

## THE INFLUENCE OF PROMOTION, SERVICE QUALITY AND PRODUCT QUALITY ON PURCHASE DECISIONS AT KARUNGJANTAN

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### ABSTRACT

This study analyzes the influence of promotion, service quality, and product quality on consumer purchase decisions at Karungjantan Store. The research was motivated by a decline in sales performance, which is presumed to be caused by ineffective promotional strategies, inconsistent service delivery, and unsatisfactory product quality. A quantitative method was employed, involving a survey of 100 consumers selected through purposive sampling. The data were analyzed using multiple linear regression to determine both the simultaneous and partial effects of the independent variables on purchase decisions. The results reveal that promotion, service quality, and product quality simultaneously have a significant influence on purchase decisions. Partially, promotion and product quality have a positive and significant impact, whereas service quality does not show a significant effect. These findings suggest that the management of Karungjantan Store should optimize their promotional efforts across various platforms, improve service delivery through staff training, and maintain consistent product quality to enhance consumer satisfaction and encourage purchasing behavior.

**Keywords:** Promotion, Service Quality, Product Quality, Purchase Decision

### INTRODUCTION

Fashion plays a significant role in shaping individual identity and social status. It includes not only clothing but also accessories, hairstyles, and other elements that enhance a person's appearance (Leman et al., 2020). The fashion industry in Indonesia, like in many countries, has experienced rapid growth due to consumerist tendencies and the rise of fast fashion trends. This development has created intense competition among fashion retailers, especially those operating through digital platforms. Karungjantan Store, a men's fashion retailer based in Denpasar, Bali, is one such business navigating this dynamic market. Despite its popularity on social media, the store has faced fluctuating sales, with certain months falling significantly below sales targets. According to internal observations, this underperformance is linked to suboptimal promotional strategies, inconsistent service quality, and perceived discrepancies between advertised and actual product quality.

Consumer purchase decisions in fashion retail are influenced by various factors, including promotions, service interactions, and product attributes. Promotional efforts serve as vital communication tools that inform, persuade, and remind consumers about a brand (Saputri, 2020). However, Karungjantan Store has primarily focused its promotions on TikTok live sessions while neglecting other platforms such as Instagram and Shopee, potentially limiting its market reach. In terms of service quality, customer feedback indicates dissatisfaction with the attitude and responsiveness of store staff, suggesting a lack of consistency in customer experience (William & Purba, 2020). Furthermore, complaints have been raised regarding product quality, such as fabric durability and mismatches between online displays and delivered items (Aghivirwiati et al., 2022). These issues contribute to declining customer trust and affect their willingness to make repeat purchases.

Previous studies have yielded mixed findings regarding the influence of promotion, service quality, and product quality on purchase decisions. While some researchers

(Marlius & Jovanka, 2023; Yoeliastuti et al., 2021) confirmed a positive relationship, others (Fera & Pramuditha, 2021; Ramadani, 2020) found no significant effect, highlighting a gap in the consistency of empirical evidence. Therefore, this study aims to examine the simultaneous and partial effects of promotion, service quality, and product quality on consumer purchase decisions at Karungjantan Store. The findings are expected to provide practical recommendations for small fashion businesses operating in the competitive digital marketplace.

## **LITERATURE REVIEW**

### **Purchase Decision**

The purchase decision refers to a consumer action in selecting and acquiring a product based on their evaluation of available information and alternatives. It is a complex process influenced by both internal and external stimuli. Consumers often seek products not only for their functional benefits but also for symbolic values such as self-image or social status (Tjiptono, 2022). Several factors contribute to this decision-making process, including cultural background, personal preferences, and psychological motivations (Kotler & Keller, 2019). According to Simanjuntak et al. (2023), consumer purchase decisions are influenced by multiple dimensions including economic, technological, political, and social-cultural aspects. The process typically includes identifying a need, gathering information, evaluating alternatives, making the purchase, and engaging in post-purchase behavior (Triwirayuda, 2021). A consistent product experience and perceived value significantly contribute to consumer confidence in making a purchase.

### **Promotion**

Promotion is a marketing tool designed to communicate product value to potential customers, aiming to influence attitudes and encourage purchasing behavior. It involves various strategies such as advertising, personal selling, sales promotions, public relations, and direct marketing (Fadhilah et al., 2023). A strong promotional message, supported by appropriate media, timing, and frequency, can enhance consumer awareness and persuade them to choose a particular product or service (Sari, 2022). Companies that fail to maximize their promotional platforms may struggle to reach a wider audience. This is particularly relevant for digital-native businesses that rely heavily on social media for customer engagement. The effectiveness of promotional activities depends on how well they align with consumer preferences and habits (Solihin, 2020).

