



## Online Promotion And Perceived Quality On Consumer Purchasing Decisions

**Rini Lestari**

Universitas Sembilanbelas November Kolaka

**Niar Astaginy**

Universitas Sembilanbelas November Kolaka

**Muhamad Stiadi**

Universitas Sembilanbelas November Kolaka

Corresponding author : [rinilestari89033@gmail.com](mailto:rinilestari89033@gmail.com)

**Abstract:** *The objective of this study is to examine the impact of online promotion and perceived quality on consumer purchasing behavior at the Mutiara Famouse Kolaka Store. The present study employs a survey research design, utilizing a questionnaire as the primary data collection instrument. The study's population consisted of consumers who had engaged in shopping activities at the renowned Kolaka Mutiara Shop. A purposive sampling technique was employed to select 120 respondents, which involves selecting individuals based on specific criteria. The employed data collection methodology encompassed both primary and secondary data sources. The data collected was subjected to analysis using Partial Least Squares (PLS) analysis techniques, utilizing the Smart PLS program. The findings of this study indicate that internet promotional activities exert a favorable and statistically significant impact on customer buying behavior. This is supported by the T-Count or T-Statistics, specifically 5.276 and a P Value of 0.000. The variable of Perceived Quality exhibits a statistically significant and positive impact on consumer purchasing decisions, as evidenced by the T-Count value of 2.538 and a corresponding P Value of 0.006. Based on the obtained results, it can be inferred that the variables of Online Promotion and Perceived Quality exhibit a statistically significant positive impact on Consumer Purchasing Decisions. This conclusion is drawn based on the research's adoption of the criterion T-Statistics > 1.64, with a significance level and P Value of less than 0.05. The factors of Online Promotion and Perceived Quality exhibit a statistically significant positive impact of 76.2% on Consumer Purchasing Decisions.*

**Keywords:** *Online Promotion, Perceived Quality, Consumer Purchase Decision, Partial Least Square (PLS)*

**Abstrak:** Tujuan penelitian ini adalah untuk menguji pengaruh promosi online dan persepsi kualitas terhadap perilaku pembelian konsumen di Toko Mutiara Famouse Kolaka. Penelitian ini menggunakan desain penelitian survei dengan menggunakan kuesioner sebagai instrumen pengumpulan data utama. Populasi penelitian adalah konsumen yang pernah melakukan aktivitas berbelanja di Toko Mutiara Kolaka ternama. Teknik purposive sampling digunakan untuk memilih 120 responden, yang melibatkan pemilihan individu berdasarkan kriteria tertentu. Metodologi pengumpulan data yang digunakan mencakup sumber data primer dan sekunder. Data yang terkumpul dianalisis dengan teknik analisis Partial Least Squares (PLS) dengan memanfaatkan program Smart PLS. Temuan penelitian ini menunjukkan bahwa aktivitas promosi internet memberikan dampak positif dan signifikan secara statistik terhadap perilaku pembelian pelanggan. Hal ini didukung dengan T-Count atau T-Statistic yaitu 5,276 dan P Value sebesar 0,000. Variabel Perceived Quality menunjukkan pengaruh yang signifikan dan positif secara statistik terhadap keputusan pembelian konsumen, dibuktikan dengan nilai T-Count sebesar 2,538 dan P Value sebesar 0,006. Berdasarkan hasil yang diperoleh, dapat disimpulkan bahwa variabel Promosi Online dan Persepsi Kualitas menunjukkan pengaruh positif yang signifikan secara statistik terhadap Keputusan Pembelian Konsumen. Kesimpulan ini diambil berdasarkan penerapan kriteria T-Statistics penelitian > 1,64, dengan tingkat signifikansi dan P Value kurang dari 0,05. Faktor Promosi Online dan Persepsi Kualitas menunjukkan pengaruh positif yang signifikan secara statistik sebesar 76,2% terhadap Keputusan Pembelian Konsumen.

