

## The Effect of Social Media Marketing and Customer Experience on Customer Satisfaction in Furniture Stores in Bitung City with the Mediating Role of Disconfirmation

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**Abstrak.** Penelitian ini dilakukan karena meningkatnya persaingan antara toko furnitur dan pemasok di Kota Bitung, di mana banyak pemasok menjual langsung melalui media sosial dengan harga lebih rendah, yang berpotensi mengurangi kepuasan pelanggan terhadap toko furnitur. Tujuan penelitian ini adalah untuk menganalisis pengaruh Pemasaran Media Sosial dan Pengalaman Pelanggan terhadap Kepuasan Pelanggan, dan untuk menguji apakah Ketidakepastian bertindak sebagai variabel mediasi. Pendekatan kuantitatif diterapkan menggunakan desain survei, dengan data yang dikumpulkan melalui kuesioner dari 157 responden dan dianalisis menggunakan PLS-SEM. Hasil menunjukkan bahwa Pemasaran Media Sosial dan Pengalaman Pelanggan memiliki pengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Kedua variabel tersebut juga secara signifikan memengaruhi Ketidakepastian, dan Ketidakepastian terbukti memediasi hubungan ini. Hasil ini menunjukkan bahwa kepuasan pelanggan meningkat ketika informasi pemasaran dan pengalaman berbelanja memenuhi harapan, yang menyiratkan bahwa bisnis harus menjaga konsistensi informasi dan meningkatkan kualitas layanan.

**Kata kunci:** Pemasaran Media Sosial; Pengalaman Pelanggan; Diskonfirmasi; Kepuasan Pelanggan; PLS-SEM; Industri Furnitur; Teori Diskonfirmasi Ekspektasi.

**Abstract.** This study was conducted due to the increasing competition between furniture stores and suppliers in Bitung City, where many suppliers sell directly through social media at lower prices, potentially reducing customer satisfaction for furniture stores. The purpose of this research is to analyze the influence of Social Media Marketing and Customer Experience on Customer Satisfaction, as well as to examine whether Disconfirmation serves as a mediating variable. A quantitative approach was applied using a survey design, with data collected through questionnaires from 157 respondents and analyzed using PLS-SEM. The findings show that Social Media Marketing and Customer Experience have a positive and significant effect on Customer Satisfaction. Both variables also significantly influence Disconfirmation, and Disconfirmation is proven to mediate these relationships. These results indicate that customer satisfaction increases when marketing information and shopping experiences meet expectations, implying that businesses should maintain consistent information and enhance service quality.

**Keywords:** Social Media Marketing; Customer Experience; Disconfirmation; Customer Satisfaction; PLS-SEM; Furniture Industry; Expectation Disconfirmation Theory.

## Introduction

The rapid advancement of digital technology has transformed modern business practices, particularly in marketing. Digital platforms such as social media, websites, and mobile applications have become essential tools for promoting products and engaging customers. Social media marketing serves not only as a promotional channel but also as a strategic instrument for enhancing customer experience and fostering satisfaction (Andirwan *et al.*, 2023). Customer experience plays a crucial role in long-term business sustainability, as it reflects customers' overall perceptions formed through direct and digital interactions (Damanik *et al.*, 2023; Saputra *et al.*, 2023). Prior studies indicate that positive experiences and effective digital marketing significantly enhance satisfaction and loyalty (Bachri *et al.*, 2023; Sayedi *et al.*, 2023; Aulia & Siswahyudianto, 2022). Recent trends show an increasing demand for innovative and customizable furniture designs. Sales of decorative furniture rose by 12% in 2024, and over 48% of urban consumers prefer personalized designs (Dasriani & Anggrawan, 2021).

