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Influencing purchase choices: analyzing the interplay between product quality, promotion, and hammerstout products

Aryanda Muhammad Rivaldi[1], Adam Faritzal[2]
[1,2]Management, Faculty of Economic and Busiriss, Widyatama University, Bandung, Indonesia

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ABSTRACT

The present study aims to examine the influence of brand image, promotion, and product quality on consumer purchase behavior, with a specific emphasis on Hammerstout items. The fashion industry in Indonesia, encompassing the apparel sector, plays a substantial role in fostering the economic development of the nation. The research utilizes a range of analytical methodologies, including as descriptive statistical analyses, instrumental tests, tests of classical assumptions, double linear regression analyses, and hypothesis testing. The results indicate that the quality of a product plays a substantial role in shaping consumers' purchase choices, accounting for a large proportion of 63.2% in the overall decision-making process. Promotion has a beneficial influence on purchasing decisions, accounting for a significant proportion of 20.1%. The combined factors of product quality and promotion contribute to 83.3% of the impact on consumer purchasing decisions, while the remaining 16.7% is ascribed to other variables.

Corresponding Author:

Aryanda Muhammad Rivaldi,
Manajemen, Faculty of Economic and Management
Widyatama University,
Jl. Cikutra No. 204 A, Cibeunying Kidul Bandung, 40125, Indonesia,
Email: aryanda.rivaldi@widyatama.ac.id

1. INTRODUCTION

Indonesia is one of the developing countries whose economic growth comes from a variety of sectors, one of which is the fashion industry or manufactured clothing (Indarti & Peng, 2017). The fashion industry significantly boosts Indonesia's economy, driven by the essential human need for clothing, ensuring its growth and promising prospects (Mustikarani & Irwansyah, 2019).

The clothing industry thrives independently, bolstered by active consumer purchases, with surveys indicating that 76 percent of Indonesians prioritize spending on clothing over other items (Asmara et al., 2016). With the advancement of the times, however, now the way of dressing marks the character and taste of a person, the condition is in line with the growing public awareness of Fashion that has led to the

fulfillment of a lifestyle in a fashion (Haryanto et al., 2019). Founded in 2017 by friends Chae and Andromeda, fresh from University of Widyatama, Hammerstout initially specialized in quality denim pants, a then-rare find according to Chae (Ghaani Farashahi et al., 2018).

Consumer satisfaction with the quality of the products offered up to the promotion performed effectively can make an effort to increase the sales of its products (Aulia et al., 2022). An enterprise must heed and fulfill consumer desires, with the product being the pivotal factor in the success or failure of its overall marketing strategy. Attractive and useful products are essential to secure consumer purchases (Sembiring Brahmana et al., 2020).The ability of product quality to demonstrate a variety of functions including durability, reliability, accuracy, and ease in assembly (Kotler.P & Amstrong. G, 2018). A product can be said to be quality if it meets the needs and wishes of the buyer, If the quality given better must have an impact on the name of the company as well as the attitude of the consumer. In this case the right strategy will ultimately affect the purchase decision. (Aibar-Guzmán & Somohano-Rodríguez, 2021) The decision to buy products from consumers over the products offered is very much expected by the company so that the company can continue to grow.

Buying decisions are heavily influenced by promotion, which showcases products to enhance consumer awareness and encourage purchases (Shahid et al., 2017). Promotion should be continued as it can increase product sales as well as expand the range of product information to attract new consumers. (Ola Dewi & Giatman, 2022) They are present on Instagram and TikTok, and fully active on e-commerce platforms like Shopee, Tokopedia, Lazada, and their own Official Website. However, it's uncertain how effective their promotions are, as consumer purchase decisions heavily rely on promotional appeal. Based on a previous study conducted by (Maulana, 2021) entitled "Influence of Price, Product Quality and Promotion on Purchase Decisions of ARTFRESH Products" the results show that the dimension of product quality as well as promotion simultaneously influence the dimensions of purchase decisions.

