

Building Bo&Lou Customer Satisfaction : The Role of Digital Brand Experience , Online Customer Reviews and Purchasing Decisions of Bo&Lou Consumers in Medan City

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ABSTRACT

This study examines the relationships between Digital Brand Experience, Online Customer Review, Purchase Decision, and Customer Satisfaction among Bo&Lou shapewear consumers in Medan, with Purchase Decision as a mediating variable. A quantitative cross-sectional survey was conducted involving 120 respondents selected using purposive sampling. Data were analyzed using PLS-SEM with SmartPLS 4 and a 5,000-resample bootstrapping procedure. The results show that Digital Brand Experience positively relates to Purchase Decision ($\beta = 0.688$; $p < 0.001$) and Customer Satisfaction ($\beta = 0.477$; $p < 0.001$). Online Customer Review also positively relates to Purchase Decision ($\beta = 0.417$; $p < 0.001$) and Customer Satisfaction ($\beta = 0.411$; $p < 0.001$). Purchase Decision positively relates to Customer Satisfaction ($\beta = 0.273$; $p < 0.001$). Furthermore, Purchase Decision provides complementary partial mediation in the relationships between Digital Brand Experience and Customer Satisfaction ($\beta = 0.188$; $p < 0.001$) and between Online Customer Review and Customer Satisfaction ($\beta = 0.114$; $p = 0.001$). The model explains 70.2% of the variance in Purchase Decision and 80.6% in Customer Satisfaction. PLSpredict results indicate moderate out-of-sample predictive power. These findings highlight the importance of consistent digital brand experiences and credible customer reviews in supporting purchase evaluation and satisfaction in online shapewear consumption.

Keywords: Satisfaction; Digital Brand Experience; Online Customer Review; Purchase Decision; Shapewear.

INTRODUCTION

The global fashion industry continues to evolve along with lifestyle changes, advances in digital technology, and increased trading activity through e-commerce platforms. In line with this, the shapewear market also shows significant growth, with a projected global market value increasing from USD 2.9 billion in 2025 to USD 5.4 billion in 2033 with a CAGR of 8.1% (

Grand View Research, 2026) , driven by increasing consumer awareness of appearance, product material innovation, and marketing expansion through social media and e-commerce. This growth is also supported by the rapid growth of digital commerce in Indonesia, with projected fashion market revenue reaching around US\$10.35 billion in 2026 (Statista, 2025) , along with people's preference for online shopping due to the ease of obtaining product information, comparing prices, and taking advantage of marketplace promotions (Salsabilla, 2024) . These conditions make e-commerce a primary channel in marketing shapewear products, as consumers can easily access a wide selection of brands without having to visit stores in person.

However, purchasing shapewear online carries a higher level of uncertainty than purchasing fashion products in general, as consumers cannot try the product on directly, making it difficult to evaluate fit, compression level, material elasticity, and comfort. To mitigate this risk, consumers tend to seek additional information through customer reviews and product ratings before deciding to purchase (Ardhiyansyah & Naomi, 2022) . On the other hand, the experience built by brands through various digital interaction points (digital brand experience) also plays a role in shaping consumer perceptions of product quality and influencing purchasing decisions (Huwaida et al., 2024) .

One of the local brands that has grown through digital marketing is Bo&Lou. Based on researchers' observations on July 29, 2026, Bo&Lou's official store on Shopee has 223.2 thousand followers with a rating of 4.9 from 81.8 thousand reviews and more than one million visits in the past month; on Tokopedia, Bo&Lou obtained a rating of 4.9 from 26.9 thousand reviews with sales of more than one million products; while one of its featured products on TikTok Shop has sold more than 70.5 thousand units. These data indicate that Bo&Lou is one of the local shapewear brands with a high level of popularity and transactions. The results of a pre-survey of 30 Bo&Lou consumers generally showed a high level of agreement on all variables, with Online Customer Reviews obtaining the highest percentage of agreement at 90.00%, followed by Purchase Decisions at 82.22%, Digital Brand Experience at 75.56%, and Customer Satisfaction at 74.44%. Although the majority of consumers expressed satisfaction, there were still some consumers who did not obtain a match between information and expectations before purchasing with the actual experience after using the product, especially regarding the suitability of the product with information before purchasing (33.33%) and the suitability of the size and comfort of the product with expectations (30.00%). A similar pattern was also reflected in the distribution of overall ratings for Bo&Lou products: of the total 82,821 ratings, 98.76% were in the four and five star categories, but there were still 1,021 ratings (1.23%) in the one to three star categories which, although a small proportion, indicated that there was a group of consumers who experienced a gap between expectations and actual post-purchase experiences. These findings are in line with the results of previous studies showing that Brand Experience and Online Customer Reviews play an important role in shaping purchasing decisions and customer satisfaction in various product contexts (Arifuzzaman & Chanvarasuth, 2026; Hartanto, Mani, Jati, Josephine, & Hidayat, 2022; Hikmah, Arisman, &

