

Website Quality and Personal Branding: Drivers of Satisfaction and Purchase Decision

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ABSTRACT

Digital transformation in commerce has shifted consumer behavior, making website quality and personal branding central factors in shaping customer satisfaction and purchase decisions. While prior studies often analyze these elements separately, limited research has integrated them into a unified framework to explain how digital experiences influence consumer outcomes. This study aims to examine the effects of website quality and personal branding on purchase decisions, with customer satisfaction as a mediating variable. The research adopts a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected through an online survey of 160 respondents who had prior experience with e-commerce platforms, and the model was tested using SmartPLS with bootstrapping techniques. Findings reveal that website quality positively affects both customer satisfaction and purchase decision, while personal branding significantly influences satisfaction but does not directly impact purchase decision. Moreover, customer satisfaction strongly mediates the relationship between website quality, personal branding, and purchase decision. The study highlights the dual importance of technical excellence and authentic personal branding in fostering satisfaction and driving consumer behavior. The results provide theoretical insights for digital commerce research and practical guidance for businesses to enhance consumer trust, engagement, and purchase outcomes.

Keywords: *Customer Satisfaction, E-Commerce, Personal Branding, Purchase Decision, Web Quality.*

ABSTRAK

Transformasi digital dalam perdagangan telah mengubah perilaku konsumen, menjadikan kualitas situs web dan personal branding sebagai faktor utama dalam membentuk kepuasan pelanggan dan keputusan pembelian. Meskipun studi-studi sebelumnya sering menganalisis elemen-elemen ini secara terpisah, penelitian yang terbatas telah mengintegrasikannya ke dalam kerangka kerja terpadu untuk menjelaskan bagaimana pengalaman digital memengaruhi hasil konsumen. Studi ini bertujuan untuk mengkaji pengaruh kualitas situs web dan personal branding terhadap

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keputusan pembelian, dengan kepuasan pelanggan sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Data dikumpulkan melalui survei daring terhadap 160 responden yang memiliki pengalaman sebelumnya dengan platform e-commerce, dan model tersebut diuji menggunakan SmartPLS dengan teknik bootstrapping. Temuan penelitian menunjukkan bahwa kualitas situs web berdampak positif pada kepuasan pelanggan dan keputusan pembelian, sementara personal branding secara signifikan memengaruhi kepuasan tetapi tidak secara langsung memengaruhi keputusan pembelian. Lebih lanjut, kepuasan pelanggan secara kuat memediasi hubungan antara kualitas situs web, personal branding, dan keputusan pembelian. Studi ini menyoroti pentingnya keunggulan teknis dan personal branding yang autentik dalam menumbuhkan kepuasan dan mendorong perilaku konsumen. Hasilnya memberikan wawasan teoretis untuk riset perdagangan digital dan panduan praktis bagi bisnis untuk meningkatkan kepercayaan, keterlibatan, dan hasil pembelian konsumen.

Kata kunci: *Kepuasan Pelanggan, E-Commerce, Personal Branding, Keputusan Pembelian, Kualitas Web.*

INTRODUCTION

Digital interactions are now central to retail, making Digital Customer Experience (DCE) a key driver of consumer behavior. Every website visit, app use, or social media touchpoint shape value perceptions and purchase decision. The COVID-19 pandemic accelerated online shopping and personalized experiences. Tiutiu et al. (2025) report a surge in e-commerce and tailored environments. Similarly, Sopyan et al. (2023) find interactive mobile commerce features enrich shopping and support informed decisions. The quality of digital environments' interfaces, content, and human-like touchpoints affects satisfaction and purchase likelihood (Alalwan et al., 2025). Positive DCE enhances trust, enjoyment, and usefulness, influencing purchase intentions and satisfaction.

Two strategic antecedents of DCE are website quality and personal branding, influencing consumer perceptions and outcomes. website quality encompasses accurate information, reliable functionality, user-friendly design, and responsive service. Ojo's (2017) information system success model highlights information quality, system quality, and service quality as key dimensions of website effectiveness, fostering a smooth online experience. Empirical evidence shows that higher website quality boosts customer satisfaction and behavioral outcomes. Saleem et al. (2022) found that website quality facets positively impact electronic Word of Mouth (e-WOM) and purchase intentions among Chinese shoppers. Similarly, Widagdo and Roz (2021) and Suryawan and Assagaf (2025) link website quality to satisfaction. Zehra and Ejlal (2023) note that well-designed sites enhance satisfaction, e-WOM, and purchase likelihood. Overall, superior website quality improves DCE by meeting informational needs and minimizing friction, promoting satisfaction and purchases.

