

The Influence of Product Quality and Promotion on Purchase Decisions (A Study of a Fashion Store in Bandung)

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ABSTRACT

The occurrence in clothes retailers in Bandung indicates subpar product quality and inadequate promotion, which influences consumer purchase decisions. This study intends to examine the influence of product quality and advertising on purchase decisions in apparel stores in Bandung since various factors contribute to this situation. This study employs a quantitative methodology utilizing a survey technique by disseminating questionnaires to individuals who have purchased items at the clothes store. Statistical software analyzes data and examines the relationships among the researched variables. The study's findings indicate that product quality has a more significant impact on consumer purchasing decisions than promotion. Beyond direct influence, product quality exerts an indirect effect via promotion, hence amplifying its impact on purchasing decisions. Simultaneously, advertising directly affects purchasing decisions and correlates with product quality. The significant impact of product quality and advertising on purchasing decisions indicates that these elements are crucial in influencing customer behavior. Nonetheless, additional factors external to this study also affect purchasing decisions, albeit to a lesser extent. In light of these findings, apparel retailers in Bandung should prioritize enhancements in product quality by emphasizing material standards, design, and durability to align more closely with consumer preferences. Furthermore, it is essential to employ more imaginative and focused advertising techniques to capture the interest of potential buyers and enhance client loyalty. Integrating enhanced product quality and efficient promotional tactics is anticipated to influence future purchasing decisions positively.

Keywords: Product Quality, Promotion, Purchasing Decisions

INTRODUCTION

The contemporary business landscape is increasingly dynamic, complicated, and uncertain, prompting managers to consistently use creative and inventive thinking to deliver differentiation and competitive advantages for their organizations. Companies must create quality products pro, video them at competitive pricing, and ensure their accessibility to needy clients. Companies must also devise efficient marketing initiatives, mainly targeting customers. The marketing function is crucial for organizations in managing all operations associated with distributing goods and services from producers to end consumers. Focusing on marketing initiatives is anticipated to impact consumer purchase choices. Customer purchasing decisions are influenced by their trust in a product, which fosters assurance in the validity of their actions. Customer confidence in purchase decisions reflects buyers' assurance regarding their product selections. Purchasing decisions represent the most informed conclusions consumers reach regarding their acquisitions. Consumer purchasing decisions are significantly affected by their shopping behavior. Consumer behavior, as evidenced by purchasing actions, represents a phase within the consumer decision-making process. Consumer behavior is a multifaceted process encompassing multiple behaviors, roles, and human engagement influenced by environmental influences. Comprehending consumer behavior may be utilized in various manners, one of which is to build an effective marketing strategy. Consumer purchasing behavior is a distinctive and intriguing topic, as it encompasses diverse aspects of human existence that vary significantly. As long as humans engage in economic activities, we will continually observe novel phenomena in their purchasing behavior patterns.

Consumer purchasing decisions encompass the stages or processes that individuals undergo when deciding to acquire a product or service. These typically comprise five phases: need recognition, information search regarding the product or company, evaluation of alternatives, purchase decision, and post-purchase behavior. While not every consumer must engage in each stage, the company must assist consumer demands throughout the purchasing decision process.

The diversity of customer decision-making patterns necessitates that every organization effectively influences consumers to use its products or services. This influence pertains to the selection of marketing strategies and the execution of marketing mixes that are aligned with the overall company strategy. Consumer purchase decisions regarding products to fulfill their demands consider practical and economic factors, technological specifications, and legal compliance. (Utami & Suzanto, 2024; Yusuf & Matiin, 2022; Ampadu, Jiang, Debrah, Antwi, Amankwa, Gyamfi & Amoako, 2022)

The advancement of the creative sector in retail establishments in Indonesia, particularly in the city of Bandung, is currently flourishing in tandem with contemporary developments. Consequently, apparel retailers in Bandung aspire to enhance their business to remain competitive within the creative industry against other establishments. Product design development consistently aims to produce distinctive and innovative designs to entice consumer purchases, particularly in clothes stores in Bandung. (Nasution, Harahap

& Ritonga, 2022; Arliandhini & Resawati, 2023; Istikomah, Sidharta, Herawati & Najwa, 2024)

Clothing retailers in Bandung have recently encountered challenges regarding consumer purchasing decisions, evidenced by a year-on-year decline in sales of clothing products. This condition poses a significant problem for the company, as reduced sales substantially impact its revenue and profitability.