This research stands out by examining the combined effect of product quality and promotion on purchasing decisions, a gap in previous studies that mostly focused on these factors individually. It offers a broader understanding of decision influencers, aiding in the development of more effective marketing strategies across various industries, including automotive and fashion. This approach contrasts with earlier research that often limited its scope to specific sectors, thus enhancing the applicability of its findings to diverse business contexts.

2. RESEARCH METHOD

The research instruments employed in this study consist of either an elevator or a questionnaire that has been developed by the researchers themselves. According to (Prof. Dr. Sugiyono, 2022), The research instrument used in this study is a structured questionnaire, designed to align with the study's variable indicators and distributed to participants. Questionnaires are standard tools in quantitative research for standardized measurement (Malhotra, 2020).The demographic for Hammerstout consumers is not precisely known due to limited information. This study used probability sampling to select a sample of 100 participants (Hendy Tannady & Meilisa Alvita, 2023).

Operational Variable

This study investigates the influence of brand image, promotion, and product quality on Hammerstout product purchasing decisions, with X1 representing product quality and X2 representing promotion. Y represents the purchase decision.

Data Analysis Techniques

The data analysis method refers to the systematic approach employed to process research findings with the aim of deriving meaningful conclusions (Younas et al., 2023).

This study employed various analytical techniques, including descriptive statistics, instrumental tests, classical assumption tests, dual linear regression, and hypothesis testing, to assess the impact of product quality and promotion on purchasing decisions (Marcal et al., 2020).

Research Instruments

The process of collecting data for an instrument study serves as a means of evaluating the effectiveness and performance of the instrument (Bastos et al., 2014). The research instruments that have been developed will undergo testing with respondents who are not part of the study sample. This is done to assess the overall validity and reliability of the instruments (Makasi & Govender, 2017). To meet research objectives, using suitable instruments is essential to ensure the data aligns with expectations, serving as a valuable resource for problem-solving.

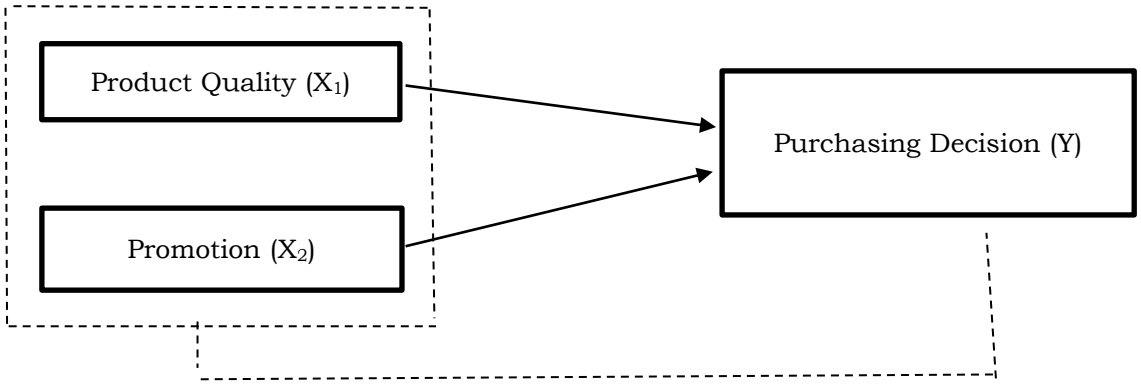

Figure 1. Frame of Mind

Influence of Product Quality on Purchase Decisions

The previous study conducted by (Oktavian & Wahyudi, 2022; Warasto, 2018) asserts that product quality significantly contributes to purchase decisions. Similarly, according to the research conducted by (Sriwardiningsih & Bharata, 2017) it is asserted that product quality has a significant influence on purchase decisions. Based on the exposure presented, the hypothesis put forward in this study is: H1: Product quality has a positive and significant influence on purchasing decisions

