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## **The Influence of Product Quality and Promotion on Purchase Decisions of Seasoned Flour in Modern Markets (Study On One Of The Food Companies In Bandung)**

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### **ABSTRACT**

*This study seeks to determine the substantial influence of product quality and advertising on consumer purchasing decisions. The research analyzed users of seasoned flour in the current market, employing data from questionnaires distributed to chosen participants. The research employed a sample-based methodology to elucidate consumer purchase behavior. The research classified variables as independent and dependent types. The independent variables were product quality and promotion, whereas the dependent variable was the purchase decision. The research process necessitated an evaluation of the validity and reliability of the instruments employed, which was succeeded by data analysis via route analysis utilizing the SPSS application. The findings indicated that product quality and advertising significantly influenced consumer purchasing decisions. The results indicate that product quality affects purchase decisions, highlighting its importance in influencing client preferences. Conversely, promotion exerts a more substantial impact, underscoring the necessity for effective marketing strategies to attract and keep customers. The coefficient of determination analysis revealed that product quality and promotion substantially affect purchase decisions. Nonetheless, unexamined factors also affect customer decisions. Management should prioritize preserving and enhancing product quality and promotional activities to sustain consumer engagement and improve purchasing decisions. Ensuring consistent product quality cultivates customer trust and loyalty, whereas efficient promotional strategies enhance brand visibility and attract new clients. This study emphasizes integrating quality enhancement and marketing strategies to attain a competitive edge in the current market landscape. Future research may explore additional elements that affect purchasing decisions to enhance comprehension of customer behavior in the food industry.*

**Keywords:** Product Quality, Promotion, Purchasing Decision

## INTRODUCTION

The advancement of science and technology is more sophisticated today. In the contemporary age of globalization, the business sector is undergoing swift advancement and intensified competitiveness. Numerous enterprises within the business sector experience rivalry. They strive to deliver high-quality services to satisfy client demands throughout the global crisis affecting the planet.

In light of escalating competition, business entities must comprehend customer needs and preferences, as consumers are pivotal to advancing producer-led enterprises; consequently, consumers also receive governmental protection. Consumer rights encompass the entitlement to comfort, security, and safety in the acquisition of goods and/or services; the right to select goods and/or services and to procure them by the stipulated exchange rate, conditions, and guarantees; the right to receive fair and honest treatment without discrimination; and the right to obtain compensation, damages, and/or replacement if the goods and/or services provided are noncompliant with the agreement or fail to meet expected standards. (Anwar, Aprila, Durya, Hapsari & Violin, 2023; Ningtyas & Elpanso, 2024; Helmi, Ariana & Supardin, 2022)

Commercial entities will enhance their competitive capabilities by formulating effective marketing strategies if they comprehend customer behavior. Comprehending customers' wants, desires, and aspirations will furnish essential insights for organizations to formulate marketing strategies to enhance customer happiness. Individuals increasingly engage in careful and astute decision-making while selecting products to ensure they obtain the desired utility or advantages. Indeed, people occasionally do not hesitate to expend additional resources to acquire a superior good. The intense rivalry will compel marketers to innovate and capture market share consistently. (Sutisna, Sukmalana, Satria & Arby, 2023; Nasution, Harahap & Ritonga, 2022; Wibowo, Resawati, Dwiyanisa & Megawati, 2022)

The choice to acquire a product or service reflects a comprehension of consumer behavior in fulfilling life's necessities. Comprehending consumer behavior and familiarising oneself with clients is a crucial responsibility for producers; thus, companies that manufacture and market consumer-oriented items must implement an appropriate approach. Companies must comprehend consumer behavior to fulfill consumers' requirements and aspirations through buy transactions, resulting in satisfaction with the given items and fostering client loyalty.

Marketing tactics are designed not only for consumers but also influence their self-perception, perceptions of market offerings, and the appropriate contexts for purchasing and utilizing items. Marketers must analyze their target market clients' aspirations, perceptions, preferences, and purchase behaviors.

A firm's success is primarily contingent upon the effectiveness of its product marketing initiatives and the precision of the products it generates in delivering happiness to its identified target consumers.

Sales at food enterprises in Bandung have declined, as seen by the reduction in sales figures. A decline or poor sales of a product will impact the company's performance. The

corporation must formulate a strategy to enhance product performance to remain competitive in the market and boost sales.