### **Service Quality**

Service quality is an essential determinant of consumer satisfaction and loyalty. It reflects the overall excellence of service delivery, including reliability, responsiveness, and empathy shown by service personnel (Kotler, 2019). The dimensions of service quality also include tangible evidence such as facilities and equipment, and the ability of employees to provide assurance through their competence and behavior. Customers tend to develop long-term relationships with businesses that consistently deliver high-quality service. Mishandled complaints, delays, and unfriendly service can negatively impact the customer experience and subsequently reduce their intention to repurchase (William & Purba, 2020). Timely responses and personalized attention are among the most valued aspects of service in retail settings.

### **Product Quality**

Product quality refers to a product's ability to fulfill its intended function, meet consumer expectations, and provide lasting value. This includes attributes such as durability, reliability, aesthetic appeal, and conformity to standards Garvin, as cited in (Tjiptono, 2019). In today's highly competitive market, consumers are more critical and demand higher value for money, making quality a crucial factor in purchasing decisions. According to Aghivirwiati et al. (2022) argue that perceived product quality significantly influences consumer trust and satisfaction. Poor product durability or discrepancies between promotional visuals and actual products can lead to dissatisfaction and reduce

the likelihood of repeat purchases. Consistency in product quality not only ensures customer retention but also strengthens brand credibility.

### **Previous Studies**

Empirical investigations have shown varying results regarding the relationship between promotional efforts, service quality, product quality, and consumer purchase decisions. One study concluded that promotional strategies positively affect consumer buying behavior when implemented effectively in retail environments (Marlius & Jovanka, 2023). Similar findings were observed in research focused on online sales platforms, where strategic promotions led to increased purchase intent (Yoeliastuti et al., 2021). The influence of service quality has also been examined, with evidence suggesting that responsive and customer-oriented services contribute significantly to consumers' purchasing choices (Oscar & Keni, 2019; Yanti & Puja, 2021). In parallel, product quality has been found to be a consistent determinant of consumer satisfaction and repeat purchasing, particularly when products meet the expected standards and durability (Selvia, 2022; Sari & Prihartono, 2021, Saputro et al, 2022). Despite these positive correlations, inconsistencies are evident in the literature. Some studies found no significant impact of promotional activities on consumer decisions, suggesting that mere exposure does not always translate into action (Fera & Pramuditha, 2021). Additionally, research involving local retail contexts reported that service quality had an insignificant effect on consumer behavior, implying that other factors may have played a more dominant role in influencing decisions (Ramadani, 2020). These conflicting findings indicate a research gap, especially within the niche of small-scale fashion retailers operating through digital platforms. Further empirical exploration is needed to understand how these variables function in settings like Karunjantan Store, which blends offline and social media-based commerce in a competitive market.

### **HYPOTHESIS**

This study is based on the assumption that promotion, service quality, and product quality are among the key determinants of consumer purchase decisions in the fashion retail sector. Prior studies indicate that these variables can influence buyer behavior both independently and collectively. Promotional strategies have been found to impact consumer engagement and willingness to buy (Marlius & Jovanka, 2023; Yoeliastuti et al., 2021). Likewise, service quality has been associated with customer satisfaction and repurchase intentions (Oscar & Keni, 2019; Yanti & Puja, 2021), while product quality significantly contributes to value perception and loyalty (Selvia, 2022; Sari & Prihartono, 2021). Considering the findings from existing literature, the following hypotheses are proposed: H1: Promotion, service quality, and product quality simultaneously have a significant positive effect on consumer purchase decisions.; H2: Promotion has a significant positive effect on consumer purchase decisions; H3: Service quality has a significant positive effect on consumer purchase decisions; H4: Product quality has a significant positive effect on consumer purchase decisions.

### **METHODS**

This study employed a quantitative research approach to examine the influence of promotion, service quality, and product quality on consumer purchase decisions at Karunjantan Store in Denpasar, Bali. The quantitative method was chosen because it allows for objective measurement and statistical analysis of the relationships between variables, enabling the researcher to test hypotheses and draw generalizable conclusions based on numerical data. The research focused on identifying causal relationships between independent and dependent variables using structured instruments and inferential statistical techniques.

The data used in this research were obtained from primary sources through the distribution of questionnaire to selected respondents. Additional secondary data were collected from company records, including sales targets and realized sales figures. The research population consisted of 12,627 consumers who had made purchases at Karunjantan Store in 2023. A sample of 100 respondents was determined using the Slovin formula with a 10% margin of error, as suggested by Sugiyono (2019), to ensure statistical representativeness.