Impact of the Promotion on Purchase Decisions

According to a previous study conducted by (Arifin et al., 2021; Nies et al., 2017), it was found that promotion had a positive and significant impact on purchase decisions. Similarly, in a study conducted by (Aziz et al., 2019), it was found that promotion has a positive and significant impact on purchase decisions. Based on the exposure presented, the hypothesis put forward in this study is: H2: Promotions have a significant positive influence on purchasing decisions

Impact of Product Quality and Promotion on Purchase Decisions

There is a correlation between product quality and promotion with purchase decisions, as has been demonstrated in the study by (Limpo et al., 2018; Rahman et al., 2021). The study found that there is a significant influence jointly between the product quality variable and promotion on the purchase decision, so that the hypothesis put forward can be stated as true. Based on this description, the hypothesis put forward in this study is that: H3: Product quality and promotions have a positive and significant influence on purchasing decisions.

3. RESULTS AND DISCUSSIONS

3.1 Validity Test Results

The assessment of validity The purpose of utilizing a questionnaire is to assess its capacity in effectively capturing the intended constructs as intended by the researcher (Ghozali, 2018). A questionnaire is deemed valid if it elicits accurate responses reflective of the surveyed construct and achieves a validity coefficient (r-counted) above the critical value (r-table) at the set significance level, as determined by statistical tests like the Pearson correlation:

Table 1. Research Variable Validity Test Results

Variable	Statement	r-calculate	r-table	Information
Product Quality (X1)	P1	0,732	0,165	Valid
	P2	0,778	0,165	Valid
	P3	0,575	0,165	Valid
	P4	0,775	0,165	Valid
	P5	0,746	0,165	Valid
	P6	0,717	0,165	Valid
	P7	0,758	0,165	Valid
	P8	0,764	0,165	Valid
Promotion (X2)	P1	0,836	0,165	Valid
	P2	0,717	0,165	Valid
	P3	0,722	0,165	Valid
	P4	0,762	0,165	Valid
	P5	0,728	0,165	Valid
	P6	0,765	0,165	Valid
	P7	0,764	0,165	Valid
Purchasing Decision (Y)	P1	0,842	0,165	Valid
	P2	0,727	0,165	Valid
	P3	0,763	0,165	Valid
	P4	0,730	0,165	Valid
	P5	0,786	0,165	Valid

Source: Data processing SPSS 23

The table 1 indicates that each item on the statement is a valid part of the research instrument, as all have validity coefficients higher than the threshold of 0.165.

3.2 Reliability Test Results

The research will use the Cronbach Alpha coefficient formula, considered reliable if Cronbach Alpha > 0.7

Table 2. Research Variable Reliability Test Results

Variable	Item	Reliability	Critical Point	Information
X1. Product Quality	8	0,871	0,7	Reliabel
X2. Promotion	7	0,873	0,7	Reliabel
Y. Purchasing Decision	5	0,826	0,7	Reliabel

Source: Data processing SPSS 23

Table 2 reveals that all four variables are reliable for further analysis, with Cronbach's alpha values all above the 0.7 threshold.

3.3 Normality Test

The normality test in regression models is used to examine whether the residuals generated from the regression are normally distributed or not. A good regression model is one that follows a normal distribution or closely approximates it.

Figure 2. P-Plot Normality Test

The scatter points on the normality chart form diagonal lines, indicating that the regression model meets the normality assumption, as confirmed by the Kolmogorov-Smirnov test:

Table 3. Normality test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.000
	Std. Deviation	1.294
Most Extreme Difference	Absolute	.102
	Positive	.102
	Negative	-.051
Kolmogorov-Smirnov		1.017
Asymp. Sig. (2-tailed)		**.252**

a. Test distribution is Normal.

b. Calculated from data.

The significance value (Asymp. Sig. 2-tailed) from the Kolmogorov-Smirnov test output table is 0.252, indicating that the data conforms to a normal distribution since the p-value is greater than 0.05.

