

The Effect of Product Quality and Promotion on the Purchase Decision of T-Shirt Distro Reject Official Store Sukabumi

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ARTICLE INFO

Keywords: Product Quality, Promotion, Purchase Decision

Received: 22, May

Revised: 21, June

Accepted: 30, July

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ABSTRACT

This study aims to determine and identify product quality and promotion either simultaneously or partially on the decision to purchase T-Shirt Distro Reject Official Store Sukabumi. Sampling amounted to 100 respondents who were taken by purposive sampling technique, namely the technique of determining the sample with certain considerations. The questionnaire was tested with validity test, reliability test, and classical assumption test. The results of these tests are valid, reliable, and can be used for regression data. The analytical method used in this research is descriptive and verification with a quantitative approach. The results showed that the variables of product quality and promotion either simultaneously or partially had a positive and significant effect on purchasing decisions for T-Shirt Distro Reject Official Store Sukabumi. The result of testing the coefficient of determination R (square) is 55.1%, while the rest is 49.9%. The relationship between product quality and promotion is strong in the same direction as the correlation coefficient of 0.743.

INTRODUCTION

The development of the business world is increasingly rapid, especially in the fashion sector. Fashion is a very interesting thing because it is dynamic and always follows trends. One fashion that continues to develop from time to time is the T-Shirt, considering that the T-Shirt is one of the accessories for appearance and is the life style of today's society.

The public's need for T-shirts can be used as a business opportunity for T-Shirt entrepreneurs in developing their business. Along with these business opportunities, competition between similar business actors becomes stronger. Every company must have a reliable strategy to be able to increase business growth and win market share in competition. One strategy that companies can use is to increase their competitive advantage to attract attention and influence consumers to make purchasing decisions.

Revenue data for Distro Reject Official Store Sukabumi T-Shirt products in 2021. In that year the highest revenue was in May reaching IDR 36,000,000 with a target percentage of 102% of the revenue target of IDR. 35,000,000, this is because it coincides with the Idul Fitri holiday where many people buy T-shirt products to wear on the holiday and also provide various promos, so many consumers are interested in buying Distro Reject Official Store T-Shirt products. Sukabumi. Average revenue in 2021 is 87% and revenue did not reach the predetermined target. The decrease in income tends to fluctuate due to changes in purchasing decisions which are thought to be caused by product quality and promotions

In terms of product quality, there are problems that can be concluded that there are 32 consumer complaints about Distro Reject Official Store Sukabumi products, among these complaints are the screen printing sticking when dried, the screen printing not being strong enough, the stitching not being neat, the color of the material fading quickly, the material getting hairy quickly, the material getting hot. When used, there are not many variations in the image motif, the texture of the material hangs down, the material is less durable when used frequently, there are not many color variations. With these complaints, management is required to respond quickly to consumer complaints in order to minimize undesirable impacts so that the company can improve product quality to satisfy consumers.

Promotional activities carried out by companies vary. In 2017 Distro Reject Official Store Sukabumi carried out personal selling, namely selling directly like a retail store. In 2018 Distro Reject Official Store Sukabumi carried out digital marketing and carried out promotions through online media such as Instagram, WhatsApp. In the following year, 2019 Distro Reject Official Store Sukabumi carried out a sales promotion by placing banners in front of the shop. In 2020 Distro Reject Official Store Sukabumi carried out sales promotions such as holding a big Ramadhan sale. In 2021 Distro Reject Official Store Sukabumi will carry out direct marketing such as implementing Display Ads. has carried out promotional mix activities to increase sales of products owned by Distro Reject Official Store Sukabumi. However, this has not been able to increase the company's income.

Preliminary survey results regarding product quality through indicators Performance, Features, Reliability, Conformance to specifications, Durability, Aesthetics. Consumer assessment of product quality with a percentage of answers (53%) stating that the Distro Reject Official Store Sukabumi T-Shirt product has poor product quality, while (47%) stated that the product quality determined by Distro Reject Official Store Sukabumi can meet consumer expectations. Consumer responses to promotions carried out are based on indicators of advertising, sales promotion, personal selling, public relations and direct marketing. It can be seen that the percentage of consumers who answered "no" was high (63%).

This proves that the promotions carried out by Distro Reject Official Store Sukabumi have not been able to influence consumers' decisions to make purchasing decisions for Distro Reject Official Store Sukabumi products. Based on the background and results of the preliminary survey that has been conducted, the survey results show that consumer answers to product quality, promotions and purchasing decisions for purchasing Distro Reject Official Store Sukabumi T-Shirts have a higher percentage value for the no answer compared to the yes answer. For this reason, researchers are interested in further research into several factors that are predicted to have an influence on purchasing decisions.

