

## THE INFLUENCE OF PROMOTION AND PRODUCT QUALITY ON PURCHASE DECISIONS FOR ERAFONE ACCESSORIES IN TANGERANG CITY

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### ABSTRACT

This study aims to analyze the influence of promotion and product quality on purchasing decisions for Erafon accessories at Hezal Cellular in Tangerang City. Using a quantitative approach, the research involved 125 respondents selected through probability sampling. Promotion was evaluated through advertising, sales promotion, and direct selling, while product quality was assessed based on performance, reliability, durability, and perceived quality. Purchasing decisions were measured by product choice, brand preference, purchase timing, and purchase quantity. The findings indicate that promotion has a positive and significant impact on purchasing decisions. Product quality also shows a significant positive influence. Combined, promotion and product quality explain 83.8% of the variance in purchasing decisions, highlighting their critical role in consumer behavior. This research concludes that enhancing promotional efforts and ensuring high product quality can significantly improve purchasing decisions. Hezal Cellular is advised to intensify targeted promotional activities and continuously improve product quality to meet consumer expectations and remain competitive in the market.

**Keywords:** Promotion, Product Quality, Purchasing Decision

### 1. INTRODUCTION

With the advancement of technology and the global economy, Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a crucial role in the country's economy, particularly in creating jobs and driving economic growth. MSMEs have proven to be more stable compared to large companies during economic crises, making them economic saviors and growth drivers. One of the rapidly growing MSME sectors is the Erafon accessory industry. This accessory business has become increasingly popular due to the rising demand for Erafon products, which are used by various demographics. Competition in this sector is becoming fiercer, especially in Tangerang, with many businesses offering similar products.

Consumer purchasing decisions for Erafon accessories are greatly influenced by promotions and product quality. Effective promotions can impact purchasing decisions, while product quality is a key factor in determining consumer satisfaction. In line with this, Hezal Cellular, a company engaged in the Erafon accessory business, has successfully built a large customer base since its establishment in 2017. However, although the company often sees an increase in sales targets, the results are not always as expected, with significant fluctuations in sales performance. This issue calls for the company to focus more on managing promotions and product quality to remain competitive and consistently increase sales.

**Table 1. Hezal Cellular Sales Data 2023**

Month/Year	Sales Target (Rp)	Actual Sales (Rp)	Achievement (%)	Remark
January	Rp 125,000,000	Rp 38,629,000	30.90%	Not Achieved
February	Rp 125,000,000	Rp 38,578,000	30.86%	Not Achieved
March	Rp 125,000,000	Rp 50,145,000	40.12%	Not Achieved
April	Rp 125,000,000	Rp 58,709,500	46.97%	Not Achieved
May	Rp 125,000,000	Rp 59,931,000	47.94%	Not Achieved
June	Rp 125,000,000	Rp 83,336,000	66.67%	Not Achieved
July	Rp 125,000,000	Rp 80,552,000	64.44%	Not Achieved
August	Rp 125,000,000	Rp 109,786,000	87.83%	Not Achieved
September	Rp 125,000,000	Rp 106,652,000	85.32%	Not Achieved
October	Rp 125,000,000	Rp 127,633,000	102.11%	Achieved
November	Rp 125,000,000	Rp 144,368,000	115.49%	Achieved
December	Rp 125,000,000	Rp 153,138,000	122.51%	Achieved
<b>Total</b>	<b>Rp 1,500,000,000</b>	<b>Rp 1,051,458,000</b>	<b>70.10%</b>	<b>Not Achieved</b>

Based on the sales data of Hezal Cellular in 2023, there was significant fluctuation in monthly sales performance. Despite setting a monthly sales target of Rp 125,000,000, from January to June, sales only reached 30.90% to 66.67% of the target, with sales figures ranging from Rp 38,629,000 to Rp 83,336,000. In July, there was a 2.23% decrease in sales, but in August, sales increased to Rp 109,786,000, or 87.83% of the target. Towards the end of the year, particularly from October to December, sales increased and even exceeded the target, reaching Rp 153,138,000 in December. However, despite the improvement at the end of the year, the annual target of Rp 1,500,000,000 was only achieved at 70.10%, with total sales of Rp 1,051,458,000.