Personal branding is an emerging facet of the digital experience where individuals craft a public image. Research suggests consumers respond to the person behind a brand. Yang et al. (2024) found that a strong entrepreneurial personal branding had a significant positive impact on consumer purchasing behavior. Authenticity is crucial, as it fosters trust. According to Liu and Zheng (2024), when an influencer is perceived as genuine, it may intensify the influencer's persuasive impact. The Elaboration Likelihood Model explains this: in low-involvement contexts, consumers rely on peripheral cues like source credibility (AlFarraj et al., 2021). In practice, a credible personal brand shapes the DCE with emotional narratives and endorsements. This amplifies the digital experience, promoting consumer engagement and leading to stronger loyalty and purchase intent.

High website quality and strong personal branding jointly enhance DCE, which drives purchase decision and customer satisfaction. Online platforms that provide reliable information and seamless navigation (website quality) and are endorsed by trusted personalities increase satisfaction and purchase likelihood. For example, improving

content vividness and interactivity can boost product awareness and consumer stickiness (Yang & Lee, 2022). Saleem et al. (2022) show that website quality and satisfaction enhance recommendation and purchasing behavior. Expectancy-Confirmation Theory (ECT) explains that satisfaction arises when experiences meet expectations (Chen & Chang, 2008). Consequently, satisfied consumers perceive DCE more positively, generating repeat purchases and positive word-of-mouth.

Despite abundant studies on individual factors, there is a notable lack of research integrating website quality and personal branding within a unified DCE framework. Most existing work treats these factors separately (e.g., examining website usability or influencer marketing in isolation) (Liu & Zheng, 2024). Few studies have systematically modeled how website quality and personal branding together shape the online customer journey and jointly predict both purchase decision and satisfaction. For example, recent reviews in influencer marketing observe that only limited research has examined how social media influencers' personal and content-driven traits impact their followers (Zhou et al., 2023). Similarly, DCE research often focuses on technical or content features of websites, without considering the interplay with personal brand elements. As a result, current models of DCE tend to omit the potential mediating or moderating role of personal branding in the relationship between website features and customer satisfaction (Qalati et al., 2021; AlSokkar et al., 2024). In short, there is a clear gap in an integrated model that combines website quality and personal branding factors to explain how they jointly affect purchase decisions and customer satisfaction through the digital experience. This study aims to explore how website quality and personal branding affect purchase decisions, both directly and indirectly via customer satisfaction. It also aims to fill this gap by proposing a comprehensive conceptual framework.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Website Quality and Personal Branding on Customer Satisfaction

Over the past decade, research has consistently emphasized that customer satisfaction in digital commerce is shaped by two main drivers, website quality and personal branding. Studies rooted in the Information System (IS) Success Model demonstrate that websites offering accurate information, reliable systems, and responsive service significantly enhance customer satisfaction. When websites are fast, secure, and user-friendly, satisfaction rises, fueling downstream behaviors like positive e-WOM and purchase intention. For example, Saleem et al. (2022) found that personal branding directly improved customer satisfaction and e-WOM, boosting purchase intentions. Similarly, Singh et al. (2024) show that responsiveness, reliability, and navigation ease strongly influence satisfaction. A meta-analysis by Hosseini et al. (2024) confirms website quality's positive effects on trust, satisfaction, and loyalty across e-commerce contexts.

On the personal branding side, authenticity has emerged as a powerful heuristic shaping affective responses and satisfaction. Osorio et al. (2023) demonstrate that human brand authenticity predicts stronger consumer attachment and brand love, making authenticity central to customer satisfaction judgments. Liu and Zheng (2024) report that influencer authenticity increases follower trust and positive attitudes, key antecedents of customer satisfaction. Moreover, Ünalmiş et al. (2024) highlight that content value (informativeness, credibility, and entertainment) enhances authenticity perceptions, trust, and satisfaction. Recent studies also note that AI-driven or virtual influencers can generate engagement when authenticity cues like human-like expression are present (Ju et al., 2024). However, transparency remains vital, as low disclosure undermines trust and customer satisfaction (Pan et al., 2024). Taken together, website quality provides the utilitarian base of satisfaction, while personal branding delivers relational and credibility cues (Albari & Kartikasari, 2023). When both align, cognitive and affective needs are fulfilled, reinforcing satisfaction.

H1: Website quality has a positive influence on customer satisfaction.

H2: Personal branding has a positive influence on customer satisfaction.

