



DOI: <https://doi.org/10.31933/dijemss.v5i4>

Received: 14 May 2024, Revised: 29 May 2024, Publish: 30 May 2024

<https://creativecommons.org/licenses/by/4.0/>

## The Influence of Product Quality and Advertising On Prezt Product Purchase Decisions

Nurma Ros Wungu<sup>1</sup>, Hariandy Hasbi<sup>2</sup>

<sup>1</sup> Sekolah Tinggi Ilmu Ekonomi STAN IM, Indonesia, [nurmahh27@gmail.com](mailto:nurmahh27@gmail.com)

<sup>2</sup> Sekolah Tinggi Ilmu Ekonomi STAN IM, Indonesia, [hariandy.hasbi@stan-im.ac.id](mailto:hariandy.hasbi@stan-im.ac.id)

Corresponding Author: [nurmahh27@gmail.com](mailto:nurmahh27@gmail.com)

**Abstract:** In a competitive market environment, it is important for companies to understand the factors that influence consumer behavior in making purchasing decisions. The aim of this research is to investigate the influence of product quality and advertising on consumer purchasing decisions. This study uses a quantitative approach. Data was collected through surveys using questionnaires and literature studies. The data that has been collected is then analyzed using a regression test using the SPSS program. The research results show that product quality and advertising have a positive effect on product purchasing decisions, both partially and simultaneously. Product quality and advertising are two important factors that can influence product purchasing decisions. Consumers who are satisfied with product quality and impressed by product advertising are more likely to buy the product.

**Keywords:** Product Quality, Advertising, Purchasing Decisions.

### INTRODUCTION

The snack food industry has become one of the sectors that continues to grow in the dynamic global market. In the midst of increasingly fierce competition, snack manufacturers are trying to introduce innovative products that can win the hearts of consumers. One of the main factors that influences the success of product marketing is the quality of the product itself. Product quality is a consumer's overall assessment of the good performance of a good or service. The key factor in assessing product performance is what aspects are used by consumers to make an assessment. (Mowen and Minor, 2001:90). Customers who are satisfied with the quality of the products they use will tend to repurchase the product and share their experiences with others

Purchasing decisions (Y) are an important stage in the consumer decision-making process, where consumers choose products that are considered to best suit their needs, preferences and budget. Purchasing decisions are important in the context of marketing strategy because they determine the direction and effectiveness of the company's marketing efforts. This is a crucial stage in the consumer decision-making process where they actively select and purchase products that they deem appropriate or desirable.

Consumers choose to buy products because the product quality is good and healthy. Good product quality is often a determining factor in consumer purchasing decisions, because

they tend to look for products that can meet or even exceed consumer expectations (Soliha & Fatmawati, 2017). Apart from that, health factors are also increasingly becoming an important consideration for modern consumers who are increasingly concerned with health and a healthy lifestyle. Products that are associated with health benefits or have a health label can be an additional attraction for consumers who want to make healthier choices in consumers' daily lives (Cholil, 2021).

According to Kotler (2009:47), product quality (X1) is the ability of a product to carry out its function well, which includes durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Product quality plays a very important role in purchasing decisions. Consumers who are satisfied with product quality tend to become loyal customers and recommend the product to others.

Apart from product quality, advertising (X2) is an indirect persuasive process, where information about the advantages of a product is conveyed in a pleasant way to influence consumers. Tjiptono (2012:78) defines advertising as an indirect persuasion process, which is based on information about the advantages of a product which is arranged in such a way as to create a pleasant feeling that will change people's minds to take action or purchase so that according to the author what is meant is the attractiveness of the advertisement .

Previous research by (Oktavenia & Ardani, 2018) found that product quality had a significant positive effect on purchasing decisions, brand image had a significant positive effect on purchasing decisions, product quality had a significant positive effect on their image and brand image mediated the influence of product quality on purchasing decisions. Other research by (Anwar & Satrio, 2015) shows that product quality has a significant and positive influence on purchasing decisions. Similar research by (Suari et al., 2019; Iskandar, 2018; Ariella, 2018; Almira & Sutanto, 2018; Amilia, 2017; Situmorang et al., 2017) shows that there is a significant influence of product quality on purchasing decisions. However, this is different from the results of research conducted (Nadiya & Wahyuningsih, 2020) which states that product quality has no effect and is not significant on purchasing decisions.

Although research on the factors that influence consumer purchasing decisions has been conducted previously, there is still a gap in understanding the interaction between product quality and advertising, and its impact on purchasing decisions. There is a need for a deeper understanding of how product quality and advertising interact together in the context of Prezt products.