Lestari, 2024; Immaculata, Salma, & Yunus, 2025; Kotler & Keller, 2016; Lyman, Susan, & Istiharini, 2023; Nandita & Setyawan, 2025; Purwantoro, Aini, Hidayat, Arrafiqurrahman, & Afrizal, 2023; Reswanti, 2024; Rico, Lie, Butarbutar, & Wijaya, 2018; Syahyudi & Wasiman, 2024) .

Previous research has demonstrated a relationship between brand experience, online customer reviews, purchase decisions, and customer satisfaction. However, the evidence remains fragmented because these relationships have been primarily studied separately, while limited attention has been paid to the mechanisms explaining how pre-purchase digital experiences and peer-generated information translate into post-purchase satisfaction. These limitations are especially relevant in online shapewear purchases, as consumers face greater uncertainty regarding fit, compression level, material, and comfort compared to conventional fashion products.

The theoretical novelty of this research lies in the integration of Digital Brand Experience and Online Customer Reviews as two different sources of pre-purchase evaluation, namely brand-generated experience and consumer-generated information into the consumer decision process which is then linked to post-purchase evaluation in the form of Customer Satisfaction. Empirical novelty lies in testing the mechanism on online shapewear, a functional fashion category with a relatively high level of fit and comfort uncertainty. Practical novelty is directed at identifying the most relevant digital interaction points and consumer information in reducing the gap between pre-purchase expectations and post-use satisfaction. Based on this description, this study aims to analyze the influence of Digital Brand Experience and Online Customer Reviews on Customer Satisfaction, both directly and through Purchase Decisions as a mediator, on local Bo&Lou shapewear consumers in Medan City. Through this model, this study is expected to contribute to the digital marketing literature in the context of functional fashion products with high online purchasing risks .

RESEARCH METHODS

This study uses a quantitative explanatory approach with a cross-sectional survey design to examine the structural relationship between Digital Brand Experience, Online Customer Review, Purchase Decision, and Customer Satisfaction among Bo&Lou consumers in Medan City. Data were analyzed using PLS-SEM with SmartPLS 4, referring to Hair et al. (2022), because the research model is predictive-explanatory and involves testing direct and mediating effects.

The population consists of consumers who have purchased and used Bo&Lou products (*unknown population*). The minimum sample size was determined through an a priori power analysis using G*Power with a significance level of 5%, statistical power of 80%, an effect size of 0.15, and a maximum of three predictors leading to the Customer Satisfaction construct. Based on these parameters, a minimum requirement of 77 respondents was obtained (Hair et al., 2022; Kock & Hadaya, 2018) . To increase statistical power and anticipate data that does

not meet the criteria after the screening process, the study set a minimum target of 120 respondents.

The sample was drawn using non-probability purposive sampling with the following criteria: residing in Medan City, having purchased Bo&Lou products in the past 12 months for personal use, having used the product at least once, having read online reviews before purchasing, and having interacted with Bo&Lou digital content/services, verified through screening questions. Data were collected online via Google Form for one month, with quality control measures including a one-time fill-in limit, incomplete response screening, and straight-lining checks. The instrument was adapted and contextualized from several previous scales including Jiménez-Barreto et al. (2019) and Lin and Ku (2023) for Digital Brand Experience through translation-back-translation, expert judgment, and a pilot test on 30 respondents (separate from the main sample) to correct ambiguous/double-barreled items. Research ethics include voluntary participation, informed consent, anonymity, and data use for academic purposes only.

