

Quality and Promotion: Key Factors in Clothing Purchasing Decisions in Bandung

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Abstract

This research is driven by the challenges faced by a clothing company in Bandung, specifically inadequate product quality and ineffective promotional techniques, which directly affect diminishing consumer purchase decisions. This study seeks to thoroughly analyse the impact of product quality and advertising on consumer purchasing decisions. The primary objective of the study is to evaluate how product quality and promotional strategies might stimulate heightened consumer interest and drive purchasing behaviour. The research approach involved distributing questionnaires to 100 respondents who had made purchases at the company. The gathered data were analyzed with SPSS software version 16 to depict the relationship between variables accurately. The findings suggest that product quality has a significant influence on purchasing decisions, both directly and indirectly through promotions. Promotions have a significant influence, however, less substantial than product quality. These two characteristics greatly influence customer purchase decisions. The findings demonstrate that customers in Bandung exhibit significant concern for the quality of available items and respond favourably to appealing and pertinent advertisements. Consequently, the organisation is recommended to prioritise enhancing product quality and devising innovative, coherent, and focused promotional techniques. The corporation is expected to enhance its market position, increase consumer loyalty, and drive sustainable sales growth through these initiatives. The study concludes that quality and promotion are critical factors influencing consumer purchasing decisions; thus, both must be managed in an integrated and sustainable manner to attain a competitive advantage in the intensifying competition within the Bandung clothing industry.

Keywords: *Purchasing Decisions, Product Quality, Promotion*

Introduction

Competition between retail establishments and contemporary stores is inevitable. The proliferation of contemporary retail establishments in urban areas has necessitated the adoption of business strategies not only by small, nascent enterprises but also by major, established corporations, including fashion labels. This condition necessitates that every organisation collaborate and proactively devise a strategy for promoting and sustaining its products, thereby fostering loyalty among current customers and enticing new ones across all societal strata. (Widiyanto & Pujiarti, 2022; Tasak, Dai & Muchtar, 2024; Cahaya, Siswanti, Putra & Pattiwael, 2023)

Intense rivalry among corporations necessitates that each entity evaluates the distinctions and benefits of their products, enabling consumers to compare alternatives and make informed purchasing decisions. Companies must understand consumer behavior in their target markets by providing outstanding products alongside exceptional service. (Wulandari, Suzanto, Fitria & Coenraad, 2025; Putra, Sidharta, Rusjiana & Kadir, 2025; Supriadi, Larashati, Dwiyanisa, Jannah & Herawati, 2023)

Primary data reveals consumer dissatisfaction with a clothing company in Bandung. Consequently, the corporation must enhance its services and products to guarantee client happiness. The decrease in sales is attributed to heightened competition and the introduction of alternative products. In addition to product quality, advertising has a significant influence on purchasing decisions. Promotions might affect shopping decisions. Research by Boone and Kurtz suggests that promotional efforts aim to persuade, enlighten, and influence purchasing decisions. (Andini &

Megawati, 2023; Kusuma, Juhana, Zulfikar, Purana & Suswanto, 2024; Juhana, 2023)

Promotion is a component of the marketing mix that emphasises informing, convincing, and reminding consumers about a company's brands and products. Promotional strategies are deliberate actions used to influence and encourage consumers to buy a company's products, ultimately aiming to enhance sales. (Indyastuti & Gitaratri, 2024; Anjani & Alim, 2024; Saddam, Noor & Kuswandi, 2025)

The price is the sole component of the marketing mix that produces income for a corporation. Moreover, price is the most conspicuous element to purchasers, so, unsurprisingly, some shoppers utilise price as a gauge of quality.

In a strict sense, price refers to the sum demanded for a product or service. Price encompasses the entire value a client exchanges to acquire the benefits of possessing or using a product or service. The price has a significant impact on a buyer's decision-making process. It significantly influences consumer purchasing decisions. Consequently, prior to establishing a price, organisations had to evaluate numerous pricing benchmarks for products with high sales volumes. The preceding explanation illustrates the significance of organisations formulating efficient marketing strategies. Enhanced purchase decisions serve as a metric of a company's success. (Putri, 2025; Saputra & Pradana, 2024; Menuk, 2025)

The quality of products or services, customer happiness, and firm profitability are intricately linked, as each aspect influences the others.

Consequently, product quality is intrinsically linked to purchasing decisions, which will inevitably affect the company's profitability.

The researcher sought to ascertain the impact of product quality and advertising on purchasing decisions at a clothing firm in Bandung, as outlined in the preceding context.

Research Method

This research employs descriptive and verification methodologies. The descriptive technique aims to provide an in-depth analysis of product quality, promotional strategies, and consumer purchasing behavior at a clothing firm in Bandung. Simultaneously, the verification method is employed to evaluate hypotheses concerning the impact of product quality and promotions on purchasing decisions. This method enables researchers to illustrate the correlation between the examined variables objectively. This study utilized a sample of 100 respondents chosen from consumers who had previously made purchases from the organization. Data collection was conducted through the dissemination of questionnaires containing statements relevant to the examined variables.