The Indonesian furniture market is also projected to reach USD 7.97 billion by 2025. Despite this growth, the industry faces challenges such as rising competition, shifting consumer behavior, and price pressure from imported products, especially from Vietnam. These conditions require businesses to strengthen customer satisfaction through effective digital marketing and enhanced customer experience. Research on the influence of social media marketing and customer experience on satisfaction particularly the mediating role of disconfirmation remains limited in the context of local furniture businesses, including those in Bitung City. Furniture is a high-involvement product category, where customers undergo a lengthy decision-making process involving information search, design evaluation, and financial consideration (Pirc Barcic *et al.*, 2021; Li *et al.*, 2021). Social media plays a significant role in shaping perceptions throughout this process. Bitung City is a relevant research setting due to its direct customer-seller interactions and the

growing use of social media by local furniture entrepreneurs. Although earlier studies have shown positive links between social media marketing, customer experience, and satisfaction (Febrianti & Keni, 2021; Kusumayanti *et al.*, 2022), they often overlook disconfirmation an important concept in Expectation Disconfirmation Theory (Oliver, 1980). This study fills that research gap by examining the interplay of these variables within a single integrated model for furniture businesses in Bitung.

## Literatur Review

Expectation Disconfirmation Theory (EDT) posits that satisfaction occurs when actual performance meets or exceeds initial expectations (Oliver, 1980). In digital contexts, social media marketing shapes expectations, while actual customer experience determines the emergence of disconfirmation (Elkhani & Bakri, 2012). Customer experience encompasses cognitive and emotional responses to services, environments, and technology, significantly influencing satisfaction (Ha, 2021; Anita *et al.*, 2024). Social media marketing enhances satisfaction through engagement and interaction, although irrelevant content may diminish its effectiveness (Alwan & Alshurideh, 2022; Bui *et al.*, 2022). Disconfirmation acts as the cognitive mechanism linking expectations to satisfaction. Positive disconfirmation increases satisfaction, while negative disconfirmation reduces purchase intention and loyalty (Zhao *et al.*, 2021; Purnami *et al.*, 2023). Based on these findings, the study proposes the following hypotheses:

- 1) H1: Social Media Marketing positively influences Customer Satisfaction.
- 2) H2: Customer Experience positively influences Customer Satisfaction.
- 3) H3: Disconfirmation mediates the relationship between Social Media Marketing and Customer Satisfaction.
- 4) H4: Disconfirmation mediates the relationship between Customer Experience and Customer Satisfaction.

The conceptual framework illustrating these relationships is shown in the figure below.

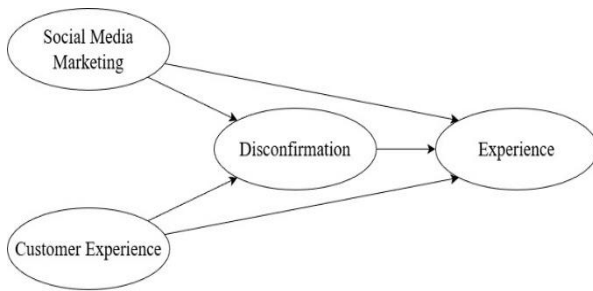


Figure 1. Conceptual Framework

## Metodologi Penelitian

### Research Design

This study employs a quantitative correlational design to examine the influence of Social Media Marketing and Customer Experience on Customer Satisfaction among furniture customers in Bitung City, North Sulawesi. The quantitative design allows for systematic measurement of variables and hypothesis testing through numerical data (Candra Susanto *et al.*, 2024). Data were collected using structured questionnaires distributed to customers who interact with furniture stores through social media platforms such as Facebook, Instagram, and TikTok. Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS was applied to analyze causal relationships. PLS-SEM is suitable for non-normal data, small to medium sample sizes, and complex models with multiple indicators (Hair *et al.*, 2013).

