

# The Influence of Marketing Mix and Service Quality on Purchasing Decisions Mediated by Consumer Satisfaction at Timor Telecom

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## ABSTRACT

This research aims to determine and analyze the influence of the marketing mix and service quality on purchasing decisions through consumer satisfaction at Timor Telecom Dili Timor Leste. The population in this research is countless customers of Timor Telecom products. The sample size for this research was 100 respondents, who were randomly selected using a technique known as accidental sampling. The data collection techniques include observation, questionnaires, documentation, and a literature study. The data analysis technique in this research uses SMART-PLS. The findings of this research show that: 1) The marketing mix has no effect on consumer satisfaction, 2) Service quality has an effect on consumer satisfaction, 3) Marketing mix has an effect on purchasing decisions, 4) Service quality has no effect on purchasing decisions, 5) Consumer satisfaction has an effect on purchasing decisions, 6) Consumer satisfaction is not able to mediate the influence of the marketing mix on purchasing decisions, 7) Consumer satisfaction can mediate the influence of service quality on purchasing decisions. Conclusion: Despite the limitations of this study, it has several shortcomings in influencing consumer interest in telecommunication services offered by the Timor Telecom Company. Therefore, future researchers are recommended to expand this study and examine other variables, such as product quality, brand image, and brand trust, that were not examined in this research.

**KEYWORDS:** marketing mix, service quality, consumer satisfaction, purchasing decisions

## I. INTRODUCTION

The need for timely, clear, and efficient communication has grown considerably in recent times, accelerated by rapid advancements in information technology. This necessitates a capacity to adapt to modern developments and compete on a global and regional scale. The advent of the internet and other communication platforms has paved the way for businesses to expand their reach to a global audience. Similarly, individuals can now

communicate with individuals residing in different parts of the world. The need to acquire and use new technologies swiftly has become an integral part of maintaining competitiveness and connectivity in a world dominated by technology.

In Timor-Leste, telecommunications development is very rapid and has brought many advances in various areas of people's lives. Indeed, amid the COVID-19 pandemic, the internet functions as a vital tool, bridging the distance between individuals in urban, rural, and international settings. Office workers, both government and private, and the public are encouraged to use telecommunications facilities as a tool to facilitate individual and group needs through Zoom Meeting, WhatsApp, Twitter, Instagram, Facebook, YouTube, and Google Meet applications with provisions to limit crowds of individuals. These applications allow individuals to operate remotely, maintain connectivity with colleagues, and simultaneously limit the risk of viral transmission. As recommended by the World Health Organization through the Timor-Leste Ministry of Health, individuals must maintain distance from each other, get used to wearing masks, and wash their hands frequently. This situation indirectly opens up opportunities for telecommunications operators conducting business activities in Timor-Leste.

Regarding the ongoing pandemic situation of COVID-19, many individuals have voiced their dissatisfaction with the provided service quality by operators, particularly regarding internet loading times, published on their Facebook accounts. However, there is a significant segment of Timor-Leste's population that lacks the necessary knowledge about service products offered by telecommunications companies. Consequently, this indirectly influences people's interest in buying products and services offered by telecommunications companies in Timor-Leste.

According to Kotler & Armstrong (2014), purchasing decisions are the steps in the buyer's decision-making process where consumers buy. According to Schiffman and Kanuk (2014), a purchasing decision is defined as a choice between two or more alternative options. A purchasing decision is a concept in purchasing behavior where consumers decide to act or do something and, in this case, buy or enjoy a particular product or service.

In essence, consumer decision-making is a problem-solving process. Researchers use this purchasing decision variable because research on purchasing decisions is still worthy of research considering the increasing number of products in circulation, so there needs to be several considerations for the public in making purchasing decisions, including marketing mix, and service quality that make consumers satisfied.

Certainly, understanding purchasing decisions is inextricably linked to the quality of service provided by the telecommunications sector's Timor Telecom company. The influence of the marketing mixes on customer satisfaction and customer loyalty was affirmed in prior studies. This includes the findings of Juniardi, et al. (2018), Subagiyo and Adlan (2017), Marlina, et al. (2018), Verma and Singh (2017), and Wahab, et al. (2015). They concluded that the marketing mix exerts a significantly positive effect on customer satisfaction and customer loyalty. Hence, it's evident that the marketing mix serves as an antecedent that influences customer satisfaction and loyalty.