Acquisition decisions are crucial for a company or organization since they will dictate its sustainability. To thrive in the business realm, a corporation must identify appropriate methods and approaches while consistently enhancing the quality of its products.

Product quality refers to a product's capacity to fulfil its intended role. It encompasses overall durability, reliability, accuracy, ease of operation, and reparability, among other aspects, and it significantly impacts consumer purchase decisions.

Data from food enterprises in Bandung indicate that consumers perceive the product quality as subpar, resulting in widespread discontent. The dissatisfaction experienced by consumers of food enterprises in Bandung has led to several complaints.

The design and packaging of seasoned flour remain traditional, including a pale orange color and utilizing polyethylene terephthalate (PET) plastic, but competing companies have adopted aluminum foil (alufoil) packaging materials. The research indicates that food enterprises in Bandung must enhance service quality and innovate superior goods to achieve customer happiness. The decrease in sales is attributed to the rising competition from newly introduced products. Numerous buyers of food additives opt to transition to competitor items with distinctive features and distinctiveness. Due to the absence of package modifications over the years, as generational trends evolve, consumers are increasingly aligned with contemporary developments. Conversely, consumers utilize product quality as a criterion for making purchasing decisions, alongside promotions, which serve as a pivotal aspect in the efficacy of a marketing program. (Istikomah, Sidharta, Herawati & Najwa, 2024; Nainggolan, Rinaldi & Dalimunthe, 2022; Saputra & Mahaputra, 2022)

Promotion is a marketing endeavor to disseminate information, influence or persuade, and expand the target market's willingness to accept, purchase, and remain loyal to the company's products. Sales promotion aims to entice new consumers and enhance satisfaction among existing customers. The campaign will encourage repeat purchases and enhance consumer satisfaction if executed effectively.

Companies must be acutely cognisant of the influence of promotion on shaping consumer perceptions. Upon evaluating the merchandise, shoppers additionally contemplate the supplementary advantages they will receive. Consumers anticipate enhanced advantages regarding promotions about the quality of the things they obtain.

Promotions conducted by food companies in Bandung for all-purpose seasoned flour products are restricted to direct discounts at the point of sale, typically ranging from 5% to 10% (Mailers, Hampers Catalogues, and TG/Top Gondola Rentals). Conversely, potential consumers desire more than mere price reductions; they seek promotional activities in physical settings, such as cooking demonstrations or tastings, typically organized during specific events or special occasions like exhibitions, bazaars, festivals, and booth displays. The company's promotional strategies enable potential consumers to directly experience the taste and quality of its products directly, facilitating immediate access to the offerings. This approach allows prospective customers to view the products or services firsthand and enquire about them directly, thereby serving as a persuasive mechanism to entice purchases

at that moment. The promotional strategies employed by food producers in Bandung are believed to contribute to the diminishing consumer interest in all-purpose seasoned flour products in Indonesia. (Akmal, Panjaitan & Ginting, 2023; Ampadu, Jiang, Debrah, Antwi, Amankwa, Gyamfi & Amoako, 2022; Nurfauzi, Taime, Hanafiah, Yusuf, Asir & Majenang, 2023)

A company's success in competition necessitates creating and maintaining customers. Consumer decision-making in acquiring goods or services varies significantly based on the nature of the purchasing decision. Consumers exhibit intricate purchasing behavior characterized by diverse preferences among products of the same category but differing brands and specifications. Their perceptions of product quality shape their preferences and attitudes, ultimately influencing their purchasing decisions. (Utami & Suzanto, 2024; Sarmigi, Rahayu, Arum, Wijaya & Wahyuni, 2024)

The aforementioned explanation indicates that it is crucial for organizations to enhance their optimal marketing strategy. An increase in purchasing decisions signifies a company's success in executing its performance. (Sudirjo, Ratnawati, Hadiyati, Sutaguna & Yusuf, 2023; Rachmawati & Suroso, 2022)

The company recognizes that attaining the planned aim is challenging, although it remains feasible. Consequently, an assessment is required of the aspects deemed essential in influencing the decision to acquire seasoned flour products, including product quality and promotion. Based on the observed phenomenon, the author intends to perform research titled *The Influence of Product Quality and Promotion on Purchase Decisions for Seasoned Flour in Modern Markets at food enterprises in Bandung*.