### Population and Sample

The population includes customers in Bitung City who have purchased furniture and interacted with promotional content on social media. Purposive sampling was used with the following criteria: a. Residents of Bitung City b. Previous purchase of furniture products c. Exposure to or interaction with furniture store promotions on social media d. Completion of demographic information related to occupation and income. Based on the minimum requirement of five respondents per indicator in SEM (Jhantasana, 2023) and recommendations of 100–200 respondents (Fisher, 1925; Hair *et al.*, 2013), a total of 157 valid responses were collected, exceeding the required minimum sample size.

### Research Data and Instruments

Data were gathered through online (Google Forms) and offline distribution to customers of local furniture stores. The questionnaire consisted of four variable sections:

- 1) Social Media Marketing (SMM) (Alwan & Alshurideh, 2022; Bui *et al.*, 2022)
  - a) Informativeness of promotional content
  - b) User engagement with posts
  - c) Creativity and interactivity of marketing materials
- 2) Customer Experience (Ha, 2021; Anita *et al.*, 2024)
  - a) Sensory and emotional responses
  - b) Perceived service quality and store atmosphere
  - c) Convenience and personalization
- 3) Disconfirmation (DSC) (Oliver, 1980; Elkhani & Bakri, 2012)
  - a) Comparison of expectations with actual performance
  - b) Assessment of whether outcomes exceeded or fell short of expectations
- 4) Customer Satisfaction (Sayedi *et al.*, 2023; Purnami *et al.*, 2023)
  - a) Overall satisfaction
  - b) Willingness to repurchase or recommend

All indicators used a 5-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree).

### Research Model

The study adopts a mediation model in which Social Media Marketing (X1) and Customer Experience (X2) influence Customer Satisfaction (Y), with Disconfirmation (M) serving as the mediating variable. The hypotheses tested are:

- 1) H1: Social Media Marketing positively influences Customer Satisfaction.
- 2) H2: Customer Experience positively influences Customer Satisfaction.
- 3) H3: Disconfirmation mediates the relationship between Social Media Marketing and Customer Satisfaction.
- 4) H4: Disconfirmation mediates the relationship between Customer Experience and Customer Satisfaction.

### Data Analysis Technique

Data were analyzed using PLS-SEM in SmartPLS following these stages:

- 1) Normality Test  
Evaluating skewness and kurtosis to ensure acceptable data distribution.
- 2) Outer Model Evaluation  
Indicator reliability, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE).
- 3) Discriminant Validity  
Fornell-Larcker criterion, Cross-loading analysis, Heterotrait-Monotrait Ratio (HTMT).
- 4) Inner Model Evaluation  
Bootstrapping for hypothesis testing (t-values, p-values), R-square to assess predictive accuracy.

## Results and Discussion

### Results

#### Demographic Profile Analysis

Descriptive analysis was conducted to provide a general overview of the respondents' characteristics and their perceptions of Social Media Marketing, Customer Experience, Disconfirmation, and Customer Satisfaction. A total of 157 valid responses were obtained from customers of furniture stores in Bitung City who had previously interacted with promotional content on social media platforms such as Facebook, Instagram, and TikTok. The descriptive analysis examines the demographic profile of respondents, including gender, occupation, and income level, to determine the extent to which the sample represents customers of furniture stores in Bitung City. These demographic characteristics also serve as the basis for evaluating whether the collected data aligns with the study's target population.

Table 1. Presents The Descriptive Data Of Respondents

Characteristics	Category	N	Percent
Gender	Male	50	31.8%
	Female	107	68.2%
Social Media	Facebook	110	70.1%
	Instagram	14	8.9%
	Tiktok	33	21%
Occupation	Government Employee	21	12.7%
	Private Employee	64	38.2%
	Entrepreneur	54	33.8%
	Housewife	24	15.3
Income	< IDR. 5.000.000	87	55.4%
	IDR. 5.000.000 - IDR. 10.000.000	50	31.8%
	IDR. 11.000.000 - IDR. 15.000.000	15	9.6%
	> IDR. 15.000.000	5	3.2%

#### Measurement Model (Outer Model Evaluation)

The outer model evaluation aims to assess indicator reliability, convergent validity, and discriminant validity.