The following is Timor-Leste's statistical data from 2017-2020:

**Table 1. Data Statistics Timor Telecom**

<b>Again/Year</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Timor Telecom				
Fixed Network	2,364	2,189	2,061	1,995
Private house	98	86	80	70
Public Post	17	17	17	17
Urban Areas	-	-	-	-
International Telephone Circuits	-	-	-	-
National telephone circuits	-	-	-	-
Total Fixed Subscribers	2,479	2,292	2,158	2,082
Cell Phone Customers	529,208	436,356	398,446	362,181
Cellular Mobile Prepaid Card	522,080	429,354	391,470	355,604
3G Mobile Network Subscribers	189,734	179,781	194,876	194,510
Total Mobile Subscribers/	529,208	436,356	398,446	362,181

**Source:** Timor Telecom/ Statistics Timor-Leste, from <https://www.statistics.gov.tl/>

According to the data presented in Table 1, there was a decrease in the number of Timor Telecom users from 2017 to 2020. The total number of fixed subscribers or regular customers decreased by approximately 397, and the total number of mobile subscribers or cellular customers decreased by 167,027 during this period.

**Table 2. Telkomcel Statistical Data**

<b>Again/Year</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Telkomcel	-	-	-	-
Fixed Network	-	-	-	-
Private house	-	-	-	-
Public Post	-	-	-	-
Urban Areas	-	-	-	-

International Telephone Circuits	-	-	-	-
National telephone circuits	-	-	-	-
Total Fixed Subscribers	-	-	-	-
Cell Phone Customers	467,115	466,881	438,406	462,189
Cellular Mobile Prepaid Card	744	466,083	437,320	461,141
3G/4G Mobile Network Customers	62,618	82,475	37,821	42,276
Total Mobile Subscribers/	467,115	466,881	438,406	462,189

**Source:** Telkomcel/ Statistics Timor-Leste

According to the data presented in Table 2, the number of Telkomcel provider users from 2017-2020 shows that there were no fixed subscribers, as indicated by the data compiled from Statistics Nacional Timor-Leste. The total number of mobile subscribers or cellular customers decreased by 4,926 during this period.

**Table 3. Telemor Statistics Data**

Again/Year	2017	2018	2019	2020
Telemor	-	-	-	-
Fixed Network	-	-	-	-
Private house	-	-	-	-
Public Post	-	-	-	-
Urban Areas	-	-	-	-
International Telephone Circuits	-	-	-	-
National telephone circuits	-	-	-	-
Total Fixed Subscribers	-	-	-	-
Cell Phone Customers	550,000	575,000	610,000	615,000
Cellular Mobile Prepaid Card	550,000	575,000	610,000	615,000
3G/4G Mobile Network Customers	180,000	150,000	190,000	125,000
Total Mobile Subscribers/	550,000	575,000	610,000	615,000

**Source:** Telemor/ Statistics Timor-Leste

According to the data presented in Table 3, the number of Telemor provider users has shown a significant increase from 2017 to 2020. The total number of fixed subscribers remained unchanged, as no data was available. However, the total number of mobile subscribers witnessed a substantial growth, with an increase of 65,000. This information was obtained from Statistics Nacional Timor-Leste.

**Table 4. Recapitulation of Timor-Leste Government Mobile Subscribers Statistics Data**

Year	Timor Telecom	% per year	Telkomsel	% per year	Telemor	% per year
2017	529,208	0%	467,115	0%	550,000	0%
2018	436,356	-21%	466,881	0%	575,000	4%
2019	398,446	-10%	438,406	-6%	610,000	6%
2020	362,181	-10%	462,189	5%	615,000	1%

**Source:** Timor Telecom/ Statistics Timor-Leste

According to Table 4, the number of Timor Telecom users showed a decline over the years. In 2018, there was a decrease of 21%, while in 2019 and 2020, the decline was 10% each year. This resulted in a total decrease of 167,027 subscribers from 2017 to 2020. The author finds this significant decline intriguing and intends to investigate the factors that contributed to it.

