

The Role of Promotion Strategy, Facilities, and Product Quality in Customer Purchase Decisions

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ABSTRACT

In an era of intense market competition, promotion strategies, provided facilities, and product quality are crucial factors influencing customer purchase decisions. Companies need to understand how these elements interact to enhance customer loyalty and expand their market share. This study aims to analyze the impact of promotion strategies, facility availability, and product quality on customer purchase decisions in today's market. It employs a quantitative approach with data collected through questionnaires distributed to customer respondents. Data analysis utilizes regression methods to evaluate the relationship between independent variables (promotion strategies, facilities, product quality) and the dependent variable (purchase decisions). The analysis indicates that effective promotion strategies, adequate facility availability, and high product quality significantly influence customer purchase decisions. These findings provide insights for companies to optimize their strategies in enhancing the attractiveness of their products and services to consumers.

Keywords: Promotion Strategies, Facilities, Product Quality, Purchase Decisions, Market

INTRODUCTION

In today's competitive business world, having quality products or services alone is no longer sufficient to attract and retain customers. Companies must deeply understand the factors influencing consumer purchasing decisions. One of the key factors is the evolving behavior of increasingly sophisticated consumers and easily accessible information. Modern consumers tend to conduct their own research before making purchasing decisions, whether through the internet, social media, or recommendations from family and friends. They not only consider price and product quality but also the overall experience of interacting with a brand, from the purchasing process to after-sales service.

Moreover, intensified competition in the global market compels companies to innovate more in their marketing approaches. Effective promotional strategies not only

build brand awareness but also create added value that differentiates their products from competitors. This can include creative promotions, attractive loyalty programs, or strategic partnerships that expand market reach (Habibi, 2023). By understanding these dynamics, companies can allocate their resources more intelligently, focusing on developing relevant products and high-impact marketing solutions to meet increasingly high consumer expectations.

Promotional strategies in modern marketing are no longer limited to traditional advertisements in print or television media. The advancement of technology and widespread internet penetration has significantly transformed the promotional landscape. Today, companies can leverage various digital platforms such as social media, search engines, and websites to create more measurable and personalized promotional campaigns. For example, using targeted ads based on demographic data or online behavior allows companies to deliver promotional messages more precisely to relevant audiences, increasing the likelihood of positive interactions with their brand (Rejeki & Baitirahman, 2023).

The effectiveness of promotions can also be enhanced through relevant and value-added content strategies for consumers. Content such as informative articles, video tutorials, or product reviews can help build trust and educate potential consumers about the benefits of products or services. This not only impacts brand awareness but also influences consumer attitudes towards the brand, forming positive perceptions that subsequently affect their purchasing decisions. Therefore, companies capable of integrating creative promotional strategies with the use of technology and relevant content can optimize their influence in shaping consumer purchasing processes, thereby strengthening their competitive position in the market.

Facilities provided by a company play a crucial role in influencing the overall consumer experience. In physical retail settings, facilities such as well-stocked and neatly organized product availability, ease of navigation within the store, and cleanliness and comfort of the environment can leave a positive impression on customers. A pleasant experience in physical sales encompasses not only smooth transaction processes but also positive interactions with friendly and competent staff. Responsive and proactive customer service is also essential in building long-term relationships with customers, as they feel valued and supported in their needs.

On the other hand, in today's digital era, online facilities are increasingly important in attracting and retaining consumers. Ease of navigation on websites or apps, clear information about products and services, and intuitive and secure purchasing processes are key factors that can enhance the online consumer experience. Companies that successfully provide good online facilities not only improve access to products for customers but also enhance their trust in the digital platform (Siboro et al., 2021). In both contexts, adequate facilities not only provide immediate satisfaction to customers but also have the potential to increase long-term loyalty and create loyal brand ambassadors.

Product quality is a fundamental factor in every company's marketing strategy. More than just physical or technical specifications, product quality encompasses the entire user experience from start to finish. Users seek products that not only meet their technical expectations but also provide sustainable satisfaction. This includes factors such as product reliability in daily use, ease of maintenance, and responsive customer support. Companies that successfully integrate all these aspects into their products not only enhance customer loyalty but also build strong long-term relationships with their consumers (Alwi & Mulyono, 2023).

Furthermore, good product quality not only directly influences customer perceptions of the brand but also impacts the brand's overall image. Brands known for quality products tend to earn a good reputation in the eyes of consumers. The trust built through product quality can help companies overcome challenges in fiercely competitive markets. Consumers often prefer products from brands with proven quality over new or untested brands. Therefore, investing in improving product quality is not just about meeting current market expectations but also about laying a strong foundation for long-term growth and business sustainability in a rapidly changing market. However, with the market continually evolving and competition intensifying, companies need to continuously review and adapt their strategies to remain relevant and meet consumer expectations.