#### Convergent Validity

Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE). Indicators with loadings greater than 0.70 and AVE greater than 0.50 were considered valid. Table 2 shows the results.

Table 2. Outer loading and AVE

Latent Variabel	Indicator	Outer Loading	AVE	Result
Satisfaction	Satisfaction1	0,872	0,717	VALID
	Satisfaction2	0,847		VALID
	Satisfaction3	0,863		VALID
	Satisfaction4	0,804		VALID
Disconfirmation	Disconfirmation1	0,913	0,837	VALID
	Disconfirmation2	0,917		VALID
Social Media Marketing	SocialMedia 1	0,814	0,622	VALID
	SocialMedia 2	0,703		VALID
	SocialMedia 3	0,810		VALID
	SocialMedia 4	0,822		VALID
Customer Experience	Experience1	0,789	0,643	VALID
	Experience2	0,853		VALID
	Experience3	0,750		VALID
	Experience4	0,813		VALID

All indicators demonstrate strong reliability and convergent validity, confirming that the reflective constructs are suitable for further analysis.

**Discriminant Validity**

Discriminant validity ensures that each construct in the model is distinct and measures a unique concept. Three approaches were used

to assess discriminant validity: the Fornell–Larcker criterion, cross-loading analysis, and the Heterotrait–Monotrait (HTMT) ratio.

1) Fornell–Larcker Criterion

The square root of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other constructs, confirming discriminant validity.

Table 3. Fornell–Larcker

	Satisfaction	Customer Experience	Disconfirmation	Social Media Marketing
Satisfaction	0,847			
Customer Experience	0,744	0,802		
Disconfirmation	0,731	0,675	0,915	
Social Media Marketing	0,647	0,612	0,655	0,789

The results show that the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlation coefficients with all other constructs. This indicates that each construct shares more variance with its own indicators than with any other construct, thereby fulfilling the Fornell–Larcker criterion and confirming adequate discriminant validity.

2) Cross-Loading Analysis

Cross-loading analysis assesses whether each indicator loads higher on its assigned construct than on other constructs. Indicators are considered valid if their loading on the associated construct is greater than any cross-loading value.

Table 4. Cross-loading

	Satisfaction	Customer Experience	Disconfirmation	SocialMedia
Satisfaction1	0,872	0,648	0,631	0,575
Satisfaction 2	0,847	0,597	0,697	0,561
Satisfaction3	0,863	0,687	0,666	0,579

Satisfaction 4	0,804	0,581	0,454	0,466
Disconfirmation1	0,664	0,608	0,913	0,591
Disconfirmation2	0,674	0,627	0,917	0,606
SocialMedia1	0,545	0,493	0,492	0,814
SocialMedia2	0,436	0,37	0,462	0,703
SocialMedia3	0,481	0,488	0,528	0,81
SocialMedia4	0,569	0,561	0,576	0,822
Experience1	0,553	0,789	0,522	0,475
Experience2	0,658	0,853	0,538	0,457
Experience3	0,505	0,75	0,475	0,48
Experience4	0,651	0,813	0,617	0,548

The analysis reveals that all indicators demonstrate higher loading values on their respective constructs compared to other constructs, indicating that each item uniquely measures the intended latent variable. Therefore, the cross-loading criterion is satisfied.

### 3) Heterotrait-Monotrait Ratio (HTMT)

HTMT is considered the most reliable method for assessing discriminant validity

(Henseler *et al.*, 2015). An HTMT value below 0.85 indicates adequate discriminant validity, while values above 0.90 suggest potential issues.

Table 5. HTMT

	Experience	Disconfirmation	Social Media Marketing	Customer Experience
Experience				
Customer Experience	0,875			
Disconfirmation	0,864	0,828		
Social Media Marketing	0,771	0,753	0,815	

All HTMT values are below 0.85, confirming clear construct distinctiveness. These results provide strong evidence that the measurement model meets all requirements for discriminant validity and can be used to evaluate the structural model.

