

**THE EFFECT OF PRODUCT QUALITY, PRICE, PROMOTION AND SERVICE QUALITY ON PURCHASE DECISIONS AT FAIZZAH OLSHOP CLOTHING STORE IN LAMONGAN**

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**ABSTRACT**

This study aims to determine the effect of product quality, price, promotion, and service quality on purchasing decisions at the Faizzah Olshop Clothing Store in Lamongan. This study uses a quantitative approach with a survey method. Data were collected by distributing questionnaires to consumers who had made purchases at Faizzah Olshop. The number of samples in this study was 90 respondents , with a saturated sampling technique. Data analysis was carried out using multiple linear regression with the help of SPSS. The results showed that product quality, price, promotion, and service quality simultaneously had a significant effect on purchasing decisions. Partially, the four variables also had a significant effect on purchasing decisions. Among all variables, service quality is the most dominant factor in influencing consumer purchasing decisions. The coefficient of determination ( $R^2$ ) value of 0.792 indicates that 79.2% of the variation in purchasing decisions can be explained by the four variables, while the rest is influenced by other factors outside this research model. These findings imply that improving service quality, appropriate pricing, effective promotion, and consistent product quality are very important to improve consumer purchasing decisions.

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**INTRODUCTION**

In the era of globalization and rapid development of information technology, the dynamics of the business world have undergone significant transformation. Business actors are required to be more adaptive, innovative, and responsive to changes in consumer behavior that are increasingly complex and intelligent in making purchasing decisions. This change does not only occur in the large industrial sector, but also penetrates the micro, small, and medium enterprises (MSMEs) sector including the clothing retail business. In the midst of increasingly tight competition, business actors are required to be able to create the right marketing strategy to attract and retain consumers.

In the context of the clothing retail business, consumer purchasing decisions are influenced by various interrelated factors, including product quality, price, promotion, and service quality (Armstrong & Kotler, 2019). Modern consumers consider not only the functional aspects of the product, but also the emotional aspects and shopping experience. This means that purchasing decisions are not solely based on needs, but also on the perceptions and satisfaction felt during the purchasing process.

Product quality is one of the dominant factors that influences consumer decisions in choosing a product. According to Kotler & Armstrong, (2018), product quality is the main means for marketers to position their products in the minds of consumers. Good quality reflects the value of the product and provides satisfaction to customers. This is in line with the opinion of Cesariana, (2022) who stated that product characteristics such as durability, comfort, and design have a major influence on consumer purchasing intentions. In the digital era, where consumers have wide access to compare various products via the internet, product quality is a key element in building trust.

In addition to product quality, price also plays an important role in influencing purchasing decisions. The price set must be in accordance with the benefits offered and affordable for target consumers. According to Kotler & Armstrong, (2021) price is the only element in the marketing mix that generates revenue, while other elements are costs. Thus, companies need to be careful in setting prices in order to attract buying interest while still obtaining optimal profits. Valentine, (2023) added that consumer perceptions of affordability and suitability of price to product quality greatly influence purchasing choices.

Promotional strategies are also important in attracting the attention of potential buyers. The right promotion can build brand awareness, form positive perceptions, and encourage purchase intentions. According to Arfah, (2022), promotion is a company's communication tool to consumers regarding the value and advantages of the products offered. Social media, discounts, special events, and endorsements are some examples of effective promotional techniques used in the fashion industry. In small and medium-sized businesses such as Faizzah Olshop, the use of social media such as Instagram, WhatsApp, and Facebook has proven to be the main channels in reaching consumers and increasing product exposure.

Meanwhile, service quality is an important element that creates a pleasant consumer experience. According to Cahya, (2021), good service includes friendliness, punctuality, ease of transactions, and responsiveness to customer needs. In a highly competitive business environment, quality service can be a major differentiator between one business and another. Wibowati, (2021) stated that good service not only influences purchasing decisions but also increases customer loyalty and the likelihood of repeat purchases.

Faizzah Olshop Clothing Store located in Pamotan Village, Sambeng District, Lamongan Regency, is one of the MSMEs engaged in fashion retail and has been operating since 2017. This store offers various clothing products such as gamis, mukena, jilbab, koko shirts, and other fashion accessories with a fairly wide market segmentation, ranging from children to adults. By utilizing social media as a means of promotion and marketing, Faizzah Olshop tries to survive amidst increasingly tight competition. However, the challenge of retaining customers and increasing purchase volume remains a major issue that needs to be addressed with the right strategy.

