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(AIJBES)www.aijb.es.comTHE INFLUENCE OF PROMOTION AND PRODUCT QUALITY
ON CUSTOMER LOYALTY THROUGH PURCHASING
DECISIONS AS AN INTERVENING VARIABLESopyan Ibnu Hasim^{1*}, Antong², Syafruddin³, Muammar Khaddapi⁴¹ Postgraduate Department of Universitas Muhammadiyah Palopo
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This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

This study aims to analyze the influence of promotion and product quality on customer loyalty with purchase decisions as an intervening variable in the Teras Coffee micro business in Watampanua Village, Angkona District, East Luwu. This research method uses a quantitative approach with data collection through a questionnaire filled out by 100 respondents. The results show that product promotion and quality have a significant influence on purchasing decisions, which in turn affects customer loyalty. However, it was found that product promotion and quality did not have a significant direct influence on customer loyalty without going through the purchase decision. These findings suggest that purchase decisions play an important role in building customer loyalty, indicating that efforts to increase customer loyalty cannot rely solely on product quality and promotional strategies, but must also ensure that consumers are satisfied with their purchase decisions. As such, effective product promotion and quality improvement strategies must be balanced with efforts to improve the buying experience to achieve sustainable customer loyalty.

Keywords:

Promotion, Product Quality, Purchase Decisions, Customer Loyalty, Micro Enterprises

Introduction

The coffee industry in Indonesia has experienced significant growth in recent decades, driven by increasing domestic and international demand. As one of the largest coffee producers in the world, Indonesia has geographical and climatic conditions that support the production of high-quality coffee. This growth is also spurred by the increasing public interest in coffee, which is now not just a beverage but also a part of the lifestyle. Global demand for Indonesia's coffee continues to increase, strengthening the country's position in the international market.

In addition, the important role of Indonesia's coffee farmers and support from the government and non-governmental organizations in improving the quality and productivity of coffee are the main factors driving the growth of this industry. Innovations in processing and marketing, such as new roasting methods and the emergence of specialist coffee, have created a dynamic ecosystem for Indonesia's coffee industry. Micro businesses such as Teras Coffee, which initially started as a workshop and developed into a coffee powder producer through collaboration with local farmers, are examples of this dynamic.

In the context of marketing, promotion plays a key role in increasing sales and strengthening brand image amid increasingly fierce market competition. Effective promotions help expand consumer awareness, stimulate interest, and encourage purchases. High product quality is also an important factor in maintaining and improving customer satisfaction, which can ultimately drive loyalty and repeat purchases.

Customer loyalty is an important aspect of marketing strategy that can be affected by a variety of factors, including promotion and product quality. Research shows that promotions have a significant influence on purchase decisions, which in turn can affect customer loyalty. For example, Solihin (2020) found that promotions positively influence purchase decisions, with significant values indicating a strong influence. In addition, Siregar et al. (2022) also asserted that promotions contribute significantly to purchasing decisions, which suggests that effective promotional strategies can increase buying interest and will ultimately have an effect on loyalty.

Product quality also plays an important role in building customer loyalty. Farida (2023) shows that product quality has a significant influence on repurchase decisions, which shows that customers are more likely to return to buy high-quality products. Research by Agustina (2022) adds that product quality not only influences purchasing decisions but can also affect customers' lifestyles, which can contribute to their loyalty. This is in line with research by Indra and Pramuditha (Indra & Pramuditha, 2023), which found that product quality, along with customer satisfaction, has a significant influence on customer loyalty.

Purchase decisions serve as a mediator between promotion, product quality, and customer loyalty. Research by Eliza (2023) shows that product and service quality has a significant effect on customer loyalty, with purchase decisions as a mediating variable. This shows that effective promotions and high-quality products not only directly influence purchasing decisions but also shape customer loyalty through the positive experiences they have. In addition, research by Dachi (2020) confirms that purchasing decisions influenced by product innovation can increase customer loyalty, demonstrating the importance of innovation in marketing strategies. From the above background, this study aims to analyze the influence of promotion and product quality on customer loyalty and consumer purchase decisions as a mediator in Teras Coffee micro businesses.

Literature Review

Promotion

Promotion can be defined as a set of activities that aim to provide information and influence consumers to be interested in consuming the products or services offered. According to Sari and Suyuthie, promotion is an important element in product development, especially in the context of tourism, where promotion serves to attract the attention of tourists (Sari & Suyuthie, 2020). In addition, promotion is a communication tool used to convey messages to consumers through various media, such as advertising, public relations, and sales promotion (Siswanto et al., 2022). Thus, promotion plays a crucial role in marketing strategies to increase consumer awareness and interest in products.

