

***Analysis of the Effect of Promotion, Price, and Product Quality on Purchasing Decisions at Thrifth Carin Store, Street Diponegoro New Market Complex, Mamuju Regency***

**Analisis Pengaruh Promosi, Harga, dan Kualitas Produk terhadap Keputusan Pembelian pada Toko Thrifth Carin Jalan Diponegoro Komplek Pasar Baru Kabupaten Mamuju**

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**ABSTRACT**

*This study investigates the influence of promotion, pricing, and product quality on consumer purchasing decisions at Toko Trifth Carin in Pasar Baru Complex, Mamuju Regency. Through quantitative analysis, it is found that each of these variables significantly affects individual purchasing decisions. Moreover, the combined impact of promotion, pricing, and product quality is also evident, supported by a strong correlation ( $R=0.749$ ) and substantial determination coefficient ( $R^2=0.561$ ). Thus, effective promotional strategies, appropriate pricing, and product quality enhancement are crucial in influencing consumer choices. The findings emphasize the need for an integrated approach to enhance purchasing decisions, guiding businesses in devising comprehensive marketing strategies to better meet consumer preferences.*

**Keywords :** Promotion, Price, Product Quality, Purchasing Decisions

**ABSTRAK**

Penelitian ini menginvestigasi pengaruh promosi, harga, dan kualitas produk terhadap keputusan pembelian konsumen pada Toko Trifth Carin di Kompleks Pasar Baru, Kabupaten Mamuju. Melalui analisis kuantitatif, ditemukan bahwa masing-masing variabel tersebut secara signifikan mempengaruhi keputusan pembelian individu. Selain itu, dampak gabungan dari promosi, penetapan harga, dan kualitas produk juga terbukti, didukung oleh korelasi yang kuat ( $R = 0,749$ ) dan koefisien determinasi yang substansial ( $R^2 = 0,561$ ). Dengan demikian, strategi promosi yang efektif, penetapan harga yang tepat, dan peningkatan kualitas produk sangat penting dalam mempengaruhi pilihan konsumen. Temuan ini menekankan perlunya pendekatan terpadu untuk meningkatkan keputusan pembelian, memandu bisnis dalam menyusun strategi pemasaran yang komprehensif untuk memenuhi preferensi konsumen dengan lebih baik.

**Kata Kunci :** Promosi, Harga, Kualitas Produk, Keputusan Pembelian

**1. Introduction**

It has become a norm for every business engaged in sales to fulfill consumer needs, prioritize profits, and ensure business continuity in the face of increasingly fierce and dynamic competition. This issue is an inherent challenge that business operators must confront and address as part of their practical efforts to establish and sustain their ventures. Various endeavors undertaken by business operators are evident in the business's growth and the strategies employed to capture market share amid the current challenging economic conditions. To ensure financial stability while running the business operations, a thorough understanding of consumer purchasing power and their needs is crucial. Regularly assessing potential future scenarios is also essential. Strategic business plans can be enhanced through various aspects, such as intensifying promotional efforts, reviewing product pricing, and enhancing the quality of services provided to consumers. Ultimately, these actions contribute

to a business operator's ability to influence consumer purchasing decisions, thereby supporting the business and ensuring its stability and continuity.

The Thrift Carin store, specializing in the sale of second-hand clothing, strives to cater to consumer needs by offering a variety of items such as shirts, blouses, and dresses from well-known brands like Uniqlo and Zara, which are generally priced relatively high. This serves as a fundamental basis for the researcher to conduct an investigation through a study. Initial field observations revealed that there is a tendency for the prices offered to consumers to be relatively high, almost on par with similar garments from different brands found in the market, often ranging up to Rp 150,000.

However, despite this, numerous consumers still make purchases regularly, particularly evident during the store's openings for newly arrived clothing items. Additionally, the researcher also discovered that the promotional strategies employed are relatively straightforward and irregular, relying heavily on online social media platforms such as Facebook and Instagram, with no fixed scheduling. Going further, the product quality of items like pants, dresses, and shirts in the store is rather average, relying primarily on the reputation of well-known brands and the inherent nature of second-hand goods. This doesn't provide any assurance regarding the quality of the products being sold, making it easy to draw comparisons with items purchased in new condition. Consequently, the significance of this research lies in the researcher's attempt to scientifically examine the variables that are the focal points of the study and their influence on consumers' purchasing decisions.