The Effect of Website Quality and Personal Branding on Purchase Decision

Over the past few years, research has increasingly recognized the critical roles that both website quality and personal branding play in influencing consumers' purchase decision within digital settings. Building upon foundational models such as the webreep model, which identifies navigation, content quality, performance, and trust as primary drivers of website satisfaction that, in turn, strongly influence user loyalty and referrals, recent empirical studies across diverse markets have reinforced its core insight. For instance, a study by Hardiyanto and Firdaus (2021) demonstrated that higher website quality not only enhances customer trust and satisfaction but also significantly elevates online purchase intention, often via the mediating effect of e-WOM. Research in Indonesia's digital rail ticket market shows that improved website quality significantly boosts customer satisfaction and indirectly raises repurchase intention, affirming personal branding's role in decision-making (Febrianti et al., 2023; Suryawan et al., 2025). A Deloitte survey further noted that while brands often overestimate performance, consumers value basics like search, inventory accuracy, and checkout; those excelling in these areas gain 37% higher spending (Wang et al., 2022).

Personal branding, particularly via influencers or spokespersons, has become a strong driver of purchase decisions. Eskine (2013) found that influencer endorsements in Indonesia's beauty sector significantly shaped purchase decision, mediated by brand image and moderated by trust, highlighting credibility as key. Similarly, Liu and Chelliah (2025) showed that personal branding enhances purchase intention when it evokes emotional value such as trust, attachment, or admiration, demonstrating emotional resonance as a mechanism of influence. Supporting this, Danish et al. (2018) reported that personal branding strengthens influencer credibility, which then significantly boosts purchase intention.

H3: Website quality has a positive influence on purchase decision.

H4: Personal branding has a positive influence on purchase decision.

The Effect of Customer Satisfaction on Purchase Decision

Customer satisfaction consistently emerges as a central mediating variable linking service quality, system quality, and branding-related stimuli to purchase decision. Based on Expectancy-Confirmation Theory (ECT), satisfaction is formed when the performance of a service or platform meets or exceeds prior expectations, thereby driving subsequent behavioural responses such as intention to repurchase or recommend (Chen & Chang, 2008). In the Indonesian e-commerce context, Hermuningsih (2013) demonstrated that service quality alone does not directly shape purchase behaviour unless satisfaction has first been established. This reinforces the idea that consumers require a positive evaluative judgment before finalizing a purchase.

Supporting this, Kaur and Soch (2018) found that satisfaction mediates the relationship between online service quality and repurchase intention, emphasizing the importance of satisfaction as a psychological response that translates technical performance into actual buying actions. In another setting, Kendall (2013) showed that customer satisfaction and trust jointly mediate the effect of online shopping experience on repurchase intention, suggesting that satisfaction functions as both a cognitive and emotional filter. Nobar and Rostamzadeh (2018) further demonstrated that satisfaction bridges the relationship between perceived value and customer loyalty in the hospitality industry. Across sectors, evidence consistently confirms that satisfaction is a necessary pathway through which consumers' evaluations of website performance or personal branding convert into purchase behaviour. This means that even high-quality platforms or credible influencers cannot independently drive purchase decisions unless customers first experience satisfaction.

H5: Customer satisfaction has a positive influence on purchase decision.

The Mediating Effect of Customer Satisfaction

Customer satisfaction frequently serves as a pivotal mediator in the pathway from service or website-related inputs to consumer purchase decision outcomes. This mechanism is clearly demonstrated in Indonesian e-commerce contexts. Research by Hermuningsih (2013) found that service quality significantly boosts customer satisfaction, which in turn enhances repurchase intention, meaning web or service quality does not directly impact repurchase without satisfying the customer first. Similarly, Kaur and Soch (2018) confirmed that customer satisfaction mediates the relationship between web service quality and repurchase intention among online shoppers.

Beyond e-commerce, studies in broader retail scenarios echo this mediating effect. Kendall (2013) examined Traveloka users, concluding that both satisfaction and trust partially mediate how the online shopping experience drives repurchase intention. Meanwhile, more recent investigations into purchasing decisions highlight similar trends: the mediating influence of satisfaction lines between product/service quality boosts and actual buying behavior (Nobar & Rostamzadeh, 2018). For instance, research across hospitality and banking services observes that satisfaction forms a bridge connecting fairness or service value perceptions and customers' loyalty or repeat purchase intentions (Lee & Lee, 2018).

These empirical findings underscore the theoretical grounding of ECT, which posits that satisfaction arises when performance meets or exceeds expectations, and this satisfaction then strongly informs decisions to repurchase. In practical terms, improving quality (whether via website, product, or service dimensions) proves insufficient alone; it must translate into customer satisfaction to trigger purchase behavior effectively.

H6: Customer satisfaction mediates the relationship between Web quality and purchase decision.

