

THE INFLUENCE OF PRICE, PROMOTION, AND PRODUCT QUALITY ON FASHION PRODUCT PURCHASE DECISIONS AT IRIAN SUPERMARKET TANJUNG MORAWA

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Abstract

Marketing is a very important strategy to introduce products and attract consumers, especially in the fashion sector which continues to develop following trends and lifestyles. Irian Supermarket located in Tanjung Morawa also provides fashion products, but is facing a decline in sales because it is unable to compete with specialty stores or online shopping platforms that offer more choices, more affordable prices, and products that are more in line with trend developments. Some of the reasons for the low consumer buying interest include relatively expensive prices, less attractive promotions, and product quality that has not met expectations. To increase the attractiveness of fashion products, this supermarket needs to review its pricing strategy, improve its promotional approach, and provide products with more modern quality and design. This study covers all visitors to Irian Supermarket Tanjung Morawa as the population, although the exact number is not clearly known or tends to be biased. Therefore, the sampling technique uses the Lemeshow formula, which is appropriate when the population size is not known for certain, so that one hundred people are determined as the research sample. The sampling method used is accidental sampling, which is the random selection of respondents based on who is willing and available when the research is conducted. The results of the study indicate that partially, price has a significant negative effect on purchasing decisions. Promotion has a significant effect on purchasing decisions partially. Product quality also shows a significant effect partially on purchasing decisions. Together, the variables price, promotion, and product quality have a significant effect on consumer purchasing decisions.

Keywords: *Price, Product Quality, Purchasing Decision, Promotion*

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INTRODUCTION

Marketing is one of the strategic efforts made by companies to introduce products to consumers while building their interest. This activity includes various elements, such as promotional strategies, pricing, product distribution, and innovation in product development. By implementing the right marketing strategy, companies have the opportunity to increase competitiveness and reach more consumers through various channels, both traditional and digital media. In the world of fashion, people's interests continue to grow following changes in lifestyle and trends that are changing rapidly. Today's consumers tend to choose clothes that are not only comfortable, but also reflect their personality and taste. The presence of social media and influencers has accelerated the spread of trends, thus influencing consumer preferences in choosing fashion products.

Places to shop for clothes are currently very diverse, ranging from physical stores such as boutiques And center shopping until service online Which provide convenience access and more diverse product choices. Consumers tend to choose shopping places that offer good product quality, competitive prices, and satisfactory service. One of the retailers that provides fashion products is Irian Supermarket in Tanjung Morawa. In addition to providing daily necessities, this supermarket also offers a variety of clothing for various consumer segments. However, fashion products in this supermarket have not become the main choice for the community, because they are still less competitive than specialty fashion stores and online shopping platforms.

In recent times, there has been a decline in fashion product purchases at Irian Supermarket. Consumers prefer other places that provide a more complete variety of products, more affordable prices, and fashion models that are more in line with current trends. This condition is a challenge for supermarkets in attracting customer interest in the fashion products they provide. One of the main causes is the price which is considered too high when compared to other stores or online platforms. Many consumers end up choosing to shop elsewhere that offer cheaper prices with similar quality, so supermarkets need to adjust prices to remain competitive in the market.

Another factor that contributes to low sales figures is the lack of promotional

activities. Without attractive and effective promotions, fashion products in this supermarket is less well-known and unable to attract customers. Promotional efforts such as discounts, advertising, and digital marketing need to be improved so that the public is aware of the existence and advantages of the products offered. In addition, the suboptimal product quality is also a reason why consumers are reluctant to buy clothes at this place. Many customers consider that the materials used and the product design are not yet able to compete with those available elsewhere. To overcome this, supermarkets need to improve product selection, pay attention to material quality, and present models that are more in line with market tastes in order to be able to compete in the fashion industry.

LITERATURE REVIEW

Price

Price is one of the important elements that influences consumer decisions in making purchases. As explained by Prasetyo and Bhirawa (2024), competitive pricing can increase product competitiveness and encourage consumers to make purchases. Consumers generally compare prices before making a final decision, so pricing policies need to be adjusted to the level of purchasing power and expectations of the target market. Meanwhile, Marhamah And colleagues (2023) emphasize importance conformity between price and product quality, because it contributes to customer satisfaction and loyalty. Clarity of price information and the application of the principle of fairness in its determination are also important aspects in building consumer trust in the brand. Based on the views of these experts, it can be concluded that the price Which rational And comparable with mark product own role significant in influencing consumer purchasing decisions.

