



Research Article

# The Effect of Product Quality, Price, And Promotion on Purchase Decision at Ud Swasta Nulus Printing

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**Abstract:** The decline in sales of UD Swasta Nulus in the 2022–2024 period and the increasing competition in the printing business in Denpasar City are phenomena related to consumer purchasing decisions. This study aims to analyze the influence of product quality, price, and promotion on consumer purchasing decisions of UD Swasta Nulus in Denpasar. This study is associative-causal with a quantitative approach. The study population consisted of 385 active consumers, with a sample of 80 respondents determined using the Slovin formula. Primary data were collected through a questionnaire using a Likert scale and analyzed using multiple linear regression. The results showed that product quality had a positive and significant effect on purchasing decisions. The price variable also had a positive and significant effect on purchasing decisions. In addition, promotion had the most dominant influence on purchasing decisions, with the highest beta value and coefficient compared to other variables. Simultaneously, the three independent variables had a positive and significant effect on consumer purchasing decisions of UD Swasta Nulus. This study enriches the empirical discourse in service marketing management, particularly in the printing sector, by emphasizing the importance of the marketing mix consisting of product quality, price, and promotion in shaping consumer purchasing decisions. Practically, these findings are expected to provide insights for UD Swasta Nulus in formulating more effective marketing strategies, especially through improving print quality, setting competitive prices, and strengthening digital-based promotional strategies to reach wider consumer segments.

**Keywords:** Price; Product Quality; Promotion; Purchase Decision; UD Swasta Nulus.

## 1. Introduction

The printing business continues to grow on both small and large scales. This phenomenon can be observed through the increasing number of competitors in the printing business sector. Supported by the fact that printed products are necessities for many people, this creates greater business opportunities (Syafaruddin et al., 2019). This condition drives increasingly competitive business rivalry. Such intense competition leads producers in the printing industry to implement strategies that highlight advantages not possessed by other producers, including offering unique, attractive, innovative, and creative designs (Munthe, 2019). Printing products offer a diverse range of services such as digital and manual screen printing, print media, digital printing, graphic design, and advertising, all of which have become more accessible thanks to advancements in printing technology, operational efficiency, and the availability of skilled designers. Today, printing services are not limited to production but also emphasize the importance of design value in every product created (Syafaruddin et al., 2019).

In Bali, the growth of the printing business significantly affects the Gross Regional Domestic Product (GRDP) value. GRDP is used as the main indicator in measuring regional economic growth and reflects the contribution of each business sector to the regional economic structure (Badan Pusat Statistik, 2023). Therefore, the improvement of the printing sector's performance demonstrates a strategic role in strengthening Bali's regional economic foundation sustainably (Badan Pusat Statistik, Province of Bali, accessed March 2025). The data are as follows:

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**Table 1.** Annual Implicit GRDP Index of Bali Province for the Paper, Paper Goods, Printing, and Recorded Media Industry, 2022–2024.

	Annual Implicit GRDP Index of Bali Province		
	2022	2023	2024
	Paper and Paper Goods Industry, Printing, and Reproduction of Recorded Media	135.99	141.49

Source: Central Statistics Agency, Bali Province (<https://www.bps.go.id/id,2025>)

The Implicit GRDP Index for Bali’s Paper, Printing, and Recorded Media Reproduction Industry showed steady recovery from 2022 to 2024, rising from 135.99 in 2022 to 143.16 in 2024, driven by post-pandemic demand, tourism revival, MSME development, technological adoption, and pre-election printing needs. As a long-established local printing business operating since 2003, UD Swasta Nulus continues to sustain its presence amid increasing competition from nearby rivals such as Plawa Sari Printing and Rainsha Printing.

**Table 2.** Sales Data of UD Swasta Nulus, Plawa Sari, and Rainsha, 2022–2024.

Year	UD Swasta Nulus (Rp.)	Plawa Sari (Rp.)	Rainsha (Rp.)
2022	648,000,000	875,000,000	528,000,000
2023	554,000,000	1,218,000,000	611,000,000
2024	308,000,000	1,178,000,000	678,000,000

Source: UD Swasta Nulus, Plawa Sari, and Rainsha Printing(2025)

Table 2 shows significant sales fluctuations among the three companies UD Swasta Nulus, Plawa Sari, and Rainsha between 2022 and 2024. UD Swasta Nulus experienced a sharp decline in sales, from Rp 648,000,000 in 2022 down to Rp 308,000,000 in 2024, while Plawa Sari demonstrated an upward trend despite a slight decrease in 2024, and Rainsha showed stable growth with a minor drop in 2024. The decline in UD Swasta Nulus sales during 2022–2024 can be explained by three main factors: price, product quality, and suboptimal promotional strategies. This significant sales decline became the main reason for selecting this company as the research object.

