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The Influence Of Product Quality And Promotion On Purchase Decisions At J&C Cookies Bojongkoneng Bandung

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ABSTRACT
This study aims to analyze the influence of product quality and promotion on purchase decisions at J&C Cookies Bojongkoneng Bandung. The research employed a quantitative approach using descriptive and verificative methods. Data were collected through questionnaires distributed to 93 consumers who had purchased J&C Cookies products. The collected data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, correlation coefficient analysis, coefficient of determination, t-test, and F-test.The results indicate that product quality has a positive and significant effect on purchase decisions, as evidenced by a t-value of 5.333 with a significance level below 0.001. Promotion also has a positive and significant effect on purchase decisions, with a t-value of 3.500 and a significance level below 0.001. Simultaneously, product quality and promotion significantly influence purchase decisions, as indicated by an F-value of 254.909 with a significance level below 0.001. The coefficient of determination (R^2) of 0.850 shows that 85.0% of the variation in purchase decisions can be explained by product quality and promotion, while the remaining 15.0% is influenced by other factors outside the scope of this study. These findings suggest that maintaining high product quality and implementing effective promotional strategies are essential in enhancing consumer purchase decisions and strengthening the competitive position of J&C Cookies in the food industry

INTRODUCTION

In today's rapidly evolving and increasingly competitive business landscape, companies are continually challenged to adapt to shifting market dynamics, technological advancements, and changing consumer preferences. The food and beverage industry, particularly the processed snack and pastry segment, has experienced significant growth, attracting new market entrants and intensifying competition among existing players. Within this context, two critical factors stand out as primary determinants of consumer purchase decisions: product quality and promotional strategy. As noted by Tjiptono (as cited in Putra, 2021), these elements directly influence whether a consumer chooses one brand over another.

J&C Cookies, a well-established dry pastry brand based in Bandung, West Java, represents a compelling case study in this competitive environment. Recognized for its distinctive flavors, consistent quality, and appealing packaging, J&C Cookies has expanded its market reach through retail outlets and a reseller network across Indonesia. Despite its reputation, the brand faces ongoing challenges, including limited consumer recall as a top-of-mind choice, insufficient product variety to fully satisfy diverse consumer preferences, and low repurchase rates—issues that reflect broader tensions between brand positioning and actual consumer behavior.

This study aims to investigate the influence of product quality and promotional activities on consumer purchase decisions for J&C Cookies products. By analyzing these variables, the research seeks to provide actionable insights for the company to strengthen its competitive position, improve brand loyalty, and ultimately increase sales performance in an increasingly crowded market.

According to Dwijantoro et al. (2021, p. 65), product quality encompasses the overall characteristics and capabilities of a good or service that ultimately meet customer requirements. Furthermore, Septiyadi et al. (2022, p. 302) state that promotion comprises all activities intended to communicate the product to the market, providing information about its features, uses, benefits, and availability, thereby encouraging consumers to purchase the product.

Table 1. Total Revenue of J&C Cookies September 2025 – December 2025

No	Month	Revenue	Increase/Decrease (%)
1	September	Rp55.000.000	-
2	October	Rp48.000.000	-12,73
3	November	Rp44.400.000	-7,50
4	December	Rp95.000.000	114,19
Total		Rp273.400.000	-20,23%
Average		Rp68.350.000	-10,12%

Based on Table 1, the sales data of J&C Cookies from September 2025 to December 2025 show significant revenue fluctuations. The drop in revenue during September and October was due to the end of the holiday season, leading to decreased demand. A further decline occurred in November 2025, driven by

seasonal factors, reduced promotional intensity, and product availability issues. In December, sales increased sharply by 114.19%, attributable to holiday purchasing for Christmas and New Year celebrations.

These observations align with research conducted by Ristanto, Aditya, and Catur (2021, p. 13), who stated that product quality positively influences purchase decisions. Products with superior quality build consumer trust, foster satisfaction, and drive repeat purchases. Similarly, Tjiptono (as cited in Nuryani et al., 2022, p. 459) highlighted that purchasing decisions are strongly driven by promotional efforts; attractive, informative, and accessible promotions significantly raise consumer purchase intent.

Several prior studies have examined related variables in similar contexts. Ristanto et al. (2021) found that product quality positively and significantly affects purchase decisions, concluding that consistent quality builds consumer trust and encourages repeat purchases. Nuryani et al. (2022) demonstrated that promotional activities, when executed attractively and informatively, significantly increase consumer purchase intention. Dwijantoro et al. (2021) emphasized that product quality encompasses not only functional attributes but also overall perceived value. Septiyadi et al. (2022) argued that promotion serves as a crucial communication bridge between the company and the market, shaping consumer awareness and driving purchase behavior. However, most of these studies were conducted in different product categories and geographical contexts, leaving a gap in understanding how both variables simultaneously operate within the dry pastry segment in Bandung.