THEORETICAL BASIS

Purchasing Decisions

One of the primary approaches is the Consumer Behavior Theory, which emphasizes that purchasing decisions are influenced by various psychological, social, and personal factors. This theory includes concepts such as needs and wants, consumer

perceptions of product value, the evaluation process, and environmental factors that affect consumer preferences. For example, consumers may be influenced by promotions they see or recommendations from friends or family, which then affect their purchasing decisions. Additionally, Decision Making Theory reinforces that consumers often go through a rational decision-making process, although emotional influences can also play a significant role. This theory indicates that consumers consider the benefits, costs, risks, and expected value of products or services before deciding to purchase (Hidayat, et al., 2023). With a deep understanding of this theory, companies can design more effective marketing strategies and understand the factors that can influence consumer purchasing decisions.

Purchasing decisions refer to the mental and physical processes undertaken by consumers before ultimately deciding to buy a specific product or service. This involves a series of evaluation steps consumers go through to select the best option that meets their needs or desires. Essentially, purchasing decisions result from the complex interaction of motivation, perception, preferences, and external factors such as social influences and marketing promotions (Paat, et al., 2022). The first step in purchasing decisions is identifying the needs or problems consumers want to address. These can be functional needs, such as purchasing everyday groceries, or emotional needs, such as wanting to buy fashion products that enhance self-image. Once the needs are identified, consumers begin gathering information about the available options. They may seek information online, gather recommendations from friends or family, or conduct direct checks in physical stores.

After collecting sufficient information, consumers then start evaluating various available options. This evaluation involves comparing products or brands, considering attributes such as price, quality, brand, and perceived benefits. These aspects are weighed based on personal preferences, past experiences, and expectations of the product. Finally, after completing the evaluation process, consumers make purchasing decisions by selecting the product that best fits their current needs (Aprileny, et al., 2021). Purchasing decisions can be influenced by many factors, both internal and external. Internal factors include personal preferences, values, and past experiences that influence perceptions of the product. On the other hand, external factors such as sales promotions, well-known brands, recommendations from others, and environmental factors like economic

situations can also affect purchasing decisions.

Promotion

Promotion in marketing encompasses various approaches that explain how marketing communication can influence consumer behavior and strengthen brand image. One of the main theories is Marketing Communication Theory, which emphasizes the importance of clear messages, appropriate communication objectives, and effective communication channels in reaching the target audience. This theory illustrates that successful promotions are those that can deliver persuasive and relevant messages to consumers, thereby influencing their perceptions of specific products or services. Additionally, Consumer Behavior Psychology Theory provides a foundation for understanding promotion effectiveness. This theory emphasizes that consumers are influenced not only by rational factors such as price and product benefits but also by emotional and psychological factors in the decision-making process. Promotions that touch emotions, offer meaningful added value, or activate specific consumer desires or needs can enhance the effectiveness of promotional campaigns (Yulianto & Putri, 2021).

Promotion in marketing refers to a series of activities designed to enhance awareness, interest, and demand for specific products or services. Promotional activities encompass various communication methods used by companies to inform, persuade, and remind consumers about their products (Nurhakim & Tafsiruddin, 2023). The primary objective of promotion is to create added value for customers, differentiate the brand from competitors, and build and maintain a positive brand image in the market. One common form of promotion is advertising, whether through print, electronic, or digital media. Advertising aims to reach a broader audience by delivering persuasive messages about products or services, often using visually and audibly appealing elements.

Moreover, promotion also includes strategies such as direct sales, where products are offered to consumers at a discount or with special offers for a limited period. This is intended to prompt consumers to take immediate action in purchasing the product. Promotion can also involve publicity activities, such as press conferences or sponsored events, aimed at increasing brand visibility and building good relationships with the media and the public. Overall, promotion is a strategic tool used by companies to achieve their marketing objectives, whether in increasing sales, expanding market share, or introducing new products to consumers (Hidayat, 2021). By designing appropriate and

relevant promotional campaigns, companies can maximize their impact on long-term success in a competitive market.

Facilities

Facilities in business management encompass various theories and concepts that underscore the importance of physical and digital infrastructure in influencing customer experiences and operational efficiency within companies. One key approach is Customer Service Theory, which emphasizes that good facilities are key to creating positive customer experiences. This theory views facilities as tools to meet consumer needs and expectations, whether in terms of comfort, product accessibility, or service quality. By focusing on these aspects, companies can enhance customer satisfaction and build strong long-term relationships with them (Valentine, et al., 2023). Additionally, Facility Management Concept is crucial in understanding how companies can manage and optimize their infrastructure to support efficient operations.