## **2. Literature Review**

According to Tambajong (2013:), marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals. Meanwhile, according to Kotler and Armstrong (2012: 29) "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return", meaning that it states that marketing is a process by which companies create value for customers and build strong customer relationships. value Furthermore, according to Sudaryono (2016: 41), marketing is a management process that seeks to maximize profits for shareholders by establishing relationships with valued customers and creating competitive advantages.

Promotion is the most important activity that plays an active role in introducing, informing and recalling the benefits of a product in order to encourage consumers to buy the promoted product. To hold promotions, each company must be able to determine exactly which promotional tools to use in order to achieve success in sales. According to Swastha & Irawan (2008), promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. Based on the above understanding, the authors conclude that promotion is the most important part of the marketing system.

Promotion, as described by Swastha (2008), serves several key purposes. Firstly, it functions as an informative tool, adding value to a product by delivering essential information to consumers. This information encompasses details about the product itself, its pricing, and other relevant particulars. Without such informative promotion, consumers might lack awareness about a product's features. Additionally, promotion acts persuasively, particularly towards potential buyers, aiming to establish a perception that a certain product is superior to its counterparts. Furthermore, promotion plays a crucial role in shaping a distinct product image in the minds of prospective consumers.

This is achieved through well-crafted advertising techniques, such as the use of captivating colors, illustrations, shapes, or layouts. Lastly, promotion is instrumental in achieving objectives. It serves as a means to facilitate favorable exchanges through effective

communication, ensuring that consumers' wants and needs are met. In this context, communication strategies demonstrate methods to establish mutually beneficial transactions. Asri (2003: 360) identifies several key objectives of promotion: Firstly, promotion aims to inform potential buyers extensively about the product on offer. This entails providing information about the product's attributes, its manufacturer, availability, pricing, and more. The information can be presented through various means such as text, images, and words, tailored to the context.

Secondly, promotion seeks to persuade potential consumers to make a purchase. It's important to note that persuasion in this context doesn't involve coercing decisions. Instead, it focuses on encouraging a positive buying choice. Lastly, promotion serves the purpose of reminding consumers about specific products associated with a certain company, available at a specific location, and often at a specific price. This reminder is valuable as it alleviates the need for consumers to constantly search for desired items and their sources. Kotler and Keller (2016) identify several promotional indicators: Firstly, there's the Promotion Message, which measures the effectiveness of crafting and delivering the promotional message to the market. Secondly, there's Promotion Media, encompassing the mediums chosen by the company to execute its promotional strategies. Lastly, Promotion Timing refers to the duration throughout which the company engages in its promotional efforts.

According to Kotler and Armstrong (2016), "The amount of money charged for a good or service or the amount of money value that consumers exchange for the benefits of owning or using the product or service". According to Kotler (2012: 132), "Price is the amount of money that customers have to pay for the product. From this definition, price is a value that is made to be a benchmark for the value of a good or service". In the context of the marketing mix, price plays an important role and requires careful consideration. First, price is not just a number, but also a statement of the value of a product, reflecting what the product provides to consumers.

Second, the concept of value is a key factor, where value is a comparison between the benefits felt by consumers and the costs incurred to obtain the product. Third, price has a real impact on consumer perceptions of product quality, and is often considered an indicator of product quality or status. Fourth, price is closely related to the law of demand. In accordance with the principle of demand, price has an influence on the amount of demand. A high price may result in a decrease in demand, while a lower price may encourage an increase in demand. Fifth, price has a direct impact on the company's revenue and profit. As one of the elements of the marketing mix, price contributes to the company's income, which in turn affects the amount of profit and market share that can be achieved.