A validity test was performed on each item in the questionnaire to ascertain the appropriateness of the study instrument. Validity testing aims to evaluate the extent to which the instrument accurately captures the intended data. This study employed validity testing through the content validity approach, using item analysis, which

involves comparing individual item scores with the aggregate score of all items. The testing procedure utilised SPSS version 25 for Windows software. Should the item correlation value yield substantial results, the item is deemed legitimate and may be utilised in a subsequent study.

Alongside validity, reliability testing is performed to assess the instrument's consistency and dependability in data gathering. An effective tool exhibits its capability to yield consistent outcomes during repeated measurements. This study assessed dependability by Cronbach's Alpha. If the alpha value exceeds the minimal requisite threshold, the instrument is deemed dependable.

Path analysis, a sophisticated variant of regression analysis, was employed to examine the correlation among product quality, promotion, and purchasing decisions. This method enables researchers to ascertain the degree of direct and indirect impact of independent variables on the dependent variable. Route analysis is depicted using a route diagram, which elucidates the pattern of interactions between variables, encompassing both causal and effect variables. Consequently, this strategy provides an in-depth understanding of the mechanisms that occur between variables about customer purchasing decisions.

Results and Discussion

This study analysed the characteristics of 100 consumers at a clothes firm in Bandung. The data collected from the field is summarised in the following table to assess the impact of product quality and promotion on purchasing decisions.

Table 2. Characteristics of Respondents

No.	Characteristics	Frequency	Presentation
1.	Gender <ul style="list-style-type: none"> - Female - Male 	70 30	70% 30%
2.	Age <ul style="list-style-type: none"> - < 17 years - 17 – 30 years - 31 – 40 years 	27 57 16	27% 57% 16%
3.	Income <ul style="list-style-type: none"> - 1 – 3 million - 4 – 5 million - 6 million 	34 4 30	34% 4% 30%

The table analysis reveals the distribution of respondents' characteristics according to gender, age, and income. The bulk of respondents were female (70%), compared to males (30%), which may have influenced their purchasing habits. The 17–30 age group constituted 57%, suggesting that this demographic may exhibit greater interest in the available products. In terms of income, respondents earning 1–3 million comprised the majority at 34%, followed by those earning 6 million at 30%, and those earning 4–5 million at 4%. The data suggest that most

respondents belong to the lower-middle income bracket, which may influence their purchase choices regarding the price and accessibility of products. This comprehensive data offers significant insights into consumer demographics that can be utilized to develop more effective marketing strategies.

Instrument testing encompasses the evaluation of the validity and reliability of the instrument, specifically the questionnaire used in the research. The validity and reliability testing of the instrument ensure that it fulfills the research criteria.

Table 2. Assessments of Validity and Reliability

Product Quality		Promotion		Purchasing Decisions	
Item	Correlation	Item	Correlation	Item	Correlation
1	0.573	1	0.462	1	0.774
2	0.559	2	0.316	2	0.792
3	0.559	3	0.462	3	0.608
4	0.388	4	0.598	4	0.652
5	0.535	5	0.470	5	0.689
6	0.379	6	0.500	6	0.617
7	0.450	7	0.512	7	0.651
8	0.397	8	0.466	8	0.604
9	0.507	9	0.445	9	0.672
10	0.430	10	0.495	10	0.604
11	0.552	11	0.413	11	0.652
12	0.561	12	0.533	12	0.615
13	0.578	13	0.447	13	0.637

14	0.578	14	0.499	14	0.616
15	0.512	15	0.577	15	0.333
Cronbach Alpha					
X1	0,792				
X2	0,763				
Y	0,867				

The table above indicates that the correlation coefficient (r) for each statement item exceeds the threshold value of 0.300. The test results demonstrate that all items related to Turnover Intention are valid and appropriate for use as research measurement instruments, facilitating further analysis. The table above indicates that all variables possess Cronbach's Alpha values exceeding the recommended threshold of 0.6, hence confirming their reliability. The findings of the aforementioned validity and reliability tests indicate that all statements employed have been assessed for validity and consistency (reliability) as research measurement instruments.