This data shows that promotions and product quality are key factors influencing consumer purchase decisions. Although Hezal Cellular has made efforts such as using social media, brochures, and offering discounts, promotions were not maximized. Significant sales increases occurred during certain months, especially from August to December, when more intensive promotional efforts like discounts and giveaways were made. Therefore, the company needs to optimize promotions during strategic months to achieve better sales results. Additionally, product quality plays an important role in purchasing decisions. Some products, such as power banks and tempered glass, met the set quality standards, while other products, like data cables and headsets, did not meet the quality standards, potentially harming the company. High-quality products build consumer trust and help maintain market share. Therefore, the company must pay more attention to product quality to align with consumer expectations and needs.

## 2. METHODS

This study employs a quantitative approach with a descriptive method to analyze the impact of promotions and product quality on purchase decisions. The research was conducted at Hezal Cellular, a company that sells Erafon accessories in Tangerang City, with the study period spanning from August 2024 to March 2025. The variables examined include promotions (X1), product quality (X2), and purchase decisions (Y). Promotions are measured through various dimensions such as advertising, sales promotions, and direct sales, while product quality is evaluated based on performance, reliability, specification alignment, durability, and perceived quality. Purchase decisions are measured based on factors such as product choice, brand, distributor, purchase timing, and purchase quantity.

The study uses a probability sampling method with a sampling technique to ensure the representativeness of the Hezal Cellular customer population, which consists of 180 people. Data was collected using questionnaires distributed to customers, which were then analyzed through validity and reliability tests to ensure the quality of the instruments. Additionally, data analysis involves classical assumption tests, such as normality, heteroskedasticity, and multicollinearity tests, to ensure the appropriateness of the regression model used. To analyze the relationships between variables, multiple linear regression analysis and correlation coefficient tests are used. T-tests and F-tests are used to test the hypotheses, with decision-making based on significance values and the comparison between t-count and t-table. The results of this study aim to provide insights into the influence of promotions and product quality on purchase decisions at Hezal Cellular.

## 3. RESULT AND DISCUSSION

### A. Profile

Hezal Cellular was founded in November 2017 by Herma Nramita Siawarta, who has a background in technology and retail business. She recognized the difficulty people faced in finding affordable yet quality Erafon accessories. Realizing the market potential, Herma decided to start a business focusing on selling Erafon accessories. The first store was opened in a strategic location in Jl. Matahari Blok 21, Sudimara Pinang, Tangerang, Banten, chosen for its high visibility and easy access. With limited initial capital, the store offered various Erafon accessories such as cases, earphones, chargers, and power banks. Although the business started small with limited products and employees, it gained attention due to product quality and excellent customer service. Despite facing competition and market demand fluctuations, Hezal Cellular overcame these challenges through commitment to innovation and maintaining high quality standards, allowing the business to grow.

Vision Hezal Cellular To be the leading provider of Erafon accessories, recognized for product quality and customer service. The goal is to be the trusted destination for consumers seeking high-quality and diverse accessories. Mission Hezal Cellular To offer high-quality products, provide excellent service, continuously innovate in line with technology and market trends, and expand to strategic locations.

### B. Respondent characteristics

The respondent characteristics in this study provide a comprehensive overview of the demographic profile of participants who completed the questionnaire. In terms of gender, the majority of respondents were female,

accounting for 59.2%, while 40.8% were male. Regarding age, the respondents were predominantly within the 30-45 year range, making up 44.8% of the total, followed by the 19-29 year group at 31.2%. The youngest group, aged 13-18 years, represented 8%, while 16% of respondents were over 46 years old. In terms of occupation, the largest group of respondents were entrepreneurs, representing 31.2%, followed by employees at 21.6%, field workers at 20.8%, students at 16%, and other occupations at 10.4%. This demographic breakdown reveals the diversity of the respondents based on gender, age, and occupation, offering valuable context for understanding the data collected in the study.

### C. Instrument Requirements Test

This study used validity and reliability tests to ensure the quality of the research instruments. For validity, the results showed that all items for the variables of Promotion, Product Quality, and Purchase Decision had a calculated r-value greater than the r-table value, confirming that the instruments used to measure these variables were valid.