Sixth, price has high flexibility and can be adjusted quickly according to changing market dynamics. This allows manufacturers to respond to changes in demand and competition by adapting their prices. Seventh, price also affects the product's image and position in the market. In the context of service marketing, which emphasizes image and exclusivity, price is an important factor. A high price is often interpreted as an indication of superior quality, while a lower price can affect that perception.

Eighth, pricing is a major challenge for managers. Setting the right price requires a deep understanding of the market and consumers, as price has a direct impact on purchasing decisions. Finally, pricing policy is temporal and must be continuously monitored. Producers must monitor price developments in the market and understand the company's position in the overall market context. As such, pricing strategies must always be adapted to the changing market situation to remain relevant and competitive. Price has an important role in purchasing decisions, but there are other factors that also influence.

According to Tjiptono (2014), internal and external factors of the company play a role in pricing. Internally, factors such as profit maximization goals, maintaining company

continuity, and gaining a large market share influence pricing. Pricing strategies must also be in line with other marketing strategies such as product, distribution, and promotion. Costs also form the basis of the minimum price to keep the company profitable. Organizations need to decide who is responsible for pricing. From the external side, market and demand play an important role. The company must understand the market and the demand it faces. Competition in the market is influenced by five main forces: products, substitutes, suppliers, customers and threats from new entrants. These factors affect both consumers and producers, so proper pricing needs to consider these factors. In determining prices, the relationship between internal and external factors of the company is important, such as considering the demand and prices of products on the market.

In the view of Kotler and Armstrong (2012), the price variable consists of key elements such as list prices, discounts, rebates, and payment periods. They also identify four important indicators related to price. First, price affordability which refers to the extent to which the price matches the consumer's ability to purchase the product. Second, price compatibility with product quality, which is the extent to which the price reflects the value of the product in terms of its quality. Third, price competitiveness which measures the extent to which prices compete with the prices of similar products on the market. Finally, price-benefit fit, which indicates whether the price is proportional to the benefits received by consumers from the product.

Product quality is the product's ability to perform its functions, such as durability, reliability, and accuracy. This summarizes the views of Kotler and Keller (2016). Tjiptono (2015:105) articulates quality as performance, reliability, usability, and aesthetic aspects. Arumsari (2012:45) states product quality as the factors that make a product suitable for its production purpose. The combination of these definitions shows that product quality includes the reliability and ability of the product to meet the wants and needs of consumers, and this can be compared with other products in the context of their quality. According to Tjiptono (2015), the dimensions of product quality consist of eight aspects. First, performance results refer to the core performance of the product that provides benefits to consumers. Second, additional characteristics or features are complementary characteristics that differentiate the product from competitors. Third, reliability indicates the extent to which the product can be relied on without damage. Fourth, conformance to specifications is the extent to which the product meets the standards desired by the manufacturer. Fifth, durability measures the operational life of the product under normal conditions. Sixth, serviceability includes repair, quick service, and satisfactory handling of complaints. Seventh, aesthetics involves the visual and sensory appeal of the product. Finally, perceived quality is the consumer's perception of product quality, which can be influenced by price, brand, and product origin. According to

Sangadji (2013), there are five levels of products. Core benefits are the basic benefits provided by the product, for example hospitality products that provide rest and sleep. Basic products are the basic form of products that can be used. Expected products include attributes desired by customers at the time of purchase, such as clothing and accessories. Enhanced products undergo changes to differentiate them from competitors, for example, well-known brands. Potential products are products that undergo shape evolution, such as collectibles or investments. Meanwhile, according to Kotler (in Arumsari, 201), products generally have four levels of quality, ranging from low quality, average quality, good quality, to excellent quality.

According to Kotler and Keller (2012), there are ten product quality benchmarks to consider. First, the shape of the product includes dimensions such as size and structure. Second, features complement the basic functions of the product. Third, customization refers to conformity with consumer preferences. Fourth, quality of work is an important factor in implementing a product model that provides high quality. Fifth, quality of fit measures the extent to which the product meets the promised specifications. Sixth, durability measures the

life of the product under normal or stressful conditions. Seventh, reliability ensures that the product does not fail. Eighth, ease of repair assesses how easy the product is to repair if it malfunctions. Ninth, style refers to the appearance and aesthetics of the product. Lastly, design affects how the product looks and functions as needed.