Purchase decisions in this study are measured as consumers' retrospective evaluation of the actual decision process they have gone through, not as purchase intentions, because all respondents have purchased and used Bo&Lou products.

The analysis followed a two-stage PLS-SEM procedure: evaluation of the outer model through outer loading (≥ 0.708), AVE (≥ 0.50), Composite Reliability/Cronbach's Alpha (≥ 0.70), rho_A, HTMT ($< 0.90/0.85$), and Fornell-Larcker; evaluation of the inner model through construct VIF, R^2 , and f^2 , with path significance tested through bootstrapping with 5,000 resamples (CI BCa), and mediation effects interpreted according to Zhao et al. (2010) and variance accounted for by Hair et al. (2022). Potential common method bias was procedurally minimized through respondent anonymity and the affirmation that there were no right or wrong answers to the questionnaire. All variables were measured using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

Table 1. Operationalization of Variables

Construct	Operational Definition	Code	Measurement Item	Source
Digital Brand Experience	Consumer experiences formed through interactions with the Bo&Lou brand in the digital environment	DBE1-DBE10	DBE1: The visual appearance and photos of Bo&Lou products on the marketplace look attractive to me.	(Jiménez-Barreto et al., 2019; Lin & Ku, 2023)
			DBE2: The visual presentation of the Bo&Lou brand through digital channels	

Construct	Operational Definition	Code	Measurement Item	Source
			provides a memorable visual experience for me.	
			DBE3: The Bo&Lou identity presented through digital channels gives me a unique impression.	
			DBE4: The Bo&Lou brand character presented through digital channels made a strong impression on me.	
			DBE5: Interacting with Bo&Lou through the marketplace and/or social media makes me feel more engaged with the brand.	
			DBE6: Digital interaction with Bo&Lou was a pleasant experience for me.	
			DBE7: I feel emotionally drawn when I see the content that Bo&Lou shares on social media.	
			DBE8: I feel happy when I follow the content that Bo&Lou presents on social media.	
			DBE9: Overall, I had a positive impression of the Bo&Lou brand before purchasing.	
			DBE10: My experience with the Bo&Lou brand digitally, before purchasing, was good.	

Construct	Operational Definition	Code	Measurement Item	Source
Online Customer Review	Other consumer experience-based information delivered through digital platforms	OCR1-OCR10	OCR1: Bo&Lou customer reviews help me understand the condition of the product before purchasing.	(Putri & Wandebori, 2016)
			OCR2: Bo&Lou customer reviews provide me with useful information about my product usage experience.	
			OCR3: I believe the reviews from Bo&Lou buyers are based on real user experiences.	
			OCR4: I consider Bo&Lou customer reviews to be a reliable source of information.	
			OCR5: The content of Bo&Lou product reviews is presented clearly and is easy to understand.	
			OCR6: Bo&Lou product reviews contain detailed and convincing information.	
			OCR7: The large number of Bo&Lou reviews makes me more confident in assessing the product.	
			OCR8: The availability of many Bo&Lou customer reviews gave me a more complete picture of the product.	
			OCR9: I consider both positive and negative reviews about Bo&Lou before deciding to buy.	

Construct	Operational Definition	Code	Measurement Item	Source
			OCR10: I pay attention to the content trends of Bo&Lou reviews, both positive and negative, as evaluation material before purchasing.	
Purchase Decision	The process by which consumers process information and considerations to determine Bo&Lou purchases	PD1-PD6	PD1: I decided to buy Bo&Lou because it suits my shapewear needs.	(Rachmawati & Patrikha, 2021)
			PD2: I chose Bo&Lou over other shapewear brands I was considering.	
			PD3: Before buying, I looked for information about Bo&Lou products.	
			PD4: Before purchasing, I compared Bo&Lou with other shapewear alternatives.	
			PD5: After evaluating the available information, I have decided on Bo&Lou as my purchase choice.	
			PD6: The decision to purchase Bo&Lou was made after considering the available alternatives.	
Customer Satisfaction	Consumer evaluation after comparing product performance with expectations before purchase	CS1-CS8	CS1: The performance of Bo&Lou that I felt was in line with my previous expectations.	(Oliver, 1980; Spreng, Mackenzie, & Olshavsky, 1996)
			CS2: The experience of using Bo&Lou met my expectations before purchasing.	
			CS3: I am satisfied with my decision to purchase Bo&Lou products.	