### Structural Model (Inner Model Evaluation)

Once the measurement model met all requirements, the next step was assessing the structural model to determine the relationships

among constructs. The evaluation includes examining R<sup>2</sup>, F<sup>2</sup>, VIF, and conducting hypothesis testing.

### Coefficient of Determination (R<sup>2</sup>)

The R<sup>2</sup> value indicates the predictive accuracy of the model by showing the proportion of variance in each endogenous construct explained by its predictors. Higher R<sup>2</sup> values indicate stronger explanatory power.

Table 6. Coefficient of Determination (R<sup>2</sup>)

	R-square	R-square adjusted
Satisfaction	0,666	0,659
Disconfirmation	0,549	0,543
Experience	0,666	0,659

**Disconfirmation (DSC)**

shows a moderate R<sup>2</sup> value, indicating that the variables Social Media Marketing (SMM) and Customer Experience (CE) moderately explain variations in disconfirmation.

**Customer Satisfaction (CS)** exhibits a substantial R<sup>2</sup> value, suggesting that SMM, CE, and DSC together explain a strong portion of customer satisfaction variance. This indicates that the model possesses strong predictive

capability in explaining customer satisfaction outcomes in furniture retail settings.

**Effect Size (F<sup>2</sup>)**

Effect size evaluates the magnitude of influence each exogenous construct exerts on an endogenous construct. The guidelines are:

- 1) 0.02 – 0.15 → small effect
- 2) 0.15 – 0.35 → medium effect
- 3) > 0.35 → large effect

Table 7. Effect Size (F<sup>2</sup>)

	f-square
Customer Experience (Social) > Satisfaction	0,243
Customer Experience (Social) > Disconfirmation	0,266
Disconfirmation > Satisfaction	0,159

Interpretation:

- 1) If Social Media Marketing (SMM) or Customer Experience (CE) has a large effect size on Disconfirmation (DSC) or Customer Satisfaction (CS), it indicates that these constructs strongly shape customer perceptions and satisfaction.
- 2) A medium effect size indicates meaningful influence, though not dominant.

- 3) A small effect size suggests that the construct influences the dependent variable but not strongly.

These values help determine the relative importance of each predictor within the model.

Table 8. Variance Inflation Factor (VIF)

	VIF
Satisfaction1	2,366
Satisfaction2	2,086
Satisfaction3	2,176
Satisfaction4	1,891
Disconfirmation1	1,836
Disconfirmation2	1,836
SocialMedia1	1,724
SocialMedia2	1,389
SocialMedia3	1,759
SocialMedia4	1,757
Experience1	1,815
Experience2	2,125
Experience3	1,55
Experience4	1,688

All Variance Inflation Factor (VIF) values fall below the threshold of 5, indicating that the predictors do not exhibit multicollinearity issues, and the structural model is stable for hypothesis testing.

**Hypothesis Testing**

Hypothesis testing evaluates the statistical significance of the direct and indirect relationships among constructs.

Table 9. Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P values
Customer Experience (Social) > Satisfaction	0,405	0,405	0,066	6,141	0,000
Customer Experience (Social) > Disconfirmation	0,438	0,436	0,083	5,277	0,000
Disconfirmation > Satisfaction	0,343	0,337	0,086	4	0,000
Social Media Marketing > Satisfaction	0,175	0,178	0,082	2,137	0,033
Social Media Marketing > Disconfirmation	0,386	0,389	0,091	4,245	0,000

**Interpretation:**

- 1) H1: Social Media Marketing (SMM) → Customer Satisfaction → Significant (p = 0.033), indicating that social media marketing positively influences satisfaction.
- 2) H2: Customer Experience → Customer Satisfaction → Significant, showing that better experiences increase satisfaction.
- 3) H3: SMM → Disconfirmation → Significant, indicating that SMM effectively shapes customer expectations.
- 4) H4: Customer Experience → Disconfirmation → Significant, demonstrating that customer experience contributes to expectation confirmation.