Promotion plays a very important role in the consumer purchase decision process and in building customer loyalty. In the context of marketing, promotions not only serve to attract consumers' attention but also to influence their perception of products and brands, which in turn can influence their purchasing decisions and loyalty to a particular brand. Research shows that effective promotions can increase brand awareness and significantly influence purchase decisions (Adiawaty, 2022) (Lestari & Saifuddin, 2020). Good promotions can improve purchase decisions and, in turn, build customer loyalty toward a particular brand (Safrizal, 2023). This is in line with findings by Putri and Fourqoniah (2023) which show that effective promotions can trigger impulse purchases, which often contribute to long-term customer loyalty.

Product Quality

Product quality can be defined as the totality of the characteristics of a product that meets the needs and expectations of consumers. According to Kotler and Armstrong, product quality is a characteristic of a product or service that supports its ability to satisfy customer needs (Wahyudi, 2023). This is in line with Aaker's view, which states that product quality includes customer perception of the overall quality or superiority of the product compared to other alternatives (Chrisyana, 2023). In this context, product quality becomes very important because it can influence purchasing decisions and customer loyalty.

Product quality directly affects consumers' purchasing decisions. Research shows that there is a significant influence between product quality and purchase decisions (Wahyudi, 2023). Product quality contributes to consumer purchasing decisions, which indicates that high-quality products are more likely to be chosen by consumers (Chrisyana, 2023). Furthermore, The interaction between product quality, purchase decisions, and customer loyalty can be seen from various perspectives. Research (Afrianti & Oktawahyudi, 2022) shows that product attributes, including quality, packaging, and price, have a significant relationship with the purchase decision process. In other words, good product quality not only drives purchasing decisions but can also increase customer loyalty through positive experiences obtained.

Purchase Decision

A purchase decision is a complex process and involves various steps taken by a consumer before making a purchase of a product or service. According to Buchari Alma, purchase decisions are consumer decisions that are influenced by various factors such as the economy, technology, politics, culture, products, prices, locations, promotions, physical evidence,

people, and processes (Nurliyanti et al., 2022). This shows that purchasing decisions are not only the result of individual considerations but are also influenced by a broader context.

The purchase decision is a step in the decision-making process where consumers actually buy the product or service offered (Nirmala & Rahayu, 2022). It emphasizes that the purchase decision is part of a larger process that involves evaluating various alternatives before reaching a final decision. In addition, Marlius added that the purchase decision also reflects consumer interest in the product, which can be seen from their preferences for existing brands (Gunardja, 2020).

Furthermore, the purchase decision can be interpreted as a process in which consumers combine their knowledge to evaluate two or more alternatives and choose one of them (Maisaroh & Wibisono, 2022). This suggests that purchasing decisions involve critical thinking and deep analysis from consumers before making a purchase.

Customer Loyalty

Customer loyalty is a commitment shown by customers to continue using products or services from a company, which is often manifested in the form of repeated purchases and recommendations to others. In this context, the two main factors that play an important role are product quality and promotion. Research shows that high product quality can increase customer satisfaction, which in turn contributes to customer loyalty. research by Putri (2024) emphasizes that customer loyalty is greatly influenced by customer perception of the quality of the products they consume. Good product quality not only meets customer expectations but also creates a positive experience that encourages them to come back.

On the other hand, promotions also play a crucial role in building customer loyalty. Wahyudi (2023) states that effective promotions can attract customers' attention and encourage them to make purchases. A well-done promotion not only increases short-term sales but can also build long-term relationships with customers. Research by Anggraini and Budiarti Anggraini & Budiarti (2020) shows that the right promotion can increase customer satisfaction, which serves as a mediator in the relationship between promotion and customer loyalty. This shows that companies need to design promotional strategies that are not only attractive but also provide added value for customers.

Furthermore, research by Olivia and Ngatno Olivia & Ngatno (2021) shows that the combination of product quality and good promotion can significantly affect customer loyalty. In the study, it was found that product quality contributes greatly to customer satisfaction, which in turn increases loyalty. This is in line with the findings from (Wijaya, 2023), which emphasizes the importance of promotion in creating customer loyalty, especially in a highly competitive industry. Engaging and relevant promotions can create a positive perception of the brand, which is essential for retaining customers in a market full of choices.