Construct	Operational Definition	Code	Measurement Item	Source
			CS4: The experience of using Bo&Lou made me feel like I had chosen the right product.	
			CS5: I feel satisfied after using Bo&Lou products.	
			CS6: I am happy with the experience of using Bo&Lou products.	
			CS7: Overall, I am satisfied with the experience of purchasing and using Bo&Lou.	
			CS8: Overall, Bo&Lou provided a satisfying experience for me.	

RESULTS AND DISCUSSION

Table 2. Respondent Characteristics

Characteristics	Category	Number of people)	Percentage
Gender	Man	32	26.7%
	Woman	88	73.3%
	Total	120	100%
Work	Students	50	41.7%
	Private sector employee	40	33.3%
	Government employees	8	6.7%
	Businessman	16	13.3%
	Housewife	6	5%
	Total	120	100%
Purchasing Platform	Shopee	72	60%
	Tokopedia	18	15%
	TikTok Shop	30	25%
	Total	120	100%

The main study used 120 respondents who met all screening criteria: residing in Medan, having purchased a Bo&Lou product in the past 12 months for personal use, having used the product at least once, having read online reviews before purchasing, and having interacted with Bo&Lou digital content or services. Pilot test respondents were not included in the main

study sample. After checking for completeness of answers, suitability of criteria, and response patterns, 120 data points were deemed suitable for further analysis.

A pilot test on 30 respondents outside the main sample showed that the instrument generally had adequate initial feasibility. However, OCR1 and CS5 had outer loadings of 0.660 and 0.677, respectively. Both items were retained in the pilot test because their AVE and construct reliability values still met the criteria and the items were deemed important in representing the construct's content. All indicators were then retested using the main research data of 120 respondents. In the main data, all 34 items had outer loadings between 0.735 and 0.868. The loading values of OCR1 and CS5 increased to 0.774 and 0.798, respectively, so they were retained.

Table 3. Outer Loading of All Indicators (n=120)

DBE	Loading	OCR	Loading	PD	Loading	CS	Loading
DBE1	0,831	OCR1	0,774	PD1	0,836	CS1	0,809
DBE2	0,848	OCR2	0,735	PD2	0,809	CS2	0,842
DBE3	0,793	OCR3	0,842	PD3	0,748	CS3	0,757
DBE4	0,868	OCR4	0,823	PD4	0,839	CS4	0,829
DBE5	0,863	OCR5	0,846	PD5	0,813	CS5	0,798
DBE6	0,792	OCR6	0,768	PD6	0,750	CS6	0,749
DBE7	0,846	OCR7	0,840			CS7	0,781
DBE8	0,830	OCR8	0,842			CS8	0,767
DBE9	0,857	OCR9	0,814				
DBE10	0,848	OCR10	0,812				

Tabel 4. Construct Reliability and Validity (n=120)

Konstruk	Cronbach's Alpha	rho_A	rho_c	AVE
CS	0,915	0,917	0,931	0,628
DBE	0,953	0,954	0,959	0,702
OCR	0,942	0,945	0,950	0,657
PD	0,887	0,890	0,914	0.640

All constructs had Cronbach's Alpha, rho_A, and Composite Reliability values above 0.70, and an AVE above 0.50. Thus, internal consistency and convergent validity were generally met. However, Digital Brand Experience had a Cronbach's Alpha of 0.953, rho_A of 0.954, and Composite Reliability of 0.959. Values slightly exceeding 0.95 indicate very high reliability, but may also indicate similarities in meaning between items. Therefore, the content of the Digital Brand Experience items needs to be re-examined without removing indicators simply to lower the reliability value.