**Kata Kunci:** Promosi Online, Perceived Quality, Keputusan Pembelian Konsumen, Partial Least Square (PLS)

## 1. INTRODUCTION

In the contemporary era, there has been a notable acceleration in technological advancements, leading to a widespread adoption of technology in various corporate operations. According to Febriyantoro and Arisandi (2018) the incorporation and application of internet technologies are anticipated to yield significant advantages in the realm of competitive business. This demonstrates the significant role that internet technology plays in facilitating progress and development within the commercial realm, particularly in response to competitive pressures. In addition, it is noteworthy that internet technology assumes a pivotal position in facilitating the advancement and growth of businesses. Yuliana and Putra (2018) assert that the utilization of the internet within the business realm is undergoing advancement, encompassing several aspects ranging from the electronic dissemination of information to the implementation of business strategies, such as sales marketing and customer care (Stiadi et al., 2021).

The development of the internet is able to mean that sellers and buyers do not have to meet in person to carry out transactions, but instead use applications found on the internet, making it easier and more efficient for consumers' time. According to Fitria (2017) business online which is run via the internet makes it easy and profitable for business people. Business online is currently a trend, the popularity of the internet has become a strong market and has high potential and will continue for quite a long time to come. The potential use of internet technology for business actors can use internet technology optimally, such as increasing business efforts (Mulia & Sulungbudi, 2019). The potential for internet development can be seen from the ever-increasing number of internet users, this can be seen from Figure 1



In January 2022, Indonesia has a total of 204.7 million internet users. At the onset of 2022, the penetration rate of internet users in Indonesia was at 73.7 percent of the overall population. The available data indicates a notable rise in the number of internet users in

Indonesia, with an increase of 2.1 million individuals, or a growth rate of 1.0 percent, observed between the years 2021 and 2022.

At the pearl shop famous Kolaka which operates in the field fashion with various types of products, this shop is experiencing a problem, namely a decline in sales from 2021 to the end of 2022. The following illustrates the volume of sales data from 2021 to the end of 2022 in Figure 1

**Table 1.1**  
Mutiara Store Sales Volume Famous Kolaka  
2021/2022

| Month year       | Sale       | Increase/Decrease in Sales |
|------------------|------------|----------------------------|
| December (2021)  | 5.900,000  |                            |
| January (2022)   | 9.768.000  | 3.868.000                  |
| February (2022)  | 8.910.000  | -858.000                   |
| March (2022)     | 8.348.000  | -438.000                   |
| April (2022)     | 7.511.000  | -163.000                   |
| May (2022)       | 6.785.000  | -552.000                   |
| June (2022)      | 6.225.000  | -560.000                   |
| July (2022)      | 5.670.000  | -445.000                   |
| August (2022)    | 4.010.000  | -340.000                   |
| September (2022) | 3.340.000  | -670.000                   |
| October (2022)   | 2.919.000  | -579.000                   |
| November (2022)  | 2.567.000  | -352.000                   |
| December (2022)  | 1.300.000  | -433.000                   |
| Amount           | 85.000.000 |                            |

*Source: Famous Pearl Shop 2021/2022*

In Table 1 it can be clearly seen that the decline in sales indicates that there is a problem with sales at Toko Mutiara Famous Kolaka. Although the Pearl shop Famous Kolaka has worked around or is trying to make sales online on social media such as Instagram, Facebook and Whatsapp, but it turns out that this business or sales online this was unable to stabilize or even increase sales. Ineffective sales online The actions carried out by the shop were identified as being caused by the implementation of inappropriate promotional strategies.

Based on an initial survey conducted by the author on 46 respondents who had made purchases at Mutiara stores Famous Kolaka through a questionnaire using google from

Several things were found related to the reasons consumers make purchases at Mutiara stores Famous Kolaka. This can be seen in diagrams 2 and 3 below:



**Figure 1.1.** Promotion online



**Figure 1.2.** Perceived Quality

Based on the data obtained from 46 respondents, it shows that 82.6% responded regarding pearl shops famous Kolaka often carries out promotions online on social media but their purchasing decisions are not influenced by promotions online, this is in accordance with the response of 73.9% of respondents who stated that promotion online has not been an appropriate indication in influencing purchasing decisions at pearl shops famous Kolaka. This is due to the promotional strategy implemented by the Mutiara store Famous Kolaka

through social media has not been effective in attracting consumers to make purchases, as the quality of the advertising is still considered to be poor and does not contain attractive advertising messages to influence consumer purchases. The low influence of promotions on purchasing behavior is also caused by product quality not meeting customer expectations, this is in line with a consumer survey of 71.7% which stated that the quality of the products offered by Mutiara stores Famous Kolaka has not met consumer expectations. Products promoted via Instagram, Facebook and Whatsapp are not comparable to the reality received by customers when buying products at Mutiara stores Famous Kolaka so that these conditions can cause a decrease in consumer purchasing decisions.

Based on the background of the problem above, the author is interested in conducting research with the title “Effect of Promotion Online and Perceived Quality on Consumer Purchasing Decisions Study at Mutiara Stores Famous Kolaka.”

## **2. RESEARCH METHODS**

This research uses a quantitative approach (Stiadi, 2021), carried out at the Mutiara Shop Famous Kolaka. The research was conducted in July. The independent variable in this research is Promotion Online (X1) and Perceived Quality (X2), the dependent variable in this research is Consumer Purchase Decision (Y). The scale used to measure Promotion Online and Perceived Quality on Consumer Purchasing Decisions at Mutiara Stores Famous Kolaka uses Scale Likert.

The population in this research is all Mutiara Shop consumers Famous Kolaka. Sampling used the hair formula, therefore the sample in this study was 120 consumers who shopped and followed the Toko Mutiara account. Famous Kolaka. The data sources used come from primary and secondary data. The results of this research were processed using an approach using the SmartPLS 4 application.

## **3. RESULTS AND DISCUSSION**

Pearl Shop Famous Kolaka is a place that sells goods and always promotes its goods on social media such as Instagram, Facebook and Whatsapp where people can see posts being sold by the pearl shop.famous kolaka but consumers are not interested in buying because the posts are less interesting (the image is not good for consumers to see) so consumers' interest in buying is reduced.

Pearl shop famous Kolaka, is one of the sales companies in Kolaka Regency which operates in the marketing sales sector which was established on December 12 2021, which is

located in Laloeha Village, Kolaka District. Location of the pearl shop famous Kolaka is in the middle of the city center, and goes inside/alley.

Pearl shop famous Kolaka is located on Jalan Pramuka, which operates every day from 08:00 pm – 10:00 am. Pearl shop famous Kolaka often carries out promotions online on social media but purchasing decisions are not influenced by promotions online and is not yet an appropriate indication in influencing purchasing decisions at pearl shops famous Kolaka. This is due to the promotional strategy implemented by the Mutiara store Famous Kolaka through social media has not been effective in attracting consumers to make purchases, such as the quality of advertising which is still considered to be not good so consumers are not interested in buying. The low influence of promotions on purchasing behavior is also caused by the quality of the products not being in line with customer expectations, this is because the quality of the products offered by the Mutiara store Famous Kolaka has not met consumer expectations. Products promoted via Instagram, Facebook and Whatsapp are not comparable to the reality received by customers when buying products at Mutiara stores Famous Kolaka so that these conditions can cause a decrease in consumer purchasing decisions.

The results of this study show that respondents with gender characteristics, the highest proportion of respondents were women, 68 people (56.7%) while men were 52 people (43.3%). Based on age, consumers aged 17-25 years 73 people (60.8%), aged 26-36 years 35 people (29.2%), aged 37-45 years 8 people (6.7%), and aged over 45 years 4 people (3.3%).

A descriptive description of the results of data processing for each variable shows that Promotion Online and Perceived Quality on Consumer Purchasing Decisions at Mutiara Stores Famous Kolaka. Overall the respondents' answers were in the very high category, meaning Promotion Online, Perceived Quality and Consumer Purchasing Decisions at Mutiara Stores Famous Kolaka has been running very well, is valid and reliable.