### Variables and Operational Definitions

The dependent variable in this study is purchase decision, measured using five indicators: product confidence, information search, evaluation of alternatives, purchase action, and post-purchase behavior (Triwirayuda, 2021). The independent variables include: Promotion, assessed using five indicators: message clarity, promotional media, timing, frequency, and reach (Sari, 2022). Service quality, measured through customer satisfaction, response to complaints, and response time (Kotler, 2019). Product quality, evaluated using indicators such as conformance, durability, reliability, aesthetics, and perceived quality (Garvin, as cited in Tjiptono, 2019).

### Data Collection Technique

The questionnaire distributed was structured using a five-point Likert scale, where responses ranged from 1 = Strongly Disagree to 5 = Strongly Agree. The Likert scale was used to quantify respondents' perceptions regarding each variable, as recommended by Sugiyono (2019).

### Data Analysis Technique

This study applied descriptive statistics to summarize the demographic characteristics of respondents and their responses to questionnaire items. For inferential analysis, multiple linear regression analysis was used to determine the simultaneous and partial effects of the independent variables on the dependent variable. The regression model was tested using the following formula (i).  $Y = \text{Purchase Decision}$ ;  $X_1 = \text{Promotion}$ ;  $X_2 = \text{Service Quality}$ ;  $X_3 = \text{Product Quality}$ ;  $\alpha = \text{Constant}$ ;  $\beta_1, \beta_2, \beta_3 = \text{Regression Coefficients}$ ;  $\varepsilon = \text{Error term}$ . The statistical analyses were conducted using the Statistical Package for the Social Sciences (SPSS) software, which included validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), as well as hypothesis testing using the t-test, F-test, and coefficient of determination ( $R^2$ ).

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad (i)$$

## RESULTS

### Validity and Reliability Test Results

The validity test aims to measure whether the instrument is capable of assessing what it is intended to measure. Based on the data in Table 1, all items from the variables Promotion ( $X_1$ ), Service Quality ( $X_2$ ), Product Quality ( $X_3$ ), and Purchase Decision ( $Y$ ) show Pearson correlation coefficients above 0.30 and a significance value below 0.05, indicating that all items are valid. As shown in Table 2, all variables obtained Cronbach's Alpha coefficients above 0.60, which means that the instrument is reliable.

### Respondent Characteristics and Descriptive Analysis of Research Variables

The respondent demographics are outlined in Table 3. The majority were female (60%) and fell within the 21–28 age group (49%). The mean scores for each variable indicate that respondent perceptions were "good" for all variables, with Product Quality and Promotion having the highest average ratings.

Table 1. Instrument Validity Test Results

Variable	Item	Pearson Correlation	Remark
Promotion (X1)	X1.1	0.795	Valid
	X1.2	0.807	Valid
	X1.3	0.828	Valid
	X1.4	0.856	Valid
	X1.5	0.871	Valid
Service Quality (X2)	X2.1	0.883	Valid
	X2.2	0.874	Valid
	X2.3	0.876	Valid
Product Quality (X3)	X3.1	0.898	Valid
	X3.2	0.825	Valid
	X3.3	0.834	Valid
	X3.4	0.859	Valid
	X3.5	0.842	Valid
	X3.6	0.837	Valid
Purchase Decision (Y)	Y1.1	0.854	Valid
	Y1.2	0.872	Valid
	Y1.3	0.806	Valid
	Y1.4	0.867	Valid
	Y1.5	0.834	Valid

Source: Processed Data (2024)

Table 2. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Remark
Promotion (X1)	0.888	Reliable
Service Quality (X2)	0.861	Reliable
Product Quality (X3)	0.922	Reliable
Purchase Decision (Y)	0.899	Reliable

Source: Processed Data (2024)

Table 3. Respondent Characteristics

No	Characteristics	Frequency	Percentage (%)
1	Gender		
	Female	60	60.0
	Male	40	40.0
2	Age Group		
	< 20 years	28	28.0
	21-28 years	49	49.0
	29-35 years	15	15.0
	> 35 years	8	8.0

Source: Processed Data (2024)

Table 4. Descriptive Statistics of Research Variables

Variable	Average Score	Interpretation
Purchase Decision	3.97	Good
Promotion	3.96	Good
Service Quality	3.86	Good
Product Quality	3.96	Good

Source: Processed Data (2024)

### Classical Assumption Tests

To ensure the robustness of the regression model, classical assumption tests were conducted. These include the normality test, multicollinearity test, and heteroscedasticity test. These tests are essential to confirm that the data meet the assumptions required for linear regression analysis. The Kolmogorov–Smirnov test returned a significance value of 0.063, which is greater than the 0.05 threshold. This indicates that the residuals are normally distributed (Table 5), and thus the normality assumption is satisfied. Multicollinearity is assessed using Tolerance and VIF values (Table 6). Since all tolerance values are above 0.10 and VIF values are below 10, it can be concluded that no multicollinearity exists among the independent variables. The significance values for all variables are greater than 0.05, indicating that the model does not suffer from heteroscedasticity (Table 7). Thus, the assumption of constant variance of errors is met.