The table data presented above shows a percentage comparison among the three telecommunications providers, revealing a significant decrease in Timor Telecom's performance. The data indicates that both the marketing mix and service quality play a crucial role in determining consumer satisfaction with the service offerings of the telecommunications companies in Timor-Leste.

Timor Telecom is one of the providers in Timor-Leste besides Telkomcel and Telemor, where Timor Telecom products offer several telephone services in the form of Prepaid (Pre-Payment) and post-paid (Post-Payment), through the facilities offered as follows: Internet via cellphone, Internet using PEN 3G/4G, ADSL (Asymmetric digital subscriber Line) Internet service connection via Home/Workplace Telephone Network, SDSL (Symmetric Digital Subscriber Line) high-speed Internet access service with matching upstream and downstream data speeds and GPON Internet (Internet Service Access using Fibra Optic Network), GPON Internet apart from having fast and symmetrical speed, customers can control its use.

The services provided by Timor Telkom are still not satisfactory, based on: 1). If each Submission reports a refund or unsubscribe, they are never given a report number, so each call they have to repeat the story from the beginning and the verification process 2). Consumers are required to wait based on the queue list and if there is none process feedback must repeat itself 3). The application service via a Facebook account is very slow and even ignored until you have to remind yourself before responding, at least you will be called to do a survey and if not,

there can be an ongoing process but this doesn't exist, it just sits there without any clarity 4). The Call Center service or call 172 is sometimes late in answering and without providing results or without any certainty.

After conducting observations, the author noticed and discovered numerous complaints lodged by Timor Telcom users. Some customers expressed dissatisfaction with the internet packages provided, while others were dissatisfied with the service they received. The research aims to achieve the following objectives: 1) Determine and analyze the impact of the Marketing Mix (product, price, place, and promotion) on Consumer Satisfaction, 2) Determine and analyze the influence of Service Quality on Consumer Satisfaction, 3) Determine and analyze the impact of the Marketing Mix on purchasing decisions, 4) Determine and analyze the influence of Service Quality on Purchasing Decisions, 5) Determine and analyze the influence of Consumer Satisfaction on Purchasing Decisions, 6) Investigate the mediating role of Consumer Satisfaction in the relationship between the Marketing Mix and purchasing decisions, 7) Investigate the mediating role of Consumer Satisfaction in the relationship between Service Quality and Purchasing Decisions.

## **II. LITERATURE REVIEW**

### **A. Marketing Mix**

According to (Kotler & Armstrong, 2012) the marketing mix is a set of marketing tools that a company uses to continuously achieve its company goals in the target market. The marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, promotion, and distribution. In other words, the definition of marketing mix is a collection of variables that can be used by companies to influence consumer responses (Sumarni & Soeprihanto, 2010). The marketing mix is a combination of four variables, namely product, price structure, promotional activities, and distribution system, (Dharmesta & Handoko, 2010). The four elements of the marketing mix are interconnected and influence each other, so efforts must be made to produce a marketing policy that leads to effective service and consumer satisfaction. So, in the marketing mix, there are variables that support each other, which the company then combines to obtain the desired responses in the target market.

### **B. Service Quality**

According to Goetsh and Davis in Tjiptono, (2014), quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Meanwhile, (Buddy, 2000) defines quality as a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly. This quality strategy uses and requires the ability of knowledge management resources, core competencies, capital, technology, equipment, materials, systems, and company people to produce value-added goods or services for the benefit of society and provide profits to shareholders. The superiority of a service product depends on its uniqueness, namely whether it meets the customer's expectations and desires or not.

### C. Customer Satisfaction

Satisfaction is the level of a person's feelings after comparing the product performance or results he feels with his expectations, Thamrin and Tantri, (2013). Satisfaction is a person's feeling of joy or disappointment that arises from comparing the perceived performance of a product or its results against their expectations. If performance fails to meet expectations, customers are dissatisfied. Conversely, if performance matches expectations, customers will be satisfied (Kotler & Keller, 2009). Customer satisfaction is the customer's perception that his expectations have been met or exceeded. Customer satisfaction is the customer's opinion that by using a particular company's product their expectations have been met, Sudarsito, (2004).