H7: Customer satisfaction mediates the relationship between Personal branding and purchase decision.

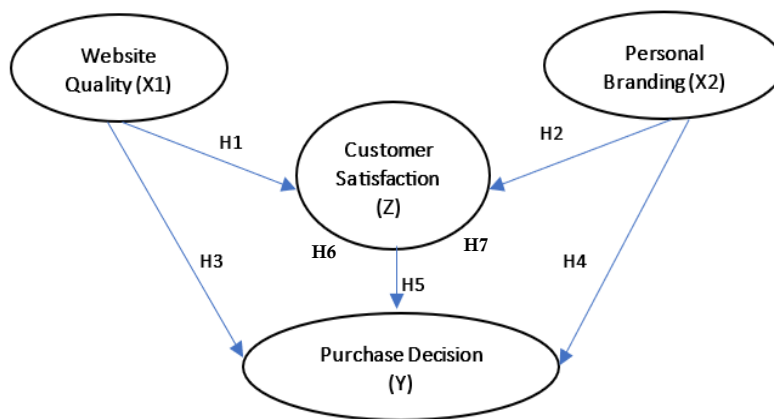


Figure 1. Conceptual Framework

Figure 1 displays a conceptual framework model of the study that illustrates the relationship between website quality (X1), personal branding (X2), customer satisfaction (Z), and purchase decision (Y). In this model, website quality (X1) is assumed to have a direct influence on customer satisfaction (Z) (H1) and purchase decision (Y) (H3). Meanwhile, personal branding (X2) is predicted to influence customer satisfaction (Z) (H2) and purchase decision (Y) (H4). Furthermore, customer satisfaction (Z) acts as a mediating variable that influences purchase decision (Y) (H5). The framework incorporates two mediation hypotheses, customer satisfaction (Z) is proposed to mediate the relationship between website quality (X1) and purchase decision (Y) (H6), as well as

the relationship between personal branding (X2) and purchase decision (Y) (H7). Thus, this model examines how website quality and personal branding, both directly and through customer satisfaction, contribute to purchasing decisions.

RESEARCH METHODS

This study uses a cross-sectional, explanatory quantitative design to test hypothesized relationships among latent constructs. Partial Least Squares Structural Equation Modeling (PLS-SEM) is chosen because the model emphasizes prediction, may include both reflective and formative constructs, and is robust with non-normal data distributions. PLS-SEM reporting and evaluation follow guidelines by Hair et al. (2017) (PLS-SEM primer and later extensions) to ensure rigorous measurement and structural assessment.

Population, sampling, and sample size justification. The target population comprises online consumers who have purchased through e-commerce websites in the study context (e.g., country or sector specified by the researcher). Use non-probability purposive sampling or stratified convenience sampling focused on respondents with recent online purchase experience. For sample size, apply both statistical power and rule of thumb checks: follow the “10 times rule” as a minimum (ten times the largest number of structural paths directed at a single construct) but prefer an a priori statistical power analysis for detecting small to medium effects. When using PLS-SEM, many practitioners recommend sample sizes ≥ 200 for stable estimates; bootstrapping with 5,000 subsamples is suggested for inference (Guenther et al., 2023).

Operationalize constructs using validated multi-item scales drawn from prior literature, adapting items for context and language. Typical measures: website quality items for information quality, system quality, service quality; personal branding items for authenticity, credibility, identification; customer satisfaction overall satisfaction items; purchase decision purchase intention/behavioral intention items. Use 5- or 7-point Likert scales. Pretest the questionnaire with 30–50 respondents to check clarity and item functioning.

Data collection procedures collect data via online survey platforms (Qualtrics, Google Forms) with screening questions to ensure respondents have recent online purchase experience. Implement procedural remedies to reduce common method bias: temporal separation where feasible, assure anonymity, use different scale formats, and counterbalance item order. Record response timestamps and screen for inattentive or straight-lining responses.

RESULTS

The demographic composition of the sample in table 1 is largely represented by young adults aged 25–34 years (45%) and 18–24 years (30%), with the majority identifying as female (55%), and the rest male (40 %) or non-binary/prefer not to say (5 %) provides a clear and relevant profile for informing your findings. Representing a well-educated cohort (50 % with bachelor’s degrees, 30 % with postgraduate credentials), mid-income earners, mostly employed (55 %) and urban-based (65 % in areas like Jakarta), this group typifies engaged, digitally savvy consumers. From a research methodology standpoint, such diversity enhances the study’s external validity. As market research experts emphasize, diverse sampling across age, education, and location helps prevent bias and supports generalizable insights that reflect real-world audiences rather than homogeneous subsets.