Regarding reliability, Cronbach's Alpha values were calculated for each variable. For Promotion, the Cronbach's Alpha was 0.749, for Product Quality it was 0.811, and for Purchase Decision it was 0.817, all of which are greater than the threshold of 0.600. These values indicate that the instruments used in the study were reliable, meaning they consistently measured the intended variables. The instruments used in this study can therefore be considered valid and reliable for measuring the specified variables. In summary, the research instruments used to measure Promotion, Product Quality, and Purchase Decision were both valid and reliable, ensuring the accuracy and consistency of the data collected in the study.

### D. Classical Assumption Test

#### 1. Normality Test

**Table 2. Normality Test**

N		125	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	.00261456	
Most Extreme Differences	Absolute	.097	
	Positive	.097	
	Negative	-.051	
Test Statistic		.097	
Asymp. Sig. (2-tailed)		.006 <sup>c</sup>	
Monte Carlo Sig. (2-tailed)	Sig.	.180 <sup>d</sup>	
	99% Confidence Interval	Lower Bound	.170
		Upper Bound	.189

Source: SPSS 26, 2024

The normality test aims to evaluate whether the dependent and independent variables in a regression model have a normal distribution. In the graphical method, if the data is spread around and follows the diagonal line, the regression model meets the normality assumption. The normality test was also conducted using the One Sample Kolmogorov-Smirnov statistical method. If the significance value is less than 0.05, the data is considered non-normal, and if it is greater than 0.05, the data is considered normal. The One Sample Kolmogorov-Smirnov test resulted in a significance value of 0.189, indicating that the data is normally distributed.

#### 2. Multicollinearity Test

**Table 3. Multicollinearity Test**

Model	Tolerance	VIF
1	Promotion	.240
	Product_Quality	.240

Based on the results of the multicollinearity test, the tolerance value for the promotion and product quality variables is 0.240, which is greater than 0.1, and the VIF value for both variables is 4.168, which is less than 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in this regression model.

### 3. Autocorrelation Test

The autocorrelation test is performed to determine whether there is a correlation between sample members in a regression model, which is one of the classical assumptions. To identify the presence of autocorrelation, the Durbin-Watson test is used with the following guidelines: if the Durbin-Watson value is less than 1.000 or greater than 2.900, then autocorrelation exists; if the value is between 1.100 to 1.550 or 2.460 to 2.900, the result cannot be concluded.

**Table 4. Autocorrelation Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.916 <sup>a</sup>	.838	.836	.00264	1.742

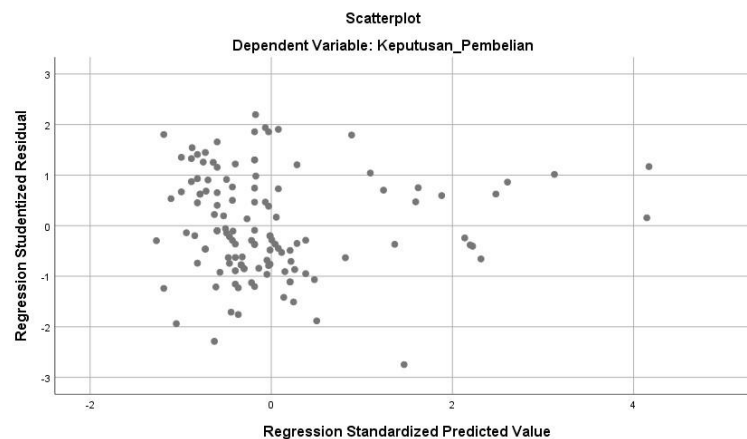
a. Predictors: (Constant), Product\_Quality, Promotion

b. Dependent Variable: Buying decision

Based on the Durbin-Watson test result, which shows a value of 1.742, falling within the range of 1.550 to 2.460, it can be concluded that there is no autocorrelation in this regression model.

### 4. Heteroscedasticity Test

Heteroscedasticity testing aims to examine whether there is unequal variance between the residuals of one observation and another in a regression model. One way to test for heteroscedasticity is through a scatter plot. If the data on the scatter plot does not follow a regular pattern, such as fluctuating or clustering together, it can be concluded that there is no heteroscedasticity issue. Conversely, if the data forms a regular pattern, such as fluctuating or clustering, it indicates the presence of heteroscedasticity.



**Figure 1. Heteroscedasticity Test**

Based on the analysis, the data distribution on the scatter plot is irregular and does not form a specific pattern, which suggests that there is no heteroscedasticity.