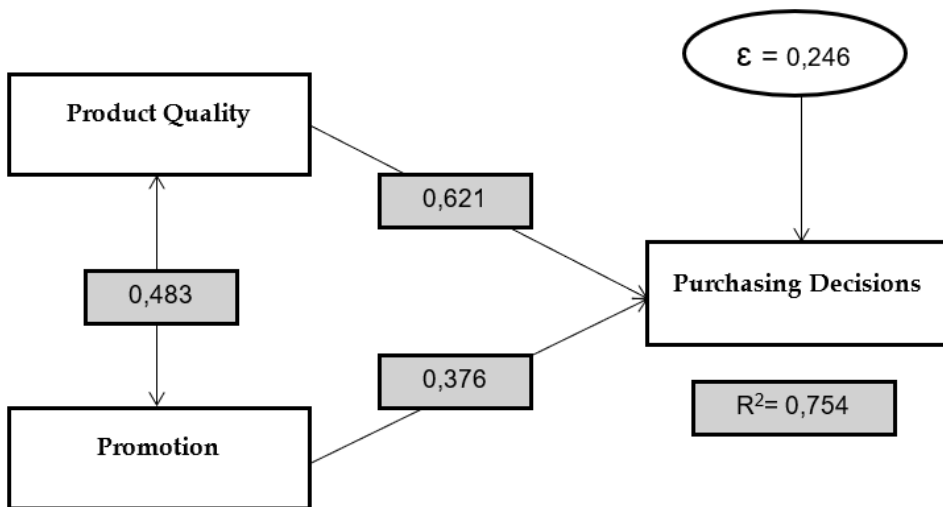


Figure 1. Path Analysis

The illustration above presents a product quality path coefficient (pyx1) of 0.621 and a promotion path coefficient (pyx2) of 0.376. The correlation between product quality (X_1) and promotion (X_2) is 0.483, with an R-squared value of 0.754, yielding an epsilon of 0.246.

The research findings indicate that the product quality variable (X_1) exerts a direct influence of 38.6% and an indirect influence of 11.3% through promotion, culminating in a total influence of 49.9%. This condition indicates that product quality significantly influences purchase decisions. The quality of Uniqlo Lifewear products will significantly impact consumers' purchasing decisions, as assured and high-grade items tend to do well in the market.

The research results indicate that the product quality variable exerts a more substantial direct influence than an indirect one, suggesting that it can have a substantial independent impact.

This condition suggests that superior product quality is correlated with increased consumer purchasing interest, ultimately leading to a decision to buy the goods.

According to research findings and data analysis, the promotion variable (X2) has a direct influence of 14.2% and an indirect influence of 11.3% through its correlation with product quality, resulting in a total influence of 25.5%. This condition indicates that promotion has a substantial impact on purchasing decisions. An effectively crafted marketing can captivate consumers' interest and motivate them to acquire the product. Conversely, an unappealing campaign can diminish consumer purchasing decisions.

The aforementioned research findings demonstrate that the promotion variable has a more significant direct impact than an indirect one, indicating that this promotional variable can independently affect purchasing decisions without relying on other variables.

This suggests that effectively executed advertising would capture consumers' interest and motivate them to buy a product.

The research findings indicate that the coefficient of determination, R-squared, shown as a percentage, demonstrates the impact of all independent factors, including product quality and promotion, on purchase decisions. The value is 0.754, equivalent to 75.4%. The epsilon value of 0.246, or 24.6%, indicates that additional factors beyond product quality and promotion influence purchasing decisions.

Product quality and marketing are determinants that affect purchasing decisions. The quality of a product is intricately linked to promotional efforts in shaping purchasing decisions. Consumers regard product quality as a crucial factor in their purchasing decisions. High product quality

serves as a compelling marketing element, drawing consumer interest and loyalty.

This analysis of prior research demonstrates that purchase decisions, the dependent variable, are affected by elements within the independent variables.

Conclusion

The research findings indicate that product quality and promotion are two critical aspects that together affect consumer purchasing decisions at a clothes firm in Bandung. Both play a substantial role in influencing customer behaviour, both directly and indirectly. These data suggest that enhancing product quality and executing suitable promotions can significantly increase consumer attraction in purchasing decisions. The concurrent impact of these two variables illustrates that consumers evaluate not only the functional characteristics of a product, including durability, comfort, and design, but are also profoundly affected by how the product is conveyed through diverse appealing and efficient promotional channels.

While promotion significantly impacts purchasing decisions, product quality remains an essential basis that must not be overlooked. This condition is that an effective marketing plan must be synchronised with ongoing enhancements in product quality. In this situation, robust promotions lacking sufficient product quality might weaken consumer trust and jeopardise their loyalty. Consequently, organisations must concentrate not only on promotional endeavours but also to consistently assess and innovate their product offers to align with market expectations.

Moreover, the research findings suggest that factors beyond product quality and advertising can affect consumer purchasing decisions. This condition allows for further study to investigate other factors, such as price, brand, customer service, market trends, and societal influences, that may impact purchasing decisions. By thoroughly comprehending these characteristics, organisations may create more robust and flexible marketing strategies to respond to market changes.

The study's outcomes underscore that enhancing product quality should be a paramount concern for firms, supported by focused, innovative, and relevant promotional techniques. The amalgamation of the two will generate enhanced value that not only captivates consumers but also fosters enduring loyalty and trust in the items provided.

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