Clothing store sales in Bandung have been declining and remain below the annual target range, resulting in suboptimal sales performance, with a decrease observed from 2019 to 2021. In 2020, it diminished by IDR 35,379,000, but in 2021, it declined by IDR 9,133,000. This condition indicates that customer purchase decisions are suboptimal. The suboptimal product selection in clothing stores in Bandung indicates issues that require prompt attention and resolution by the company, as consumer purchasing decisions are critical actions that influence product sales and are essential for the company's profitability as anticipated.

In most visitors, consumer purchasing behavior is frequently initiated and modified by several external cues, including marketing stimuli and environmental factors. The stimuli are subsequently analyzed internally based on individual features prior to reaching a purchasing choice. The personal attributes of consumers involved in processing stimuli are intricate, with consumer motivation playing a crucial role in purchasing decisions. This condition ensures that consumers know that the products they intend to buy align with their preferences. Consequently, the author executed a preliminary survey to assess the extent of product purchasing decisions at apparel establishments in Bandung. (Lazuardi, Gustina & Rinaldi, 2022; Anwar, Aprila, Durya, Hapsari & Violin, 2023; Sutisna, Sukmalana, Satria & Arby, 2023)

Consumers are indifferent to the brand and distributor of a product; nonetheless, they favor convenience in transactions that offer many payment options. The inability to attain the ideal sales level, namely the purchase decision at the clothes store in Bandung, is believed to be affected by suboptimal product quality. The product quality is suboptimal; specifically, the fabric and materials used in garment production render them uncomfortable for consumers. (Sarmigi, Rahayu, Arum, Wijaya & Wahyuni, 2024; Ilham, Widjaja, Sutaguna, Rukmana & Yusuf, 2023)

The product's design is unappealing to consumers, and the outdated model results in diminished consumer interest in purchasing it. Consumers generally seek products that meet their design quality and conformance expectations, ensuring satisfactory requirements. (Toha & Supriyanto, 2023; Nainggolan, Rinaldi & Dalimunthe, 2022; Wibowo, Resawati, Dwiyana & Megawati, 2022)

The suboptimal quality of products in apparel stores in Bandung is believed to impact consumer purchase decisions significantly. In every store, product quality must fulfill its intended function, ensuring that the goods produced meet consumer expectations. Alongside functionality, product quality must possess an appealing design to capture consumer interest, which is also pertinent to pricing decisions. (Maemunah, Karyatun & Digdowiseiso, 2023; Ningtyas & Elpanso, 2024; Akmal, Panjaitan & Ginting, 2023)

A significant factor that impacts overall product sales to consumers is enhancing the efficacy of a good or service. Purchasing decisions at apparel stores in Bandung are said to be influenced not only by product quality but also by promotional activities. The promotion of clothing stores in Bandung is inadequate, as evidenced by the public's limited awareness of the products available, resulting in a lack of enthusiastic consumer interest. (Dewi, Wijaya, Kangdinata, Chandra & David, 2025; Warouw, Mangantar & Rogi, 2025)

Promotion serves as a means to inform consumers about the products or services offered by a company and to stimulate consumer interest or desire to purchase the goods presented. Competition in product selection is intense, mainly due to the rising influx of new products on the market, resulting in heightened rivalry among producers. Consequently, corporations must identify strategies to engage consumers' interest in selecting and maintaining loyalty to products in apparel stores in Bandung. Researchers aim to investigate product marketing in clothing retailers in Bandung, focusing on the influence of product quality and promotion on purchasing decisions.

METHOD

This study employs a descriptive methodology alongside a quantitative research strategy. The Descriptive Analysis Method is a statistical approach employed to analyze data by characterizing or illustrating the acquired information without aiming to conclude that it applies to the broader population or generalizations. Furthermore, a verification approach is employed to ascertain the correlation or impact of the examined variables on other variables, namely the independent and dependent variables. This method is conducted to validate a theory by analyzing data collected directly from respondents.