## **METHOD**

The employed approaches are descriptive and verification techniques. Descriptive analysis examines data by articulating the characteristics of the acquired information without aiming to draw conclusions that extend to broader populations or generalizations. The verification method involves determining the interval level of the evaluation criteria for the two examined variables, followed by calculating the average of each response provided by the responder.

This technique was chosen to provide an overview of the impact of Product Quality and Promotion on Purchasing Decisions, both directly and indirectly, based on the established research factors.

Data-collecting approaches represent the most strategic phase in research, as the primary research objective is to get data. Data collecting may utilize primary sources that offer direct data, whereas secondary sources might not provide data directly. Interviews, questionnaires, observations, or a combination may be used to gather data. The author sought to acquire essential primary and secondary data in this work.

The participants in this study were customers of items from food enterprises in Bandung. The population in this study is dispersed, and its exact size is indeterminate; hence, sampling was conducted for this research. The quantity of sample members is frequently referred to as sample size. The optimal number of sample participants in

research is contingent upon the acceptable margin of error. A higher error level necessitates fewer samples, while a lower error level requires a more significant number of samples.

This study employs validity and reliability testing methods for data evaluation. Validity tests assess the degree of accuracy and precision of measurement results of the researched variables about established theories. The study's results are deemed valid if there are correspondences between the collected data and the actual data about the subject of investigation. Consequently, validity assessments are conducted for each item in the questionnaire. The Pearson Product-Moment Correlation Coefficient analysis is employed to assess validity.

Research instruments must be both legitimate and dependable. Reliability is a metric for assessing a questionnaire, functioning as an indicator of a variable or construct. A questionnaire is deemed reliable if an individual's responses to a question or statement are constant or stable throughout time. Reliability testing in this study can be conducted using Cronbach's alpha formula.

## **RESULTS AND DISCUSSION**

The study's respondents comprised 100 customers of seasoned flour products from food firms in Bandung. The following details outline the respondents' identities based on gender, age, educational attainment, occupation, and monthly income.

Instrument testing encompasses both validity and reliability assessments of the questionnaire utilized in the investigation. The purpose of assessing the validity and reliability of this instrument is to ensure that the questionnaire employed fulfills the criteria established for the study.

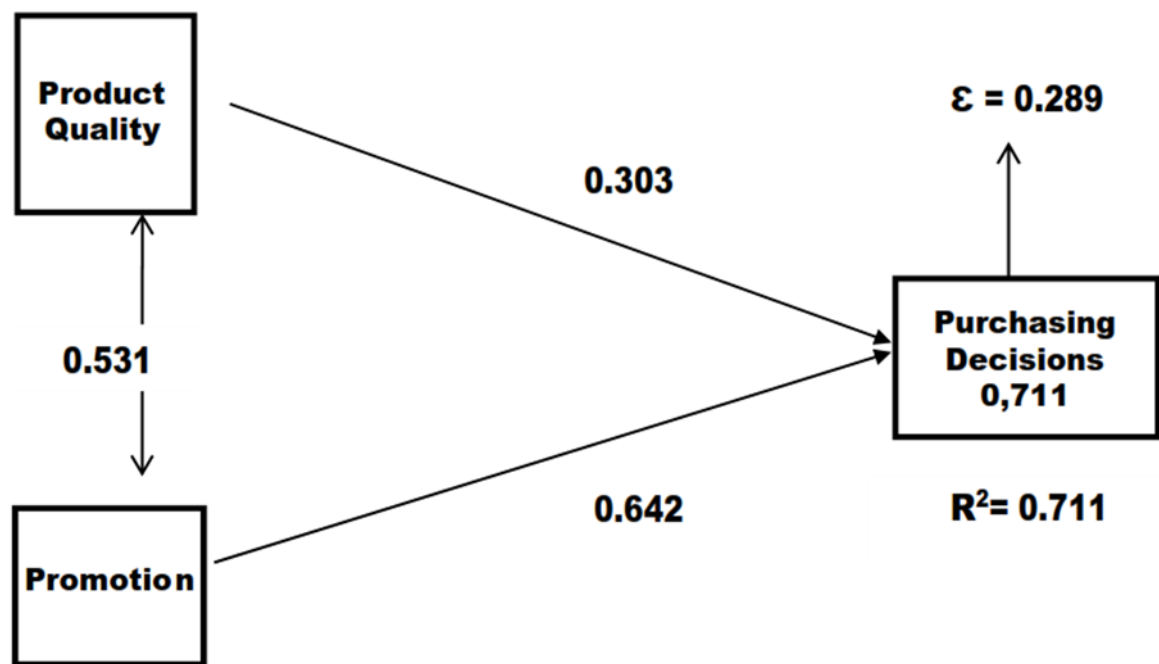
Validity testing assesses the degree of accuracy and precision of measurement results of the researched variables about established theories. The study's results are deemed valid if there are correspondences between the collected data and the actual data about the subject of investigation. Consequently, a validity assessment is conducted for each item in the questionnaire. The Pearson Product-Moment Correlation Coefficient analysis is employed to assess validity. If the correlation between items exceeds 0.3, the instrument is deemed genuine; conversely, if the correlation is below 0.3, the instrument is considered invalid.

