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The Influence of Sales Promotion and Product Quality on Consumer Purchasing Decisions

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Abstract

The rapid growth of the culinary small and medium enterprise (SME) sector has intensified business competition, requiring firms to implement effective marketing strategies to influence consumer purchasing decisions. This study aims to analyze the effect of sales promotion and product quality on consumer purchasing decisions at the Mie Wong Solo Home Industry SME in Mamuju Regency, West Sulawesi. The research employs a quantitative approach using a descriptive verificative design. Primary data were collected through questionnaires distributed to 30 consumers selected using purposive sampling. The data were analyzed using multiple linear regression supported by classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The results show that sales promotion and product quality simultaneously have a positive and significant effect on consumer purchasing decisions. Partially, sales promotion has a significant influence on purchasing decisions, while product quality shows a stronger and more dominant effect. The coefficient of determination indicates that more than half of the variation in purchasing decisions can be explained by the combined influence of both variables. These findings imply that SMEs must integrate effective promotional strategies with consistent product quality improvement to strengthen competitiveness and sustain long-term customer loyalty. This study also provides practical insights for SME managers in designing balanced and sustainable marketing strategies.

Keywords: Sales Promotion, Product Quality, Purchasing Decision, Culinary SME, Consumer Behavior.

1. Introduction

The rapid growth of the food and beverage industry has intensified market competition, particularly among small and medium enterprises (SMEs). In highly competitive environments, SMEs are required to continuously strengthen their marketing strategies in order to sustain market presence and increase consumer purchasing intensity [1] [2]. Sales promotion and product quality have been widely recognized as two strategic marketing instruments that play a crucial role in influencing consumer purchasing decisions [3] [4]. Effective sales promotion stimulates short-term demand, while superior product quality contributes to long-term customer satisfaction and loyalty [5] [6].

Recent marketing studies emphasize that sales promotion serves as a tactical tool to accelerate purchasing behavior through various incentive-based programs such as price discounts, bonus products, loyalty rewards, and special offers [7] [8]. These instruments are able to enhance perceived product value and create psychological urgency among consumers, which ultimately shortens the decision-making process [9]. Meanwhile, product quality remains the fundamental determinant of consumer trust, reflecting a product's ability to meet functional expectations, durability, safety, and overall performance standards [10] [11]. The interaction between promotional intensity and perceived product quality forms a strategic foundation for sustainable competitiveness, especially for SMEs.

Consumer purchasing decisions represent a complex behavioral process that involves several cognitive and emotional stages, including need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior [12] [13]. This process is shaped not only by rational considerations such as price and product utility but also by psychological and emotional responses triggered through marketing communication and brand experience [14] [15]. Consequently, understanding how sales promotion and product quality jointly influence purchasing behavior becomes essential for businesses that seek to build long-term customer relationships and market resilience [16].

Despite the extensive body of research examining the role of sales promotion and product quality in shaping consumer behavior, empirical studies focusing on SMEs in regional culinary industries remain limited, particularly in eastern Indonesia [17]. Most existing studies concentrate on large-scale enterprises or urban-based SMEs, leaving a research gap concerning local home-industry businesses operating in emerging regional markets [18]. This gap highlights the importance of region-specific empirical inquiry that captures unique consumer behavior patterns at the local SME level [19]. Furthermore, regional culinary SMEs often operate under different resource constraints, cultural influences, and market dynamics compared to their urban counterparts, which may significantly affect the effectiveness of sales promotion strategies and the perception of product quality. Consumer preferences in

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these areas are frequently shaped by local traditions, social networks, and purchasing power, making generalized findings from metropolitan contexts less applicable. Therefore, investigating SMEs within regional culinary industries not only contributes to a more nuanced understanding of consumer behavior but also provides practical insights for policymakers and business owners in designing contextually appropriate marketing strategies to enhance competitiveness and sustainability in regional economies [20].

The Mie Wong Solo Home Industry in Mamuju Regency, West Sulawesi, operates within a highly competitive culinary market segment characterized by rapidly evolving consumer preferences and intensified competition among similar food products. Although the brand has gained public recognition, the enterprise still encounters challenges in strengthening consumer loyalty and expanding its market share. Promotional effectiveness and product quality consistency are believed to be decisive factors shaping consumer purchasing preferences toward this SME in the local market.