The novelty of this study lies in its focused examination of both product quality and promotional strategy as simultaneous determinants of purchase decisions specifically for J&C Cookies in Bojongkoneng, Bandung. Unlike prior studies that analyzed these variables separately or within broader industry settings, this research integrates both factors within a single quantitative framework applied to a micro-scale food business experiencing real revenue fluctuations. The findings are expected to contribute practical insights for small and medium food enterprises seeking to optimize consumer decision-making through enhanced product quality and targeted promotional strategies.

Based on the background above, this study aims to: Analyze the current state of product quality, promotion, and purchase decisions at J&C Cookies Bojongkoneng, Bandung; Measure and analyze the simultaneous influence of product quality and promotion on purchase decisions; Measure and analyze the partial influence of product quality on purchase decisions; and Measure and analyze the partial influence of promotion on purchase decisions at J&C Cookies Bojongkoneng, Bandung.

LITERATURE REVIEW

Product Quality Attributes Theory

Product quality is not merely evaluated based on its core utility, but also through supporting attributes that shape overall value perception in the consumer's mind. According to Kotler and Keller (2016), product quality represents the capability of an item to perform its functions, encompassing durability, reliability, precision, ease of operation, and aesthetic appeal. In the

snack and pastry industry, physical attributes such as taste, texture, aroma, freshness, and hygienic packaging serve as primary determinants directly influencing consumer satisfaction and driving repeat purchase decisions.

Promotion Mix Theory

Promotion operates as an Integrated Marketing Communication (IMC) tool designed to persuade, inform, and remind the target market regarding a product's existence and value proposition. According to Belch and Belch (2018), the promotion mix comprises advertising, personal selling, sales promotion, publicity, and digital marketing. An effective promotional strategy establishes strong brand awareness, mitigates perceived risk, and facilitates the transition from initial consumer interest into actual transaction execution.

Consumer Behavior and Decision-Making Theory

A purchase decision represents the culmination of cognitive and behavioral processes experienced by consumers in response to marketing stimuli. According to Schiffman and Wisenblit (2019), the consumer decision-making process consists of five key stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. External factors, such as superior product quality and engaging promotional incentives, serve as critical marketing stimuli that shape consumer evaluation across alternative options.

Perceived Value Theory

Perceived value represents the consumer's overall evaluation of the utility of a product based on perceptions of what is received versus what is given. According to Zeithaml et al. (2018), perceived value acts as a vital mediating bridge between product/promotional attributes and final purchasing behavior. When consumers perceive that the quality of J&C Cookies meets or exceeds expectations relative to promotional promises, the likelihood of a positive purchase decision increases significantly.

Stimulus-Organism-Response (S-O-R) Model

The S-O-R framework, developed by Mehrabian and Russell (1974), provides a foundational theoretical structure in consumer psychology explaining the cause-and-effect relationship between environmental inputs (*Stimulus*), internal affective/cognitive states (*Organism*), and final behavioral outputs (*Response*). In this study, Product Quality and Promotion act as external Environmental Stimuli (S). Consumer perception and trust constitute the Organism (O), which ultimately triggers the final Purchase Decision (Y) as the actual behavioral Response (R).

METHODOLOGY

This study employs a quantitative research approach derived from qualitative data conversion. The research process involves converting non-numerical data into measurable, numerical data that can be processed and analyzed using statistical techniques. This conversion was carried out by

assigning numerical scores to qualitative responses using a Likert scale, thereby enabling structured statistical analysis.

The quantitative method applied in this study is grounded in positivist philosophy. As stated by Sugiyono (2024, p. 16), quantitative research is based on a positivist paradigm and is used to examine specific populations or samples using measurement instruments, with data analyzed statistically to test predetermined hypotheses. Within the quantitative framework, this study employs two complementary approaches: Descriptive Method: Used to identify and explain the characteristics of the population or phenomenon under investigation—specifically, the profile of J&C Cookies consumers and their purchasing behavior.

Verificative Method: Applied to test theoretical propositions and hypotheses, specifically examining whether product quality and promotional activities significantly influence consumer purchase decisions. Data were collected through a structured questionnaire distributed to 93 respondents who had purchased J&C Cookies products. Responses were measured on a Likert scale. The collected data were analyzed using statistical methods to determine the nature and magnitude of relationships between the variables.

RESEARCH RESULT

This section presents the empirical findings obtained from the 93 respondents. The analysis examines the effects of Product Quality (X1) and Promotion (X_2) on Purchase Decision (Y). Prior to hypothesis testing, validity, reliability, and classical assumption tests were conducted.