### D. Purchase Decision

According to (Hasan, 2014) decisions are the result of resolutely solving the problems they face. Decisions must be able to answer questions in relation to planning. Decision-making is the selection of certain behavioral alternatives from two or more existing alternatives. This purchasing decision occurs when someone is faced with several alternative choices to meet their needs, Hasan, (2002). The purchasing decision is a stage where consumers have a choice and are ready to make a purchase, Kotler & Armstrong, (2008).

## III. CONCEPTUAL FRAMEWORK

The conceptual framework in this research establishes the connections between various variables such as marketing mix, service quality, consumer satisfaction, and purchasing decisions. It serves as a theoretical framework that guides the measurement and observation of these variables throughout the research process. Sugiyono (2019) emphasizes the importance of a conceptual framework in providing a comprehensive and detailed understanding of the topic under investigation.

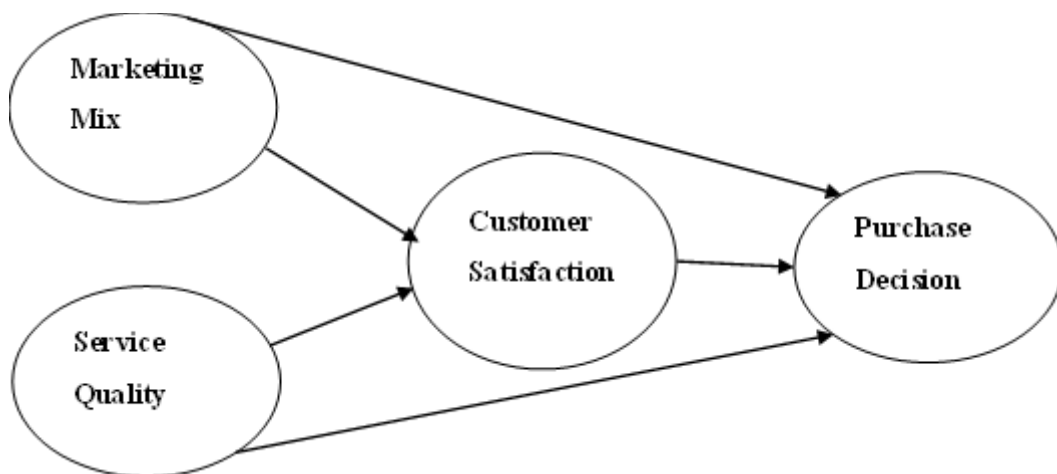


Figure 1. Conceptual Framework

## IV. RESEARCH METHOD

The type of research used in this research is quantitative, namely collecting, compiling, processing, and analyzing data in the form of numbers which in practice are given certain treatments that are studied therein. The research was conducted at the Timor Telecom Company, Avenue Nicolau Lobato, Comoro, Dom Aleixo, Dili, Timor-Leste. The population in this study were all Timor Telecom customers, while the respondents were 100 respondents. The sampling technique used was non-probability sampling using the accidental sampling method means that consumers who use the Timor Telkom provider are aged 17 years and over and are in Dili. The data collection method in this research uses a questionnaire. This study tested the validity and reliability of the instrument and used an analytical technique, namely Smart-PLS analysis.

## V. RESULTS

### A. Hypothesis test

In this research, there are seven (7) hypotheses that will be developed. To carry out a hypothesis test, 2 criteria are used, namely the path coefficient value and the t-statistic value. Natalia & Tarigan, (2014) the criterion for the path coefficient value is that if the value is positive, then the influence of a variable on the variable it influences is in the same direction. If the path coefficient value is negative, then the influence of one variable on other variables is in the opposite direction. The research hypothesis can be accepted if the t value count (t-statistic) > t table at an error rate ( $\alpha$ ) of 5%, namely 1.96. The results of hypothesis testing in this research are as follows:

Table 5. Hypothesis Results

Hypothesis	T Statistics	P Values	Observation
Marketing Mix -> Consumer Satisfaction	1.546	0.123	Rejected
Service Quality -> Consumer Satisfaction	5.567	0.000	Accepted
Marketing Mix -> Purchasing Decision	4.561	0.000	Accepted
Service Quality -> Purchase Decision	0.474	0.635	Rejected
Consumer Satisfaction -> Purchase Decision	2.201	0.028	Accepted
Marketing Mix -> Consumer Satisfaction -> Purchase Decision	1.255	0.210	Rejected
Service Quality -> Consumer Satisfaction -> Purchasing Decisions	2.007	0.045	Accepted

#### 1) *Marketing Mix on Consumer Satisfaction*

Based on the results of the tests that have been carried out, it shows that the marketing mix variables ( $X_1$ ) have proven to have no effect on consumer satisfaction ( $Z$ ). This indicates that consumers are dissatisfied with

the marketing mix (product, price, place, and promotion) carried out by Timor Telecom. If the marketing mix implemented by the Timor Telecom company is better, it will increase consumer satisfaction and vice versa. This means that Consumer Satisfaction cannot be formed through the Marketing Mix. This is in line with the researcher's own observations that there are indeed several complaints from Timor Telecom telecommunications service users regarding the use of the internet network, for example, the internet network is less stable or there are frequent interruptions. Apart from that, the results of the analysis also found that Timor Telecom did not provide direct prizes for purchasing a number of internet service products.

Marketing mix according to Assauri (2011: 198) is a combination of variables or activities which are the core of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. Empirically, the results of this research are not in line with research conducted by Juniardi, et al. (2018), Subagiyo and Adlan (2017), Marlina, et al. (2018), Verma, et. al (2017), including Wahab, et al. (2015) obtained results that the marketing mix positive and significant effect on customer satisfaction.

## **2) *Service Quality on Consumer Decisions***

The research results show that service quality has a significant influence on consumer satisfaction. This means that if service quality is improved it will increase consumer satisfaction. Timor Telecom as a service company certainly makes customer service vital and fundamental so that every customer who uses Timor Telecom products gets satisfaction. Every customer certainly needs fast, friendly, and accurate service. Therefore, satisfaction from quality service is an important requirement that a company must have in seeking and maintaining customer satisfaction and loyalty. Timor Telecom must introduce various kinds of new products and services to customers or potential customers accompanied by a diversity of advantages and product and service facilities. Timor Telecom must also realize that these new products and services must be supported by providing an excellent level of service (service excellent), where all of this is done solely to meet customer needs which ultimately creates consumer satisfaction.

The results of this research are in line with research conducted by Kusumasasti et.al (2017) which states that service quality has a positive effect on customer satisfaction. Atanegoro also said the same thing, et. all (2017) in their research results found that service quality has a positive and significant effect on consumer satisfaction. A similar thing was conveyed by Sigit and Soliha (2017) who stated that service quality influences customer satisfaction. Apart from that (Marlin, 2017) said that service quality directly has a significant effect on customer satisfaction. (Kusuma & Sahetapy, 2019) Service Quality has a positive effect on Consumer Satisfaction. Rose, et al. (2020), there is an influence of service quality on consumer satisfaction.

## **3) *Marketing Mix on Purchasing Decisions***

The results of the analysis show that the marketing mix variables consist of product, price, place, and promotion proven to significantly influence purchasing decisions. This indicates that if Timor Telecom implements a marketing mix strategy well it will increase purchasing decisions from consumers. As is known, Timor Leste has three telecommunications networks, such as Telemor, Telkomcel, and Timor Telecom itself. Timor Telecom is the first telecommunications network provider to expand in Timor Leste. Therefore, Timor

Telecom is widely known to the general public through the products it offers. Therefore, the marketing mix strategy developed by Timor Telecom through promotional activities, providing discounts on the products offered, and setting relatively cheap prices, it will certainly attract the interest of telecommunications service users to make purchases.

The results of this research support research conducted by Ananda, et al. (2021), who found that the variables Product, Price, Promotion and Place partially and simultaneously influence purchasing decisions. Correspondingly, Afani et al. (2014), found that there is a positive and significant influence of the marketing mix on purchasing decisions.