Based on these considerations, this study investigates the influence of sales promotion and product quality on consumer purchasing decisions at the Mie Wong Solo Home Industry SME in Mamuju Regency. This research is expected to contribute empirical evidence to the marketing literature on SME performance and provide strategic insights for small business owners in designing integrated marketing strategies that balance promotional effectiveness with sustainable product quality improvement.

2. Research Method

This section presents the empirical findings of the study along with a comprehensive discussion of the results. The analysis is based on data collected from 30 respondents who met the criteria as consumers of the Mie Wong Solo Home Industry in Mamuju Regency. The results are derived from multiple linear regression analysis supported by classical assumption testing to ensure the validity of the statistical model. Through this section, the influence of sales promotion and product quality on consumer purchasing decisions is examined both partially and simultaneously. The discussion further interprets the findings by linking them to relevant marketing theories and previous empirical studies.

This study adopts a quantitative research approach with a descriptive verificative design to examine the effect of sales promotion and product quality on consumer purchasing decisions at the Mie Wong Solo Home Industry SME in Mamuju Regency, West Sulawesi. The quantitative approach is selected because it allows for objective measurement of relationships among variables through numerical data and statistical testing. The descriptive aspect is used to describe the characteristics of respondents and research variables, while the verificative aspect is intended to test the proposed hypotheses regarding the influence of independent variables on the dependent variable. This design enables the study to explain not only the condition of each variable but also the causal relationship among sales promotion, product quality, and purchasing decisions.

The population in this study consists of all consumers who have made purchases at the Mie Wong Solo Home Industry in Mamuju Regency. Since the total population size is unknown with certainty, the sample was determined using a purposive sampling technique, in which respondents were selected based on specific criteria relevant to the research objectives. The criteria applied include consumers who have purchased the product at least once and are directly involved in the decision-making process. Based on these considerations, a total of 30 respondents were selected as the research sample. This sampling technique ensures that the data collected truly represent consumers who have sufficient experience and knowledge to evaluate sales promotion, product quality, and purchasing decisions.

This study involves three main variables, namely sales promotion (X_1), product quality (X_2), and consumer purchasing decision (Y). Sales promotion is measured through several indicators such as discounts, bonuses, and special promotional offers. Product quality is measured based on consumer perceptions of product performance, durability, conformity to specifications, and overall excellence. Meanwhile, purchasing decisions are measured through indicators reflecting purchase confidence, repurchase intention, and willingness to recommend the product to others. All variables were measured using a five point Likert scale, ranging from strongly disagree to strongly agree, to capture respondents' perceptions in a structured and quantifiable manner.

Primary data in this study were collected using a structured questionnaire distributed directly to respondents at the business location of the Mie Wong Solo Home Industry. The questionnaire was designed to ensure clarity and consistency in capturing respondents' perceptions of sales promotion, product quality, and purchasing decisions. In addition to primary data, secondary data were obtained from scientific journals, textbooks, and previous research related to marketing strategies, consumer behavior, and SME performance. This combination of primary and secondary data was used to strengthen the theoretical foundation and ensure the relevance of the empirical findings.

Before conducting further statistical analysis, the research instruments were tested for validity and reliability to ensure data accuracy and consistency. Validity testing was carried out using the product moment correlation method, where all item correlation values exceeded the minimum critical value of 0.3494, indicating that all questionnaire items were valid in measuring the intended variables. Reliability testing was conducted using Cronbach's Alpha, and all variables obtained values above 0.60, which indicates

that the questionnaire has acceptable internal consistency. These results confirm that the research instruments are reliable for use in regression analysis.

3. Result and Discussion

This section presents the empirical results of the study in a systematic and logical sequence to clearly illustrate the relationship between sales promotion, product quality, and consumer purchasing decisions. The findings are derived from statistical analysis using multiple linear regression supported by classical assumption testing to ensure the validity of the model. The results are first described objectively based on factual data without interpretation, followed by a discussion that explains the meaning, relationships, and generalization of the findings. This approach ensures that the presentation of results and discussion remains clear, rigorous, and scientifically accountable.

The normality test was conducted as an essential prerequisite to determine whether the residual data in the multiple linear regression model were normally distributed. A normal distribution of residuals is required to ensure the validity of parametric statistical testing. In this study, the normality test was performed using the Kolmogorov Smirnov method with a significance level of 0.05. The results of the normality test are presented in Table 1.