Research instruments must be both legitimate and dependable. Reliability is a metric for assessing a questionnaire, functioning as an indicator of a variable or construct. A questionnaire is deemed reliable if an individual's responses to a question or statement are constant or stable throughout time. The reliability assessment in this study can be conducted using Cronbach's alpha method. A dependability coefficient is considered reliable if it is positive and exceeds 0.7. The following presents the outcomes of the data validity and reliability tests conducted on the three variables in this study, as derived from the data processing findings.

**Table 1. Outcomes of Data Validity Assessment and Data Reliability Evaluation**

| No               | Product Quality | Promotions | Purchasing Decisions |
|------------------|-----------------|------------|----------------------|
| 1                | 0.408           | 0.422      | 0.522                |
| 2                | 0.409           | 0.360      | 0.675                |
| 3                | 0.492           | 0.402      | 0.430                |
| 4                | 0.352           | 0.411      | 0.407                |
| 5                | 0.542           | 0.392      | 0.328                |
| 6                | 0.448           | 0.428      | 0.406                |
| 7                | 0.455           | 0.486      | 0.443                |
| 8                | 0.591           | 0.440      | 0.558                |
| 9                | 0.464           | 0.481      | 0.511                |
| 10               | 0.678           | 0.342      | 0.350                |
| 11               | 0.503           | 0.464      | 0.466                |
| 12               | 0.494           | 0.606      | 0.429                |
| 13               | 0.380           | 0.494      | 0.568                |
| 14               | 0.394           | 0.515      | 0.432                |
| 15               | 0.386           | 0.571      | 0.325                |
| Cronbach's Alpha | 0,874           | 0,912      | 0,874                |

The table above demonstrates that each statement item's validity coefficient (r count) across the three variables exceeds the critical r value of 0.300. This method indicates that all statement items about product quality, promotion, and purchasing decisions are valid and appropriate for use as a research measurement tool and can be utilized in subsequent analyses. All variables exhibit a Cronbach's alpha value exceeding 0.700, confirming their reliability. The aforementioned validity and reliability tests indicate that all questions in this study have been assessed for their accuracy (validity) and consistency (reliability) as a research measurement instrument. After doing the validity and reliability assessments of the instrument, the following phase involves converting the current data (which remains on an ordinal scale) into interval scale data. Data analysis using multiple regression necessitates that the data be at least on an interval scale. The Method of Successive Interval (MSI) is employed to convert data from an ordinal scale to an interval scale, as demonstrated in the attached data.



**Figure 1. Recapitulation of Path Coefficients**

This study analyzed the impact of product quality and advertising on purchasing decisions regarding seasoned flour in the contemporary market. According to the structural model illustrated in Figure 1, three primary variables are identified: Product Quality, Promotion, and Purchase Decision. The correlation among these variables is assessed by statistical analysis techniques, revealing the impact of each element on the purchasing decision.

In this study, product quality is defined as the degree to which customers evaluate seasoned flour based on attributes such as flavor, ingredient composition, product longevity, and perceived advantages. Promotion encompasses diverse marketing methods employed by food firms in Bandung to enhance public knowledge of their products, including discounts, digital advertising, and customer loyalty programs. Consequently, purchase decisions stem from customer assessments of these two criteria, ultimately determining whether to acquire the product or refrain from doing so.