The results of data testing using the SmartPLS 4 application obtained research data consisting of outer model and inner model test data as follows:

Outer model

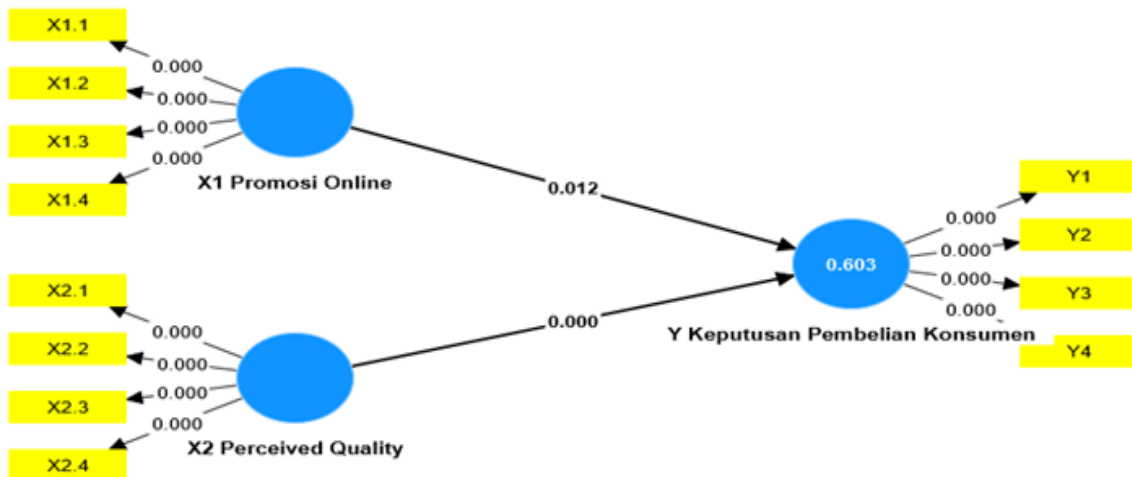


Figure 3.1 PLS Algorithm output

Based on the outer model image, the test data is obtained in the following table.

Table 3.1. ValuesOuter Loading

| Item | Promotion Online<br>(X1) | Perceived Quality<br>(X2) | Consumer Purchase Decision<br>(Y) |
|------|--------------------------|---------------------------|-----------------------------------|
| X1.1 | 0.927                    |                           |                                   |
| X1.2 | 0.960                    |                           |                                   |
| X1.3 | 0.959                    |                           |                                   |
| X1.4 | 0.962                    |                           |                                   |
| X2.1 |                          | 0.921                     |                                   |
| X2.2 |                          | 0.935                     |                                   |
| X2.3 |                          | 0.935                     |                                   |
| X2.4 |                          | 0.970                     |                                   |
| Y1   |                          |                           | 0.779                             |
| Y2   |                          |                           | 0.931                             |
| Y3   |                          |                           | 0.899                             |
| Y4   |                          |                           | 0.916                             |

Source: Data processed using PLS 4, 2023

The outer loading value shows that there are indicators that have convergent validity which is greater than 0.7 and is declared valid. Based on the measurement results, it is known that the outer loading value > 0.7 has a high level of validity and has been declared good. Meanwhile, the outer loading value < 0.7 has a low validity value.

**Table 3.2.**  
Criterion Value Fornell varnish

| <b>Construct</b>                   | <b>Promotion<br/>Online</b> | <b>Perceived<br/>Quality</b> | <b>Consumer<br/>Purchase Decisions</b> |
|------------------------------------|-----------------------------|------------------------------|--|
| <b>Promotion Online</b>            | <b>0.952</b>                |                              |  |
| <b>Perceived Quality</b>           | 0.537                       | <b>0.897</b>                 |  |
| <b>Consumer Purchase Decisions</b> | 0.739                       | 0.598                        | <b>0.887</b>                           |

*Source: Data processed using PLS 4, 2023*

Mark Fornell-Lacker criteria shows that it exists discriminant validity which is good because the correlation value of the indicator for the construct variable is higher compared to the correlation value of other construct variables. As an illustration of value Fornell-Lacker criteria indicator Y3 (0.887) which is greater than the value cross loading Another construct is next to it, in this case Promotion Online (0.952) and Perceived Quality (0,897).