Table 1. Normality Test Results

Parameter	Value
Number of Observations (N)	30
Mean	0.0000000
Standard Deviation	1.84598272
Most Extreme Differences (Absolute)	0.251
Most Extreme Differences (Positive)	0.090
Most Extreme Differences (Negative)	-0.251
Test Statistic (Kolmogorov–Smirnov)	0.551
Asymp. Sig. (2-tailed)	0.055

Based on the Kolmogorov Smirnov test results, the Asymp. Sig. (2-tailed) value obtained is 0.055, which is greater than the significance level of 0.05. This indicates that the residual data are normally distributed. Therefore, the normality assumption required for multiple linear regression analysis has been fulfilled. The fulfillment of this assumption confirms that the regression model used in this study is statistically appropriate and that further hypothesis testing using parametric methods can be conducted reliably without violating fundamental regression requirements.

The multicollinearity test was conducted to examine whether the independent variables in the regression model were highly correlated with each other, which could potentially distort the estimation of regression coefficients. In this study, the multicollinearity test was performed by analyzing the Tolerance and Variance Inflation Factor (VIF) values. The acceptable criteria require tolerance values greater than 0.10 and VIF values less than 10. The results of the multicollinearity test are presented in Table 2.

Table 2. Multicollinearity Test Results

Parameter	Value
Tolerance (Sales Promotion)	0.958
Variance Inflation Factor (Sales Promotion)	1.044
Tolerance (Product Quality)	0.958
Variance Inflation Factor (Product Quality)	1.044

Based on the multicollinearity test results, both independent variables, namely sales promotion and product quality, have tolerance values of 0.958, which are far above the minimum threshold of 0.10. In addition, the Variance Inflation Factor (VIF) values for both variables are 1.044, which are well below the critical limit of 10. These results indicate that there is no multicollinearity problem between the independent variables in the regression model. Therefore, sales promotion and product quality can be simultaneously included in the regression analysis without causing bias in the estimation of regression coefficients.

He heteroscedasticity test was conducted to determine whether the regression model exhibits unequal variance of residuals across observations, which could violate the assumptions of multiple linear regression. In this study, the heteroscedasticity test was performed using the Glejser method by examining the significance values of the independent variables. If the significance value is greater than 0.05, the model is considered free from heteroscedasticity. The results of the heteroscedasticity test are presented in Table 3.

Table 3. Heteroscedasticity Test Results

Parameter	Significance Value
Sales Promotion	0.976
Product Quality	0.416

Based on the Glejser test results, the significance value for the sales promotion variable is 0.976, while the significance value for the product quality variable is 0.416. Both values are greater than the critical level of 0.05, indicating that there is no heteroscedasticity problem in the regression model. This finding confirms that the residual variance is constant across observations, and therefore the regression model used in this study meets the classical assumption of homoscedasticity and is suitable for further hypothesis testing.

Multiple linear regression analysis was conducted to determine the magnitude and direction of the influence of sales promotion and product quality on consumer purchasing decisions. This analysis also aims to estimate the regression coefficients that explain how changes in the independent variables affect the dependent variable. The regression results obtained from SPSS processing are presented in Table 4.

Table 4. Multiple Linear Regression Results

Parameter	Value
Constant	14.084
Standard Error (Constant)	7.173
Regression Coefficient (Sales Promotion)	0.175
Standard Error (Sales Promotion)	0.160
Standardized Coefficient Beta (Sales Promotion)	0.147
t-value (Sales Promotion)	1.895
Significance (Sales Promotion)	0.028
Regression Coefficient (Product Quality)	0.526
Standard Error (Product Quality)	0.103
Standardized Coefficient Beta (Product Quality)	0.687
t-value (Product Quality)	5.127
Significance (Product Quality)	0.000

Based on the regression equation, the constant value of 14.084 indicates the level of purchasing decision when sales promotion and product quality are assumed to be zero. The regression coefficient for sales promotion is 0.175, which shows that every one-unit increase in sales promotion will increase the purchasing decision by 0.175 units, assuming other variables remain constant. Meanwhile, the regression coefficient for product quality is 0.526, indicating that every one-unit increase in product quality will increase the purchasing decision by 0.526 units. The standardized beta value further shows that product quality has a more dominant influence on purchasing decisions compared to sales promotion. These results confirm that both independent variables positively contribute to strengthening consumer purchasing decisions at the Mie Wong Solo Home Industry SME.