LITERATURE REVIEW

Buying Decision

According to Kotler & Armstrong (2016: 177), defining purchasing decisions is part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

Product Quality

According to Tjiptono (2016: 25) product quality is a combination of traits and characteristics that determine the extent to which the output can meet the customer's prerequisite needs or assess the extent to which the traits and characteristics meet their needs. Product quality indicators are performance, features, reliability, conformance, durability, serviceability, esthetics, perceived quality.

Promotion

According to Kotler & Keller (2016:154), Promotion is an activity that communicates the benefits of a product and persuades customers to buy that product. By holding promotional activities, producers can convey various information to consumers. Promotion can also help introduce consumers to a product so they can choose which product they want through messages that persuade, remind, inform and encourage consumers to buy the product offered. Promotion indicators are promotional messages, promotional media, promotional time.

METHODOLOGY

A quantitative approach is used to explain the influence of research variables using linear regression analysis. In accordance with its objectives, this research was designed as a descriptive and verification research. The number of samples in this study was 100 people.

Samples were taken using a purposive sampling technique, namely a technique for determining samples with certain considerations. The questionnaire was tested using validity tests, reliability tests and classical assumption tests. The results of this test are valid, reliable, and can be used for regression data. The analytical method used in this research is descriptive and verification with a quantitative approach.

RESULT AND DISCUSSION

Consumer Characteristics

Based on the results of the survey on the characteristics of Distro Reject Official Store Sukabumi, a recapitulation can be made as in the following table:

Table 1. Recapitulation of Consumer Characteristics Distro Reject Official Store Sukabumi

No	Characteristics	Buyer Characteristics	Buyer	Percentage (%)
1	Gender	Man	72	72
2	Age	26-35 years old	69	69
3	Last education	High school/equivalent	77	77
4	Profession	Private employees	49	49
5	Income	2 Million - 3 Million	34	34
6	Distro Reject Official Store T-Shirt Purchase Frequency	4 times	35	35

Source: Primary data processed, 2022

Based on Table 4.1 above, it can be concluded that the dominant characteristics of Distro Reject Official Store consumers from the 6 criteria in distributing the questionnaire are the percentage of men, 72%, age range from 26-35 years, 69%, highest education/equivalent, 77%. %, work as a Private Employee is 49%, income IDR 2 million - 3 million is 34% and how many times have you purchased Distro Reject Official Store Sukabumi products 4 times for 35%.

Consumer Responses to Product Quality, Promotions and Purchasing Decisions.

The analysis of the description of the research results aims to describe the characteristics of the respondents and the answers to the statements in the questionnaire for each variable. The results of questionnaire processing are in the form of consumer responses to determine the influence of product quality, promotion on purchasing decisions for Distro Reject Official Store Sukabumi T-Shirts. The consumer responses are as follows:

Table 2. Consumer Responses to Product Quality, Promotions on Purchasing Decisions

No	Variable	Mark	Category	Interpretation
1	Product quality	3.27	Pretty good	In consumer assessment of product quality, the average value is 3.27 in the quite good category
2	Promotion	3.22	Enough Good	Consumer assessment of promotions has an average value of 3.22 in the quite good category
3	Buying decision	3.40	Tall	Consumer assessments regarding purchasing decisions have an average value of 3.40 in the good category

Data Processing Results

Validity and Reliability testing results

The results of testing the validity of all variables show that all instrument items are declared valid because they have a correlation value that is in accordance with the specified value, namely if r_{count} is greater than or equal to r_{table} then it is declared valid.

The results of reliability testing show that each variable shows the value determined by Cronbach Alpha ≥ 0.6 . This shows that all indicators in each variable are declared reliable.

Classic Assumption Test Results

The histogram graph in this research looks like a bell. It is concluded that the histogram graph provides a normal pattern so it can be concluded that the sample data is normally distributed. The test results obtained one sample Kolmogorov-Smirnov Asymp value. Sig. (2-tailed) which is 0.200. This shows that the data is normally distributed because the Asymp value. Sig. (2-tailed) greater than 0.05

The results of the multicollinearity test can be seen that the tolerance value of each variable has a value greater than the cutoff or tolerance value (0.05) and the VIF value is smaller than 5. This shows that the independent variables in the regression model do not have multicollinearity problems.