#### **4) *Service Quality on Purchasing Decisions***

Based on the results of tests that have been carried out, it shows that the service quality variable ( $X_2$ ) is proven to have no effect on purchasing decisions ( $Y$ ). Thus, the fourth hypothesis which states that service quality positively and significantly influences purchasing decisions is not accepted (rejected).

These findings indicate that service quality has not been able to improve purchasing decisions. The services provided by Timor Telkom have not been carried out well for consumers, such as greetings that have not been cultivated, and the reliability of the products offered is not good, such as signals that are sometimes lost or not good. The internet connection is less stable and even internet coverage is not yet comprehensive. Service quality which is perceived through tangible indicators, reliability, responsiveness, assurance, and empathy is considered to have no effect on respondents in answering the questions given by the researcher. The respondents gave the lowest score to the statement internet connection quality ( $X_{2.3}$ ) and the quality of internet connection coverage from the access point router ( $X_{2.5}$ ) is the lowest category assessment with an average score of 3.28, including the sufficient category. Therefore, it can enable consumers to switch or use other telecommunications services such as Telkomcel and Telemor to access the internet. Apart from that, it is possible that customers do not pay attention to the quality of service when purchasing products offered by Timor Telecom, and purchasing decisions are not always influenced by the quality of service or the possibility that the quality of service available at Timor Telecom is almost the same as the quality of telecommunications services owned by Telkomcel and Telemor.

The results of this study are not in line with research proposed by Jacklin, et al. (2019), that service quality simultaneously influences product purchasing decisions. However, the research results are in line with research (Ramadani, 2019) that service quality does not significantly influence purchasing decisions. Chyntia, et, all, (2022) that service quality has no influence and is not significant on purchasing decisions.

#### **5) *Consumer Satisfaction with Purchasing Decisions***

Based on the results of data analysis, it is known that consumer satisfaction has a positive and significant influence on purchasing decisions. This means if service quality increases it will increase purchasing decisions. Thus, the fifth hypothesis which states that consumer satisfaction has a positive effect on purchasing decisions can be accepted.

This can be explained by researchers that the results of this research support research conducted by Muiszudin, (2016), Hidayar, (2015), and (Kurniawan & Widajanti, 2015) that consumer satisfaction has a significant effect on consumer purchasing decisions. Consumer satisfaction is A person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question with the expected performance (or results). If performance is below expectations, consumers are dissatisfied. If the performance meets the expectations of satisfied consumers. If performance exceeds expectations, consumers are very satisfied or happy. Kotler in Fandy Tjiptono, (2004: 82). Consumers will feel satisfied if the consumer's desires have been fulfilled by the company as expected. With the added value of a product, consumers become more satisfied and the possibility of being a consumer of the product for a long time will be very large. Consumer satisfaction can be influenced by various factors, including product quality, service, sales activities, and company values.

#### **6) *Marketing Mix on Purchasing Decisions through Consumer Satisfaction***

The results of the analysis show that the Marketing Mix variable has no significant effect on Purchasing Decisions through Consumer Satisfaction. This means that Purchasing Decisions in this case cannot be formed by the Marketing Mix through Consumer Satisfaction. Based on the description above, it can be concluded that the sixth hypothesis which states "Marketing Mix influences purchasing decisions through consumer satisfaction at Timor Telecom is rejected.

According to Kotler and Keller (2009), consumer satisfaction consists of several aspects, namely: expectations, performance, comparison, confirmation, and nonconformity. Consumer satisfaction is the level of consumer feelings after comparing what he received and his expectations. If a consumer is satisfied with the value provided by a product or service, it is very likely that they will become a customer for a long time (Umar, 2005:65). However, according to Sasono (2017), what consumers get in return is also very complex. It is too simplistic to assume that consumers are only interested in the core products offered. We need to consider all the various components of value because each of these components refers to certain consumer needs and consumers also have expectations about each of these components. To achieve consumer satisfaction, attention needs to be paid to needs at all levels, starting from basic goods and services, delivery services, and staff relations with customers to creating positive feelings in customers.

The results of this research show that the Marketing Mix does not have a significant effect on Purchasing Decisions through Consumer Satisfaction and this is contrary to the current understanding which states that consumer satisfaction will drive purchasing decisions as researched by Murni (2016), Haryanto (2013). As also stated by Kurniawan and Widjani (2015), in this case, consumer satisfaction is a strengthening factor in consumers making purchasing decisions.