Promotion

Promotion has a strategic role in creating consumer awareness and encourage them to buy a product. According to Yoebrilanti and Dugarri (2025), effectively designed promotional activities can increase consumer interest, expand brand reach, and encourage purchasing decisions. Informative and attractive promotional strategies help consumers understand mark Which offered product. Furthermore, Tirtana And Turmudhi (2021)

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revealed that the proper use of digital promotional media has been proven to increase purchasing interest. They emphasize the importance of adjusting promotional channels to the characteristics of the target market so that the effectiveness of marketing campaigns can be maximized. Based on this view, promotions that are carried out appropriately and targeting the right audience have a major contribution to increasing purchasing decisions.

Quality Product

Product quality is the main determinant in influencing the level of consumer satisfaction and loyalty. Arrosadi and Achsa (2022) argue that high-quality products tend to be preferred by consumers because they are able to provide a satisfying experience. Consumers will choose products that are able to meet their expectations and needs. In addition, Firmansyah and colleagues (2025) added that consistency in maintaining product quality not only strengthens consumer loyalty but also builds a positive reputation for the company in the market. Therefore, the company's efforts to continue to innovate and maintain quality standards on an ongoing basis are very necessary in order to maintain trust And loyalty consumer. With thus, product quality Which superior And consistent own influence big to b u y i n g decision .

Decision Purchase

Purchasing decisions are the end result of the consumer evaluation process of various factors, including price, promotion, and product quality. Prasetyo and Bhirawa (2024) stated that consumers tend to choose products that are considered to provide the best benefits according to their needs. Therefore, a deep understanding of consumer preferences and behavior is crucial in designing an effective marketing strategy. Marhamah et al. (2023) stated that price, promotion, and product quality together have a significant influence on purchasing decisions. With a comprehensive and integrated marketing approach, companies can be more effective in encouraging consumers to make purchases. In conclusion, purchasing decisions are not only influenced by one factor, but are the result of the interaction of various marketing elements that must be managed synergistically.

Theory Influence Between Variables

Theory Influence Price To Decision Purchase

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Price has a direct relationship to consumer decisions in choosing a product. As stated by Prasetyo and Bhirawa (2024), competitively offered prices can increase interest in the product and encourage purchases. Marhamah et al. (2023) added that when the price is felt to be comparable to the quality of the product received, consumers will tend to purchase. And even do purchase repeat. Thus, the fit between price and perceived product value is an important factor in the consumer decision-making process.

Theory Influence Promotion To Buying decision

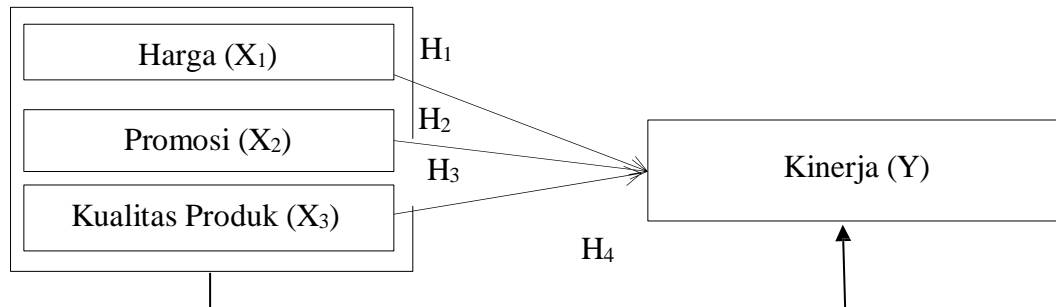
Promotions that are implemented effectively can influence consumer interest and purchasing decisions. Based on the research results of Yoebrilanti and Dugarri (2025), promotions that are packaged attractively and convey relevant information will strengthen brand awareness and increase trust in the product. Tirtana and Turmudhi (2021) also show that the effectiveness of promotions is highly dependent on the selection of media that is in accordance with consumer habits in accessing information. Therefore, a promotional strategy that is adjusted to the characteristics of the target market will have a better chance of creating purchasing decisions.