Apart from value Kriteria Fornell-Lacke, AVE value (Average Variance Extracted) is also used to prove value discriminant validity in the good category. The measurement scale uses value reflective indicators loading factor of 0.7, AVE value of 0.5. The AVE values are as follows:

**Table 3.3.**  
AVE value

| <b>Variable</b>             | <b>AVE</b> |
|-----------------------------|------------|
| Promotion Online            | 0.906      |
| Perceived Quality           | 0.805      |
| Consumer Purchase Decisions | 0.937      |

*Source: Data processed using PLS 4, 2023*

Based on the table above showing the results of factor loading, it can be concluded that each variable has a good construct value in the sense that it has fulfilled the provisions that have been determined. Then compare the AVE quadrant root value with the correlation between latent variables. If the AVE quadrant root value > correlation between two latent variables then it is declared good.



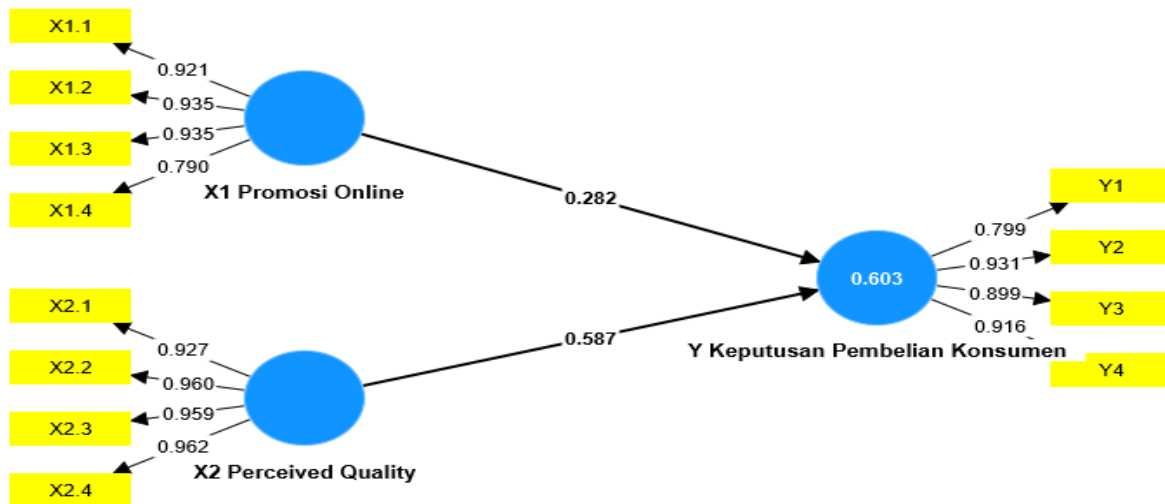
**Table 3.4.**  
Composite Reliability dan Cronbach’s Alpha

| Construct                   | Composite Reliability | Cronbach’s Alpha |
|-----------------------------|-----------------------|------------------|
| Promotion Online            | 0.943                 | 0.918            |
| Perceived Quality           | 0.975                 | 0.968            |
| Consumer Purchase Decisions | 0.970                 | 0.954            |

Source: Data Processed Using PLS 4, 2023

From value output Table 5 above shows that the construct has a good reliability value. Where a construct is declared good if it has value composite reliability above 0.7 and value cronbach’s alpha above 0.6.

**Inner model**



**Figure 3.2.** Output PLS Boothsapping

Based on the image, data on the inner model values can be obtained as follows.

**Table 6.** R-Square Value

| Construct                   | R-Squre |
|-----------------------------|---------|
| Consumer Purchase Decisions | 0.603   |

Source: Data Processed Using PLS 4, 2023

Nilai R-Square explains that the Consumer Purchase Decision construct is 0.603 or 60.3% by the Promotion variable Online and Perceived Quality while the remaining 39.7% is explained by other variables outside of this research model. So in this case the influence of the Promotion variable is determined Online and Perceived Quality has a medium category. It can be interpreted that even though the consumers of Mutiara Shop Famous Kolaka feels a promotion Online and Perceived Quality which is good, these two variables are not yet capable of being dominant preacher from consumers' shopping desires and intentions to repurchase products at Toko Mutiara Famosue Kolaka. The predictions made by researchers

are in the medium criteria, this happens because there are other variables that influence consumers to do more Consumer Purchase Decisions.