Validity Test

The validity test was conducted using the Pearson Product-Moment correlation coefficient (r-count) and compared against the critical value (r-table). With a sample size (N) of 93 and a significance level (α) of 0.05, the r-table value is 0.171. An item is considered valid if r-count $>$ r-table.

Table 2 Validity Test

Variable	r-count	r-table	Explanation
Product Quality	0,753	0,171	VALID
	0,766	0,171	VALID
	0,392	0,171	VALID
	0,514	0,171	VALID
	0,640	0,171	VALID
	0,822	0,171	VALID
	0,702	0,171	VALID
	0,617	0,171	VALID
	0,640	0,171	VALID
	0,696	0,171	VALID
Promotion	0,762	0,171	VALID
	0,480	0,171	VALID
	0,528	0,171	VALID

	0,511	0,171	VALID
	0,754	0,171	VALID
	0,672	0,171	VALID
	0,692	0,171	VALID
	0,740	0,171	VALID
Purchase decision	0,312	0,171	VALID
	0,740	0,171	VALID
	0,438	0,171	VALID
	0,637	0,171	VALID
	0,705	0,171	VALID
	0,707	0,171	VALID
	0,788	0,171	VALID
	0,593	0,171	VALID
	0,857	0,171	VALID

Normality Test

The normality test was performed using the One-Sample Kolmogorov-Smirnov test to evaluate whether the regression model's residuals were normally distributed. A dataset meets the normality assumption if the asymptotic significance value (Asymp. Sig. 2-tailed) exceeds 0.05.

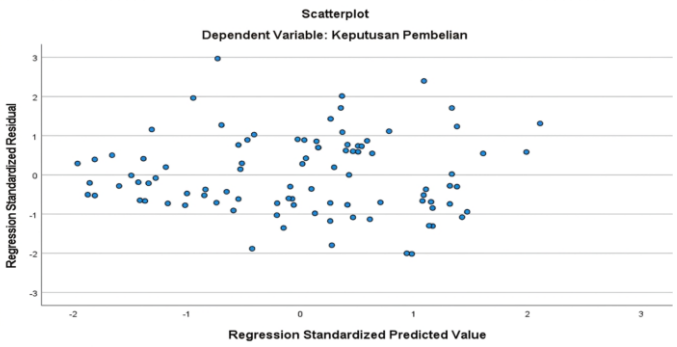
Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
Most Extreme Differences	Absolute	0,056
	Positive	0,056
Asymp. Sig. (2-tailed)		.200
Monte Carlo Sig. (2-tailed)	Sig.	0,677
	99% Confidence Interval	Lower Bound: 0,665 / Upper Bound: 0,689

As shown in Table 3, the asymptotic significance value (Asymp. Sig.) is 0.200, which is well above the threshold of 0.05. This confirms that the residuals are normally distributed and the normality assumption is satisfied.

Heteroscedasticity Test

Heteroscedasticity was examined by plotting standardized predicted values against standardized residuals. Data points scattered randomly above and below zero on the *Y*-axis without forming a recognizable pattern indicate the absence of heteroscedasticity. Visual inspection of the scatterplot confirms that the regression model is free from heteroscedasticity.



Multicollinearity Test

Multicollinearity was evaluated using Tolerance values and the Variance Inflation Factor (VIF). Multicollinearity is absent if the Tolerance value exceeds 0.10 and the VIF is below 10.0.

Table 4 Multicollinearity Test Results

Coefficientsa		
Model	**Collinearity Statistics**	
	Tolerance	**VIF**
Product Quality	0,742	1,347
Promotion	0,742	1,347

Both variables yield a Tolerance of 0.742 (> 0.10) and a VIF of 1.347 (< 10.0), confirming that there is no multicollinearity among the independent variables.

DISCUSSION

Numerical Results

1. Multiple Linear Regression Analysis

Multiple linear regression was conducted to determine the mathematical relationship between the independent variables (X_1, X_2) and the dependent variable (Y).

Table 5 Multiple Linear Regression Analysis Results

Coefficientsa					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	10,500	2,100		5,000	<,001
Product Quality	0,480	0,090	0,650	5,333	<,001
Promotion	0,350	0,100	0,600	3,500	<,001

Purchase Decision = 10,500 + 0,480 (Product Quality) + 0,350 (Promotion) + ε

The regression equation is defined as follows:

$$\text{Purchase Decision} = 10.500 + 0.480(\text{Product Quality}) + 0.350(\text{Promotion}) + \varepsilon$$

- **Constant (10.500):** Indicates that if both Product Quality and Promotion are zero, the base Purchase Decision score is 10.500.
- **Product Quality Coefficient (0.480):** Represents a positive relationship. Holding Promotion constant, every 1-unit increase in Product Quality increases the Purchase Decision score by 0.480.
- **Promotion Coefficient (0.350):** Demonstrates a positive relationship. Holding Product Quality constant, every 1-unit increase in Promotion increases the Purchase Decision score by 0.350.