Table 5. Heterotrait-Monotrait Ratio (HTMT)

	CS	DBE	OCR	PD
CS				
DBE	0.762			
OCR	0,628	0,114		
PD	0,906	0,790	0,520	

The HTMT test shows that most construct pairs have values below 0.85. However, the HTMT value between Purchase Decision and Customer Satisfaction of 0.906 has exceeded the limit of 0.90. Therefore, the discriminant validity between Purchase Decision and Customer Satisfaction cannot be declared fulfilled based on the HTMT value alone. To ensure inferential discriminant validity, HTMT Inference was conducted through bootstrapping 5,000 resamples. The results show that the 95% confidence interval for the Purchase Decision–Customer Satisfaction relationship ranges from 0.847 to 0.956, thus excluding the value 1. Considering these results, the two constructs can still be distinguished empirically, although the relationship between the two shows a high conceptual closeness and needs to be interpreted carefully.

Table 6. R-Square (R^2)

	R-Square	R-square adjusted
Customer Satisfaction	0,806	0,801
Purchase Decision	0,702	0,697

Based on the results of the R-square test, the R-square value on Purchase Decision (PD) of 0.702 indicates that Digital Brand Experience (DBE) and Online Customer Review (OCR) are able to explain 70.2% of the variation in Purchase Decision, while the remaining 29.8% is explained by other factors outside the research model. Furthermore, the R-square value on Customer Satisfaction (CS) of 0.806 indicates that Digital Brand Experience, Online Customer Review, and Purchase Decision are able to explain 80.6% of the variation in Customer Satisfaction, while the remaining 19.4% is influenced by other factors outside the research model. These values indicate that the structural model built has a good ability to explain variations in the Purchase Decision and Customer Satisfaction variables.

Table 7. Inner VIF

Relationship between variables	Inner VIF
DBE -> CS	2,598
DBE -> PD	1,009
OCR -> CS	1,591
OCR -> PD	1,009
PD -> CS	3,355

The inner VIF values range between 1.009 and 3.355. Most values fall below the conservative limit of 3.3, while the VIF of Purchase Decision versus Customer Satisfaction of 3.355 slightly exceeds this limit but remains below the tolerance limit of 5. Thus, no critical collinearity issues were found, although the relationship needs to be interpreted with caution. This inner VIF value is used to evaluate collinearity between predictor constructs, not as evidence that the data is free from common method bias, considering that all variables in this study were collected through a single questionnaire in a single data collection period.

Table 8. F-Square (f^2)

Relationship between variables	F-Square	Effect Category
DBE -> CS	0.451	Big
DBE -> PD	1,574	Big
OCR -> CS	0.547	Big
OCR -> PD	0.577	Big
PD -> CS	0.115	Small

Digital Brand Experience and Online Customer Reviews have large effect sizes on Purchase Decision and Customer Satisfaction. The largest effect is found in Digital Brand Experience on Purchase Decision with an f^2 of 1.574. Meanwhile, Purchase Decision has a small effect size on Customer Satisfaction of 0.115. These results indicate that digital brand experience and customer reviews contribute more to the model than purchase decision evaluation.

Table 9. Hypothesis Testing

Hypothesis	Track	β	t-statistic	p-value	CI 2.5%	CI 97.5%	Decision
H1	DBE -> CS	0.477	7,468	$p < 0.001$	0.359	0.611	Supported
H2	DBE -> PD	0.688	15,849	$p < 0.001$	0.599	0.769	Supported
H3	OCR -> CS	0.411	8,482	$p < 0,001$	0,318	0,508	Didukung
H4	OCR -> PD	0,417	7,652	$p < 0,001$	0,312	0,524	Didukung
H5	PD -> CS	0,273	3,869	$p < 0,001$	0,121	0,402	Didukung
H6	DBE -> PD -> CS	0,188	3,828	$p < 0,001$	0,084	0,281	Didukung
H7	OCR -> PD -> CS	0.114	3,445	$p = 0.001$	0.050	0.180	Supported

Based on the bootstrapping results, all direct and indirect paths have positive coefficients and p-values below 0.05. Thus, H1 to H7 are supported. Digital Brand Experience has the

largest direct influence on Purchase Decision with $\beta = 0.688$, while Purchase Decision has the smallest direct influence on Customer Satisfaction with $\beta = 0.273$. Both indirect influences are also significant, so Purchase Decision is proven to mediate the relationship between Digital Brand Experience and Online Customer Reviews with Customer Satisfaction.