- 5) H5: Disconfirmation → Customer Satisfaction → Significant, suggesting that the confirmation/disconfirmation of expectations affects satisfaction, supporting Expectation Disconfirmation Theory (EDT).

Significance is confirmed when  $p < 0.05$ .

**Indirect Effects (Mediation Test)**

Mediation analysis examines whether Disconfirmation (DSC) mediates the relationships between SMM/CE and customer satisfaction.

Table 10. Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Customer Experience > Disconfirmation > Satisfaction	0,15	0,149	0,052	2,876	0,002
Social Media Marketing > Disconfirmation > Satisfaction	0,133	0,13	0,042	3,156	0,001

**Interpretation:**

- 1) Significant indirect path → Disconfirmation plays a mediating role.
- 2) If the direct effect remains significant → partial mediation.
- 3) If the direct effect becomes insignificant → full mediation.

This helps determine the role of Expectation Disconfirmation Theory (EDT) in the customer satisfaction formation process.

**Discussion**

The discussion section connects the empirical findings with theoretical foundations and previous studies. The relationship between

Social Media Marketing and Customer Satisfaction shows a positive effect, consistent with the findings of Febrianti & Keni (2021) and Alwan & Alshurideh (2022). Additionally, the impact of Customer Experience on Customer Satisfaction is strong, aligning with the research of Ha (2021) and Anita *et al.* (2024). Furthermore, Disconfirmation serves as a significant mediator, confirming Expectation Disconfirmation Theory (EDT) as proposed by Oliver (1980). Satisfaction tends to increase when expectations align with actual experiences, which is supported by Zhao *et al.* (2021) and Purnami *et al.* (2023). Overall, the alignment of expectations plays a central role in shaping customer satisfaction in digital marketing and retail settings.

## Conclusion

This study examined the effects of Social Media Marketing (SMM) and Customer Experience (CE) on Customer Satisfaction (CS), with Disconfirmation (DSC) as a mediator, among furniture store customers in Bitung City. Key findings indicate that SMM positively affects CS ( $\beta = 0.175$ ,  $p = 0.033$ ), demonstrating that effective digital marketing on platforms like Facebook, Instagram, and TikTok enhances customer satisfaction by shaping expectations. Additionally, CE has the strongest impact on CS ( $\beta = 0.405$ ,  $p = 0.000$ ), with direct interactions, service quality, and product experience serving as primary drivers of satisfaction.

Both SMM and CE significantly influence DSC ( $\beta = 0.386$  and  $0.438$ ,  $p = 0.000$ ), indicating that positive marketing and experiences align expectations with outcomes. Furthermore, DSC significantly affects CS ( $\beta = 0.343$ ,  $p = 0.000$ ) and mediates the effects of SMM and CE, suggesting complementary mediation. Overall, customer satisfaction is highest when promotional information aligns with actual product and service experiences, confirming the relevance of Expectation Disconfirmation Theory (EDT) in local digital marketing contexts. For business owners, it is recommended to optimize social media by using high-quality visuals, clear product details, responsive interactions, and customer

testimonials. Additionally, enhancing customer experience through friendly service, organized stores, smooth transactions, and reliable after-sales support is crucial. Ensuring consistency between promotions and actual products is essential to prevent negative disconfirmation. For the government, supporting MSME digitalization through training in digital marketing, branding, and social media management, as well as improving infrastructure for stable internet and logistics systems, can facilitate digital business operations. Future research should consider adding variables such as trust, brand image, and purchase or loyalty intention, broadening the scope to apply the model to other sectors like culinary, fashion, and tourism, and employing mixed methods to combine quantitative surveys with qualitative interviews for richer insights.

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