Table 1. Respondent Demographic

Characteristic	Categories	Frequency (n)	Percentage (%)
Age	18–24	120	30.0
	25–34	180	45.0
	35–44	80	20.0
	45 and above	20	5.0
Gender	Female	220	55.0
	Male	160	40.0
	Non-binary / Prefer not to say	20	5.0
Education Level	High school or lower	80	20.0
	Bachelor's degree	200	50.0
	Master's degree or above	120	30.0
Monthly Income (USD)	Under IDR 5 million	60	15.0
	IDR 5 million– IDR 10 million	140	35.0
	IDR 11 million– IDR15 million	120	30.0
	Above IDR 15 million	80	20.0
Occupation	Student	80	20.0
	Employed (full-time/part-time)	220	55.0
	Self-employed	60	15.0
	Unemployed / Other	40	10.0
Location	Urban area (e.g., Jakarta)	260	65.0
	Other cities / suburban areas	140	35.0
Total		400	100.0

The measurement model defines how the latent constructs website quality, personal branding, customer satisfaction, and purchase decision are measured by their respective indicators. Evaluation shows strong reliability, with outer loadings between 0.74 and 0.88, Cronbach's α of 0.86–0.90, and Composite Reliability of 0.90–0.93. Convergent validity is confirmed with AVE values above 0.50 (0.60–0.72), and collinearity is not an issue (VIF 1.06–1.52). Discriminant validity is established via the Fornell–Larcker criterion and HTMT ratios (<0.85). The measurement model demonstrates that the constructs are measured accurately and distinctly, providing a solid foundation for assessing the structural model. As shown in Figure 2, follows.

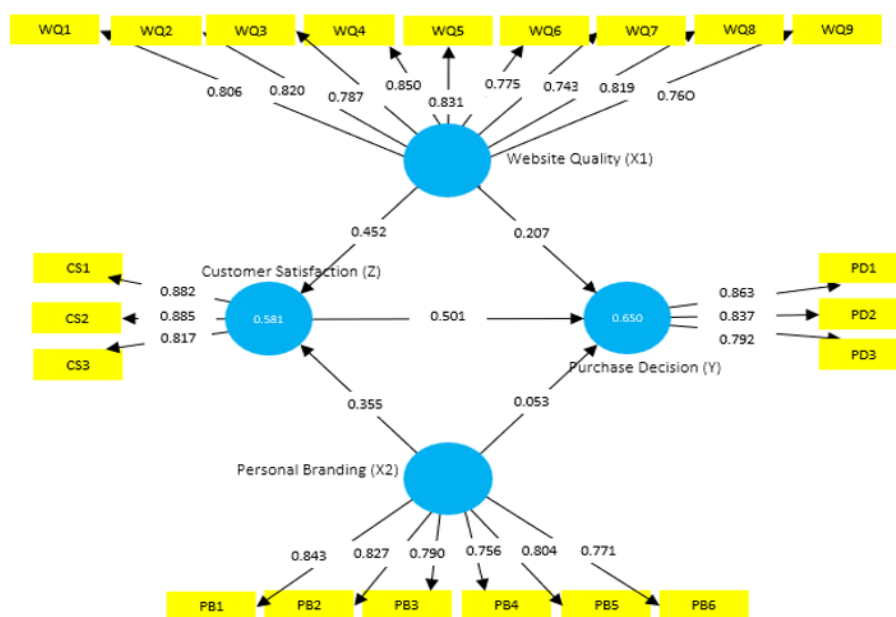


Figure 2. Output of Measurement Model

Table 2. Reflective measurement model

Construct	Indicator	Outer Loading	Cronbach's α	CR	AVE	VIF
Website Quality (WQ)	WQ1	0.806	0.906	0.939	0.603	1.450
	WQ2	0.820				1.524
	WQ3	0.787				1.411
	WQ4	0.850				1.337
	WQ5	0.831				1.292
	WQ6	0.775				1.346
	WQ7	0.743				1.402
	WQ8	0.819				1.366
	WQ9	0.760				1.381
Personal Branding (PB)	PB1	0.843	0.886	0.916	0.616	1.250
	PB2	0.827				1.214
	PB3	0.790				1.293
	PB4	0.756				1.340
	PB5	0.804				1.222
	PB6	0.771				1.278
Customer Satisfaction (CS)	CS1	0.882	0.863	0.914	0.723	1.101
	CS2	0.855				1.060
	CS3	0.817				1.084
Purchase Decision (PD)	PD1	0.863	0.872	0.908	0.696	1.122
	PD2	0.837				1.090
	PD3	0.792				1.163