Facilities in business refer to all forms of conveniences, services, or infrastructure provided by companies to meet needs and enhance customer experiences. Facilities can encompass various elements, ranging from the physical environment at sales locations such as stores or offices, to features within digital platforms like websites or apps (Alwi & Mulyono, 2023). The importance of facilities lies in their ability to enhance comfort, efficiency, and customer satisfaction, which in turn can influence customer loyalty and the company's brand image. In physical environments, facilities can mean everything that affects the direct customer experience at the point of sale. This includes attractive interior design, good product availability, cleanliness, and tidiness of the premises, as well as convenience for customers. Competent and friendly customer service also falls under these facilities, as it can provide the assistance or solutions needed by customers promptly and effectively.

Meanwhile, in the digital realm, facilities include features that facilitate online interaction between the company and customers. This encompasses intuitive navigation on websites or apps, clear information about products or services, and secure and efficient transaction processes. Companies that provide good digital facilities can enhance product accessibility for customers and deliver a positive and satisfying shopping experience. Overall, facilities are a key component of marketing strategy and customer experience. By providing excellent facilities, both in physical and digital environments, companies

can differentiate themselves from competitors, build customer loyalty, and create a strong reputation in the market (Jannah, et al., 2023).

Quality of Product

Product quality encompasses various approaches that help understand how product attributes influence consumer perceptions and the company's success in meeting market expectations. One of the key theories in this context is Total Quality Management (TQM), which emphasizes the importance of systematic and continuous approaches to improving product quality. TQM involves the entire organization in efforts to achieve high quality with a focus on continuous improvement, employee involvement, and responsiveness to customer needs (Cesariana, et al., 2022). By applying TQM principles, companies can ensure that every stage from product design to production and delivery yields products that meet or exceed the quality standards expected by consumers.

Product quality refers to the characteristics or attributes of a product that influence its ability to meet consumer expectations. This includes various factors such as reliability, performance, features, aesthetics, and consistency over time. Product quality is highly important in marketing because it can differentiate a product from competitors, influence consumer purchasing decisions, and build brand reputation and loyalty (Mendur, et al., 2021). One key aspect of product quality is reliability, which pertains to how well a product functions as expected without failures or issues. Consumers tend to seek products that are reliable and consistent in performance because this affects their trust in the brand and satisfaction with the product's use.

In addition to reliability, product quality also encompasses features that effectively meet consumer needs or desires, as well as attractive aesthetics that enhance the sensory or aesthetic value of the product. In marketing, strategies to enhance product quality include innovation development, rigorous quality control during production, and prompt responsiveness to consumer feedback (Walyoto & Sujarwanti, 2022). Companies that can produce high-quality products can not only enhance consumer satisfaction but also build a strong reputation in the market. This means that investing in improving product quality supports differentiation from competitors and helps create significant long-term value for the company.

METHOD

This research method is designed using a quantitative approach to gather empirically measurable data. The study will employ a cross-sectional survey research design. Surveys will be conducted to collect data from respondents regarding their perceptions and preferences towards the promotional strategies used, the facilities provided by the company, and the quality of products they purchase. The cross-sectional design allows for data collection at a specific point in time to examine the relationships between these variables.

The population in this study may include consumers who have made purchases at HAUS! Parung by the end of the week, totaling 500 buyers. Sampling will be conducted using simple random sampling method with 100 respondents. The main instrument used will be a structured questionnaire designed to measure consumers' perceptions and preferences regarding promotional strategies, company facilities, and product quality. Furthermore, to test the relationships between promotional strategies, facilities, and product quality with purchasing decisions, regression analysis and hypothesis testing can be used to determine the contribution of each variable to the dependent variable.

RESULT

The Influence of Promotional Strategies on Purchase Decisions

The research findings indicate a positive and significant influence of Promotional Strategies on Purchase Decisions. This is evidenced by the results of the partial hypothesis test, where the calculated t-value (2.723) exceeds the tabulated t-value (1.977) at a significance level of 0.002 (less than 0.05). Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating a significant positive influence between Promotional Strategies and Purchase Decisions. The coefficient of determination (R Square) of 0.517 indicates that Promotional Strategies collectively contribute to 51.7% of the variability in Purchase Decisions observed in this model. The remaining 48.3% is influenced by other factors not included in this research model, such as other consumer characteristics or external factors affecting Purchase Decisions.

These findings indicate the importance of Promotional Strategies in influencing consumer behavior, particularly in affecting Purchase Decisions. The significant contribution of Promotional Strategies suggests that effective promotional efforts can

enhance the likelihood of consumers deciding to purchase the offered products or services. However, other factors outside the scope of this research model, such as product quality, pricing, and consumer preferences, also play roles in shaping Purchase Decisions. This study provides valuable insights for marketing practitioners in designing more effective promotional strategies to influence consumer behavior and boost sales.

