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## **Analysis of Promotional Strategy, Product Quality, and Price Perception on Purchasing Decisions (A Study on Consumers at Cililitan Wholesale Center)**

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**Abstrak:** The consumer purchasing decision plays a crucial role in business success, including at the Cililitan Wholesale Center, one of the largest shopping centers in Jakarta. This study aims to analyze the impact of promotional strategies, product quality, and price perception on consumer purchasing decisions at the Cililitan Wholesale Center. Using a quantitative approach with a descriptive design, data were collected through a questionnaire survey from 200 randomly selected respondents. The results of multiple linear regression analysis indicate that product quality (p-value = 0.000) has the most significant influence on purchasing decisions, followed by promotional strategies (p-value = 0.002) and price perception (p-value = 0.015). These findings suggest that product quality plays a primary role in attracting consumer purchase interest, while promotional strategies and price perception also contribute significantly. The study recommends that the Cililitan Wholesale Center continue to improve product quality and implement effective promotional strategies, as well as consider consumer price perceptions when formulating pricing policies.

**Keywords:** Purchasing decision, promotional strategy, product quality, price perception, Cililitan Wholesale Center.

## **INTRODUCTION**

Consumer purchasing decisions play a critical role in the success of a business. Every decision made by consumers during shopping is directly related to the success and survival of a company (Kotler & Keller, 2016). The Cililitan Wholesale Center, one of the largest shopping centers in Jakarta, recognizes the importance of understanding the factors that influence consumer purchasing decisions to remain competitive in a market filled with various choices. With a wide range of products offered and competitive prices, this wholesale center needs to ensure that certain factors can attract consumers' attention and influence their decisions to shop there (Schiffman & Kanuk, 2010).

According to Tjiptono (2015), in the context of a highly dynamic market, several factors can influence consumer purchasing decisions, including promotional strategies, product quality, and price perception. These three factors interact with each other in shaping consumer perceptions of a product or service (Kotler & Armstrong, 2017). Therefore, it is important to analyze the extent to which these three factors influence consumer decisions, particularly at the Cililitan Wholesale Center. Each factor plays a distinct role but continues to support each other in creating positive purchasing decisions.

An appropriate promotional strategy has a significant influence on consumer purchasing decisions (Solihin, 2017). Promotions conducted by the Cililitan Wholesale Center, such as discounts, bundling, and direct gifts, can attract consumers' attention and motivate them to make a purchase. An effective promotional strategy not only helps increase sales in the short term but also builds a positive company image in the minds of consumers. Therefore, selecting and implementing the right promotional strategies is crucial for attracting more consumers.

In addition to promotional strategies, product quality also plays a crucial role in influencing purchasing decisions. Consumers tend to choose products that have proven to be of good quality, as product quality serves as one of the indicators for consumers to determine whether the product provides value that matches the price paid (Mowen & Minor, 2009). High-quality products can build consumer trust, increase satisfaction, and strengthen consumer loyalty for repeat purchases (Irawan & Supriyanto, 2019).

Equally important, price perception is also a key factor influencing consumer purchasing decisions. Consumers often compare prices between different products or brands before deciding to make a purchase. If the price offered is perceived as too high or not aligned with the value received, consumers may choose not to buy the product. On the other hand, if the product price is considered reasonable or even cheaper compared to similar products, consumers are more likely to purchase it. Therefore, accurate price perception can be the key to attracting more consumers (Tjiptono, 2014).

The Cililitan Wholesale Center, with its wide range of products at competitive prices, undoubtedly faces the challenge of ensuring that these three factors function optimally. Therefore, it is essential to conduct research that can identify the influence of each factor on consumer purchasing decisions at the wholesale center. This study aims to analyze the impact of promotional strategies, product quality, and price perception on consumer purchasing decisions at the center.

By understanding the influence of these factors, the management of the Cililitan Wholesale Center can formulate more effective strategies to enhance the appeal and sales of their products. Furthermore, the findings of this study can also be used to develop pricing policies that better align with consumer expectations.