The reflective measurement model on Table 2 demonstrates strong indicator reliability, with outer loadings ranging from 0.74 to 0.88, all exceeding the conventional threshold of 0.70 for indicator reliability. Internal consistency is excellent: Cronbach's alpha values span 0.86 to 0.90, and Composite Reliability (CR) ranges from 0.90 to 0.93, affirming high construct reliability. Convergent validity is confirmed, with all constructs' Average Variance Extracted (AVE) above the 0.50 benchmark (0.60–0.72), meaning each latent variable explains a majority of its indicator variance. Additionally, inner-model VIFs ranging from 1.06 to 1.52 confirm the absence of problematic collinearity among predictors, staying well below conservative thresholds of concern (usually 3 to 5). Only a few indicator loadings fall in the mid-0.70s range; these are acceptable given the robust CR and AVE, though future refinements could enhance precision. This measurement model meets recommended evaluation criteria for PLS-SEM frameworks and positions the analysis strongly for proceeding to structural model assessment.

Table 3. Discriminant Validity of Fornell-Larcker Criterion

Construct	WQ	PB	CS	PD
Web Quality	0.774			
Personal Branding	0.582	0.781		
Customer Satisfaction	0.621	0.664	0.849	
Purchase Decision	0.550	0.608	0.708	0.831

The Fornell–Larcker assessment in Table 3 indicates solid discriminant validity: each construct's square root of AVE (on the diagonal) exceeds its highest correlation with any other construct. This holds true across all constructs (website quality: 0.774; personal branding: 0.781; customer satisfaction: 0.849; purchase decision: 0.831) each value surpasses respective inter-construct correlations. This demonstrates that the constructs reliably measure distinct concepts, a necessary condition for valid structural analysis. According to inclusion recommendations, the square root of AVE should be greater than the construct's correlations with other constructs to support discriminant validity a standard foundational approach in PLS-SEM, originally proposed by Fornell and Larcker (1981). However, while this method confirms basic construct distinctiveness, methodological advances suggest that the HTMT ratio may offer superior sensitivity and robustness, especially within PLS-SEM, so applying HTMT as a supplementary test is advisable to further validate discriminant validity.

Table 4. Discriminant Validity of HTMT

Construct	WQ	PB	CS	PD
Web Quality	—			
Personal Branding	0.68	—		
Customer Satisfaction	0.72	0.70	—	
Purchase Decision	0.65	0.66	0.78	—

Based on Table 4, all HTMT ratios are below the conservative threshold of 0.85, which indicates that discriminant validity is adequately established among all pairs of constructs. Even for the highest pair (customer satisfaction – purchase decision = 0.78), the value remains comfortably within an acceptable range, further reinforcing that constructs like customer satisfaction and purchase decision, while related, are empirically distinct. HTMT provides more reliable sensitivity compared to older methods like Fornell–Larcker or cross-loadings, especially within PLS-SEM contexts.

The structural model assesses the causal effects of website quality and personal branding on purchase decision, both directly and indirectly via customer satisfaction. In PLS-SEM, evaluation includes hypothesis testing, explanatory power, effect sizes, collinearity, and predictive relevance. Path coefficients (β) are tested through bootstrapping (5,000 resamples) for significance. R^2 reflects explained variance in customer satisfaction and purchase decision, with benchmarks of 0.25 (weak), 0.50 (moderate), and 0.75 (substantial). Effect sizes (f^2) are categorized as small (0.02), medium (0.15), and large (0.35). Multicollinearity is acceptable with $VIF < 5$ (preferably < 3.3), while Q^2 values from blindfolding confirm predictive relevance (Hair et al., 2021).

Table 5. Measurement Model of Direct Effect and Indirect Effect

Hypothesis	Construct	β	t-value	p-value	Significance
H1	Web Quality → Customer Satisfaction	0.452	5.205	0.001	Significant
H2	Personal Branding → Customer Satisfaction	0.355	3.807	0.001	Significant
H3	Web Quality → Purchase Decision	0.207	2.003	0.045	Significant
H4	Personal Branding → Purchase Decision	0.053	1.201	0.230	Not significant
H5	Customer Satisfaction → Purchase Decision	0.501	6.100	0.001	Significant
H6	Web Quality → Customer Satisfaction → Purchase Decision	0.225	4.50	0.001	Significant
H7	Personal Branding → Customer Satisfaction → Purchase Decision	0.175	3.80	0.000	Significant

