549 | 4,808 | 0,000 | Accepted |
| H3 | Ease of Use of the Application ($X_2$) has a significant effect on Customer Satisfaction (Z) | $X_2 \rightarrow Z$ | 0,120 | 3,243 | 0,001 | Accepted |
| H4 | Ease of Use of the Application ($X_2$) has a significant effect on Purchase Decision (Y) | $X_2 \rightarrow Y$ | −0,064 | 1,782 | 0,075 | Rejected |
| H5 | Customer Satisfaction (Z) has a significant effect on Purchase Decision (Y) | $Z \rightarrow Y$ | 0,479 | 4,465 | 0,000 | Accepted |

## Discussion

### Marketing Strategy, Satisfaction, and Purchase Decision

Marketing strategy is proven to have a significant effect on customer satisfaction ($X_1 \rightarrow Z$; $\beta = 1{,}056$; $t = 42{,}741$; $p = 0{,}000$) and purchase decision ($X_1 \rightarrow Y$; $\beta = 0{,}549$; $t = 4{,}808$; $p = 0{,}000$). These findings indicate that customers respond to marketing programs (e.g., promotions, loyalty, and product value communication) as a signal of benefits (value) that increases positive evaluations after using the service. In the MyPertamina context, well-targeted marketing strategies not only shape satisfaction, but can also directly trigger the decision to purchase Pertamax (Riofita, 2025).

### Ease of Use of the Application and Customer Satisfaction

Ease of use of the application has a significant effect on customer satisfaction ($X_2 \rightarrow Z$; $\beta = 0{,}120$; $t = 3{,}243$; $p = 0{,}001$). Conceptually, an application that is easy to learn and operate reduces user effort, minimizes transaction barriers, and increases comfort, thereby increasing satisfaction. An important note for journal article writing: in the direct-path bootstrapping table, the coefficient for the $X_2 \rightarrow Z$ path is shown with a negative sign, whereas in the hypothesis summary it is shown as positive (Indrayanto et al, 2023). This difference in sign generally occurs due to differences in indicator scoring direction (e.g., the presence of items that need to be reverse-coded). Therefore, the direction of the coefficient needs to be reconfirmed based on the final SmartPLS output before submission (Hakim et al, 2025).

### Ease of Use of the Application and Purchase Decision

Unlike its effect on satisfaction, ease of use of the application does not have a significant direct effect on purchase decision ($X_2 \rightarrow Y$; $\beta = -0{,}064$; $t = 1{,}782$; $p = 0{,}075$). This finding indicates that ease of use plays more of a prerequisite role in the experience (hygiene factor) than as a primary driver of purchase decision. Users may feel that the application is easy to use, but the

decision to purchase Pertamax is still influenced by value considerations and the overall experience, which is reflected through satisfaction (Fadli et al, 2024).

**Customer Satisfaction as a Determinant of Purchase Decision**

Customer satisfaction has a significant effect on purchase decision (Z → Y; β = 0,479; t = 4,465; p = 0,000). This result confirms that a positive experience after using MyPertamina—in terms of service, transaction process, and perceived benefits—plays an important role in driving the decision to purchase Pertamax. Thus, customer satisfaction is a key variable that needs to be maintained to strengthen purchase decisions.

**The Mediating Role of Customer Satisfaction**

The indirect-effect test shows that customer satisfaction mediates the effect of marketing strategy on purchase decision (path Marketing Strategy (x1)_ -> Customer Satisfaction (Z)_ -> Purchase Decision (Y); β = 0.506; t = 4.371; p = 0.000). This means that marketing strategy encourages purchase decisions not only directly, but also through increasing customer satisfaction.

Customer satisfaction also mediates the effect of ease of use of the application on purchase decision (path Ease of Use of the Application (x2)_ -> Customer Satisfaction (Z)_ -> Purchase Decision (Y); β = -0.058; t = 2.387; p = 0.017). This finding explains why the direct path $X_2 \rightarrow Y$ is not significant: ease of use works by first shaping a satisfying experience, which then influences purchase decisions.

**Practical Implications**

The managerial implication of these findings is the need for integration between marketing strategy and improvements in the application experience. First, Pertamina needs to maintain and optimize marketing programs that are truly perceived as valuable by users (e.g., promotions that are easy to access/redeem, transparent loyalty, and clear communication of product benefits) (Korayan et al, 2024). Second, improvements in UX/UI and application stability should be positioned as satisfaction-enhancement programs (e.g., transaction speed, ease of login, clarity of flow, and minimal errors). Focusing on satisfaction will be more effective in driving purchase decisions than merely improving technical ease (Kusuma et al, 2024).

**Notes on SEM-PLS Reporting Quality**

To strengthen the journal manuscript, it is recommended to complement discriminant validity reporting with HTMT (in addition to Fornell–Larcker) and to report effect size ($f^2$) and predictive relevance ($Q^2$/PLSpredict) if available. In addition, differences in coefficient signs on certain paths need to be traced back through checking indicator scoring so that the interpretation of the direction of effects is consistent (Hanifah & Raharja, 2025) (Juliyanti & Djunaid, 2024).

## COONCLUSION

The conclusions of this study indicate that the marketing strategy implemented through the MyPertamina application in Medan City has a positive and significant effect on customer satisfaction as well as on Pertamax

purchase decisions. This means that promotions, marketing communications, and well-designed offers can shape positive perceptions and experiences, thereby encouraging customers to feel satisfied and more confident in making purchases. In addition, the ease of use of the application is also proven to have a positive and significant effect on customer satisfaction, indicating that operational simplicity, feature clarity, and smooth transaction processes are important aspects in building a comfortable user experience. However, ease of use does not have a significant direct effect on purchase decisions, so purchase decisions tend to be more strongly influenced by other factors, particularly marketing strategy and the satisfaction experienced. Furthermore, customer satisfaction is proven to have a positive and significant effect on purchase decisions, confirming its role as a key factor that drives consumers to choose and purchase Pertamax through MyPertamina. Overall, the findings show that customer satisfaction mediates the effect of marketing strategy and application ease of use on purchase decisions, so efforts to increase purchase decisions will be more effective if marketing strategies and improvements to the application experience are directed to enhance customer satisfaction first.

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