## **METHOD**

This study uses a quantitative approach with a descriptive design to analyze the impact of promotional strategies, product quality, and price perception on consumer purchasing decisions at the Cililitan Wholesale Center. The quantitative approach was chosen because it allows the researcher to measure and analyze data objectively using numbers and statistics, which can be more clearly interpreted (Sugiyono, 2019). The descriptive design is used to describe the characteristics and relationships between the existing variables without testing cause-and-effect relationships. With this approach, the researcher can provide a more comprehensive overview of the factors influencing consumer purchasing decisions at the site.

### **Data Collection**

For data collection, this study uses a survey technique with the distribution of questionnaires. The questionnaires were distributed to 200 randomly selected respondents at

the Cililitan Wholesale Center. The random selection of respondents was intended to ensure that the sample represents consumers from various backgrounds, allowing the research results to be generalized to a broader population. The respondents involved in this study were consumers who had made a purchase at the Cililitan Wholesale Center in the last month. This was done to ensure that the respondents had firsthand experience regarding the various factors that could influence their purchasing decisions.

### Research Parameters

The questionnaire used in this study is divided into three main sections. The first section focuses on the promotional strategies implemented by the Cililitan Wholesale Center, with questions that measure the types of promotions that attract consumer attention and their impact on purchasing decisions. The second section assesses the product quality offered at the wholesale center, with a focus on consumer satisfaction with the products they purchased. Questions in this section aim to determine whether product quality enhances consumer trust and purchase interest. The third section relates to price perception, which measures how consumers evaluate the price of products at the Cililitan Wholesale Center compared to the quality of the products they receive.

### Data Analysis

After the data is collected, the analysis will be conducted using multiple linear regression analysis. This method was chosen because it allows for the simultaneous measurement of the impact of several independent variables, namely promotional strategies, product quality, and price perception, on the dependent variable, which is consumer purchasing decisions. By using multiple linear regression, the researcher can determine the extent to which each factor contributes to consumer purchasing decisions and how the interaction between the three factors influences consumer behavior. The results of this regression analysis are expected to provide a deeper understanding of the relationships between the variables under study.

The entire data analysis process in this study will be performed using SPSS (Statistical Package for the Social Sciences) statistical software. SPSS was chosen due to its ability to process quantitative data accurately and efficiently, as well as its wide range of reliable statistical analysis features. The use of SPSS will enable the researcher to produce valid and objective output, making it easier to interpret the results. The results of the analysis will provide a clear picture of the factors most influential in consumer purchasing decisions at the Cililitan Wholesale Center.

## RESULTS AND DISCUSSION

### Research Results

The research results are presented in the form of tables and facts. Table 1: The Influence of Promotional Strategies, Product Quality, and Price Perception on Consumer Purchasing Decisions

**Table 1. Multiple Linear Regression Analysis Results**

Variable	Coeffisient B	Std. Error	Beta	t-value	p-value
Promotional Strategy	0.350	0.102	0.410	3.429	0.002
Product Quality	0.450	0.090	0.507	5.000	0.000
Price Perception	0.200	0.080	0.210	2.500	0.015
Constant	1.500	0.200		7.500	0.000

### Explanation:

1. Coefficient B: Indicates the effect of each independent variable on the dependent variable.
2. Standard Error (Std. Error): Represents the standard error of the regression coefficient.

3. Beta (Standardized Coefficient): Shows the relative influence of each variable in a standardized form.
4. t-value: The t-test statistic used to determine the significance of each coefficient.
5. Significance (p-value): Indicates the statistical significance of the test results ( $p < 0.05$  means the effect is significant).

### **Findings Interpretation:**

1. Promotional Strategy has a positive and significant effect on consumer purchasing decisions ( $B = 0.350$ ,  $p = 0.002$ ). A higher implementation of promotional strategies leads to an increase in purchasing decisions.
2. Product Quality is the most influential factor with the highest Beta value (0.507) and a highly significant p-value (0.000), indicating that product quality plays the most crucial role in consumer purchasing decisions.
3. Price Perception also has a significant impact ( $p = 0.015$ ), meaning that consumers' perception of price fairness influences their decision to purchase.

The constant (1.500,  $p = 0.000$ ) suggests that even without the influence of these three factors, there is still a baseline consumer purchasing decision. The overall findings emphasize that improving product quality, optimizing promotional strategies, and maintaining fair pricing.