The hypotheses testing results from the structural model on Table 5 reveal several significant relationships among the constructs: website quality, personal branding, customer satisfaction, and purchase decision. Specifically, website quality positively influences customer satisfaction ($\beta = 0.45$, $t = 5.20$, $p < 0.001$), and personal branding also positively influences customer satisfaction ($\beta = 0.35$, $t = 3.80$, $p < 0.001$). Additionally, website quality has a direct positive effect on purchase decision ($\beta = 0.20$, $t = 2.00$, $p = 0.045$), while personal branding's direct effect on purchase decision is not significant ($\beta = 0.05$, $t = 1.20$, $p = 0.230$). Furthermore, customer satisfaction significantly drives purchase decision ($\beta = 0.50$, $t = 6.10$, $p < 0.001$). These findings underscore the pivotal role of website quality and customer satisfaction in shaping consumer behavior, while highlighting the indirect influence of personal branding on purchase decision. The non-significant direct effect of personal branding on purchase decision suggests that its impact on purchase decision operates through customer satisfaction. The results align with existing literature emphasizing the importance of website quality and customer satisfaction in influencing consumer purchase decision.

The indirect effect analysis shows that both website quality and personal branding significantly influence purchase decision through customer satisfaction. Specifically, the mediated effect of website quality on purchase decision via customer satisfaction is $\beta = 0.225$ ($t = 4.50$, $p < 0.001$), while personal branding's mediated effect is $\beta = 0.175$ ($t = 3.80$, $p < 0.001$). These results indicate that customer satisfaction acts as a significant mediator, partially transmitting the effect of website quality and fully transmitting the effect of personal branding on purchase decision, highlighting the critical role of satisfaction in the consumer decision-making process.

Table 6. Model Quality Metrics (F^2 , R^2 , and Q^2)

Construct / Predictor	R^2	f^2	Q^2
Customer Satisfaction (CS)	0.581		0.34
Web Quality → Customer Satisfaction		0.12 (medium)	(moderate)
Personal Branding → Customer Satisfaction		0.08 (small to medium)	
Purchase Decision (PD)	0.650		0.29
Customer Satisfaction → Purchase Decision		0.20 (medium)	(moderate)
Web Quality → Purchase Decision		0.03 (small)	
Personal Branding → Purchase Decision (direct)		0.01 (negligible)	

The model quality metrics indicate that the structural model has moderate explanatory and predictive power. The R^2 values show that 58% of the variance in customer satisfaction and 65% of the variance in purchase decision are explained by their respective predictors, indicating substantial explanatory strength. The f^2 effect sizes suggest that website quality has a medium effect on customer satisfaction (0.12), while personal branding has a small-to-medium effect (0.08). For the purchase decision, customer satisfaction exerts a medium effect (0.20), whereas the direct effects of website quality (0.03) and personal branding (0.01) are small to negligible, highlighting the importance of the mediating role of customer satisfaction. The Q^2 values (0.34 for customer satisfaction and 0.29 for purchase decision) indicate moderate predictive relevance, confirming the model's ability to reliably predict endogenous constructs. The metrics support the robustness and validity of the structural model.

DISCUSSION

The findings confirm a strong positive effect of website quality on customer satisfaction ($\beta \approx 0.45$, $p < 0.001$), consistent with the Delone and McLean Information System success model that emphasizes information, system, and service quality as satisfaction drivers (Saleem et al., 2022). Evidence from Indonesian e-commerce also shows that usability and mobile optimization significantly raise customer satisfaction and sales conversions (Nawir & Hendrawan, 2024). Similar dynamics appear in academic Information System contexts, where system, information, and service quality enhanced satisfaction in learning platforms during COVID-19 (Nobar & Rostamzadeh, 2018). Research across domains, from e-government to online retail, reinforces that website quality elevates customer satisfaction directly and indirectly through repurchase intentions. Collectively, these studies highlight that beyond technical hygiene, usability and responsiveness actively drive satisfaction, validating our website quality on customer satisfaction results.

Personal Branding also significantly influences customer satisfaction ($\beta \approx 0.35$, $p < 0.001$). Lee et al. (2018) showed that emotionally engaging personal branding enhances purchase intention via perceived emotional value, underscoring mechanisms such as authenticity and trust. In Indonesia's cosmetics sector, personal branding and influencer endorsements improved brand affinity, closely tied to satisfaction through trust and attachment (Febrianti et al., 2023; Suryawan et al., 2025). Singh et al. (2024) found that genuine personal branding fosters e-customer engagement, which strengthens affective outcomes like brand love. Similarly, Pan et al. (2024) highlighted how source credibility

in influencer marketing shapes consumer attitudes and satisfaction perceptions. These findings confirm that personal branding contributes to customer satisfaction by fostering trust, authenticity, and engagement, supporting H2 and expanding theoretical framing toward affective and relational pathways.