**Table 7. ValuesPath Coefficient**

| <b>Hypothesis</b> | <i>Original Sample</i> | <i>Mean of</i>           | <i>Standard</i>         | <i>T-Statistic</i> |
|-------------------|------------------------|--------------------------|-------------------------|--------------------|
|                   | <i>Estimate</i><br>(O) | <i>Sub Sample</i><br>(M) | <i>Error</i><br>(STERR) |                    |
| PO->KPK           | 0.282                  | 0.301                    | 0.133                   | 2.509              |
| PQ->KPK           | 0.587                  | 0.572                    | 0.133                   | 2.195              |

*Source: Data Processed Using PLS 4, 2023*

The findings from the analysis conducted using Smart PLS 4.0 indicate that the Original Sample Estimate for the variable "Promotion Online" in relation to Consumer Purchasing Decisions is positively valued at 0.282. Furthermore, the T-Statistic for this relationship is 2.509, with a corresponding P Value of 0.012. Based on the obtained results, it can be inferred that the variable "Online Promotion" exerts a positive and statistically significant impact on Consumer Purchasing Decisions. This conclusion is drawn based on the application of the Rule of Thumb in this study, which involves assessing the T-Statistics value being greater than 1.64 and the P-Value being less than 5% (0.05). Consequently, it can be stated that the First Hypothesis (H1) is accepted. The first hypothesis (H1) posits that online promotion has a favorable and significant impact on consumer purchasing decisions.

Based on the findings obtained from the computational analysis conducted using Smart PLS 4.0, it is evident that the estimated coefficient for the variable "Perceived Quality" in relation to its impact on consumer purchasing decisions is positively valued at 0.587. Furthermore, the T-Statistic associated with this coefficient is calculated to be 2.195, which indicates a statistically significant relationship. The corresponding p-value is determined to be 0.000, further supporting the significance of this relationship. Based on the obtained results, it can be inferred that the variable of Perceived Quality exerts a positive and statistically significant impact on Consumer Purchasing Decisions. This conclusion is drawn based on the application of the Rule Of Thumb in this study, which involves a T-Statistic value greater than 1.64 and a P-Value less than 0.05, indicating that the Second Hypothesis (H2) is accepted. The second hypothesis (H2) posits that there exists a positive and significant relationship between perceived quality and consumer purchasing decisions.

#### **4. CONCLUSION**

Based on the results of testing the first hypothesis, it shows that the Promotion Variable Online positive and significant effect on Purchasing Decisions Consumer. This can be seen in the descriptive variable of the respondent's very high response to the Promotion variable Online using four indicators, namely Advertisement via online, Held a consumer complaints service Via online, Giving discounts, Giving gifts via online. It is said that Toko Mutiara Famous Kolaka has a promotion online which is good enough to influence to make Consumer Purchase Decisions. This means the better the promotion Online the more consumer purchasing decisions will increase.

The results of testing the second hypothesis show that Variable Perceived Quality positive and significant effect on Consumer Purchasing Decisions. This can be seen in the descriptive variable of the respondent's very high response to the variable Peceived Quality using five indicators, namely expected quality, required quality, product excellence, product suitability for purchase. This can be said to be very good because it is able to offer various quality products and can pay attention to buyers' needs so that it can retain consumers to repurchase products in the future at Toko Mutiara. Famous Kolaka. This shows that it is getting better Perceived Quality given, the more consumer purchasing decisions will increase. This is what makes it Perceived Quality has a positive and significant influence

Referring to the results of this research, it is hoped that further research can explore other variables considering that this research only used two variables. Other variables that can be added include store atmosphere and service quality so that they can provide a broader picture of what factors influence consumer purchasing intentions besides promotions online and perceived quality, in order to further build a more robust model.