Seeing this phenomenon, it is important to conduct an academic study that is able to identify the extent to which product quality, price, promotion, and service quality influence consumer purchasing decisions in this store. This study is also expected to be able to provide theoretical contributions in the development of marketing management science, especially in understanding consumer behavior in the fashion UMKM sector. In addition, practically, the results of this study can be used as a basis for consideration for Faizzah Olshop in formulating a more effective marketing strategy that is oriented towards consumer needs and satisfaction.

Based on this background, this study focuses on simultaneous and partial testing of four main variables that are suspected of influencing purchasing decisions, namely product quality, price, promotion, and service quality. This study is important considering that purchasing decisions are not only influenced by a single factor, but are the result of interactions between various interrelated

elements. Thus, this study is expected to provide a comprehensive empirical picture of consumer behavior at Faizzah Olshop and become a reference for other MSMEs in managing and developing their businesses in the fashion sector.

## RESEARCH METHODS

This study uses a quantitative approach with an associative research type, namely research that aims to determine the relationship and influence between two or more variables. This study was conducted to test the effect of product quality, price, promotion, and service quality on consumer purchasing decisions at the Faizzah Olshop Clothing Store located in Lamongan. The quantitative method was chosen because it is able to provide an objective and measurable picture through numerical data obtained from questionnaires and analyzed statistically using the help of SPSS software.

The population in this study were all consumers who had made purchases at the Faizzah Olshop Clothing Store for two months, namely October to November 2024. Based on sales data and consumer interactions during that period, it is known that the number of consumers recorded was 90 people. Because this population is relatively small and can still be reached as a whole, the researcher used a saturated sampling technique, where all members of the population were used as research samples. Thus, the number of samples in this study was 90 respondents.

Primary data in this study were obtained through the distribution of questionnaires to all respondents. The questionnaire was compiled based on indicators from each research variable and used a five-level Likert scale, consisting of answer choices ranging from "Strongly Disagree" to "Strongly Agree". The independent variables in this study include product quality, price, promotion, and service quality, while the dependent variable is the purchasing decision. Each variable is measured based on theoretical indicators that have been determined in the literature review. As a support, secondary data is also collected from sources such as books, scientific journals, and other relevant documentation.

The data analysis technique used in this study began with a validity and reliability test to ensure that the questionnaire instrument used actually measures what should be measured and has good internal consistency. Furthermore, a classical assumption test was carried out which includes a normality test, a multicollinearity test, and a heteroscedasticity test to ensure that the data meets the prerequisites in multiple linear regression analysis. After all the prerequisites were met, a multiple linear regression analysis was carried out to determine the simultaneous and partial effects of independent variables on consumer purchasing decisions. The regression equation in this study uses the model  $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$ , where  $Y$  is the purchasing decision,  $X_1$  is product quality,  $X_2$  is price,  $X_3$  is promotion,  $X_4$  is service quality, and  $e$  is error.

Hypothesis testing is carried out using the t-test to determine the effect of each independent variable partially on the dependent variable, and the F-test to determine the effect of the four independent variables simultaneously. In addition, the coefficient of determination ( $R^2$ ) is used to see how much variation in purchasing decisions can be explained by the independent variables in the research model. This research was conducted at the Faizzah Olshop Clothing Store, located at Jl. Embong Lor, Pamotan Village, Sambeng District, Lamongan Regency, for two months, namely in October and November 2024.

## RESULTS AND DISCUSSION

This study aims to determine the effect of product quality, price, promotion, and service quality on purchasing decisions at the Faizzah Olshop Clothing Store in Lamongan. Based on the results of multiple linear regression analysis conducted on data from 90 respondents, it is known that simultaneously the four independent variables have a significant effect on purchasing decisions. The results of the F test show an F count value of 81.064 with a significance of  $0.000 < 0.05$ , which means that product quality, price, promotion, and service quality together have a significant effect on consumer purchasing decisions.

Table 1.