The main objective of this research is to investigate the influence of product quality and advertising on purchasing decisions for Prezt products. This research aims to fill the knowledge gap in the literature by investigating how product quality and advertising can simultaneously influence consumer purchasing decisions in the context of packaged snacks.

It is hoped that the results of this research can make a significant contribution to the development of marketing strategies for Prezt products and other similar snack products. By better understanding the factors that influence consumer purchasing decisions, it is hoped that manufacturers can optimize their marketing strategies to increase competitiveness and sustainability in this increasingly complex market.

## **METHOD**

This study uses a quantitative approach. Quantitative research methods are research methods based on numerical and statistical data. This is done by collecting data from structured sources, such as population data, health data, education data, etc. (Kusumastuti et al., 2020). Data was collected through surveys using questionnaires and literature studies. The population in this research is all consumers of Prezt products in Indonesia. The sampling technique was carried out using probability sampling in the form of simple random sampling, which means that every consumer of Prezt products has

the same opportunity to be selected as a sample. The sample size required in this research can be calculated using the formula:

$$n = \frac{(Z)^2 PQ}{e^2}$$

Where:

- n = sample size
- Z = z-score value for the desired level of confidence (95% = 1.96)
- p = proportion of population that has certain characteristics (50% = 0.5)
- q = 1 – p (0.5)
- e = margin of error (5%)

If the desired confidence level is 95%, the proportion of the population that has certain characteristics is 50%, and the margin of error is 5%, then the required sample size is:

$$n = \frac{(1.96)^2 \times 0,5 \times 0,5}{0.05^2} = 271.52$$

The sample size is rounded up to the nearest whole number, namely 272. So the minimum sample size required is 272. The data that has been collected is then analyzed using a regression test using the SPSS program.

## RESULTS AND DISCUSSION

### Results

#### Validity test

Validity testing is the process of evaluating the extent to which a measurement instrument (such as a questionnaire or test) can measure what it is supposed to measure. Validity measures the extent to which the instrument actually measures the variable or construct in question, and not other variables (Novikasari, 2016).

**Table 1. Validity Test Results**

		X1	X2	X3
X1	Pearson Correlation	1	,694 **	,331 **
	Sig. (2-tailed)		<.001	<.001
	N	272	272	272
X2	Pearson Correlation	,694 **	1	,538 **
	Sig. (2-tailed)	<.001		<.001
	N	272	272	272
Y	Pearson Correlation	,331 **	,538 **	1
	Sig. (2-tailed)	<.001	<.001	
	N	272	272	272

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the information contained in table 1, it can be seen that each measuring instrument shows the significance value (2-tailed) of the correlation for all items is below 0.05. Thus, it can be concluded that all the statements contained in the questionnaire are considered statistically valid, and the questionnaire can be considered a valid instrument for use in this research.

#### Summary of Validity Test Results

**Table 2.**

variable	Pearson Correlation	sig	information
X1.1	0.842	0,000	Accepted
X1.2	0.735	0,000	Accepted

X1.3	0.845	0,000	Acceipteid
Y1	0.864	0,000	Acceipteid
Y2	0.918	0,000	Acceipteid
Y3	0.797	0,000	Acceipteid

**Reliability Test**

Reiliability teisting is a proceiss for eivaluating how consisteint and reiliabilei a meiasureimeint instrumeint is in providing consisteint reilsults oveir timei. If an instrumeint is consideireid reiliabilei, thein thei reilsults will bei consisteint if reipeiateid undeir thei samei conditions (Janna & Heirianto, 2021).

**Table 3 . Reliability Test Results**

Cronbach's Alpha	N of Iteims
,765	3

Baseid on tablei 3, thei reilsults of thei reiliability teist show a Cronbach Alpha valuei of 0.765, which is greiateir than 0.600, so thei queistionnairei is deiclareid to havei a good leiveil of consisteincy and is reiliabilei for usei in furtherei reiseiarch.

**Linear Regression Test**

Lineiar reigreission teist is a statistical meithod useid to study thei lineiar reilationship beitweiein two or morei variableis. Lineiar reigreission trieis to modeil thei reilationship beitweiein thei deipeindeint variablei (which you want to preidict) and onei or morei indeipeindeint variableis (variableis useid to preidict thei deipeindeint variablei) (Darma, 2021).