This study employs a quantitative methodology. Quantitative research is a methodology grounded in positivism that investigates specific populations or samples. It involves utilizing research instruments for data collection and performing quantitative or statistical analysis to evaluate predefined hypotheses.

This study's data collection strategies represent a critical phase that will significantly influence the research process and outcomes. Data collection can be defined as the researcher's endeavors to gather various data and information in the field necessary to address research questions or evaluate hypotheses.

A population is a defined group of things or persons possessing specific features and attributes identified by researchers for study, from which conclusions are subsequently derived. The study population comprised 1,073 visits to Borma Bojongsoang.

The sample is a subset of the population anticipated to represent the entire population in the study. The sample was conducted due to researchers' constraints regarding time, energy, funding, and a significantly significant population. This study employed the Accidental Sampling method, a subset of nonprobability sampling techniques. Accidental sampling is a technique that relies on chance encounters, whereby customers who fortuitously encounter researchers may be utilized as samples, provided that the individuals are deemed appropriate as data sources. Prospective respondents must meet specific requirements; specifically, the selected respondents are patrons of clothes retailers in

Bandung. If the population consists of fewer than 100 individuals, the entire group is included, categorizing the research as a population study.

This study employs validity and reliability testing methods for data evaluation. A validity test assesses the degree of validity of an instrument. Validity is defined as the correctness and appropriateness of the measuring instrument employed to assess the variable. A measuring instrument is considered legitimate if it is genuinely suitable and accurately reflects the measured variable. Validity indicates the degree to which the assertion aligns with the accuracy determined by the validity coefficient. Simultaneously, the reliability test is conducted to assess the precision of an instrument in assessing identical symptoms at varying times. The reliability test measures the degree to which repeated measurements of the exact object yield consistent data. A trustworthy questionnaire consistently yields identical data when administered to the same population multiple times. A questionnaire is deemed credible if an individual's responses remain constant. The reliability test aims to evaluate the consistency of the questionnaire in measuring the same construct or its stability across time.

RESULTS AND DISCUSSION

Instrument testing encompasses the assessment of the validity and reliability of the questionnaire employed in the study. This instrument's validity and reliability assessment aims to ascertain that the questionnaire employed fulfills the study's needs.

Validity testing is conducted to ascertain whether the questionnaire-based measurement instrument effectively fulfills its intended purpose. The research methodology outlines that the validity of a measuring instrument is assessed using a statistical approach, specifically the correlation coefficient of the total score of the statement items; a coefficient of 0.30 or higher indicates validity. Reliability testing employs the Alpha technique, whereby a questionnaire is deemed reliable if the coefficient exceeds 0.60.

The validity test findings, derived via data processing utilizing product-moment correlation (r), along with the reliability test outcomes obtained through Cronbach's Alpha technique for each variable, are as follows:

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

No	Product Quality	Promotions	Purchasing Decisions
1	0.705	0.759	0.680
2	0.884	0.875	0.881
3	0.846	0.822	0.862
4	0.824	0.868	0.845
5	0.868	0.740	0.867
6	0.854	0.765	0.806

7	0.838	0.822	0.787
8	0.845	0.818	0.857
9	0.847	0.828	0.800
10	0.848	0.798	0.788
11	0.861	0.831	0.735
12	0.859	0.837	0.859
13	0.837	0.788	0.769
14	0.919	0.925	0.820
15	0.753	0.838	0.722
Cronbach's Alpha	0,970	0,964	0,961

The table above indicates that each statement item's correlation coefficient (r) exceeds the threshold value 0.300. The test findings demonstrate that all statement items from each variable are valid and appropriate for use as research measurement instruments, suitable for subsequent analysis. The table above indicates that all variables possess a Cronbach Alpha value exceeding the recommended threshold of 0.6, confirming their reliability. The validity and reliability tests indicate that all statements employed have been assessed for validity and consistency (reliability) for research measurement instruments.