The Influence of Facilities on Purchase Decisions

Based on the partial hypothesis testing results, the study indicates a positive and significant influence of Facilities on Purchase Decisions. The calculated t-value (3.073) exceeds the critical t-value (1.977) with a probability significance level of 0.002 (less than 0.05). Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating a significant positive influence between the provided Facilities and Purchase Decisions. The coefficient of determination (R Square) of 0.428 indicates that Facilities contribute 42.8% to the variance or variability in Purchase Decisions observed in this model. The remaining 57.2% is influenced by other factors not included in this research model, such as other consumer preferences, product pricing, or competitive influences.

These findings indicate that improving or providing better facilities has the potential to increase consumer purchase decisions. Facilities, including additional services, ease of use, or good customer service, can be crucial factors influencing consumer behavior towards choosing specific products or services. However, it is important to note that the influence of facilities only explains a portion of the factors affecting purchase decisions. Other factors such as product quality, brand image, price, and consumer experience can also play significant roles. Therefore, to design effective marketing strategies, companies need to consider these various factors holistically to enhance consumer attraction and satisfaction, thereby positively influencing purchase decisions.

The Influence of Product Quality on Purchase Decisions

Based on the partial hypothesis testing results, the study shows a positive and significant influence of Product Quality on Purchase Decisions. The calculated t-value (2.116) exceeds the critical t-value (1.977) at a significance level of 0.002 (less than 0.05). This means that the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating a significant positive influence of Product Quality on Purchase Decisions. The coefficient of determination (R Square) of 0.576 indicates that Product

Quality contributes 57.6% to the variation or variability in Purchase Decisions observed in this model. The remaining 42.4% is influenced by other factors not included in this research model, such as other consumer preferences, product pricing, or external factors affecting Purchase Decisions.

These findings underscore the importance of Product Quality in influencing consumer behavior when making Purchase Decisions. The significant contribution of Product Quality suggests that consumers tend to prefer products offering good quality, as this can enhance consumer satisfaction, brand loyalty, and help maintain market share. However, it is important to note that other factors such as price, promotions, and brand image also play crucial roles in Purchase Decisions. Companies need to ensure they not only focus on improving Product Quality but also effectively manage these other factors to achieve greater marketing success. By understanding the detailed contribution of Product Quality, companies can steer their strategies to meet consumer expectations and achieve competitive advantage in the market.

The Influence of Promotion Strategy, Facilities, and Product Quality on Purchase Decisions

Based on the simultaneous hypothesis testing, the study results indicate that the calculated F-value (14.328) exceeds the critical F-value (2.28) with a significance level of 0.000 (less than 0.05). Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This implies that collectively, Promotion Strategy, Facilities, and Product Quality significantly influence Purchase Decisions. The coefficient of determination (R Square) of 0.613 shows that the combination of Promotion Strategy, Facilities, and Product Quality contributes 61.3% to the variation or variability in Purchase Decisions observed in this model. The remaining 38.7% is influenced by other factors not included in this research model.

These findings highlight the importance of the combination of Promotion Strategy, Facilities, and Product Quality in influencing consumer behavior when making Purchase Decisions. Effective Promotion Strategy can attract consumer attention, while good Facilities and high Product Quality can enhance satisfaction and consumer interest in purchasing. By understanding the simultaneous contribution of each factor, companies can design more holistic and effective marketing strategies. A well-balanced combination of appropriate promotion, adequate facilities, and high-quality product development can

help companies maintain and increase their market share. However, it's important to note that external factors such as economic conditions, market trends, and consumer preferences also significantly influence Purchase Decisions. Therefore, companies need to continuously monitor and adjust their strategies to remain relevant and competitive in a dynamic market.

CONCLUSION

From the research findings, several important conclusions can be drawn regarding the influence of Promotion Strategy, Facilities, and Product Quality on Purchase Decisions. Statistically, the study demonstrates that these three factors collectively contribute significantly to Purchase Decisions, with a coefficient of determination (R Square) of 0.613 or 61.3%. This indicates that approximately 61.3% of the variation in Purchase Decisions can be explained by the combination of Promotion Strategy, Facilities, and Product Quality analyzed in this research.

Specifically, Promotion Strategy has proven to be a crucial factor in attracting consumer attention and influencing them to choose specific products or services. The Facilities provided by the company also make a significant contribution to enhancing consumer satisfaction and facilitating the purchasing process. Meanwhile, high Product Quality not only increases consumer satisfaction but also strengthens consumer trust in the brand or product offered.

However, it's important to note that approximately 38.7% of the variation in Purchase Decisions is influenced by other factors not included in this research model. These factors may include individual consumer preferences, personal experiences, or external factors such as competitor promotions or current economic conditions. Therefore, companies need to remain sensitive to changes in the external environment and continually update their strategies to meet consumer expectations and maintain competitiveness in the market.

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