**Table 4. Regression Test Results**

Modeli		Sum of Squareis	df	Meian Squarei	F	Sig.
1	Reigreissi on	476,724	2	238,362	55,793	<.001 b
	Reisidual	1149.243	269	4,272		
	Total	1625.967	271			

a. Deipeindeint Variablei: Y  
 b. Preidictors: (Constant), X2, X1

Baseid on tablei 4, thei reilsults of thei reigreission teist show that thei significancei valuei for thei leiaदेशirship variablei is  $0.000 < 0.05$ , which meians that product quality and adveirtising havei a positivei eiffeict on product purchaseis.

**Discussion**

**Product quality influences Prezt product purchasing decisions**

Baseid on thei reiseiarch reilsults, it was found that product quality has an influeincei on thei deicision to purchasei Prezt products. Theisei reilsults arei supporteid by reiseiarch conducteid by Aghitsni & Busyra (2022) which stateis that product quality influeinceis purchasing deicisions as indicateid by thei coeifficieint of deiteirmination or thei reilsult of thei influeincei shown by thei indeipeindeint variablei Product Quality on thei deipeindeint variablei Purchasei Deicision, nameily 0.677 or 67 .7%, whilei thei reimaining 32.3% was influeinceid by variableis not eixamineid in thei reiseiarch.

This is diffeireint from thei reilsults of reiseiarch conducteid by Nadiya & Wahyuningsih (2020) which stateis that product quality has no eiffeict and is not significant

on purchasing decisions. This means that if product quality decreases, it will reduce purchasing decisions but not significantly.

Product quality is the physical reliability, function and properties of the product in question which can satisfactorily satisfy consumer tastes and needs in accordance with the value of the money spent (Aeni, 2020). Quality products and affordable prices mean consumers will be more interested in buying the products offered. Product quality has dimensions that can be used to analyze the characteristics of a product.

According to David Garvin in Haquei (2020), it is said that product quality has eight dimensions as follows: performance, which is the main operating characteristic of the core product purchased, durability, which is related to how long the product lasts. can be used, Conformance to Specifications (conformity to specifications), namely the extent to which the design and operation characteristics meet previously established standards, Features (additional features or characteristics), namely secondary or complementary characteristics, reliability (reliability), namely small possibility of damage or failure to use, aesthetics, namely the product's appeal to the five senses, serviceability, including speed, competence, comfort, ease of repair; as well as handling complaints satisfactorily, Perceived quality, namely the image and reputation of the product and the company's responsibility towards it.

Companies must clearly understand what consumers need and want. Knowing consumers' needs and desires does not necessarily mean that consumers will buy and use the products offered. Therefore, product quality is very important in purchasing decisions. If the product produced is of high quality, consumers will be more inclined to purchase the product. On the other hand, if the product is of poor quality and does not meet the quality standards desired by consumers, then consumers will switch their purchases to products from competitors (Dwiputra et al., 2022).

Thus, to improve purchasing decisions, it is important to improve product quality (Oktavina & Ardani, 2019).

Thus, product quality is an important factor that has a big influence on purchasing decisions for Prezt products. Consumers tend to look for products that meet expected quality standards, such as good taste, satisfying texture, and good consistency. If Prezt products meet or even exceed consumer expectations in terms of quality, this can strengthen the brand image, build trust and encourage consumer loyalty. On the other hand, if the quality of Prezt's products is low, consumers may switch to other brands that offer better quality products. Therefore, maintaining the quality of Prezt products consistently is a priority in efforts to influence consumer purchasing decisions.

### **Advertising influences Prezt Product Purchasing Decisions**

Based on the research results, it was found that advertising has an influence on purchasing decisions for Prezt products. The results of this research are supported by Wahyuni et al (2023) who stated that Tokopedia's online advertising is considered capable of attracting consumer interest in making purchases on the online shop platform.

In contrast to these results, Saputra's research (2018) states that advertising influences purchasing decisions through celebrity endorsers. This can be interpreted that advertisements that use celebrities who are liked by the public as advertising stars will influence consumer purchasing decisions.

Advertising improves decision making in many situations (Mantel et al., 2022). Advertising operates beyond the point of sale under conditions of low time constraint, and therefore supports more rational purchase decisions where systematic processing would be more likely to occur (Morgado et al., 2016). Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that must be paid. Advertising is also used to direct and shape choices towards a

brand. Advertising is also a competition for each product to beat its rival products, with advertisements that attack competitors' products and display competitors' products indirectly showing their shortcomings of their products that competitors offer. Besides that, advertising is an attractive form of entertainment for consumers, sometimes adding cute cartoon or animated characters which are children's favorites if the target product is children (Oktiani & Marlianti, 2020).