### C. Multiple Linear Regression Analysis

**Table 5. Multiple Linear Regression Analysis**

Model	B	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	-.016	.002		-7.091	.000
	Promotion	1.248	.137	.675	9.077	.000
	Product_Quality	.278	.078	.266	3.577	.000

Dependent Variable: Buying decision

The results of the multiple linear regression analysis show the relationship between the variables Promotion (X1) and Product Quality (X2) on Purchase Decision (Y). The obtained regression equation is:  $Y = -0.016 + 1.248(X1) + 0.278(X2)$ . This indicates that both variables, Promotion and Product Quality, have a positive effect on Purchase Decision.

The constant of -0.016 shows that if there is no change in the independent variable Product Quality (X2), the value of Purchase Decision (Y) will remain at -0.016 units. Meanwhile, the regression coefficient for the Promotion variable (X1) of 1.248 means that for every unit increase in Promotion, the Purchase Decision will increase by 1.248 units. Based on the table, the calculated t-value is 9.077, which is greater than the t-table value of 1.976, and the significance value is 0.000, which is less than 0.05. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This result can be concluded that there is a partial effect of Promotion on the Purchase Decision of Erafon Accessories at Hezal Cellular in Tangerang City.

Similarly, the Product Quality variable (X2) has a regression coefficient of 0.278, meaning that for every unit change in Product Quality, the Purchase Decision will increase by 0.278 units. Based on the table, the calculated t-value is 3.577, which is greater than the t-table value of 1.976, and the significance value is 0.000, which is less than 0.05. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. This result can be concluded that there is a partial effect of Product Quality on the Purchase Decision of Erafon Accessories at Hezal Cellular in Tangerang City.

**Table 6. Correlation Coefficient And Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.916 <sup>a</sup>	.838	.836	.00264	1.742

a. Predictors: (Constant), Product\_Quality, Promotion

b. Dependent Variable: Buying decision

Based on the table, the correlation coefficient value of  $R_{x12y} = 0.916$  falls within the range of 0.800 to 1.000, indicating a very strong relationship. It can be concluded that Promotion (X1) and Product Quality (X2) have a very strong influence on Purchase Decision (Y). Additionally, the coefficient of determination (R Square) is 0.838, or 83.8%, which means that Promotion (X1) and Product Quality (X2) contribute 83.8% to Purchase Decision (Y), with the remaining 16.2% influenced by other factors.

#### D. Discussion

The analysis of the simple linear regression test for the relationship between promotion and purchasing decisions at Hezal Cellular has revealed significant findings. The regression equation derived from the test clearly demonstrates that promotion positively affects the purchasing decisions of consumers when purchasing Erafon accessories at Hezal Cellular in Tangerang City. This relationship suggests that an increase in promotion efforts, such as special discounts or sales events, leads to a corresponding increase in consumer interest and purchasing behavior.

The regression equation also helps explain the impact of promotion on the dependent variable, purchasing decisions. It suggests that each increase in promotion contributes positively to the decision to purchase, underlining the importance of promotional activities in driving sales. The relationship between promotion and purchasing decisions is notably strong, as evidenced by the correlation coefficient, which indicates a very strong relationship between these two variables. A high correlation implies that changes in the promotional strategies directly influence the purchasing decisions of consumers. Moreover, the coefficient of determination, also known as R-squared, provides deeper insight into how well promotion explains the variation in purchasing decisions. The high value of R-squared reveals that a significant portion of the variation in purchasing decisions is explained by the promotion, indicating that promotional activities are a key factor in influencing consumer behavior at Hezal Cellular. However, the remainder of the variation in purchasing decisions is influenced by other factors, suggesting that while promotion is an important driver, other variables may also play a role in shaping consumer choices.

Hypothesis testing was performed to further validate the significance of the promotional impact on purchasing decisions. The results showed that the calculated t-value exceeded the critical t-value, and the significance level was below the threshold of 0.05, confirming that promotion has a significant partial effect on purchasing decisions. This reinforces the conclusion that promotion is a key factor in influencing consumers' decisions to purchase Erafon accessories at Hezal Cellular.