UD Swasta Nulus employs its own strategy by targeting a minimum quarterly turnover of Rp 200,000,000. The company’s quarterly sales data from 2023 to 2024 are as follows:

**Table 3.** Quarterly Sales Data of UD Swasta Nulus Printing, 2023–2024.

Month	Sales Target (Rp.)	Realized Sales (Rp)	Target Achievement (%)
January – March 2023	200,000,000	198,000,000	99
April – June 2023	200,000,000	124,000,000	62
July – September 2023	200,000,000	120,000,000	60
October – December 2023	200,000,000	98,000,000	49
January – March 2024	200,000,000	108,000,000	54
April – June 2024	200,000,000	85,000,000	42.5
July – September 2024	200,000,000	70,000,000	35
October – December 2024	200,000,000	45,000,000	22.5

Source:UD Private Nulus Printing, (2025)

Based on Table 3, the quarterly sales data of UD Swasta Nulus from 2023 to 2024 indicate that the highest sales were achieved in the first quarter of 2023, amounting to Rp 198,000,000 with a 99 percent target realization, reflecting excellent performance. Nonetheless, sales

dropped considerably in the second quarter (April–June 2023) to Rp 124,000,000 with only 62 percent of the target achieved. This decline persisted into the third quarter (July–September 2023), when sales fell to Rp 120,000,000 or 60 percent of the target, and further deteriorated in the fourth quarter (October–December 2023) with Rp 98,000,000 and a 49 percent achievement rate.

The products offered consist of business cards, brochures, flyers, posters, banners, and invitations with various material and design options; stickers and product labels for MSME branding; NCR notes and invoices for business administration; as well as books, modules, and magazines with different binding types. Additionally, UD Swasta Nulus provides X-banners, roll banners, promotional calendars, folder maps, and corporate merchandise commonly used for marketing purposes and formal events.

In 2024, sales experienced a slight increase in the first quarter, reaching Rp 108,000,000, although this represented only 54 percent of the target. The second quarter recorded Rp 85,000,000 (42.5 percent), the third quarter saw a sharp decline to Rp 70,000,000 (35 percent), and the fourth quarter marked the lowest figure at Rp 45,000,000 (22.5 percent). Although Fitriya Anugrah Kusumah (2023) reported that printing companies generally saw higher order volumes during the 2023–2024 election campaign period, UD Swasta Nulus exhibited a continuous downward trend. This situation reflects substantial fluctuations in sales, potentially influenced by inconsistent customer purchase decisions.

Purchase decision represents a key process undertaken by consumers when determining whether to buy a product (Tsania, 2024). According to Rukmayanti and Fitriana (2022), factors influencing purchase decisions include product quality, price, and promotion.

Product quality plays a vital role in enhancing business performance. Ukur (2023) states that poor product quality negatively impacts consumers' purchasing decisions because buyers prefer products that meet their expectations and a company's sales targets. Salsabila et al. (2024) concluded that product quality has a positive and significant influence on purchase decisions. Likewise, Hasan (2024) confirmed that product quality significantly affects purchase decisions, and Subagja et al. (2024) reported that product quality shapes consumers' purchase behaviors.

Price is also a key determinant of whether consumers are willing to buy a product (Muangsal, 2019). When prices are not competitive, consumers may shift to competitors offering better value. Amalia Lukman (2022) discovered that inappropriate pricing strategies can reduce sales volume. Additionally, prospective buyers will evaluate whether the price is consistent with the benefits received (Noviana, 2024). This is supported by Piyoh (2024), who found that price significantly influences purchase decisions. Umar et al. (2024) further examined how discount pricing and product quality affect online purchasing behavior.

Promotion likewise plays an important role in shaping purchase decisions. Ukur (2023) reported that ineffective promotional activities can weaken purchase interest and consequently lower sales. Alfitriana et al. (2024) found that promotion has a significant impact on purchase decision, explaining 59.5 percent of the variation. Similarly, Triwidyati et al. (2024) concluded that sales promotions have a positive and significant influence on consumer purchasing decisions. Monica and Tjiptodjojo (2025) also demonstrated that sales promotions significantly affect purchase decisions, with discounts and cashback programs attracting customer interest.