Multicollinearity Test

The multicolinearity test aims to test whether a regression model found a correlation between free (independent) variables.

Table 4. Multicollinearity test Coefficients[a]

		Collinearity Statistics	
Model		Tolerance	VIF
1	Product Quality (X1)	.192	5.199
	Promotion (X2)	.192	5.199

a. Dependent Variable : Purchasing Decision (Y)

The two free variables have tolerance values > 0.1 and VIF values < 10 in the given output, indicating no multicollinearity issue.

Heteroscedasticity Test

The Heteroscedasticity test aims to test whether the regression model occurs in the inequality of variance and residuals of one other observation (Ghozali, 2018).

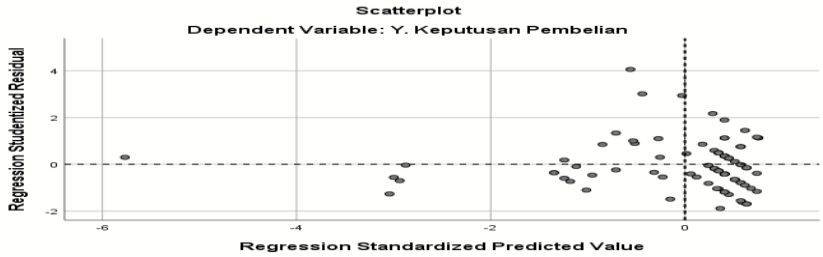

Figure 3. Scatter Plot Heteroscedasticity Test

The depicted image shows data points randomly distributed around the Y-axis zero point, indicating no evidence of heteroscedasticity, confirmed by the Glejser test.

Table 5. Glejser test Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.657	.658		.999	.320
	Product Quality (X1)	-.015	.430	-.079	-.342	**.733**
	Promotion (X2)	.027	.047	.134	.578	**.564**

a. Dependent Variable: Absolut Residual (ABS)

In Table 5, the p-values for the independent variable and its residual absolute value are both > 0.05 (0.733 and 0.564), indicating no heteroscedasticity issue in the studied data.

Autocorrelation Test

The Autocorrelation Test detects whether consecutive observations in a linear regression are correlated, as per Ghozali (2018).

Table 6. Autocorrelation test Model Summary[b]

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate	Durbin-Watson
1	.913a	.833	.830	1.30693	1.969

a. Predictors: (Constant); Promotion, (X2). Product Quality (X1)

b. Dependent Variable: Purchasing Decision (Y)

The dw statistic of 1.969 indicates no autocorrelation in the model, as it lies between the upper Durbin-Watson critical value of 1.715 and the adjusted lower value of 2.285 for a sample size of 100 and a significance level of 0.05.

Multiple Linear Regression Test

Using the help of SPSS 23 software, multiple linear regression analysis results were obtained as follows:

Table 7. Multiple regression coefficients

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1					
(Constant)	-390	.997	.696	-3.91	.697
Product	.580	.065	.234	7.365	.000
Quality (X1)	.176	.071		2.477	.015
Promotion (X2)					

a. Dependent Variable: Purchasing Decision (Y)

Based on the results of the SPSS output in table 7 above, it can be seen that each regression coefficient value at the *Unstandardized Coefficients value "B"*, so that a multiple linear regression equation is obtained as follows:

$$Y = -0{,}390 + 0{,}480X_1 + 0{,}176X_2 + e$$

From the results of the regression equation, each variable can be interpreted as follows: (a) A constant value of -0.390, means that if all independent variables, namely product quality and promotion, are 0 (zero) in other words there is no change, then it is predicted that the purchase decision will be low by -0.390. (b) The value of product quality is 0.480, meaning that if the product quality increases by 1 or better while other independent variables are fixed or constant, it is predicted that purchasing decisions will increase by 0.480. (c) The value on the promotion of 0.176, means that if the promotion increases by 1 or better while the other independent variables are fixed or constant, then it is predicted that the purchase decision will increase by 0.176.