Theory Influence Quality Product To Buying decision

Product quality is one of the main factors in determining purchasing decisions. According to Arrosadi and Achsa (2022), consumers are more likely to choose product Which give guarantee quality And fulfil hope they. In addition, Firmansyah and colleagues (2025) emphasized that consistently maintained quality not only has an impact on satisfaction, but can also increase loyalty and strengthen the company's positive image in the eyes of consumers. Proven products quality will push consumer For do purchase repeat and recommend to others. Therefore, product quality becomes an important foundation in building sustainable purchasing decisions.

Conceptual Framework

Following This is picture framework conceptual in study This which describes the relationship between the independent variable and the dependent variable:



Picture 1. Framework Conceptual

Hypothesis Study

Hypothesis from study This that is:

- H₁: Price influential to Decision Purchase product fashion on Irian Supermarket Tanjung Morawa.
- H₂: Promotion influences the decision to purchase fashion products at Irian Supermarket Tanjung Morawa.
- H₃: Quality Product influential to Decision Purchase product fashion at Irian Supermarket Tanjung Morawa.
- H₄: Price, Promotion and Product Quality influence the Purchase Decision of fashion products at Irian Supermarket Tanjung Morawa.

METHOD STUDY

This research will be conducted at Irian Supermarket located in Tanjung Morawa. The research period is February 2025 – April 2025. This research approach uses a quantitative method because it has a systematic and well-structured flow. The type of research applied is study quantitative with characteristic causal or explanatory, which aims to analyze the cause-and-effect relationship between two different variables. In this study, changes in one of the independent variables will affect or cause changes in the dependent variable.

The population in this study includes all visitors to Irian Supermarket Tanjung Morawa, with an unknown or biased number. Therefore, the sampling technique used is the

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Lemeshow formula, which allows the calculation of the number of samples in conditions of an unknown population. The sampling method applied is accidental sampling, where respondents are selected randomly based on their availability and willingness to participate in the study.

$$n = \frac{Z^2 \cdot P \cdot (1 - P)}{d^2}$$

Information:

n = number of samples

z = score z on trust 90% = 1.96

p = maximum estimate

d = error rate

From formula the determination amount sample use Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1-0.5)}{0.1^2} = \frac{3.8416 \cdot 0.5 \cdot 0.5}{0.01} = \frac{0.9604}{0.01} = 96 \text{ Completed become } 100 \text{ sample}$$

Yusuf and Daris (2021) explain that data types are groupings of data based on certain criteria, which can be based on sources. or technique collection. Election type data very influence on the data analysis techniques used. This study adopts a quantitative approach. Sugiyono (2021) states that the quantitative method uses numbers in every process stage, start from collection data until analysis. Method This Also need the study that deep And careful to various facts. According to Rachmad, et al. (2024), data sources in research are divided into the following, namely:

1. The primary data obtained is interpreted in the form of absolute numbers (parametric) so that its magnitude can be determined.
2. Secondary data is obtained indirectly (third parties) such as publication reports, manuals, libraries from certain institutions and in the form of certain nominal figures.

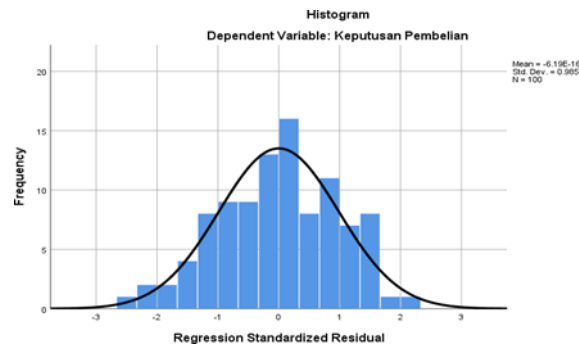
DISCUSSION RESULTS STUDY

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	100	8	28	19.72	4.154
Promotion	100	12	26	20.10	3.236
Product Quality	100	11	29	20.61	4.245
Decision Purchase	100	13	28	21.31	2.994
Valid N (listwise)	100				

Source : Results Research, 2025 (Data processed)

Based on the table above, it can be concluded that Price shows a minimum value of 8 and a maximum of 28, with an average value (mean) of 19.72. Meanwhile, Promotion has a minimum value of 12 and a maximum of 26, with an average value of 20.10. For Product Quality, the minimum value is recorded at 11 and a maximum of 29, with an average value of 20.61. Finally, Purchase Decision shows a minimum value of 13 and a maximum of 28, with an average value of 21.31.