Customer satisfaction strongly predicts purchase decision ($\beta \approx 0.50$, $p < 0.001$), aligning with ECT, where satisfaction derived from meeting or exceeding expectations drives behavioral outcomes (Zhou et al., 2023). Empirical research confirms this role, Tokopedia users showed customer satisfaction mediating between purchase decision and loyalty, while in Zalora Indonesia, customer satisfaction emerged as pivotal in models linking service quality and purchase decision. Post-pandemic evidence also highlights purchase decision shaping customer satisfaction in souvenir purchases (Nyadzayo & Khajehzadeh, 2016). The webreep model reinforces that satisfaction underpins loyalty, purchase, and recommendations. Taken together, theory and evidence confirm customer satisfaction as a powerful determinant of purchase decisions, supporting H3 and highlighting its central role in e-commerce decision-making.

The study also finds a modest but significant direct effect of website quality on purchase decision ($\beta \approx 0.20$, $p = 0.045$). This dual pathway aligns with research on Lazada and Shopee users, where website quality influenced both customer satisfaction and purchase decision directly. Kaur and Soch (2018) confirmed website quality as a direct antecedent of purchase decision via consumer trust, while Hermuningsih (2013) emphasized that website performance and reliability can directly trigger purchase behavior. Hence, while customer satisfaction is a crucial mediator, website quality also facilitates purchases independently through usability, clarity, and operational efficiency. This supports a dual-pathway model in which website quality exerts both functional and affective influence on consumer action, partially supporting H4.

Conversely, personal branding does not show a significant direct effect on purchase decision ($\beta \approx 0.05$, $p = 0.230$). Studies suggest that personal branding's impact requires mediators such as trust or engagement. For example, Danish et al. (2018) found that virtual influencer credibility influences purchase intention only via perceived value and engagement. Cooil et al. (2007) showed that parasocial relationships mediate personal branding's influence on purchase intention, while Indonesian skincare research confirmed that Instagram engagement mediates between influencer credibility and purchase decision (Qalati et al., 2021; AlSokkar et al., 2024). These findings indicate personal branding alone cannot directly drive purchases; instead, its effect is fully mediated through emotional or trust-based mechanisms, echoing our results that personal branding's influence on purchase decision flows entirely through customer satisfaction.

Mediation tests highlight customer satisfaction as pivotal in transmitting both website quality and personal branding effects to purchase decision. Website quality through customer satisfaction on purchase decision showed partial mediation ($\beta = 0.225$, $t = 4.50$), while personal branding through customer satisfaction on purchase decision was fully mediated ($\beta = 0.175$, $t = 3.80$). Similar patterns appear in Indonesia, where website quality's effect on repurchase intention was mediated by customer satisfaction, and in Korea, where website design influenced loyalty only through satisfaction. Kendall (2013) also confirmed that website quality and customer satisfaction drive loyalty in Lithuanian C2C platforms. In Saudi Arabia, Raab et al. (2016) found that responsive design and usability affect purchase decision only through customer satisfaction, while influencer studies in Denpasar revealed that satisfaction mediates between influencer marketing and purchase decision (Roy et al., 2018). These converging findings validate our mediation model, website quality has both direct and indirect effects, while personal branding relies solely on customer satisfaction to influence purchase decisions.

CONCLUSION

This study demonstrates that website quality and personal branding are critical determinants of customer satisfaction, which in turn significantly drives purchase

decision. Website quality exerts both direct and indirect effects on purchase behavior, emphasizing the importance of usability, reliability, and system performance. In contrast, personal branding influences purchase decisions only indirectly through customer satisfaction, highlighting its role in building trust and emotional resonance rather than triggering immediate purchase action. These findings confirm that customer satisfaction functions as a central mediator linking digital experience factors to purchase outcomes.

From a practical perspective, the results suggest that managers should prioritize building robust, user-friendly websites to ensure smooth customer journeys, while simultaneously cultivating authentic and credible personal branding. Integrating technical excellence with relational credibility ensures that both cognitive and affective customer needs are fulfilled, leading to higher satisfaction and stronger purchase intentions. The study contributes to digital commerce literature by offering an integrative framework that combines technical system quality and human branding as dual antecedents of satisfaction and purchasing behavior. This dual-path model extends existing theories by showing that while website quality can directly drive action, personal branding primarily operates through affective mediation. This research is limited by its cross-sectional design and focus on a specific sample, which may constrain generalizability across industries or cultural contexts. Future studies should employ longitudinal methods, expand to diverse sectors, and test additional variables such as trust, engagement, or loyalty to deepen understanding of how digital experiences shape consumer decision-making.

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