Table 10. PLSpredict Results

	Q ² predict	PLS-SEM_RMSE	LM_RMSE	Comparison Results
M_1	0.473	0.637	0.706	Lower PLS
M_2	0.377	0.698	0.771	Lower PLS
M_3	0.400	0.674	0.739	Lower PLS
M_4	0.522	0.621	0.668	Lower PLS
M_5	0.444	0.637	0.630	LM is lower
M_6	0.391	0.673	0.770	Lower PLS
Y_1	0.532	0.589	0.659	Lower PLS
Y_2	0.602	0.560	0.644	Lower PLS
Y_3	0.418	0.645	0.707	Lower PLS
Y_4	0.518	0.593	0.688	Lower PLS
Y_5	0.521	0.611	0.655	Lower PLS
Y_6	0.364	0.689	0.753	Lower PLS
Y_7	0.388	0.703	0.800	Lower PLS
Y_8	0.490	0.633	0.702	Lower PLS

The PLSpredict results show that all Purchase Decision and Customer Satisfaction indicators have positive Q²predict values, ranging from 0.364 to 0.602. This indicates that the model has predictive relevance for both endogenous constructs. The RMSE comparison shows that 13 of the 14 indicators have lower PLS-SEM error values than the benchmark linear model, while one indicator, M5, has a slightly higher PLS-SEM RMSE than LM. Therefore, the research model is categorized as having moderate, rather than high, out-of-sample predictive ability.

The Influence of Digital Brand Experience on Customer Satisfaction

Digital Brand Experience is positively and significantly related to Customer Satisfaction ($\beta = 0.477$; $p < 0.001$) and has a large effect size of 0.451. This finding is in line with Arifuzzaman and Chanvarasuth (2026) and Immaculata et al. (2025). From the Expectation–Confirmation/Disconfirmation Theory perspective, digital experiences through visual displays, product information, brand identity, and digital interactions can shape consumer expectations before purchasing. When the product quality received matches the impression built through digital channels, consumers tend to provide more positive satisfaction evaluations. However, because the study used a cross-sectional design, these results show a predictive relationship and do not yet prove a full causal relationship.

The Influence of Digital Brand Experience on Purchase Decisions

Digital Brand Experience is positively and significantly related to Purchase Decision ($\beta = 0.688$; $p < 0.001$) and has a large effect size of 1.574. This path is the strongest direct relationship in the model. These findings align with Lin and Ku (2023) and Huwaida et al. (2024). In Consumer Decision-Making Theory, digital experiences assist consumers in the information search and alternative evaluation stages. For shapewear products that cannot be tried online, visual appearance, size information, brand characteristics, and interactions through the marketplace can be the basis for consumers to evaluate product suitability before making a choice.

The Influence of Online Customer Reviews on Customer Satisfaction

Online customer reviews are positively and significantly related to customer satisfaction ($\beta = 0.411$; $p < 0.001$) and have a large effect size of 0.547. These results align with Reswanti (2024) and Syahyudi and Wasiman (2024). Detailed reviews regarding size, material, compression level, and comfort can help consumers form more realistic expectations before purchasing. From the Expectation–Confirmation/Disconfirmation Theory perspective, satisfaction tends to form when the actual experience after using a product matches the information obtained through reviews. Thus, the usefulness of reviews lies not only in their quantity, but also in their credibility, clarity, and relevance.

The Influence of Online Customer Reviews on Purchase Decisions

Online customer reviews are positively and significantly related to purchase decisions ($\beta = 0.417$; $p < 0.001$) and have a large effect size of 0.577. This finding aligns with Agesti et al. (2021) and Hikmah et al. (2024). In Consumer Decision-Making Theory, consumer reviews serve as an external source of information that helps consumers evaluate alternatives before

purchasing. For shapewear products, reviews regarding fit and comfort can serve as a partial substitute for the experience of trying on the product directly, thereby reducing uncertainty in making a choice.