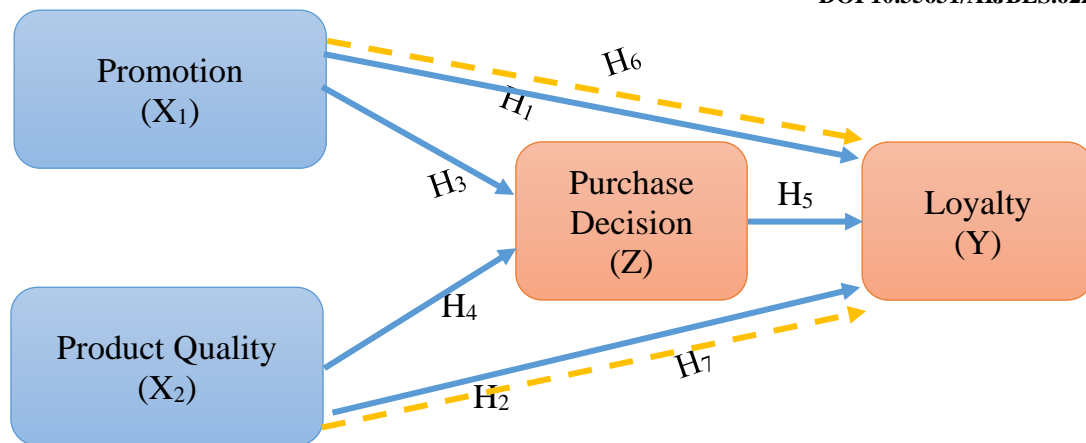


Figure 1: Research Framework

Methodology

The research method was used to determine the sample size and research data through online questionnaires distributed to customers. A total of 100 respondents voluntarily participated in filling out this research questionnaire. The respondents' profiles are shown in table 1.

Table 1. Demographic Information Of The Respondents

Demographic Items	Frequensy	Persentase (%)
Gender		
Male	92	92%
Female	8	8%
Age		
17-35 years old	26	26%
36~45 years old	68	68%
Over 46 years old	6	6%
Job		
Students	7	7%
Employee	22	22%
Entrepreneur	63	63%
Others	8	8%

Measurement variables and indicators were adopted from previous studies and were formulated with research objectives. The scale used is a five-point scale of likers, ranging from strongly disagreeing to strongly agreeing, the research variables and research indicators are shown in table 2.

Table 2. Measurement Variables And Indicators

Variable	Indicators	References
Promotion (X1)	• Promotion frequency	(Nurbayzura, 2023),
	• Quality of promotion	(Yaunanda, 2023),
	• Promotion quantity	(Dewi, 2024)
	• Promotion time	(Anggraeni, 2022),
Product Quality (X2)	• Packaging quality	(Wahyudi, 2023)
	• Quality of raw materials	
Purchase Decision (Z)	• Processing process	(Susanto, 2021),
	• Durability	(Saragih, 2019)
Customer Loyalty (Y)	• Brand image	(Shofiuddin, 2023)
	• Price	
	• Easy access to purchase	
	• Belief	
	• Repeat Purchase	
	• Retention	
	• Referrals	

Result

The results of the research conducted by looking at the measurement model/outer model test were determined by the outer loading value of each variable indicator. The determination criteria are said to be valid if the outer loading value > 0.07 . The results of the study found that the outer loading values of all variable indicators of PR, PQ, BD, and CL were more than 0.7 (see Table 3). In addition, to assess the model, it is said to be reliable if the value of Cronbach's Alpha is greater > 0.6 and the composite reliability (CR) is higher than > 0.07 . The results of the study found that the CR value of each construct was in the range above > 0.07 so that it could be said that the reality was achieved (see table 3). In addition, the convergent validity indicator is achieved when the average extracted variance (AVE) the value obtained is said to be valid if it > 0.50 . The results of the analysis found that the AVE value was above the limit so that it could be said that convergent validity was achieved (see table 3).

Tabel. 3. Measurement Model/Outer Model Test

Variable	Item	Λ	α	CR	AVE
PR	PR1	0,868	0,912	0,938	0,793
	PR2	0,920			
	PR3	0,935			
	PR4	0,834			
PQ	PQ1	0,893	0,868	0,911	0,721
	PQ2	0,709			
	PQ3	0,929			
	PQ4	0,849			

BD	BD1	0,804	0,842	0,894	0,678
	BD2	0,884			
	BD3	0,762			
	BD4	0,839			
CL	CL1	0,929	0,933	0,957	0,883
	CL2	0,917			
	CL3	0,971			

Keterangan: PR= Promotion, PQ= Product Quality, BD= Purchase Decision, CL= Customer Loyalty

Source: Author 2024

Hypothesis Test

Hypothesis testing using SEM applications as seen in table 4. for any relationship between variables. The P-Value shows the significant level between variables where if the P-value < 0.05, the relationship between the variables is said to be significant,

Tabel 4. Hypothesis Test

Hypothesis	Relationship	β	T-Value	P-Value	Keterangan
H ₁	PR→CL	-0,004	0,559	0,576	Ditolak
H ₂	PQ→CL	0,067	0,610	0,542	Ditolak
H ₃	PR→BD	0,337	3,264	0,001	Diterima
H ₄	PQ→BD	0,537	5,256	0,000	Diterima
H ₅	BD→CL	0,679	6,789	0,000	Diterima
H ₆	PR →BD→CL	0,229	2,699	0,007	Diterima
H ₇	PR →BD→CL	0,365	5,128	0,000	Diterima