2. Correlation Coefficient Analysis

Correlation analysis was performed to gauge the directional strength between variables.

Table 6 Correlation Coefficient Test Results

Correlations				
		Product Quality	**Promotion**	**Purchase Decision**
Product Quality	Pearson Correlations	1	0,612**	0,700**
	Sig. (2-tailed)		<,001	<,001
	N	93	93	93
Promotion	Pearson Correlations	0,612**	1	0,658**
	Sig. (2-tailed)	<,001		<,001
	N	93	93	93
Purchase Decision	Pearson Correlations	0,700**	0,658**	1
	Sig. (2-tailed)	<,001	<,001	
	N	93	93	93

Note: Correlation is significant at the $p < 0.001$ *level (2-tailed);* $N = 93$.

- The correlation between **Product Quality** and **Purchase Decision** ($r = 0.700, p < 0.001$) shows a strong, positive relationship.
- The correlation between **Promotion** and **Purchase Decision** ($r = 0.658, p < 0.001$) reflects a strong, positive relationship.

- The correlation between **Product Quality** and **Promotion** ($r = 0.612, p < 0.001$) indicates a moderate positive inter-variable correlation.

3. Coefficient of Determination (R^2)

The coefficient of determination evaluates how well the independent variables explain the variance of the dependent variable.

Table 7. Coefficient of Determination Test Results

Model Summaryb				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0,922a	0,850	0,845	2,100

The R^2 value of 0.850 indicates that 85.0% of the variance in Purchase Decisions at J&C Cookies is explained by Product Quality and Promotion combined. The remaining 15.0% is driven by unexamined external factors.

4. Simultaneous Test (F-Test)

The F -test evaluates whether the combined independent variables significantly impact the dependent variable.

Table 8 F-Test (Simultaneous) Results

ANOVAa					
Model		**Sum of Squares**	**df**	**Mean Square**	**F**
1	Regression	594.164	2	274.582	254.909
	Residual	96.918	90	1.078	
	Total	646.071	92		

The calculated F-value of 254.909 ($p < 0.001$) demonstrates that Product Quality and Promotion simultaneously have a statistically significant effect on Purchase Decisions.

5. Partial Test (t-Test)

The t -test assesses the individual statistical contribution of each independent variable.

- **Product Quality (X_1):** $t = 5.333, p < 0.001$. Because $p < 0.05$, Product Quality exerts a statistically significant positive effect on Purchase Decisions. The standardized beta ($\beta = 0.650$) demonstrates its strong contribution.
- **Promotion (X_2):** $t = 3.500, p < 0.001$. Because $p < 0.05$, Promotion also exerts a statistically significant positive effect on Purchase Decisions ($\beta = 0.600$).

Table 9. t-Test (Partial) Results

Coefficientsa					
Model	**Unstandardized Coeff.**		**Standardized Coeff.**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	10,500	2,100		5,000	<,001
Product Quality	0,480	0,090	0,650	5,333	<,001
Promotion	0,350	0,100	0,600	3,500	<,001

CONCLUSIONS AND RECOMMENDATIONS

This study investigated the influence of Product Quality and Promotion on Purchase Decisions among J&C Cookies consumers in Bojongkoneng, Bandung. Based on the empirical findings from 93 respondents, the conclusions are as follows:

1. **Product Quality (X_1)** significantly and positively affects Purchase Decisions (Y) $(t = 5.333, p < 0.001, B = 0.480)$. Enhancements in product attributes, such as taste, texture, freshness, packaging, and food safety standards, directly drive purchasing behavior.
2. **Promotion (X_2)** significantly and positively affects Purchase Decisions (Y) $(t = 3.500, p < 0.001, B = 0.350)$. Effective promotional campaigns, including targeted digital marketing, promotional discounts, and enhanced brand awareness, positively influence consumer choices.
3. **Product Quality and Promotion** simultaneously exert a strong influence on Purchase Decisions ($F = 254.909, p < 0.001$). Together, both variables account for 85.0% of the total variance $(R^2 = 0.850)$ in consumer purchase decisions, while 15.0% is governed by external variables not included in this model.

These findings highlight the practical importance of maintaining high product quality standards alongside structured promotional campaigns. Small and medium food producers should prioritize continuous product quality assurance and digital marketing strategies to sustain long-term sales growth. Future research should expand on additional predictors, such as brand equity, price sensitivity, and service quality, across broader regional demographics.

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