**Table 5. Normality Test**

Test Statistic	Value
N	100
Mean	-0.1077
Std. Deviation	1.3983
Most Extreme Differences	
- Absolute	0.086
- Positive	0.074
- Negative	-0.086
Asymp. Sig. (2-tailed)	0.063

Source: Processed Data (2024)

**Table 6. Multicollinearity Test**

Variable	Tolerance	VIF
Promotion	0.715	2.835
Service Quality	0.718	2.674
Product Quality	0.888	1.321

Source: Processed Data (2024)

**Table 7. Heteroscedasticity Test**

Variable	Coefficient (B)	Sig. Value
Promotion	-0.029	0.657
Service Quality	-0.052	0.553
Product Quality	0.042	0.538

Source: Processed Data (2024)

### Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the simultaneous influence of promotion ( $X_1$ ), service quality ( $X_2$ ), and product quality ( $X_3$ ) on purchase decision ( $Y$ ). The coefficients obtained from this analysis are presented Table 8. Based on the regression coefficients, all independent variables show a statistically significant and positive effect on the purchase decision. The result suggests that increases in promotion, service quality, and product quality each contribute positively to consumer purchasing decisions.

### Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) is used to measure the goodness-of-fit of the regression model, indicating the proportion of variance in the dependent variable explained by the independent variables (Table 9). The adjusted  $R^2$  value of 0.815 indicates that 81.5% of the variance in purchase decisions is explained by promotion,

service quality, and product quality. The remaining 18.5% may be attributed to other variables not included in this model.

**Table 8. Multiple Linear Regression Coefficients**

Variable	Coefficient (B)	Std. Error	t-Statistic	Sig.
Constant	0.489	0.948	0.515	0.607
Promotion ( $X_1$ )	0.373	0.122	3.070	0.003
Service Quality ( $X_2$ )	0.325	0.162	3.382	0.001
Product Quality ( $X_3$ )	0.519	0.128	4.068	0.000

Source: Processed Data (2024)

**Table 9. Coefficient of Determination ( $R^2$ )**

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.906	0.821	0.815	1.70837

Source: Processed Data (2024)

**F-Test (Simultaneous Test)**

The F-test was performed to determine whether the independent variables collectively have a significant effect on the dependent variable. The F-statistic value of 146.833 and significance value of 0.000 indicate that the overall model is statistically significant (Table 10). Therefore, promotion, service quality, and product quality simultaneously affect the purchase decision.

**Table 10. F-Test Results (ANOVA)**

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	1285.611	3	428.537	146.833	0.000
Residual	280.179	96	2.919		
Total	1565.790	99			

Source: Processed Data (2024)

**T-Test (Partial Test)**

The t-test was conducted to determine the individual influence of each independent variable on the dependent variable. All independent variables individually show a significant positive effect on purchase decision at the 5% significance level. These findings are consistent with previous studies by Cennatal (2020), Fadillah (2023), and Sari & Prihartono (2021), which affirm that promotion, service quality, and product quality play a critical role in influencing consumer purchasing behavior.

**Table 11. T-Test Results**

Variable	t-Statistic	Sig. Value	Interpretation
Promotion ( $X_1$ )	3.070	0.003	Significant positive effect
Service Quality ( $X_2$ )	3.382	0.001	Significant positive effect
Product Quality ( $X_3$ )	4.068	0.000	Significant positive effect

Source: Processed Data (2024)

**CONCLUSION**

This study concludes that promotion, service quality, and product quality simultaneously have a significant effect on consumer purchase decisions at Karunjantan Store. Partially, promotion and product quality positively and significantly influence purchase decisions, while service quality does not show a significant effect. These findings indicate

that marketing strategies and product excellence play a more crucial role in driving consumer decisions than service aspects in this particular retail context. The study is limited by its focus on a single store and the use of a relatively small sample size, which may not fully capture broader consumer behavior patterns. Future research is recommended to involve larger and more diverse samples across different retail sectors and include additional variables such as digital engagement or brand loyalty to deepen the understanding of consumer decision-making processes.

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