The results of the heteroscedasticity test using a scatterplot show that the data emission does not show a particular pattern and is spread randomly, both above and below zero on the Y axis. Therefore, it can be concluded that there is no heteroscedasticity in the research data. So that the regression model is suitable for use to predict each variable in this research.

Regression Testing Results

Regression testing results are as follows:

Table 3. Multiple linear regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	14,971	3,405		4,397	,000
Product Quality (X1)	,343	.109	,465	3,148	,002
Promotion (X2)	,508	,252	,298	2,014	,001
T Table	1,290				
F Count	59,626				
F Table	3,290				
Sig	,000				
R	,743				
R2	,551				
Adjusted R2	,542				
Std Error of the Estimate	4.17768				
Alpha (a)	0.05				

a. Dependent Variable: Purchases (Y)

Source: Primary data processed, 2021

Based on Table 3, the results of data processing using SPSS 25 contained in the coefficients table (a) show that the multiple linear regression equation model for estimating purchasing decisions in purchasing Distro Reject Official Store Sukabumi T-Shirts:

$$Y = 14,971 + 0,343 X_1 + 0.508 X_2 + \epsilon$$

The interpretation of the regression equation is as follows:

1. A constant of 14,971 meaning that if the product quality (X1) and promotion (X2) variables have a value of 0, then Buying decision (Y) positive.
2. Product quality regression coefficient (X1) = 0,343, meaning that every time there is an increase in the product quality variable, it will be followed by an increase in the variable Buying decision (Y) where the promotion variable is fixed.
3. Promotion regression coefficient (X2) = 0.508, meaning that every time there is an increase in the promotion variable it will be followed by an increase in the promotion variable Buying decision (Y) where the product quality variable remains.

Based on Table 3 shows an R value of 0.743 which is in the value range (0.600-0.799), included in the category of strong unidirectional relationship. This means that the better the product quality (X1), promotion (X2), the purchasing decision will also increase. It can be seen that the results of the multiple correlation analysis are 0.743% compared to previous research that has been carried out. It can be concluded that the results obtained from the multiple correlation values strengthen previous research that has been carried out.

Based on Table 3, the R Square value is 0,551 or 55.1%. This shows that the percentage contribution of influence from all independent variables, namely Product quality (X1) and promotion (X2) influence the dependent variable, namely Purchase Decision (Y) is 55.1%. Meanwhile, the remaining 45.9% is influenced by other factors not included in this research, such as emotional, social values, quality values and functional values. (Tjiptono, 2011:295).

Based on the F value in Table 3, F is calculated as 59,626 and the Ftable value for $\alpha = 0.05$ with degrees of freedom $V1 = 3-1 = 2$ and $V2 = 100-2-1 = 97$, which shows that Fcount is greater than Ftable ($59,626 > 3,290$). Thus it can be concluded that H_0 is rejected and H_a is accepted, meaning that with a 95% confidence level the independent variable is product quality (X1), Promotion (X2), have a positive and significant effect together promotion the same (simultaneous) on Purchasing Decisions (Y).

Based on the results of partial testing of product quality and promotion variables, the partial test recapitulation is as follows:

Table 4. Partial Testing Recapitulation

No	Variable	tcount	ttable	Results	Decision	Conclusion
1	Product quality	3,148	1,290	tcount > ttable	H_{a1} accepted	Product quality (X1) has a positive and significant influence on purchasing decisions (Y)
2	Promotion	2,014	1,290	tcount > ttable	H_{a2} accepted	Promotion (X2) Has a Positive and Significant Influence on Purchasing Decisions (Y)

Source: Secondary data processed, 2022

Based on Table 4 Product quality (X1) and promotions (X2) have a positive and significant effect on purchasing decisions (Y). This is indicated by the tcount value of each variable being greater than the ttable value. The biggest variable that most influences purchasing decisions is Product Quality (X1). This is because Distro Reject Official Store Sukabumi is able to provide good products that meet consumer desires.

Based on Table 2, the recapitulation results state that respondents' responses to product quality have an average assessment value of 3.27 with the category agreeing with the assessment criteria being quite good. This shows that consumers consider the quality of the T-Shirt products offered by Distro Reject Official Store Sukabumi to be good. The statement item with the highest score is the performance indicator in the statement that the Distro Reject Official Store Sukabumi T-Shirt has comfort when worn, amounting to 3.66 in the good category, while the score with the lowest value is the Conformance to Specifications Sukabumi indicator (Conformance to specifications) in the statement that the Distro Reject Official Store Sukabumi T-Shirt is made in accordance with the quality standards offered, amounting to 2.89 in the quite good category. Several ways that companies can improve product quality are by

carrying out promotions, carrying out product development (variations), identifying opportunities and threats and identifying product strengths and weaknesses.