## REFERENCE

- Azzahara, N. A. (2023) Perilaku Konsumit belanja Online Shopee Pada Remaja Di Lampung Uatara. *Jurnal Ekonomi Syariah*. 1(1). 50-64.
- Bagida, D. L. (2021). Kualitas Produk Terhadap Keputusan Pembelian Sepeda Motor Honda Beat pada CV. Lion Jailolo. 2(2), 146–151.
- Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 1(2), 61–76. <https://doi.org/10.26533/jmd.v1i2.175>
- Fitria, T. N. (2017). Bisnis Jual Beli Online (Online Shop) Dalam Hukum Islam Dan Hukum Negara Tira Nur Fitria STIE-AAS Surakarta. 03, 52–62.
- Gumilang, P. B., Listyorini, S., Bisnis, D. A., & Diponegoro, U. (2022). Pengaruh Perceived Quality Dan Brand Experience Terhadap Keputusan Pembelian Motor Yamaha Mio (Studi pada Yamaha Flagship Shop (FSS) Kota Semarang) Pendahuluan. 11(3), 420–432.
- Harahap, M. A., & Adeni, S. (2020). Tren penggunaan media sosial selama pandemi di indonesia. 7(2).
- Irwan, A. M. (2019). Terhadap keputusan Pembelian Produk Fashion Secara Online (Studi Kasus Pada Konsumen PT . Lazada Indonesia di Kota Makassar). 1(2).
- Jamaludin, A., Arifin, Z., & Hidayat, K. (2015). Keputusan Pembelian (Survei Pada Pelanggan Aryka Shop di Kota Malang). 21(1).
- Joesyiana, K. (2018). Pengaruh Promosi Online, Perceived Quality Dan Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee Di Pekanbaru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntansi Fakultas Keguruan dan Ilmu Pendidikan Universitas Islam Riau). 4(1).
- Mulia, F., & Sulungbudi, B. M. (2019). Pemanfaatan Teknologi Digital Pada Umkm ( Studi Penggunaan Internet Pada Ppkm Kabupaten Bandung ). 4(2), 15–25.
- Kumbara, V. B. (2021). Determinasi Nilai Pelanggan dan Keputusan Pembelian : Analisis Kualitas Produk, Desain Produk Dan Endrose. 2(5), 604–630.
- Prasetyo, N., & Hanny, R. (2020). Pengaruh Display Produk Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Buku Terbitan Mizan (Studi Kasus Toko Buku Gunung Agung BSD) The Effect of Product Display and Promotion on Consumer Purchase Decisions in Mizan Books ( A Case Study of the G. 20(2), 38–48.
- Rosida, & Haryanti, I. (2020). Pengaruh Promosi Online dan Persepsi Harga Terhadap Keputusan Pembelian (Studi Kasus Pada Nithalian Collection Bima). *Journal of Business and Economics Research (JBE)*, 1(ISSN 2716-4128), 150–160.
- Senggetang, V., Mandey, S. L., & Moniharapon, S. (2019). Pengaruh Persepsi Kualitas, Persepsi Harga, dan Promosi Online Terhadap Keputusan Pembelian Menu Signature

Restoran Cepat Saji (Studi Pada Konsumen Burger Big Mac Mcdonald's Kota Kediri. 7(1).

Sengkey, W., S., Roring, F., Dotulong, L., O., H. (2017). Pengaruh promosi Dan Perceived Quality Terhadap Keputusan Pembelian Konsumen Toko (Persero) Wilayah Sulu tegguno Area Manado. 4565-4574

Stiadi, M. (2021). The Influence of Entrepreneurship Courses on Students' Entrepreneurial Interests. *Jurnal Mantik*, 5(1), 197–200.

Stiadi, M., Herlinudinkhaji, D., Ariyanti, Y. D. P., & Erwanti, N. (2021). Pelatihan Pemanfaatan Digital Marketing Dalam Pengembangan Pemasaran Bagi Pelaku UMKM. *Bakti Banua: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 8–11.