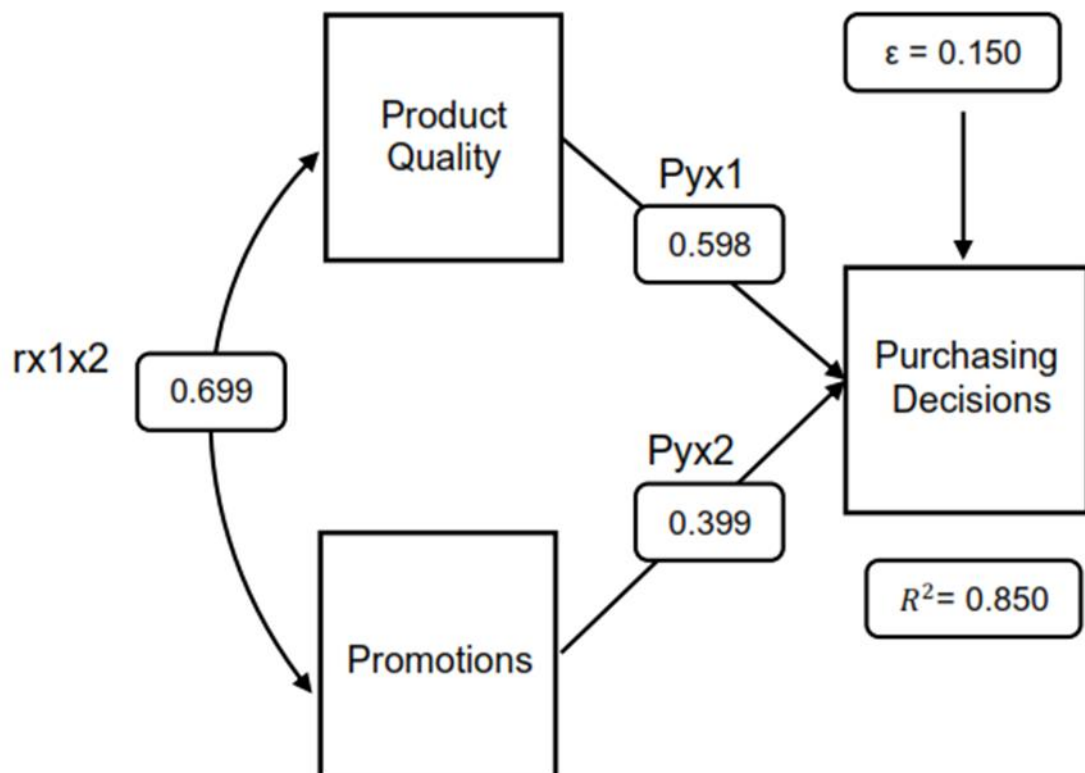


Figure 1. Summary of Path Coefficients

The path coefficient for product quality (pyx1) is 0.598, whereas the path coefficient for promotion (pyx2) is 0.399, as illustrated in the picture above. The path equation is articulated as follows:

$$Y = 0,598 X1 + 0,399 X2 + \epsilon$$

The picture shows a structural model illustrating the correlation among product quality characteristics, promotions, and purchasing decisions at clothes stores in Bandung. This model uses path analysis to quantify the extent of influence that independent factors exert on the dependent variable.

This model has two independent variables, Product Quality and Promotions, which affect the dependent variable, Purchasing Decisions. Furthermore, a correlation exists between product quality and promotions, as evidenced by the rx1x2 value of 0.699. This score signifies a robust correlation between the two variables.

The Pyx1 path coefficient of 0.598 indicates the direct influence of product quality on purchase decisions. This result indicates that product quality exerts a favorable and substantial impact on purchasing decisions. The superior the quality of products provided by clothing retailers in Bandung, the greater the likelihood of consumer purchases. This condition aligns with the premise that superior product quality enhances consumer trust and happiness, hence incentivizing purchases.