It is hoped that the use of advertising can be used to determine and select a brand. Advertising is also an arena of competition for each competitor's product by indirectly showing them the product defects proposed by competitors. Advertising is a communication tool where consumers will know about the details of the product being described (Yunanto & Nurtantiono, 2022).

Companies must be selective in creating advertisements to support their sales (Aina, 2017). Apart from having the aim of introducing products to consumers, advertising also aims to provide an invitation to consumers to use or buy the products offered (Jayanti & Zuhri, 2017). The indicators that can be used to measure advertising variables according to Kotler and Armstrong (2008:157) are as follows:

1. Finding information about products or companies from various media is easy.
2. The media design used is attractive.
3. The information conveyed in various media is clear.
4. Messages contained in various media can be trusted.

According to Tjiptono in Moloku et al (2019) said that advertising has four main functions, namely:

1. Informing the audience about the ins and outs of the product (informative),
2. Influencing audiences to buy (persuading).
3. Refreshing information that has been received by the audience (reminding).
4. Creating a pleasant atmosphere when the audience receives and digests information (entertainment).

Meanwhile, the key to consumer purchasing decisions is an integration process that combines knowledge to evaluate one or more alternative habits and choose one of them. The final result of this integration process is a choice, or what can also be called a behavioral intention. Behavioral intention is a plan (or can also be called a decision plan) to engage in a habitual behavior (Stephen et al., 2019). According to Peiter and Donnelly in Gulliano (2019), purchasing decision making is influenced by 3 factors: broad decision making, limited decision making, and routine decision making.

Thus, effective advertising has great potential to influence product purchasing decisions by conveying interesting and relevant messages to its audience. By using the right marketing strategies, such as attractive visuals, persuasive narratives, and emphasizing the benefits and advantages of product products, advertising can build consumer awareness, interest and trust in the brand. Apart from that, choosing the right media and accurate targeting can also increase the effectiveness of advertising in reaching potential consumers who have needs and preferences that match product products, thereby encouraging them to make purchases.

### Research Limitations

This research may not consider all relevant variables that may influence purchasing decisions, such as personal preferences, previous experiences, or the influence of environmental and social factors. This research is limited in considering changes in the industry or market over time, which may affect the long-term validity of the findings.

## CONCLUSION

The research results show that product quality and advertising have a significant positive influence on product purchasing decisions, both individually and collectively. High product quality and effective advertising can be key factors in influencing consumer purchasing preferences. Consumers who are satisfied with the quality of the products offered and impressed by the messages conveyed through advertising tend to have a higher tendency to buy the product. Thus, companies can pay attention to the importance of improving and promoting product quality and advertising effectiveness as a strategy to improve consumer purchasing decisions

## REFERENCE

- Aghitsni, WI, & Busyra, N. (2022). The Influence of Product Quality on Motor Vehicle Purchase Decisions in Bogor City. *MEIA Scientific Journal (Management, Economics and Accounting)*. 6(3), 38-51.
- Aina, N. 2017. The influence of advertising and brand image on purchasing decisions for Honda 451 Beat motorbikes in Samarinda District. *Journal of Business Administration*, 5(1), 180–192.
- Almira, A., & Sutanto, J.Ei. (2018). The influence of product innovation and product quality on purchasing decisions for Maison Nob. *Performance Journal: Journal of Business Management and Start-up*, 3 (2), 250-259.
- Amilia, S. (2017). The influence of brand image, price and product quality on purchasing decisions for Xiaomi brand cellphones in Langsa City. *Journal of management and finance*, 6 (1), 660-669.
- Anwar, I., & Satrio, B. (2015). The influence of price and product quality on purchasing decisions. *Journal of Management Science and Research (JIRM)*, 4 (12).
- Arieilla, IR (2018). The Influence of Product Quality, Product Price and Product Design on Mazedid Consumer Purchasing Decisions. *Performance Journal: Journal of Management and Business Start-ups*, 3 (2), 215-221.
- Cholil, AM (2021). *150 Brand Awareness Ideas*. Great Indonesian Child.
- Dwiputra, Y., Lisa., Sutarno., Anggraini, D., & Supriyanto. (2022). The Influence of Product Quality on Purchasing Decisions at PT. Sustainable Earth Naturel. *OSMANIORA (Journal of Social Sciences and Humanities)*. 1(2), 133-140.
- Haqeu, M. G. (2020). The Influence of Product Quality and Price on Purchasing Decisions at Pt. Multitama Diamonds in Jakarta. *Ei-Mabis: Journal of Management and Business Economics*. 21(1), 31-38.
- Heireyah, Y. (2014). Car advertisements in print media, analysis of copywriting and visualization elements in SWA magazine. *Journal of Vision Communication*, 13 (2), 169-184.
- Iskandar, DA (2018). The influence of brand image and product quality on purchasing decisions for cosmetic products.
- Kotleir, P., & Armstrong, G. (2013). *Marketing principles*, 12th Edition. Erlangga Publishers
- Kusumastuti, A., Khoiron, AM, & Achmadi, TA (2020). *Quantitative research methods*. Deipublish.
- Manteil, S.P., Smit, T.M., Kardeis, F.R., & Barchetti, A. (2022). The influence of positive affect on sensitivity to important omissions. *Front Psychol.* 13, 992489.
- Morgado, A.G., Beinito, O., & Partal, M. (2016). Influence of Customer Quality Perception on the Effectiveness of Commercial Stimuli for Electronic Products. *Front Psychol.* 7, 336.
- Mowen, John C & M. Minor. (2001). *Consumer behavior*. Volume 2. Erlangga. Jakarta.