Picture 2. Chart Histogram

Source : Results Research, 2025 (Data processed)

Based on the image above, it appears that the curve formed resembles a bell shape, not leaning to the left or right. This indicates that the data is normally distributed and meets the assumption of normality.

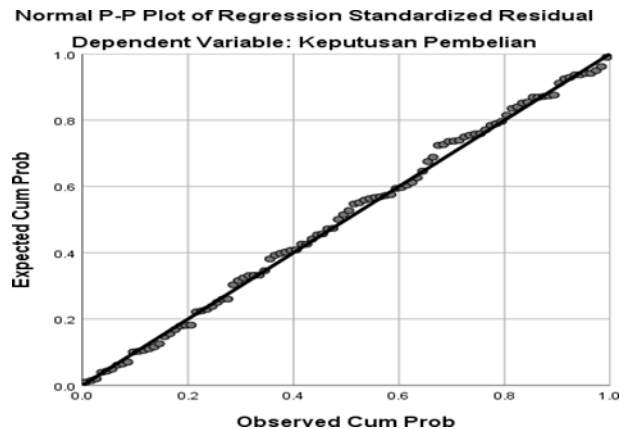


Figure 3. Graph *Normal Probability Plot of Regression*
Source : Results Research, 2025 (Data processed)

Based on picture in on, can seen that the dots data spread in around diagonal lines and follow the pattern of the lines. Therefore, it can be concluded that The residuals of this regression model are normally distributed.

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.87880921
Most Extreme Differences	Absolute	.057
	Positive	.032
	Negative	-.057
Test Statistics		.057
Asymp. Sig. (2- tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Results Research, 2025 (Data processed)

Based on the table above, the test results prove that the significant value produced is greater than 0.05, which is 0.200, so it can be concluded that the data is classified as normally distributed.

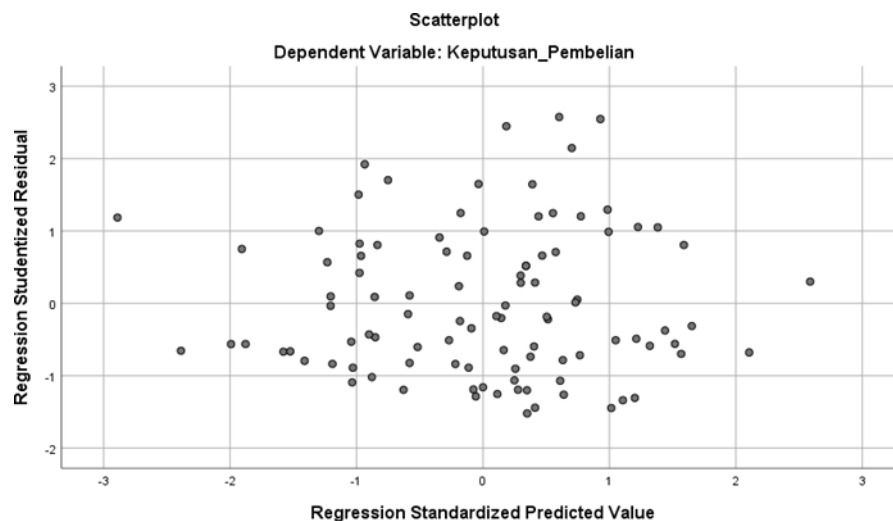
Table 3. Results Test Multicollinearity (Test VIF)

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Beta Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error					
1 (Constant)	10,087	1,759		5,736	.000		
Price	-.098	.048	-.136	-2.051	.043	.927	1,078
Promotion	.315	.080	.340	3.916	.000	.544	1,838
Product Quality	.332	.060	.470	5,567	.000	.574	1,741

a. Dependent Variables: Decision Purchase

Source : Results Research, 2025 (Data processed)

Based on the table above, it can be seen that each variable has a *tolerance value* > 0.1 and a VIF value < 10. Thus, no multicollinearity problems were found in this study.



Picture 4. Graphics Scatterplot

Source : Results Research, 2025 (Data processed)

scatterplot graph presented, it can be seen that the points are spread randomly and do not form a clear pattern and are spread both above and below the number zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so that the regression model can be used to predict Purchasing Decisions based on the input of the independent variables.