Partial Hypothesis Test (Test t).

The t-test examines whether an independent variable has an individual impact on the dependent variable at a 95% confidence level or a 5% significance level

Table 8. Partial hypothesis (Test T)

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.390	.997		-.391	.697
Product Quality (X1)	.480	.065	.696	7.365	.000
Promosi (X2)	.176	.071	.234	2.477	.015

Dependent Variable: Purchasing Decision (Y)

The Effect of Product Quality (X_1) on Purchasing Decisions (Y)

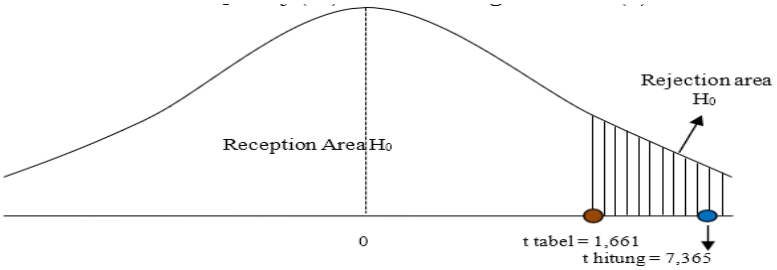

Figure 4. Partial hypothesis test curve x_1

The test results show that better product quality significantly improves purchasing decisions for Hammerstout products, confirming our research hypothesis.

Effect of Promotion (X_2) on Purchase Decision (Y)

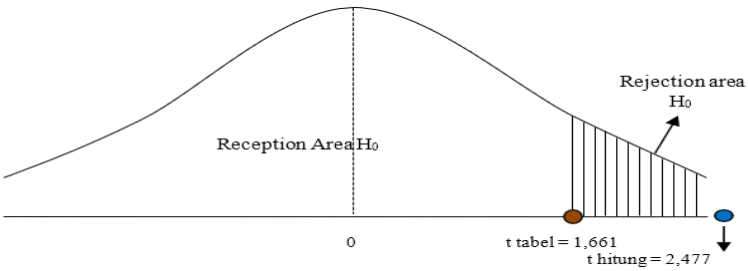

Figure 5. Partial hypothesis test curve x_2

The test results indicate that better promotion significantly boosts purchasing decisions for Hammerstout products, confirming our research hypothesis.

Simultaneous Hypothesis Test (F Test)

Table 9. Significance test (Test F)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	827.357	2	413.678	242.190	.000[b]
	Residual	165.683	97	1.708		
	Total	993.040	99			

a. Dependent Variable: Purchasing Decision(Y)

b. Predictors: (Constant), Promotion (X2), Product Quality (X1)

The SPSS results reveal that both product quality and promotion significantly influence purchasing decisions for Hammerstout products, as the calculated F value (242.190) is greater than the table F value (3.090), and the significance level is below 0.05 (0.000):

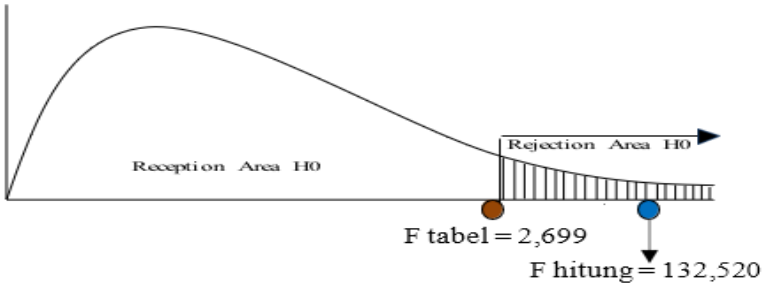

Figure 6. Simultaneous Hypothesis Test Curve

The test results confirm that brand image, promotion, and product quality all have a significant and positive impact on purchasing decisions for Hammerstout products, supporting our research hypothesis.