According to Anoraga (2009), there are four factors that influence purchasing decisions, namely: taking the initiative or consumers whose suggestions are taken into account in making decisions, people who influence or aim the purchase, buyers or consumers who actually make purchases of products and usage or consumers who use/consume the product that has been purchased. Marketing Mix has no significant effect on Purchasing

Decisions through Consumer Satisfaction at Timor Telecom, most likely because there are several reasons, namely there are other indicators in the Consumer Satisfaction variable that influence Purchasing Decisions but have not been conveyed in this research. This means that the marketing mix implemented by Timor Telkom has not been able to improve consumer decisions even though it is mediated by satisfaction. Because the indicators of the marketing mix have not been implemented well by Timor Telkom. These findings are in line with research conducted by (Martiono, 2021) that the marketing mix has no significant effect on purchasing decisions through consumer satisfaction.

#### **7) *Service Quality on Purchasing Decisions through Consumer Satisfaction***

Based on the results of the analysis, it is known that the consumer satisfaction variable is proven to be an intervening variable between service quality and purchasing decisions. Thus, the seventh hypothesis proposed in this research is that service quality has a significant influence on purchasing decisions through consumer satisfaction at Timor Telecom "accepted". The results of this research also show that service quality has an influence on repeat purchases and that consumers make service quality one of the determining factors in repurchasing products offered by Timor Telecom.

This is in line with research conducted by Priscilla and Priskila (2019) with a case study of online to offline commerce. In this research, it is stated that service quality indirectly has an influence on repeat purchases through customer satisfaction. The higher the consumer's assessment of the quality of service, the higher the consumer's desire to continue making repeat purchases.

## **VI. CONCLUSION AND RECOMMENDATIONS**

### **A. Conclusion**

Based on the results of the analysis and discussion of research conducted at the Timor Telecom Telecommunications Company, Dili Timor Leste, several conclusions can be drawn as follows:

1. This research found that the marketing mix has no effect on consumer satisfaction. This means that the marketing mix is reflected through product, price, place, and promotion not yet able to establish the level of consumer satisfaction.
2. Service quality is proven to have a significant effect on consumer satisfaction. This means that if service quality is improved it will increase consumer satisfaction.
3. The marketing mix is proven to have a significant influence on purchasing decisions. This indicates that if Timor Telecom implements a marketing mix strategy well it will increase purchasing decisions from consumers.
4. Service quality is proven to have no effect on purchasing decisions. These results indicate that service quality has not been able to improve purchasing decisions.
5. Consumer satisfaction is proven to have a significant influence on purchasing decisions. This means if service quality increases it will increase purchasing decisions.
6. Consumer satisfaction is not proven to be able to mediate the influence of the marketing mix on purchasing decisions. This means that Purchasing Decisions in this case cannot be formed by the Marketing Mix through Consumer Satisfaction

7. Consumer satisfaction has been proven to be able to mediate the influence of service quality on purchasing decisions.

## **B. Suggestion**

1. Based on the conclusions obtained in this research, suggestions are proposed as a complement to the research results that can be provided for Timor Telecom Company and further research, namely as follows:
2. The Timor Telecom Company is to improve internet access signals and add telecommunications antenna infrastructure in certain areas that have not been reached by Timor Telecom customers.
3. Timor Telecom can offer cheaper internet service products and provide discounts to customers using internet services.
4. Timor Telecom should be more proactive in actualizing Timor Telecom's newest products on social media such as Facebook Timor Telecom, Instagram, Twitter, and YouTube Timor Telecom.
5. Timor Telecom to respond more quickly to netizens' responses, both positive and negative, this will help Timor Telecom to further improve service quality.
6. Timor Telecom to open online services for customers who want to become new customers without having to go to a Timor Telecom shop.

In connection with the limitations of the author, this research still has many shortcomings in being able to influence purchasing interest in telecommunication service products offered by the Timor Telecom company, so it is hoped that future researchers will research further on other variables such as product quality, brand image, brand trust and others which were not examined in this research.

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