Regarding the research gap, Karim (2019) identified price as having a positive effect on purchase decisions, whereas Khumairo (2018) found no such relationship. Kristian and Widayanti (2016) reported a positive influence of product quality, while Pandensolag and Hendra (2015) noted that product quality had no effect. In terms of promotion, Karim (2019) stated that it partially has a positive and significant impact, whereas Syahrial and Yusroni (2017) argued that promotion does not significantly influence purchase decisions. These inconsistencies form the basis for the present study, which examines price, product quality, promotion, and purchase decisions within the context of the printing industry.

Based on an interview with the owner of UD Swasta Nulus, I Gusti Nengah Sugiartana (2025), the company currently serves 385 active customers. From this total, a preliminary survey was conducted to evaluate perceptions of product quality, price, and promotion in relation to purchase decisions. The pre-survey was carried out by distributing questionnaires to 30 respondents (selected using the Slovin formula), as shown in Table 4.

**Table 4.** Preliminary Survey Data.

No	Question	Respondent's Answer (People)	
		Yes	No
1	Have you ever purchased from UD Swasta Nulus Printing?	30	0
2	Is the product quality offered by UD Swasta Nulus Printing in line with your expectations?	22	8
3	Is the price offered by UD Swasta Nulus Printing appropriate for the products provided?	19	11
4	Are UD Swasta Nulus Printing's promotions attractive enough to encourage purchases?	14	16

Source: Consumers of UD Swasta Nulus Printing (2025)

Table 4 shows the survey results from 30 UD Swasta Nulus customers, where 100 percent of respondents stated that they had purchased from the company, reflecting a high level of customer loyalty. However, only 19 respondents agreed that the prices offered matched the product quality, while 11 respondents disagreed, indicating dissatisfaction with pricing. Moreover, 22 respondents stated that product quality met expectations, while 8 disagreed, showing that although many were satisfied, there is still room for improvement. Lastly, 14 respondents found the company's promotions appealing, while 16 did not, suggesting the need to enhance marketing strategies.

Research at UD Swasta Nulus is important to gain a deeper understanding of customer perceptions, identify areas for improvement, and formulate more effective strategies to increase customer satisfaction and loyalty. Previous studies on product quality, price, and promotion have shown inconsistent findings some report significant effects, while others do not. Based on this research gap, it is necessary to conduct a study using the variables of price, product quality, promotion, and purchase decision at UD Swasta Nulus Printing.

## 2. Method

This research adopts an associative quantitative method designed to examine the causal relationships between the independent variables—product quality (X1), price (X2), and promotion (X3)—and the dependent variable, purchase decision (Y), among customers of UD Swasta Nulus Printing. The quantitative method was selected because it allows an objective explanation of variable relationships through numerical measurement and statistical analysis. The study was conducted at UD Swasta Nulus, involving a population of 385 consumers recorded in 2024. The sample size was calculated using the Slovin formula with a 10% margin of error, resulting in 80 respondents chosen randomly using a simple random sampling technique (Sugiyono, 2016; Sholeha, 2024).

The research variables consist of both independent and dependent variables. The independent variables are product quality, price, and promotion, while the dependent variable is consumer purchase decision. Each variable is defined using operational indicators adapted from prior research: product quality (Wirianson et al., 2024), price (Artameviah, 2022; Saepulloh & Rauf, 2023), promotion (Nugroho & Zuraida, 2024), and purchase decision (Melati & Dwijayanti, 2020; Devi & Fadli, 2023). Data were gathered using a survey technique through a Google Form questionnaire distributed to consumers of UD Swasta Nulus. Each item was measured on a five-point Likert scale ranging from “strongly disagree” to “strongly agree,” capturing respondents' perceptions of each indicator (Rahyuda, 2016).

The collected data were then analyzed using SPSS through several stages of statistical testing, including validity and reliability tests to confirm the instrument's accuracy, classical assumption tests (normality, multicollinearity, and heteroscedasticity) to assess model suitability, and multiple linear regression to evaluate both partial (t-test) and simultaneous (F-test) effects among the variables. These tests determine whether price, product quality, and promotion significantly influence purchase decisions. Additionally, the coefficient of determination ( $R^2$ ) was employed to measure the proportion of variance in consumer purchase decisions explained by the independent variables at UD Swasta Nulus (Ghozali, 2021; Rahyuda, 2020).

## 3. Results and Discussion

### General Overview of the Research Area

Founded in 2003, UD Swasta Nulus has evolved from a small-scale business with limited capacity into a reputable printing service provider in Denpasar. Its move to the Panjer area enhanced its ability to accommodate growing market needs. The company distinguishes itself through consistent print quality, quick and adaptable services, and strong engagement with a wide range of customer segments. Supported by 12 employees and the active involvement of its owner, UD Swasta Nulus is able to respond swiftly to market demands while continuing to innovate through ongoing investments in modern printing technology. Prioritizing quality, punctuality, and competitive pricing, the company aims to establish itself as a modern, dependable printing provider that supports local communities and MSMEs across Bali.