Based on Table 1, the findings from the research indicate that:

#### **Promotional Strategy (p-value = 0.002)**

The results show that promotional strategies (such as discounts or bundling) have a significant influence on consumer purchasing decisions. The positive B coefficient (0.350) implies that the stronger the promotional strategy, the greater the likelihood of consumers making a purchase. The promotional strategies examined in this study include discounts, product bundling, and direct gifts, all of which have been proven to be effective in attracting consumer attention and interest.

#### **Product Quality (p-value = 0.000)**

Product quality shows the most significant impact on purchasing decisions. The high B coefficient (0.450) highlights the substantial role of product quality in enhancing consumer satisfaction and increasing the likelihood of repeat purchases. The better the quality of the products offered, the higher the level of consumer satisfaction, ultimately leading to stronger purchasing decisions and higher chances of repurchasing. In this study, product quality emerges as the most dominant factor influencing consumer behavior in the decision-making process.

#### **Price Perception (p-value = 0.015)**

Although the influence of price perception is not as strong as promotional strategies or product quality, it still significantly affects purchasing decisions, with a B coefficient of 0.200. This result suggests that consumers consider price fairness when making purchasing decisions, even though its impact is relatively smaller compared to the other two factors. Consumers tend to choose products with prices that align with their perceived value and financial capability.

#### **Constant (p-value = 0.000)**

The significance of the constant term indicates that there are other factors affecting purchasing decisions that are not included in this model. This suggests the presence of

additional variables that influence consumer purchasing behavior but are not covered in this study. Possible influencing factors include: Personal preferences, Previous experiences with a brand, Social and cultural influences. Further research is needed to explore these factors and their potential impact on consumer behavior.

### **Comparison of the Influence Between Variables**

Among the three variables tested, product quality has the greatest impact on consumer purchasing decisions, with a B coefficient of 0.450. This indicates that product quality is the most dominant factor in attracting consumer interest. It is followed by promotion strategy, with a B coefficient of 0.350, which also has a significant influence on purchasing decisions. Price perception has the smallest impact, with a B coefficient of 0.200, though it remains statistically significant. This comparison underscores that while all three factors significantly influence purchasing decisions, product quality plays the most pivotal role, followed by promotion strategies, and lastly, price perception, albeit with a notable impact.

### **Discussion**

Based on the results of the linear regression analysis presented in Table 1, it is evident that promotion strategy, product quality, and price perception significantly influence consumer purchasing decisions. Each of these variables has a coefficient and p-value indicating the extent of their impact on consumer decision-making. The p-values smaller than 0.05 demonstrate that all these factors contribute significantly to determining consumer purchase decisions. The findings confirm the relevance of these variables in shaping purchasing behavior, with each factor playing an important role in how consumers evaluate products and make their final decisions. The significant influence of promotion strategy, product quality, and price perception highlights their critical role in marketing and consumer behavior analysis.

### **Promotion Strategy**

The results of the study indicate that the promotion strategy has a highly significant effect on consumer purchasing decisions. With a p-value of 0.002, which is smaller than the significance threshold of 0.05, it can be concluded that the relationship between promotion strategy and consumer purchasing decisions is significant. The B coefficient of 0.350 shows that the stronger or more effective the promotion strategy implemented by the company, the higher the likelihood of consumers making a purchase. This is consistent with fundamental marketing principles, which recognize promotion as one of the key tactics for attracting consumer attention and encouraging them to purchase a product.

One form of promotional strategy commonly applied is price discounts or product bundling (Kotler & Keller, 2016). Price discounts provide a direct incentive that can lower the high price perception that consumers might have, while product bundling offers additional value by providing more products at the same or slightly higher price (Aaker et al., 2013). These promotional forms increase the perceived value by consumers, ultimately motivating them to make a purchase promptly (Solomon, 2018). Furthermore, promotions help create a sense of urgency, as consumers feel the need to buy the product immediately to take advantage of limited-time offers.

Promotions also serve to reduce consumer skepticism about products they have not previously known or tried. Many consumers feel more comfortable purchasing products when they can get them at a lower price or as part of an attractive bundling package (Schiffman & Kanuk, 2010). In this way, promotions provide a sense of security to consumers, assuring them that they are getting more value for the money they spend. This is especially important in driving purchasing decisions, particularly in highly competitive markets where consumers are often confused about which product to choose, especially when prices are nearly identical.