Furthermore, promotion directly impacts purchasing decisions, evidenced by a Pyx2 path coefficient of 0.399. This value signifies that while promotion affects purchasing decisions, its impact is lesser than product quality. This result indicates that buyers of apparel stores in Bandung prioritize product quality over promotional impacts when making purchasing decisions. The R^2 score of 0.850 demonstrates that 85% of the variability in purchase decisions is attributable to product quality and advertising. The residual 15% is attributed to factors not encompassed within the model. This score signifies that the model employed is sufficiently robust to elucidate the elements influencing purchasing decisions at the store.

Furthermore, an ϵ value of 0.150 signifies the degree of error in the model or the impact of other factors not accounted for in the study. This score is comparatively low, signifying that this model has a high degree of accuracy in elucidating the link between the examined variables.

The investigation concludes that product quality exerts a more significant influence than promotion on consumer purchasing decisions in clothes stores in Bandung. This result indicates that to enhance purchase decisions, store management should prioritize improving product quality, such as utilizing superior raw materials, refining product design, and augmenting the durability and comfort of their offerings.

Nonetheless, promotion continues to play a crucial role in garnering consumer interest. Consequently, more efficacious promotional techniques, such as social media utilization, discounts, or customer loyalty initiatives, may be implemented to enhance product attractiveness and broaden market penetration.

An enhanced marketing plan may encompass diverse techniques, including digital campaigns via social media, partnerships with influencers, and exclusive promotions for loyal clientele. Social media significantly influences the engagement of young consumers, particularly within the fashion sector. Consequently, apparel retailers in Bandung can enhance their visibility on platforms like Instagram, TikTok, and Facebook to promote their items more effectively.

Moreover, appealing discount programs and promotional offers might serve as a driving factor for clients to complete transactions. For instance, retailers may offer discounts on sales above a specific amount, provide cashback incentives, or present presents to loyal patrons. Loyalty programs, such as a points system redeemable for discounts, can enhance customer retention and stimulate repeat buying interest.

To enhance product quality, clothing businesses in Bandung must comprehend consumer tastes and evolving market trends. One method to accomplish this is to perform frequent market research to ascertain customer demands and desires. By comprehending consumer preferences, retailers may offer products that align with market demands and enhance their competitiveness in the fashion business.

Various other factors affect purchasing decisions besides product quality and promotional elements, including pricing, brand perception, and customer happiness. Although this study did not directly investigate these characteristics, business owners may include these features in their marketing strategy for improved outcomes.

This study offers significant insights for business leaders regarding the primary aspects that affect customer purchase decisions. Recognizing that product quality is more significant than promotion enables business managers to deploy resources more efficiently, enhancing customer happiness and fostering future sales growth. By adopting an appropriate plan to enhance product quality and employing more effective promotional tactics, apparel retailers in Bandung may bolster their competitiveness and attain superior business growth.

CONCLUSION

The study concludes that the two independent variables, product quality, and promotion, significantly influence customer purchasing decisions. Exceptional product quality, characterized by premium materials, distinctive designs, and robust durability, significantly fosters consumer trust and loyalty toward clothing retailers in Bandung. Consumers generally favor products that possess appealing appearances while also offering comfort and durability in usage. This result indicates that product quality is a significant determinant in shaping favorable consumer views and promoting purchasing decisions.

Moreover, promotions conducted by clothing retailers in Bandung significantly influence client attraction. Marketing methods, including social media, promotions, product bundling, and special events, can enhance consumer purchasing interest. A successful advertising effort can enhance brand awareness and offer emotional reassurance to

prospective purchasers, increasing their motivation to acquire products. In the contemporary digital landscape, implementing new and interactive marketing techniques is essential for enhancing the competitiveness of retail establishments in the fashion sector.

The findings of this study demonstrate that product quality and promotion play complementary roles in shaping purchasing decisions. Consumers evaluate both the product's inherent attributes and the company's many marketing methods. Consequently, to augment sales volume and enhance the standing of clothing stores in Bandung's market, it is recommended that company management persist in upholding product quality standards and devise more innovative promotional techniques aligned with market trends. Consequently, an enhancement in customer satisfaction and loyalty is anticipated, fostering a long-term relationship between the organization and its clients.

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