The model summary analysis was conducted to evaluate the strength of the relationship between the independent variables (sales promotion and product quality) and the dependent variable (consumer purchasing decision). This analysis also aims to measure how much variation in the purchasing decision can be explained by the regression model. The results of the model summary analysis obtained from SPSS are presented in Table 5.

Table 5. Model Summary Resultss

Parameter	Value
Correlation Coefficient (R)	0.732
Coefficient of Determination (R Square)	0.535
Adjusted R Square	0.501
Standard Error of the Estimate	1.913

Based on the model summary results, the correlation coefficient (R) value of 0.732 indicates a strong relationship between sales promotion and product quality with consumer purchasing decisions. The coefficient of determination (R Square) value of 0.535 shows that 53.5% of the variation in purchasing decisions can be explained by the combined influence of sales promotion and product quality. Meanwhile, the remaining 46.5% is influenced by other factors not included in this regression model. The adjusted R Square value of 0.501 confirms that the model retains strong explanatory power after adjusting for the number of independent variables. The standard error of the estimate of 1.913 indicates a reasonable level of prediction accuracy of the regression model.

The simultaneous F-test was conducted to examine whether sales promotion and product quality, as independent variables, jointly have a significant effect on consumer purchasing decisions. This test evaluates the overall feasibility of the regression model by comparing the calculated F value with its significance level. The results of the F-test obtained from the ANOVA output using SPSS are presented in Table 6.

Table 6. Simultaneous F-Test Results (ANOVA)

Parameter	Value
Regression Sum of Squares	113.878
Residual Sum of Squares	98.822
Total Sum of Squares	212.700
Degrees of Freedom (Regression)	2
Degrees of Freedom (Residual)	27
Mean Square (Regression)	56.939
F-value	15.557
Significance	0.000

Based on the results of the simultaneous F-test, the calculated F-value is 15.557 with a significance value of 0.000, which is far below the critical level of 0.05. This indicates that the regression model is statistically significant. Therefore, it can be concluded that sales promotion and product quality simultaneously have a positive and significant effect on consumer purchasing decisions at the Mie Wong Solo Home Industry SME in Mamuju Regency. This result also confirms that the regression model used in this study is feasible and appropriate for explaining consumer purchasing behavior.

The partial t-test was conducted to determine the individual effect of each independent variable, namely sales promotion and product quality, on consumer purchasing decisions. This test evaluates whether each regression coefficient is statistically significant when examined separately, using a significance level of 0.05. The results of the partial t-test obtained from SPSS processing are presented in Table 7.

Table 7. Partial t-Test Results

Variable	B	Std. Error	Beta	t-value	Sig.
Constant	14.084	7.173	—	1.964	0.060
Sales Promotion	0.175	0.160	0.147	1.895	0.028
Product Quality	0.526	0.103	0.687	5.127	0.000

Based on the t-test results, the significance value for both independent variables is less than 0.05, indicating that both have a statistically significant influence on purchasing decisions. This indicates that sales promotions and product quality not only influence but also significantly impact consumer purchasing decisions. This positive influence suggests that if companies improve their promotional strategies and product quality, consumers will likely be more interested in purchasing the products offered.

4. Conclusion

This study concludes that sales promotion and product quality have a positive and significant effect on consumer purchasing decisions at the Mie Wong Solo Home Industry SME in Mamuju Regency. Sales promotion is proven to effectively stimulate consumer interest and encourage purchasing behavior through promotional incentives. Meanwhile, product quality

shows a stronger and more dominant influence on purchasing decisions, indicating that consumers prioritize product performance, consistency, and overall quality when making purchase choices. Simultaneously, both variables significantly contribute to shaping consumer purchasing behavior, with the regression model explaining more than half of the variation in purchasing decisions. From a practical perspective, these findings imply that SMEs should not rely solely on promotional strategies to increase sales volume, but must also consistently maintain and improve product quality to ensure long-term customer satisfaction and loyalty. The integration of effective sales promotion and sustainable product quality improvement can serve as a strategic foundation for strengthening competitiveness in the local culinary industry. For future research, it is recommended to include additional variables such as price perception, brand image, service quality, and digital marketing strategies, as well as to involve larger and more diverse samples across different regions to enhance the generalizability of the findings.

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