Additionally, discounts or product bundling also have a significant psychological appeal. When consumers feel they are getting value for money, they tend to be more satisfied with their purchasing decisions, which increases their satisfaction and loyalty to the brand or product (Solomon, 2017). A well-executed promotional strategy can strengthen the long-term relationship between consumers and the company (Armstrong & Kotler, 2015). Therefore, the results of this study emphasize that an effective promotional strategy is crucial in influencing purchasing decisions and can be used by companies to boost sales and introduce new products to the market.

From a theoretical perspective, these findings support consumer behavior theory, which posits that purchasing decisions are influenced by external factors such as price and promotions. In other words, consumers are not only influenced by intrinsic factors such as personal preferences, but also by external factors that provide them with added incentives to buy. This is also related to the concept of added value, where consumers feel they are getting more than what they pay for, which in turn motivates their purchasing decision.

### **Product Quality**

The research findings show that product quality has a very significant influence on consumers' purchasing decisions, with a B coefficient of 0.450 and a very low p-value (0.000). This high coefficient value indicates that product quality plays a substantial role in shaping consumers' decisions to purchase a product. It suggests that the better the quality of the product offered, the more likely consumers are to make a purchase and engage in repeat buying behavior. High product quality provides greater satisfaction to consumers, which, in turn, enhances consumer loyalty to the brand or product.

Good product quality creates customer satisfaction, which is one of the key factors in building long-term relationships with customers. Consumers who are satisfied with the product they purchase are more likely to make repeat purchases in the future (Sumarwan, 2011). This satisfaction can arise from various aspects, such as the product's durability, its functionality meeting expectations, or the comfort it provides. By delivering a positive experience, product quality can strengthen the emotional bond between consumers and the brand, which is crucial for maintaining customer loyalty (Sumarwan, 2011).

In addition to increasing the likelihood of repeat purchases, good product quality can also generate word-of-mouth promotion. Consumers who are satisfied with a product are more likely to recommend it to others, either through direct conversations or digital platforms. Such recommendations can be highly effective forms of promotion because they come from trusted individuals. This creates a snowball effect that indirectly boosts the product's popularity and sales. In other words, satisfied consumers not only become repeat buyers but also serve as marketers for the company (Solomon, 2017).

Product quality is also closely related to the perceived value held by consumers. When consumers feel that the product they purchased provides higher value compared to the price paid, they are more likely to feel satisfied and more confident in choosing products from the same brand in the future. Therefore, companies that can deliver the best quality will gain a sustainable competitive advantage. Products that not only meet but exceed consumer expectations are more likely to be accepted in an increasingly competitive market.

The importance of product quality in consumer decision-making can also be understood within the context of customer satisfaction theory, which states that achieved satisfaction increases the likelihood of repeat purchases and additional purchases (Suryani & Hidayat, 2020). This study supports this theory, reinforcing that product quality is a key factor influencing consumers' decisions to purchase a product and remain loyal to the brand (Suryani & Hidayat, 2020). Therefore, companies must always focus on improving product quality as one of the primary priorities in their marketing strategy.

Furthermore, companies that focus on improving product quality must also conduct regular quality checks and innovation to ensure that the products they offer consistently meet or exceed consumer expectations (Solimun & Fernandes, 2020). This study indicates that companies that fail to maintain their product quality risk losing their customers to competitors offering better-quality products. In this highly dynamic market, consistent quality becomes a critical element for maintaining market position and building long-term relationships with consumers.

Overall, product quality is one of the most influential factors in consumer purchasing decisions, and the findings of this study confirm that companies investing in improving product quality will gain a significant competitive advantage. In an increasingly complex business world, companies that can deliver high-quality products will be more successful in winning consumer loyalty and fostering long-term relationships.

### **Price Perception**

Although price perception has a smaller influence compared to other factors such as promotional strategies and product quality, price still plays a significant role in consumer purchase decisions. The coefficient B for price perception, which is 0.200, indicates that price remains one of the factors influencing consumer behavior, even though its impact is not as strong as promotional strategies or product quality. A p-value of 0.015 shows that the relationship between price perception and purchase decisions is significant. This indicates that consumers continue to pay attention to product prices, especially in relation to the value they perceive from the product.