In addition to promotion, the analysis also examined the role of product quality in influencing purchasing decisions. The simple linear regression for product quality yielded similarly positive results, indicating that improvements in product quality have a significant positive effect on purchasing decisions. The regression



equation suggests that as the perceived quality of Erafon accessories improves, consumers are more likely to make a purchase. Product quality is another critical factor in shaping consumer behavior, as it directly influences how consumers perceive the value of the products offered. The strong correlation between product quality and purchasing decisions highlights the importance of maintaining high product standards to attract and retain customers. When consumers perceive that the products they are considering are of high quality, they are more likely to trust the brand and make a purchase.

Like promotion, the coefficient of determination for product quality was also high, indicating that product quality contributes significantly to the variation in purchasing decisions. This finding suggests that product quality plays an essential role in the decision-making process of consumers, and improving product quality could lead to better sales outcomes for Hezal Cellular. The results underscore the importance of ensuring that the products offered meet or exceed consumer expectations in terms of durability, functionality, and design. Hypothesis testing for product quality also showed that it has a significant partial effect on purchasing decisions. The calculated t-value was greater than the critical t-value, and the significance level was below 0.05, supporting the conclusion that product quality is a significant predictor of consumer purchasing behavior. This confirms that, in addition to promotion, the intrinsic characteristics of the products offered are crucial in driving consumer purchasing decisions.

When both promotion and product quality were analyzed together using multiple linear regression, the results demonstrated a strong and significant simultaneous effect on purchasing decisions. The regression equation incorporating both variables shows that promotion and product quality, when combined, have a powerful influence on purchasing decisions. This finding highlights the complementary nature of these two factors and suggests that a balanced approach that combines effective promotion with high-quality products is most likely to lead to increased sales.

The coefficient of determination for the combined model was also impressive, indicating that a substantial portion of the variation in purchasing decisions can be explained by both promotion and product quality. This reinforces the idea that these two variables together provide a more comprehensive explanation of consumer behavior than either factor alone. The findings suggest that businesses like Hezal Cellular should prioritize both strong promotional strategies and high product quality to maximize their impact on consumer purchasing behavior. The simultaneous effect of promotion and product quality on purchasing decisions has important implications for Hezal Cellular's marketing strategy. By focusing on both factors, the company can better align its marketing efforts with consumer expectations and drive greater sales. For example, the company could run targeted promotions that highlight the high quality of its products, thereby reinforcing the message that customers can expect both value and quality when shopping at Hezal Cellular.

Overall, the study emphasizes the importance of both promotion and product quality in influencing consumer purchasing behavior. The findings suggest that while promotion plays a significant role in attracting customers, the quality of the products offered is equally important in converting interest into actual sales. Businesses that succeed in combining these two factors effectively are likely to see better customer satisfaction and higher sales. The results also indicate that businesses should continuously evaluate and improve both their promotional strategies and the quality of their products to remain competitive in the market. As consumer expectations evolve, it will be important for companies like Hezal Cellular to adapt their offerings and marketing approaches to maintain strong customer relationships and ensure sustained business growth. In conclusion, this study provides valuable insights into the factors that drive consumer purchasing decisions at Hezal Cellular. The findings highlight the critical role of both promotion and product quality in shaping consumer behavior. By focusing on these two factors, Hezal Cellular can enhance its marketing strategy, improve customer satisfaction, and ultimately achieve better sales performance.

#### **4. CONCLUSION**

Based on the analysis and findings of the study, it can be concluded that promotion and product quality play a significant role in influencing the purchasing decisions of consumers for Erafon accessories at Hezal Cellular in Tangerang City. The study employed a quantitative approach with 125 respondents, and the results demonstrated that both promotion and product quality have positive and substantial effects on purchase decisions. Specifically, promotion was found to have a direct and strong impact, with a high correlation to consumer behavior. In addition, product quality also significantly influenced purchasing decisions, as consumers tend to make purchases based on the perceived quality of the products. When both variables were analyzed together, the study found that they collectively accounted for a significant portion of the variance in purchase decisions, indicating that the combination of effective promotions and high-quality products is key to enhancing consumer

purchasing behavior. The research emphasizes that for Hezal Cellular to remain competitive in the market, it must continue to invest in targeted promotional activities and consistently improve product quality to meet consumer expectations. Furthermore, the study concludes that businesses in the Erafon accessory industry must pay close attention to both promotional strategies and the inherent quality of the products they offer to maintain a strong customer base and drive sales.

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