F test results

Anova <sup>a</sup>						
Model		Sum of squares	df	Mean square	f	Sig.
1	Regression	394,252	4	98,563	81,064	.000 <sup>b</sup>
	Residue	103,348	85	1.216		
	Total	497,600	89			

- a. Dependent Variable: purchasing decision
- b. Predictors: (Constant), service quality, product quality, price, promotion)

Partially, the t-test results show that each independent variable also has a significant effect on purchasing decisions. The product quality variable (X1) has a t-value of 3.255 with a significance of 0.02, which indicates that the better the quality of the product offered, such as material durability, comfort when used, and up-to-date models, the greater the tendency of consumers to make purchases. Price (X2) also has a significant effect, indicated by a t-value of 2.708 and a significance of 0.08, which indicates that affordable prices and in accordance with product benefits will increase consumer appeal in making purchasing decisions.

Table 2.

T-Test Results (partial)

coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,933	1,304		1,482	.142
	Product quality	.303	.093	.234	3.255	.002
	Price	.204	.075	.198	2,708	.008
	Promotion	.215	.079	.200	2,712	.008
	Quality of service	.529	.095	.405	5,540	.000

a. Dependent Variable: purchasing decision

Furthermore, the promotion variable (X ) has a t-value of 2.712 with a significance of 0.08, indicating that promotional activities such as discounts, special offers, and marketing through social media have a positive impact on introducing products and encouraging consumer decisions to buy. Targeted promotions can attract attention and build consumer desire to try and buy products offered by Faizzah Olshop.

The most dominant among the four variables is service quality (X4 ), with a t-value of 5.540 and a significance of 0.00. These results indicate that service quality has the strongest influence on purchasing decisions. Friendly, fast, and helpful service has proven to be a very important factor in shaping customer satisfaction and loyalty. This strengthens the finding that consumers not only buy products, but also buy a comfortable and enjoyable shopping experience. In the context of a fashion store like Faizzah Olshop, the interaction between staff and consumers is an important aspect that cannot be ignored.

Table 3.

Results of the Correlation Coefficient (R) and Determination (R<sup>2</sup>) Test

Capital Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 <sup>a</sup>	.792	.783	1.103

- a. Predictors: (Constant), service quality, product quality, price, promotion
- b. Dependent Variable: purchasing decision

The coefficient of determination ( $R^2$ ) of the regression model shows that 79.2% of the variation in purchasing decisions can be explained by the four independent variables, while the remaining 20.8% is explained by other variables outside this study. This indicates that the model used in this study is strong enough to explain the relationship between the research variables.

Overall, the findings of this study strengthen marketing theories stating that consumer purchasing decisions are influenced by a combination of product quality, competitive pricing policies, attractive promotions, and quality service. For Faizzah Olshop Store managers, these results provide important input to maintain product quality, set prices that are in accordance with product value, conduct promotions consistently and innovatively, and most importantly, improve the quality of service to customers. Superior service not only encourages current purchases, but also opens up opportunities for repeat purchases and positive word-of-mouth recommendations.

## CONCLUSION

Based on the results of data analysis and discussion that have been done, it can be concluded that product quality, price, promotion, and service quality simultaneously influence consumer purchasing decisions at the Faizzah Olshop Clothing Store in Lamongan. This is proven through the F test which shows that the four independent variables together have a significant influence on the dependent variable.

Partially, the four variables are also proven to have a significant effect on purchasing decisions. Product quality shows a positive effect, meaning that quality products in terms of materials, models, and durability can increase consumer purchasing interest. Affordable prices and in accordance with the benefits received by consumers also encourage purchasing decisions. Likewise, promotions, marketing strategies carried out through social media and special offers have a positive impact on forming purchasing interest. Meanwhile, service quality is the most dominant variable influencing purchasing decisions. Fast, friendly, and professional service has proven to be the main considerations for consumers in determining purchases.

With a determination coefficient of 79.2%, it is known that the four research variables are able to explain most of the variations in purchasing decisions. Therefore, to improve consumer purchasing decisions sustainably, Toko Faizzah Olshop is advised to continue to maintain product quality, adjust prices to consumer purchasing power, carry out more attractive and consistent promotions, and improve service quality in order to provide a pleasant and satisfying shopping experience for customers.

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