Consumers pay close attention to price as an indicator of the value they receive (Tjiptono & Chandra, 2016). In this context, a price that is perceived as fair or in line with the quality and benefits received will influence the purchasing decision. Conversely, if the price of a product is considered too high without corresponding quality or benefits, consumers are likely to seek alternative products that offer better value. Therefore, excessively high prices can act as a barrier for consumers to make a purchase, especially in markets with many product choices and more competitive pricing.

On the other hand, overly cheap prices can also present issues, particularly in terms of quality perception (Kotler & Keller, 2016). Consumers often associate low prices with low quality, which can decrease their willingness to purchase the product. Consumers may think that products priced cheaply will not deliver the expected benefits or may not be durable. Therefore, companies must be cautious when setting prices to avoid diminishing the perceived quality of their products in the eyes of consumers.

However, even though price remains an important factor, its influence is not as significant as other factors such as product quality and promotional strategies. As found in this study, the influence of product quality on purchasing decisions is much greater. This suggests that consumers are more likely to choose a product with higher quality, even if the price is slightly higher, compared to a cheaper product with questionable quality. Therefore, companies that aim to succeed in influencing consumer purchasing decisions should focus not only on setting the right price but also on enhancing product quality and utilizing effective promotional strategies.

Price also needs to be aligned with the promotional strategies implemented by the company. For example, discounts or product bundling can make a higher price more appealing to consumers. In this case, a higher price can be justified if consumers feel they are receiving added value through promotions or bundled products offered. Therefore, price should be seen as part of the overall marketing strategy, which includes product quality and promotional strategies.

Overall, while price perception does influence purchasing decisions, the results of this study indicate that other factors, such as product quality and promotional strategies, have a more dominant impact on those decisions. Therefore, companies must ensure that the price they set aligns with the product quality and is supported by effective promotional strategies to maximize the likelihood of consumer purchases.

### **Constant**

In the results of this study, the significant constant with a p-value of 0.000 indicates that there are other factors influencing consumer purchasing decisions that are not included in the model analyzed. Although the three main variables—promotion strategy, product quality, and price perception—have been considered, the findings suggest that other more complex external factors also play a role in determining consumer purchasing decisions. This underscores the importance of understanding that purchasing decisions are not only influenced by direct elements such as price and product quality but are also shaped by broader, more encompassing factors.

Social, cultural, and psychological factors are examples of elements that can influence consumer purchasing decisions. For instance, many consumers are influenced by recommendations from friends or family when purchasing products, as they tend to trust the opinions of those close to them. Additionally, market trends also affect purchasing decisions, particularly among younger consumers who are more likely to follow certain fashions or lifestyles. Social media plays a significant role as well, with many consumers being influenced by digital advertisements, product reviews, or recommendations from influencers or celebrities they follow.

Thus, this significant constant indicates that companies cannot solely rely on the factors analyzed in this research model. Companies need to recognize that purchasing decisions are influenced by a broader context, which includes the social and cultural dynamics of consumers. Therefore, businesses should pay more attention to these external factors when developing their marketing strategies. One step that can be taken is conducting more in-depth market research to uncover additional factors that may influence purchasing decisions.

Furthermore, the findings of this study indicate that companies must consider the broader dynamics of the market. One key factor to be addressed is the rapid evolution of market trends. Consumer behavior can change quickly in response to technological advancements, social changes, and the emergence of new products. Therefore, companies must develop the ability to adapt swiftly and flexibly to these changes. For example, the ongoing digitalization and growth of e-commerce have significantly influenced how consumers shop and interact with brands.

An effective marketing strategy should not solely rely on limited data analysis but must also incorporate a broader understanding of consumer behavior (Solomon, 2017; Tjiptono & Chandra, 2016). As a result, businesses should continuously monitor shifts in consumer preferences and adjust their products and marketing approaches accordingly. By understanding the external factors influencing purchasing decisions, companies can design more targeted and relevant marketing campaigns that effectively engage today's consumers.

Although price, product quality, and promotional strategies remain the primary drivers of purchasing decisions, companies should not overlook the importance of customer experience. A positive customer experience—whether during shopping, product usage, or interactions with customer service—can strengthen loyalty and increase the likelihood of repeat purchases. Consumers who have a satisfying experience with a brand are more likely to continue purchasing and even recommend the brand to others.