Table 4. Results Test Glacier (Heteroscedasticity)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Beta Coefficients	t	Sig.
Model		B	Std. Error			
1	(Constant)	-.384	.996		-.386	.701
	Price	.052	.027	.196	1,898	.061
	Promotion	.065	.045	.192	1,424	.158
	Product Quality	-.020	.034	-.078	-.591	.556

a. Dependent Variables: Buying decision

Source : Results Research, 2025 (Data processed)

Based on the table above, it can be seen that the level of significance of each variable is greater than 0.05. From the calculation results and the level of significance above, no heteroscedasticity was found.

Table .5 Results test Coefficient Regression Multiple

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
Model		B	Std. Error					
1	(Constant)	10,087	1,759		5,736	.000		
	Price	-.098	.048	-.136	-2.051	.043	.927	1,078
	Promotion	.315	.080	.340	3.916	.000	.544	1,838
	Product Quality	.332	.060	.470	5,567	.000	.574	1,741

a. Dependent Variables: Decision Purchase

Source : Results Research, 2025 (Data processed)

$$\text{Decision Purchase} = 10,087 - 0.098 \text{ Price} + 0.315 \text{ Promotion} + 0.332 \text{ Quality Product} + e$$

Based on equality above, then:

1. Constant (a) = 10.087. This means that if the independent variables, namely Price (X1) , Promotion (X2) , and Product Quality (X3) have a value of 0, then the Purchase Decision (Y) is 10.087.
2. If There is Price increase so Buying decision will decrease as big as 9.8%.
3. If there is an increase in Promotion, the Purchase Decision will increase by 31.5%.
4. If there is an increase in Product Quality, Purchasing Decisions will increase by 33.2%.

Table 6 Models Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.606	.594	1,908

a. Predictors: (Constant), Quality Product, Price, Promotion

b. Dependent Variables: Buying decision

Source : Results Research, 2025 (Data processed)

Based on the table above, the Adjusted R Square determination coefficient value is 0.594. This shows that the variables Price (X1), Promotion (X2), and Product Quality (X3) are able to explain their influence on Purchasing Decisions (Y) by 59.4%. Meanwhile, the remaining 40.6% comes from the influence of other independent variables that were not analyzed in this study.

Table 7 ANOVA^a

Sum of Squares Model		df	Mean Square	F	Sig.	
1	Regression	537,928	3	179,309	49,258	.000 ^b
	Residual	349,462	96	3,640		
	Total	887,390	99			

a. Dependent Variables: Decision Purchase

b. Predictors: (Constant), Quality Product, Price, Promotion

Source : Results Research, 2025 (Data processed)

Based on the table in above, the value obtained Ftable of 2.70 and level significance $\alpha = 5\%$ (0.05), while Fcount was recorded at 49.258 with a sig.a value of 0.000. This finding indicates that this study accepts Ha and rejects H0. The comparison between Fcount and Ftable proves that in a way Simultaneously, Price, Promotion, and Product Quality have a significant influence on Purchasing Decisions.

Table 8 Results Testing Partial Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	10,087	1,759		5,736	.000		
Price	-.098	.048	-.136	-2.051	.043	.927	1,078
Promotion	.315	.080	.340	3.916	.000	.544	1,838
Product Quality	.332	.060	.470	5,567	.000	.574	1,741

a. Dependent Variables: Decision Purchase

Source : Results Research 2025, (Data Processed)

Based on table in on, seen that :

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1. For the Price variable (X1), the t-count value of 2.051 indicates that t-count is greater than t-table (1.987), with a significance level of 0.043 which is smaller than 0.05. This indicates that there is a significant negative partial influence between Price and Purchasing Decision.
2. In the Promotion variable (X2), the recorded t-count value is 3.916, which is also greater than t-table (1.987), with a significance level of 0.000 which is less than 0.05. Therefore, it can be concluded that Promotion has a significant partial influence on Purchasing Decisions.
3. For the Product Quality variable (X3), the t-value of 5.567 indicates that t-count is greater than t-table (1.987), with a significance level of 0.000 which is smaller than 0.05. This indicates a significant partial influence between Product Quality and Purchasing Decisions.

CONCLUSION

The conclusions that researchers can draw from the results of this study are as follows:
following:

1. There is influence negative significant in a way partial between Price And Decision Purchase.
2. Promotion influential significant in a way partial to Decision Purchase.
3. The existence of influence significant in a way partial between Quality Product And Buying decision .
4. Simultaneously, Price, Promotion, and Product Quality have a significant influence on Purchasing Decisions.

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