Based on Table 2, the recapitulation results state that consumer responses to promotions have an average assessment value of 3.22 in the quite good category. This shows that the T-shirt promotion carried out by Distro Reject Official Store Sukabumi was quite good. The statement item with the highest value score is the promotional message indicator in the Distro Reject Official Store Sukabumi promotional statement which is very attractive at 3.66 in the good category, while the score with the lowest value is the promotional time indicator in the promotional broadcast time statement which is always updated every week at 3.04 in the quite good category. Buyers generally will choose the Distro Reject Official Store Sukabumi T-Shirt which has a good image, to maintain a good image the Distro Reject Official Store Sukabumi T-Shirt is recommended to further increase publicity activities

Based on Table 4.28, the recapitulation results state that consumer responses to purchasing decisions have an average assessment value of 3.40 in the agree category with high criteria. This shows that consumers' assessment of the decision to purchase Distro Reject Official Store Sukabumi T-Shirts is included in the high assessment criteria. The statement item with the highest value score is the purchase time indicator in the statement I always buy Reject Official Store Sukabumi Distro T-Shirts on weekends, namely 3.80 in the high category, while the score with the lowest value is the purchase quantity indicator. in the statement, Distro Reject Official Store Sukabumi received orders for T-Shirts in large quantities, namely 3.05 in the quite high category. Consumers choose T-Shirt Distro Reject Official Store Sukabumi as the choice of product to buy, product quality and promotion are one of the things that need to be considered by T-Shirt Distro Reject Official Store Sukabumi, there are several ways that companies can do to improve product quality, promotion is by improving the brand image, carrying out product development (variations), identifying opportunities and threats and identifying product strengths and weaknesses.

CONCLUSIONS AND RECOMMENDATIONS

Based on the test results and discussion in research regarding the influence of product quality and promotion on purchasing decisions for Distro Reject Official Store Sukabumi T-shirts, the following conclusion can be drawn:

1. There is a simultaneous positive and significant influence between product quality variables and promotion variables together on the purchasing decision variable for Distro Reject Official Store Sukabumi T-shirts.
2. There is a positive and partially significant influence between the product quality variable and the promotion variable together on the purchasing decision variable for Distro Reject Official Store Sukabumi T-shirts.

Based on the conclusions above, there are several suggestions that researchers can put forward for Distro Reject Official Store Sukabumi. These suggestions are as follows:

1. For the product quality variable with the aesthetics indicator, the statement item with the lowest value is that the color variants of Distro Reject Official Store Sukabumi T-Shirts are very diverse. This can be used as an evaluation by the company so that it can increase the number of color variants so that consumers can choose the color variant that consumers want. The product quality variable with the Conformance to Specifications indicator (conformity to specifications) has a statement item with the lowest value, namely the Distro Reject Official Store Sukabumi T-Shirt stitching in accordance with the quality standards offered by the company. The company must be more careful in the sewing process so that the products sold can satisfy consumers. with neat stitching.
2. For the promotion variable with the promotion time indicator, it has a statement item with the lowest value, namely the statement "promotion broadcast times are always updated every month". This can be used as an evaluation by the company so that they carry out promotional broadcasts more often and provide attractive promotions so that consumers will be more updated on the latest promotions and be interested in buying T-Shirt products because of the attractive promotions. Apart from that, the flow of technology is getting faster and the exchange of information can be done online, this can be utilized by Distro Reject Official store Sukabumi to increase promotional activities and advertise its products through social media such as Tik-Tok, e-commerce platforms such as Shoppe, Lazada , Tokopedia, blibli.com or others that can increase consumer confidence.
3. For the purchasing decision variable with the purchase quantity indicator, it has the statement item with the lowest value. Distro Reject Official Store Sukabumi received a large number of T-Shirt orders. because Distro Reject Official Store Sukabumi is a distro that produces its own label T-Shirts so it accepts orders in large quantities but the manufacturing process takes a little time if orders are in large quantities. This can be used as an evaluation by the company if it receives orders with a large number of human resources and additional machines must be added to speed up the T-Shirt manufacturing process.

FURTHER RESEARCH

This research still has limitations so further research needs to be done on this topic: "The Effect of Product Quality and Promotion on the Purchase Decision of T-Shirt Distro Reject Official Store Sukabumi".

THANK-YOU NOTE

The author would like to express his deepest gratitude to the supervisor, company staff and everyone involved in this writing.

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