Thus, it is crucial for companies to maintain consistent product quality and promotional strategies. However, they should also focus on creating a pleasant customer experience and



consider broader external factors that may influence purchasing decisions. Optimizing all these aspects will not only help attract new consumers but also foster long-term relationships with loyal customers.

Overall, the findings of this study indicate that external factors not included in the research model still have a significant impact on purchasing decisions. Therefore, companies must remain vigilant toward social, cultural, and market trends and continuously adapt their marketing strategies to stay relevant in the eyes of consumers.

### **Comparison of the Influence Among Variables**

This study found that among the three tested variables—promotional strategy, product quality, and price perception—product quality has the greatest impact on consumer purchasing decisions, with a B coefficient of 0.450. This finding confirms that consumers tend to choose products based on their quality. High product quality not only influences the initial purchasing decision but also plays a crucial role in customer loyalty and repeat purchases. Satisfied consumers are more likely to continue purchasing the product in the future and even recommend it to others.

The product quality factor is highly important because consumers often associate quality with the value they receive from their purchase. In this context, product quality encompasses not only functional aspects such as durability and reliability but also emotional elements related to consumer satisfaction (Solomon, 2017). High-quality products create positive experiences that strengthen the relationship between consumers and brands, ultimately enhancing brand loyalty. This is why product quality is often the most significant differentiating factor in competitive markets.

In second place, promotional strategy has a significant influence on purchasing decisions, with a B coefficient of 0.350. This indicates that effective promotional strategies can motivate consumers to make purchases, even though product quality remains the primary priority. Promotions such as discounts, bundling, and free gifts have strong psychological appeal and are frequently used to attract consumer attention. Price reductions or added value through bundling make products more financially appealing to consumers, which can be a crucial factor in reducing hesitation toward a product, especially for new or lesser-known products entering the market.

An effective promotional strategy can influence consumer perception of a product and create a sense of urgency to purchase, especially when consumers feel they are receiving added value from the transaction (Aaker et al., 2013). However, while promotions have a significant impact, the findings indicate that consumers prioritize product quality over discounts or other incentives. Therefore, promotional strategies should be designed to complement product quality and enhance the overall perceived value for consumers, rather than focusing solely on price reductions. This approach ensures that promotions reinforce long-term brand trust and loyalty, rather than merely serving as short-term purchase motivators.

Meanwhile, price perception has the smallest influence compared to the other two variables, with a B coefficient of 0.200. Nevertheless, price still plays a crucial role in purchasing decisions. A reasonable price perception, aligned with the perceived value of the product, influences consumer choices. If the price is considered too high relative to the benefits offered, consumers are likely to seek alternative products that provide better value. Conversely, prices that are too low can create negative perceptions of product quality, which may also impact purchasing decisions. Therefore, pricing strategies must be carefully planned, considering not only competitive pricing but also product quality and promotional strategies implemented by the company.

The weaker influence of price also reflects shifting consumer behavior in the modern era, where product quality and customer experience are prioritized over simply finding the lowest

price. In a market that increasingly values quality and long-term benefits, consumers are often willing to pay a slightly higher price for better-quality products or a more satisfying overall experience (Armstrong & Kotler, 2015).

Overall, the findings of this study indicate that product quality remains the primary factor influencing consumer purchasing decisions, while promotional strategies and price perception also play a role but with a lesser impact. Therefore, companies must ensure that they do not focus solely on price and promotions, but also maintain and enhance product quality to establish a sustainable competitive advantage.

## CONCLUSION

Among the three variables tested, product quality has the greatest influence on consumer purchasing decisions, with a B coefficient of 0.450. This indicates that product quality is the most dominant factor in attracting consumer purchase interest. It is followed by promotional strategy, with a B coefficient of 0.350, which also has a significant impact on purchasing decisions. Price perception has the smallest influence, with a B coefficient of 0.200, although it remains statistically significant.

## Recommendations

Future research is recommended to explore other external factors that may also influence purchasing decisions, such as social, cultural, and consumer experience factors, which were not covered in this study. Expanding the scope of research to include these elements could provide a more comprehensive understanding of consumer behavior and help businesses develop more effective marketing strategies tailored to a broader range of influencing factors.

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