The analysis results in Figure 1 indicate that product quality directly affects purchasing decisions, evidenced by a path coefficient of 0.303. This condition indicates that enhancing product quality would positively affect consumer purchase decisions, while its impact is not as significant as that of advertising. This phenomenon can be attributed to the reality within the fast-food consumer product sector. At the same time, quality holds significance; additional considerations, including price and promotional allure, frequently sway purchasing decisions simultaneously, and promotion exerts a more significant impact on purchasing decisions, evidenced by a path coefficient of 0.642. The results demonstrate that a robust promotional approach can markedly enhance purchasing decisions. In the contemporary marketplace, advertising is crucial for capturing consumer attention and motivating product trials. Consumers are frequently drawn to several promotional

strategies, like price reductions, bundled offerings, or appealing commercials. A marketing strategy emphasizing promotion may be more effective in enhancing sales volume than exclusive reliance on product quality.

A positive association of 0.531 was identified between product quality and promotion. This indicates that organizations with high-quality products are likelier to execute successful promotions. Consumers are more inclined to embrace promotions when they see the products provided as high-quality. Product quality can enhance the efficacy of promotions in shaping purchasing decisions.

Figure 1 displays an  $R^2$  value of 0.711, signifying that 71.1% of the variability in purchase decisions is attributable to product quality and advertising. The residual 28.9% ( $\varepsilon = 0.289$ ) is attributed to additional factors not encompassed in this model, including pricing, brand loyalty, or psychological consumer variables. The elevated  $R^2$  value signifies that the model employed in this study is sufficiently robust to elucidate the determinants affecting purchase decisions. This study's results yield various strategic implications for food enterprises in Bandung to enhance seasoned flour sales in the contemporary market. While product quality affects purchasing decisions, promotion exerts a more significant influence. Consequently, organizations must persist in devising creative promotional techniques, like enhancing digital advertising, implementing customer loyalty programs, and providing diverse discounts and product bundling to attract additional consumers.

Considering the favorable correlation between product quality and promotional efficacy, organizations must guarantee that the advertised products maintain consistent quality. Consumers who are content with the product's quality are more inclined to repeat purchases, especially without promotions. Consequently, strict oversight of quality standards must remain a paramount concern.

This study indicates that product quality and promotion significantly impact purchasing decisions. However, organizations must also account for additional factors, such as price and brand preference, that may influence consumer choices. Additional research may be undertaken to investigate these supplementary aspects to comprehend customer behaviour in the contemporary market better.

This study affirms that an effective marketing strategy in the food business relies on product quality and promotional efficacy. By comprehending the interplay between these aspects, food organizations in Bandung can formulate more precise marketing plans to enhance the competitiveness and sales of seasoned flour in the contemporary market.

## **CONCLUSION**

This study concludes that product quality and advertising significantly impact purchasing decisions for seasoned flour in modern markets operated by food companies in Bandung. The data analysis results demonstrate that product quality significantly influences consumer interest, with flavor, texture, packaging, and usability being the primary elements consumers evaluate before purchasing. Consumers typically select items that ensure

quality and align with their expectations, particularly in the food area, which directly pertains to taste and safety of consumption.

Moreover, the advertising technique employed by food companies in Bandung significantly enhances brand recognition and shapes purchasing decisions. Diverse promotional strategies, including discounts, loyalty programs, and digital marketing via social media, enhance product attractiveness to consumers. Consumers exposed to promotional information are more inclined to contemplate and eventually acquire seasoned flour products than those who do not receive such information directly.

This study indicated that product quality and promotion exert a more significant influence when considered together than when any variable is examined in isolation. This condition suggests that the success of marketing seasoned flour relies on product quality and the efficacy of the promotional technique implemented. Consequently, food enterprises in Bandung are encouraged to enhance product quality through innovations aligned with consumer tastes and to develop more creative and effective advertising tactics to fortify brand positions in the contemporary market.

This study establishes that a synergy of exceptional product quality and a practical advertising approach is crucial in influencing consumer purchasing decisions in the food business. Future research may incorporate additional variables, such as price and brand loyalty, to better understand the factors influencing purchasing decisions for seasoned flour in the contemporary market.

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