According to Kotler & Armstrong (2016), purchasing decisions are part of consumer behavior, which includes how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and wants. Tjiptono (2015) states that consumer purchasing decisions are choices of actions from various alternatives. The level of purchasing involvement divides the buying process by end consumers into three types, as explained by Tjiptono (2015). First, nominal (habitual) purchasing decisions are when consumers simply choose their favorite brand without evaluating other alternatives. Second, limited decision making occurs when consumers identify a problem or need, evaluate several alternative products or brands based on their knowledge without seeking new information.

Third, extended decision making is a more comprehensive type of decision making, starting from problem identification, searching for specific product or brand information, to evaluating alternatives and purchasing decisions. Tjiptono (2017) explains that the factors that influence customer purchasing decisions include the emotional bond between customers and producers after using a product or service, which provides added value. This value dimension consists of four aspects.

First, emotional value is the utility that arises from the positive feelings or emotions that arise when consuming the product. Second, social value is the utility associated with the product's ability to improve the consumer's social-self concept. Third, quality value is the utility derived from the short- and long-term cost efficiency offered by the product. Finally, functional value is the value derived from product attributes that provide functional benefits or utility to consumers. These values directly influence the way consumers perceive and choose products.

According to Kotler & Armstrong (2016), purchasing decision indicators include several dimensions. First, product choice, where consumers decide whether to buy a product or use their money for something else. Second, brand choice, where consumers choose the specific brand they want to buy. Third, the choice of distributor, where consumers decide which seller to buy the product from. Fourth, the time of purchase, namely the decision when the product will be purchased. Fifth, the number of purchases, where consumers decide how many products to buy at one time. Sixth, the payment method, where consumers choose how they will pay for the purchased product or service. All of these decisions are influenced by environmental, family, and technological factors used in purchasing transactions.

### **3. Research Methods**

This research was conducted at the Trifth Carin Store located on Jalan Diponegoro Pasar Baru Complex, Mamuju Regency. The type of data required consists of qualitative data and quantitative data. Qualitative data is in the form of a description or explanation of marketing, promotion, price, product quality, purchasing decisions, and other relevant data. Quantitative data is obtained from the results of questionnaires given to respondents. The data sources used consist of primary data and secondary data. Primary data is obtained through interviews or distributing questionnaires to consumers who make purchases at Trifth Carin Stores. Secondary data is obtained from documents, the internet, journals, and other written reports relevant to the research.

The research population is all consumers who make purchases at the Trifth Carin Store. The research sample was 50 respondents, selected by accidental sampling method. Data collection methods include direct observation of the store, questionnaires distributed to

respondents, and data collection from related documents. Data analysis involves validity test to compare the collected data with the actual data, reliability test with a minimum Cronbach alpha value of 0.6, and multiple linear regression analysis to prove the hypothesis. Hypothesis testing is done through the t test and F test in multiple linear regression analysis. The t test is used to determine the effect of the independent variables partially on the dependent variable, while the F test is used to test the effect of the independent variables jointly on the dependent variable. The operational definition refers to the research variables, including promotion (promotional message, promotional media, promotional time), price (affordability, conformity to quality, competitiveness, conformity to benefits), and product quality (shape, features, customization, work quality, quality of fit, durability, reliability, ease of repair, style).