- Nadiya, FH, & Wahyuningsih, S. (2020). The Influence of Product Quality, Price and Brand Image on Second Fashion Purchasing Decisions in the Marketplace (Study of Students Using Second Fashion in Semarang City). *Unimus National Seminar Proceedings*. 3, 1096-1104.
- Oktaveinia, KAR, & Ardani, IGAKS (2019). The Influence of Product Quality on Purchase Decisions for Nokia Mobile Phones Using Brand Image as a Mediator. *Unud Management E-Journal*. 8(3), 1374-1400.
- Oktaveinia, KAR, & Ardani, IGAKS (2018). *The influence of product quality on purchasing decisions for Nokia cellphones with brand image as a mediator* (Doctoral dissertation, Udayana University).
- Oktiani, A., & Marlianti, N. (2020). The Influence of Advertising, Peer Power and Product Placement on Parents' Purchasing Decisions on Kinder Joy at Giant Ekspress Mataram. *Hospitality*. 9(2), 149-156.
- Purborini, Ayu. 2012. Analysis of the Influence of Product Quality, Advertising and Price Perceptions on Consumer Purchasing Decisions on Yamaha Mio Motorcycle Products (Case Study of Students at Semarang University). *Q-man Journal*, Vol 2, (No.2).
- Ramadhan, HI, & Saputra, AD (2022). The influence of product quality and service quality on consumer buying interest at PT Hijrah Insan Karima Bekasi. *Krisnadwipayana Business Management Journal*, 10 (3).
- Sari, SP (2020). The relationship between purchasing interest and consumer purchasing decisions. *Psychoborneo: Scientific Journal of Psychology*, 8 (1), 147.
- Solihah, E., & Fatmawati, N. (2017). Product quality, brand image and price perception on the consumer purchasing decision process for "Honda" automatic motorbikes. *Journal of Theoretical and Applied Management | Journal of Theory and Applied Management*, 10 (1), 1-20.
- Sopiah & Sangadji, Eitta Mamang. (2016). Salesmanship (Sales). Jakarta: PT Bumi Aksara
- Suara, MTY, Tegawathi, NLWS, & Yulianthini, NN (2019). The influence of product quality and product design on purchasing decisions. *Bisma: Journal of Management*, 5 (1), 26-33.
- Steifani, K., & Cilvanus, H. (2020). Analysis of the Influence of System Quality, Perception of Convenience, Advertising, Promotion, and Price on User Satisfaction of the Ruangguru Application. *Media Informatics*, 19 (2), 72-87.
- Stephena, A., Canthika, A., Subrata, D., & Veronika, D. (2020). The Influence of Advertising on the Influence of Advertising on Consumer Purchasing Decisions on Consumer Purchasing Decisions. *Indonesian Business Review*, 2 (2), 233-248.
- Tabelissy, W. (2021). The Influence of Product Design, Price and Promotion on Purchasing Decisions in the Victoria Flower Bouquet Home Business in Ambon City. *National Journal of Marketing & HR Management*, 2 (2), 89-97.
- Wahyuni., Efeindi, A., & Jafar, A. (2023). The Influence of Online Advertising and Price on Purchasing Decisions with Purchase Intention as an Intervening Variable for Tokopedia Consumers in Makassar City. *Study of Scientific and Behavioral Management (SSBM)*. 4(3), 32-47.
- Yunanto, B., & Nurtantiono, A. (2022). The influence of advertising, peer power, and price on purchasing decisions. *Management Journal*. 14(2), 319-326.