Keterangan: PR= Promotion, PQ= Product Quality, BD= Purchase Decision, CL= Customer Loyalty

Source: Author 2024

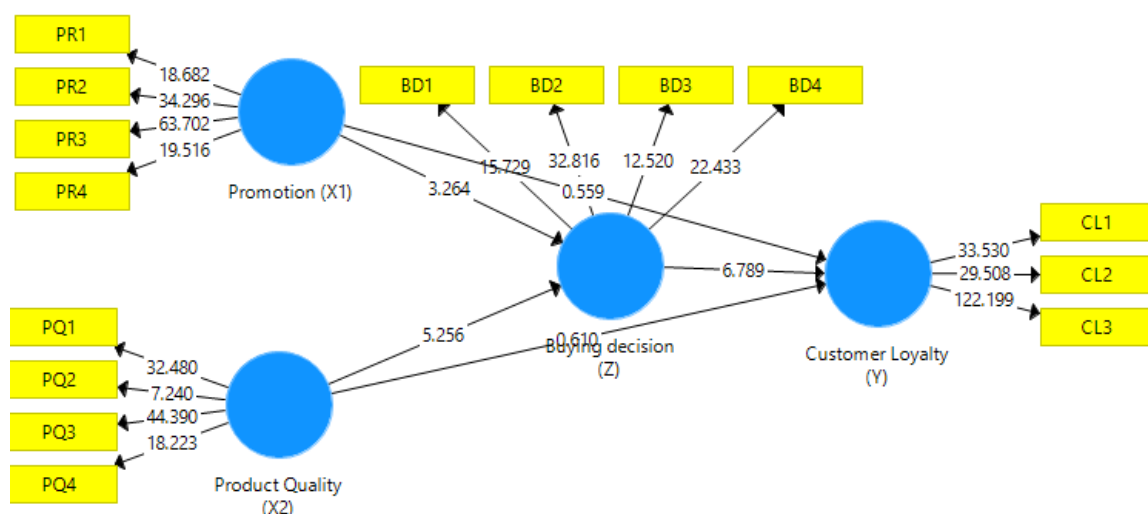


Figure 2. SEM Analysis Results

The study explores the relationship between promotion, product quality, purchase decisions, and customer loyalty. The results of the study show that promotion and product quality have a significant influence on purchase decisions. Effective promotions, such as discounts and special offers, as well as high product quality, are able to encourage consumers to make more positive purchasing decisions.

However, the study also found that product promotion and quality do not have a significant direct influence on customer loyalty. Customer loyalty is more influenced by satisfactory purchase decisions. In other words, while product promotion and quality are important, they don't directly increase customer loyalty without first influencing consumers' purchasing decisions.

These results are consistent with findings from several previous studies. A study (Sundaram 2017) found that product quality does improve purchasing decisions, but customer loyalty is often influenced more by the overall buying experience than just the quality of the product itself. This indicates that while high-quality products are important, other aspects of the buying process, such as service and value perception, also have a significant impact on loyalty.

This study also supports the findings by Nguyen et al. (2024) which show that effective promotion strategies can increase consumer purchase intention, but the promotion must be followed by satisfaction in the purchase decision to generate long-term loyalty. Research has found that consumers who are satisfied with a purchase decision, whether due to promotion or product quality, are more likely to become loyal customers. This is in line with the results of this study, where purchasing decisions are proven to be a strong mediating factor between promotion, product quality, and customer loyalty.

Furthermore, this research is in line with a recent study from Vidyanata (2022) which emphasizes the importance of purchasing decisions in the process of forming customer loyalty. The results show that positive experiences during purchases, mediated by perceptions of quality and promotional effectiveness, have a significant impact on customer loyalty. This research confirms that companies should focus on the overall buying experience, not just promotional aspects or product quality, to build strong and sustainable loyalty among their customers.

Summary and Conclusions

This study shows that both promotion and product quality have a significant influence on purchasing decisions, but do not directly affect customer loyalty. Purchase decisions emerge as an important mediating variable in the relationship between promotion product quality and customer loyalty. These results indicate that efforts to increase customer loyalty cannot only depend on product quality and promotional strategies alone but must also ensure that consumers are satisfied with their purchase decisions. Thus, positive purchasing decisions are key in building strong customer loyalty.

Based on the findings of this study, Teras Coffe micro-businesses are advised to focus on improving the overall buying experience, not just on product promotion and quality. Promotion strategies must be designed in a targeted manner to build trust and provide sustainable added value, while product quality must continue to be maintained and communicated effectively to consumers. Additionally, companies need to regularly monitor and evaluate customer satisfaction through surveys, the results of which can be used to improve promotional

strategies, product quality, and other aspects of the customer experience. With this holistic approach, Teras Coffe's micro-businesses can strengthen customer loyalty and improve business performance in the long term.

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