#### 4. Results and Discussions

The data analysis process in this study was carried out using IBM SPSS (Statistical Package for Social Science) software version 24. The following is an explanation of the results of data processing through multiple linear regression equations in this study:

**Table 1. Hypothesis Testing Result**

Variable	Beta	T Value	Significant
Constant	11.502	2.322	.025
Promotion	.393	3.326	.002
Price	.473	3.822	.000
Product Quality	-.099	-.857	.396
F Suare		19.613	.000 <sup>b</sup>
R Square		.561	

The test results show that the promotion variable has a significant influence on purchasing decisions at the Trifth Carin Store. This is evidenced by the tcount value of 3.326, which is greater than the ttable value of 2.01410. In addition, the significance value of the promotion variable (Sig) is 0.002, which is smaller than the significance level ( $\alpha$ ) of 0.05. These results indicate that there is a significant relationship between promotion and purchasing decisions at Trifth Carin Stores in Mamuju Regency. The regression coefficient ( $b_1$ ) for the promotion variable is 0.393. This shows the magnitude of the expected change in the purchasing decision variable when the promotion variable changes by 1 unit. With this positive value, we can say that an increase in promotion will tend to increase consumer purchasing decisions at the store. Thus, this result provides support for the hypothesis proposed in this study, namely that promotion has a significant influence on purchasing decisions. This shows the importance of promotion in influencing consumer decisions to make purchases at Trifth Carin Stores. Therefore, companies can consider optimizing their promotional strategies to improve customer purchasing decisions in the future.

The test results concluded that the price variable has a positive and significant influence on consumer purchasing decisions at the Trifth Carin Tommo Store. In fact, the tcount value of 3.822 is smaller than the ttable value of 2.01410, and the significance value of the price variable (Sig) is 0.000, which is much smaller than the significance level ( $\alpha$ ) of 0.05. In other words, these results indicate that there is a significant relationship between price and purchasing decisions at Toko Trifth Carin in Mamuju Regency. The regression coefficient ( $b_2$ ) for the price variable is 0.473. This indicates that each one unit increase in the price variable will result in an increase of 0.473 units in the purchasing decision variable. Since the value of this regression coefficient is positive, we can conclude that an increase in price tends to increase consumer purchasing decisions at the store. Field facts also support this result, by showing that the prices offered by the Trifth Carin Tommo Store are relatively affordable when compared to the purchase of new goods of the same brand. This affects consumers'

purchasing decisions, where more affordable prices can be one of the important factors influencing their decision to buy clothes at the store. Thus, the results of this study provide strong support for the hypothesis that price has a positive and significant influence on consumer purchasing decisions at Trifth Carin Tommo Store. Therefore, it is important for companies to continue to consider the right pricing strategy in order to influence consumer purchasing decisions more effectively.

The test results show that the product quality variable does not have a positive and significant influence on consumer purchasing decisions at the Trifth Carin Store. This is evidenced by the tcount value of -0.857 which is smaller than the ttable value of 2.01410. In addition, the significance value of the product quality variable (Sig) is 0.396, which is greater than the significance level ( $\alpha$ ) of 0.05. Furthermore, the regression coefficient ( $b_3$ ) for the product quality variable is -0.099. With this finding, it can be concluded that there is no significant and positive relationship between product quality and consumer purchasing decisions at Trifth Carin Stores in Mamuju Regency.

Field facts also support this finding by mentioning that although the products in this shop have well-known brands, the product quality tends to be not so good and does not last long. Although the products have well-known brands, poor quality can reduce consumer motivation to make purchases. The results of this study provide insight that the product quality aspect does not have a significant influence on purchasing decisions at this store. However, it was mentioned that the products have a fairly recognizable brand, and this may be one of the reasons why consumers still consider purchasing even though the product quality is not as good as expected. It is important to remember that these findings can help companies to better understand how product quality variables play a role in influencing purchasing decisions. While product quality may not be a major factor in purchasing decisions in this store, other factors such as brand and price factors can still play an important role. These findings can also be a starting point for further research that can explore other factors that might influence consumer purchasing decisions in this store environment.

Based on the analysis presented in table 1, it can be seen that the Fcount value for the promotion, price, and product quality variables is 19,613, with a significance level of 0.000. To compare with the F table value ( $df_1 = 3$  and  $df_2 = 46$ , sig. 0.05), the F table value is 2.81. From the comparison results, it can be seen that the Fcount value (19.613) is greater than the F table value (2.81). In addition, the significance value (0.000) is smaller than the predetermined significance level (0.05). Therefore, it can be concluded that there is a positive and significant influence together between the variables of promotion, price, and product quality on consumer purchasing decisions at the Trifth Carin Store. These results support the fourth hypothesis which states that promotion, price, and product quality together have an effect on purchasing decisions. This finding shows that these three factors have a complementary role in influencing consumer purchasing decisions.