Coefficient of Determination Test (R^2)

Table 10. Coefficient of simultaneous determination Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913[a]	.833	.830	1.30693

a. Predictors: (Constant), Promotion (X2), Product Quality (X1)

Dependent Variable: Purchasing Decision (Y)Simultaneous Determination

The SPSS table shows an R-square value of 0.833, indicating that 83.3% of purchasing decisions for Hammerstout products are influenced by product quality and promotion. The remaining 16.7% is attributed to other factors not studied here. To understand each variable's contribution, multiply the Beta value by the Zero Order value:

Table 11. Coefficient of partial determination Coefficients[a]

Model		Standardized Coefficients	Correlations
		Beta	Zero-order
1	Product Quality (X1)	.696	.907
	Promotion (X2)	.234	.860

a. Dependent Variable: Purchasing Decision (Y)

The following is presented the result of the partial influence between the independent variable and the bound variable with the *formula Beta* multiplied by *Zero*

Order: (a) Product quality variables (X_1) = 0,696 x 0,907 = 0,632 or 63,2%. (b) Promotion variables (X_2) = 0,234 x 0,860 = 0,201 or 20,1% .

From the results of the calculation above, it is known that from the total contribution of 83.3%, it turns out that 63.2% is given by product quality variables and from promotions by 20.1%. So it can be seen that product quality variables contribute most dominantly to purchasing decisions on Hammerstout products.

Discussion

The Effect of Product Quality on Hammerstout Product Purchasing Decisions

The hypothesis test results and the table reveal that the product quality variable has a significant effect on purchase decisions for Hammerstout products (p-value = 0.000 < 0.05). This means that better product quality leads to increased purchase decisions, and vice versa. This is certainly in line with research conducted by (Maulana, 2021) which provides results that product quality has a positive and significant effect on purchasing decisions.

The Effect of Promotion on Hammerstout Product Purchase Decisions

Based on the hypothesis test results and table, the promotion variable's significance value of 0.015 < 0.05 rejects H0 and supports H1, indicating a positive and significant impact of promotions on Hammerstout product purchases. In conclusion, more attractive promotions lead to increased purchasing decisions. This is certainly in line with research conducted by (Syarif and Dwi, 2021) which provides results that product quality has a positive and significant effect on purchasing decisions.

Simultaneous Test Results (Test f)

Based on the results of simultaneous tests (Test F) that have been carried out and listed in the table which shows that$_{\text{the calculated F}}$ value is greater than the $_{\text{F table}}$, namely (242.190 > 3.090) then for the results of the significance value which is 0.000 which means smaller than 0.05, hereby H_0 is rejected and H_1 can be accepted, meaning that simultaneously product quality and promotion have a positive and significant effect on purchasing decisions on Hammerstout products.

Managerial Implications

The research confirms that both product quality and promotion significantly affect Hammerstout product purchases. Thus, it's crucial to offer quality products that meet consumer needs and employ effective marketing strategies like coupons, merchandise, member programs, discounts, samples, displays, and cross-promotions to influence consumer decisions.

4. CONCLUSION

Partially, product quality has a positive and significant effect on purchasing decisions, where the better the product quality, the better the purchase decision on Hammerstout products, with a contribution of 63.2%. Partially, promotion has a positive and significant effect on purchasing decisions, where the better the promotion, the better the purchase decision on Hammerstout products, with a contribution of 20.1%. Simultaneously, product quality and promotion have a positive and significant influence on purchasing decisions on Hammerstout products, with a total contribution of 83.3% dominated by product quality while the remaining 16.7% is contributed by other variables that are not studied outside the study.

The research, while focusing on the combined impact of product quality and promotion on purchasing decisions, overlooks other influential factors like price, brand image, and customer service. Its applicability to industries beyond automotive and fashion is uncertain. Additionally, the use of a structured questionnaire may not fully capture the complexities of purchasing behavior, suggesting a need for future research to explore these additional factors.

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