The Influence of Purchase Decision on Customer Satisfaction

Purchase Decision is positively and significantly related to Customer Satisfaction ($\beta = 0.273$; $p < 0.001$), in line with Hartanto et al. (2022) and Rico et al. (2018). However, the effect size is relatively small at 0.115 and is the smallest direct influence in the model. These findings indicate that retrospective evaluation of purchase decisions is still related to satisfaction, but its contribution is smaller than Digital Brand Experience and Online Customer Reviews. The HTMT value between Purchase Decision and Customer Satisfaction of 0.906 indicates a high conceptual closeness between the two constructs, but the HTMT Inference results confirm that the two can still be distinguished empirically, so the findings regarding the effect of Purchase Decision on Customer Satisfaction in this study can still be interpreted as a relationship between two different constructs.

The Influence of Digital Brand Experience on Customer Satisfaction through Purchase Decision

Purchase Decision significantly mediates the relationship between Digital Brand Experience and Customer Satisfaction ($\beta = 0.188$; $p < 0.001$; $CI = 0.084-0.281$). Because the direct and indirect effects are both positive and significant, the form of mediation is categorized as complementary partial mediation. In Consumer Decision-Making Theory, digital experience helps the process of information search and evaluation of alternatives before consumers make a purchase decision. Furthermore, based on Expectation–Confirmation/Disconfirmation Theory, the results of product use are compared with initial expectations to form satisfaction. Thus, Digital Brand Experience is related to satisfaction directly and through consumer evaluation of the purchase decision that has been made.

The Influence of Online Customer Reviews on Customer Satisfaction through Purchase Decisions

Purchase Decision significantly mediates the relationship between Online Customer Reviews and Customer Satisfaction ($\beta = 0.114$; $p = 0.001$; $CI = 0.050-0.180$). Because the direct and indirect effects are both positive and significant, this form of mediation is categorized as complementary partial mediation. Customer reviews help consumers evaluate size, material, compression, and comfort before purchasing. Decisions formed through this information are then related to satisfaction evaluations after product use. Although the OCR mediation

coefficient is smaller than the DBE mediation coefficient, the difference should not be declared significant without directly testing the difference between the two indirect effects.

Theoretically, the research results connect the pre-purchase and post-purchase processes through two complementary perspectives. Consumer Decision-Making Theory explains how digital brand experiences and consumer reviews are used in information search, alternative evaluation, and choice making. Expectation–Confirmation/Disconfirmation Theory explains how these expectations are compared with actual experiences to form satisfaction. The complementary partial mediation findings indicate that Purchase Decision is one mechanism linking pre-purchase information with satisfaction evaluation, but not the only mechanism because the direct influence of Digital Brand Experience and Online Customer Reviews remains significant.

CONCLUSION AND SUGGESTIONS

Study This show that Digital Brand Experience and Online Customer Reviews are related positive with Purchase Decision and Customer Satisfaction on 120 consumers Bo&Lou in Medan City. Purchase Decision is also related positive with Customer Satisfaction. Relationship direct the biggest found in Digital Brand Experience with Purchase Decision, meanwhile the contribution of Purchase Decision to Customer Satisfaction is relative more small compared to predictor others . Purchase Decision plays a role as a complementary partial mediator in The relationship between Digital Brand Experience and Online Customer Reviews with Customer Satisfaction. With thus , satisfaction consumer No only related with evaluation on decision purchases , but also with quality experience digital brands as well information obtained through review consumers .

Practically, Bo&Lou needs to maintain consistent visual appearance and provide accurate information regarding product size, material, compression level, and comfort across all digital channels. The company also needs to encourage detailed and authentic reviews to provide potential consumers with a more realistic product experience before purchasing. Consistent digital information can help consumers make more informed decisions and reduce the gap between pre-purchase expectations and post-purchase experiences. This study was limited to 120 Bo&Lou consumers in Medan City, selected using purposive sampling and collected over a single period. All variables were measured based on respondents' perceptions through a single questionnaire, thus limiting generalizability and the potential for common method bias. Future research could involve multiple brands and regions, use a larger sample size or a longitudinal design, combine perception data with actual purchasing behavior, and consider fit, perceived risk, brand trust, and repurchase intention.

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