The positive and significant contributions of the promotion, price, and product quality variables indicate that promotional efforts, appropriate pricing, and good product quality can help increase the likelihood of consumers to decide to make purchases at Trifth Carin Stores. Further discussion regarding the implications of these findings may involve consideration of more optimal marketing strategies. Store management can use these results to direct their efforts in strengthening promotions, determining appropriate prices, and improving product quality. By understanding that these three factors jointly contribute to purchase decisions, stores can design comprehensive and powerful marketing strategies.

The results obtained from table 1 show that the correlation coefficient (R) between the promotion, price, and product quality variables has a value of 0.749. This figure indicates that the relationship between the three variables is very strong. In the interpretation of correlation, a value between 0.7 to 0.9 indicates a very strong relationship between these

variables. Furthermore, the coefficient of determination ( $R^2$ ) has a value of 0.561. This value reflects how much influence the promotion, price, and product quality variables have on purchasing decisions. In this context, the  $R^2$  value of 0.561 means that 56.1% of the variation in purchasing decisions can be explained by the promotion, price, and product quality variables in this study. The remaining 43.9% is attributable to other factors not included in this study or variability that cannot be explained by these variables.

This interpretation illustrates that most of the variation in purchasing decisions by consumers at Trifth Carin Stores can be explained by the joint influence of the variables of promotion, price, and product quality. However, there are still other factors outside of these variables that play a role in shaping consumer purchasing decisions. Therefore, although the relationship between promotion, price, and product quality is very strong and has a significant impact on purchasing decisions, there is still variability that is not included in this research model. In the context of marketing, these results indicate that strategies that include effective promotion, appropriate pricing, and improved product quality can significantly influence consumer purchase decisions. However, a holistic marketing strategy should also consider other factors that may also influence purchase decisions to achieve better results in capturing consumer preferences.

## 5. Conclusion

Based on the analysis that has been carried out, several significant conclusions can be drawn. First, the results of the analysis show that the variables of promotion, price, and product quality have a significant influence on consumer purchasing decisions at Toko Trifth Carin in the Pasar Baru Complex, Mamuju Regency. Separately, these three variables have a strong positive impact on purchasing decisions. Promotion variables, including promotional messages, promotional media, and promotional time, are proven to have a significant influence on purchasing decisions. Furthermore, the price variable also plays an important role in influencing purchasing decisions, showing that aspects of price affordability, conformity with product quality, and price competitiveness have a positive and real influence on consumer purchasing decisions. Although the product quality variable does not show a significant effect individually, the overall analysis results still provide the view that this variable has an important role in purchasing decisions.

Second, the results of the analysis also confirm that together, the variables of promotion, price, and product quality have a significant effect on consumer purchasing decisions at Trifth Carin Stores. The F test results prove that these three variables comprehensively play an important role in influencing purchasing decisions. The strong correlation between promotion, price, and product quality, indicated by the correlation coefficient ( $R$ ) value of 0.749, illustrates that the interaction between these variables has a strong and positive relationship. Additionally, the coefficient of determination ( $R^2$ ) value of 0.561 indicates that approximately 56.1% of the variation in purchasing decisions can be explained by these three variables, while the remaining 43.9% can be contributed by other factors not examined in this study.

Overall, the main conclusion that can be drawn is that in an effort to improve consumer purchasing decisions, a strategy that embraces effective promotion, appropriate pricing, as well as improved product quality is essential. Although product quality was not shown to have a significant influence individually, it is still necessary to make efforts to maintain and improve quality as an integral part of the marketing strategy. An approach that integrates these three variables can help Toko Trifth Carin in Pasar Baru Complex of Mamuju Regency to better understand consumer preferences and strengthen their position in the market.



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