### Respondent Characteristics

**Table 5.** Respondent Characteristics.

No	Information	Classification	Number of people)	Percent age (%)
1	Gender	Man	56	70
		Woman	24	30
		<b>Total</b>	80	100
2	Age	18 – 25 years old	18	22.5
		26 – 35 years old	34	42.5
		36 – 45 years old	21	26.25
		> 45 years	7	8.75
		<b>Total</b>	80	100
3	Occupation	Students	31	38.75
		Civil	24	30
		Servant/Military/Police	17	21.25
		Private employee	8	10
		<b>Total</b>	80	100
4	Income	≤ Rp. 5,000,000	46	57.5
		Rp. 5,000,001- 10,000,000	19	23.75
		Rp. 10,000,001 – 20,000,000	11	13.75
		≥ Rp. 20,000,001	4	5
		<b>Total</b>	80	100

Sourcer: Primary data processed, 2025

The respondent characteristics show that the majority of UD Swasta Nulus customers are male and fall within the productive age range of 26–35 years. Most customers are students, followed by government employees and private-sector workers, reflecting strong demand for academic, administrative, and professional printing needs. The data also indicate that UD Swasta Nulus is widely used by individuals from lower-middle-income groups, suggesting that affordable pricing is an important factor in their choice. However, the presence of customers from higher-income groups shows that the company’s print quality is able to attract a broad market segment.

### Description of Research Variables

Respondents’ responses were analyzed by categorizing the average scores of each variable into five measurement classes based on a calculated class interval. With score values ranging from 1 to 5, the resulting interval of 0.80 was used to determine the response categories presented in Table 6.

**Table 6.** Variable Description Categories.

Average Score	Category			
	Purchase Decision	Product quality	Price	Promotion
1.00 – 1.80	Very bad	Very bad	Very bad	Very bad
1.81- 2.60	Bad	Bad	Bad	Bad
2.61 – 3.40	Enough	Enough	Enough	Enough
3.41 – 4.20	Good	Good	Good	Good
4.21 – 5.00	Very good	Very good	Very good	Very good

Source: Processed by the author

**Purchase decision**

**Table 7.** Description of Respondents’ Answers on Purchase Decision.

No.	Statement	Respondents’ Answer					Average	Category
		Frequency						
		1	2	3	4	5		
1	The product from UD Swasta Nulus matches the design I want	0	1	10	39	30	4.20	Very good
2	I really like the product model from UD Swasta Nulus	0	2	19	35	24	4.01	Good
3	I will recommend UD Swasta Nulus to others	0	4	9	37	30	4.16	Good
4	The payment method at UD Swasta Nulus makes it easier for me to make transactions	0	2	19	32	27	4.05	Good
5	I will return to UD Swasta Nulus because it is easily accessible	0	2	16	31	31	4.14	Good
6	The products offered by UD Swasta Nulus suit my needs	0	2	13	35	30	4.16	Good
Average Total Score							4.12	Good

Source: Processed by the author, 2025

The highest-rated indicator is “The product matches the design I want” with a score of 4.20, showing that customers feel the printing results meet their expectations and preferred designs. Other indicators such as satisfaction with product models and willingness to recommend or repurchase also score above 4.00, reflecting strong customer approval while still leaving room for product model innovation. Overall, the purchase decision variable averages 4.12, indicating that customers find UD Swasta Nulus’ products satisfactory, accessible, and aligned with their needs.

**Product Quality**

**Table 8.** Description of Respondents’ Answers Regarding Product Quality.

No.	Statement	Respondents’ Answer					Average	Category
		Frequency						
		1	2	3	4	5		
1	The printing performance of UD Swasta Nulus is very good and meets my expectations	0	3	4	38	35	4.31	Very good
2	UD Swasta Nulus provides various additional and valuable features	0	3	14	40	23	4.04	Good
3	The print quality of UD Swasta Nulus is consistently stable in every order	0	8	14	39	19	3.86	Good
4	The print results of UD Swasta Nulus meet printing quality standards	0	5	8	42	25	4.09	Good

5	The durability of UD Swasta Nulus's prints remains good even after long use	0	1	8	38	33	4.29	Good
6	UD Swasta Nulus provides ease in obtaining after-sales services	0	6	12	41	21	3.96	Good
7	The print results of UD Swasta Nulus have visual appeal that gives a premium impression	0	8	14	41	17	3.84	Good
8	The prints from UD Swasta Nulus function properly according to their intended use	0	15	14	36	15	3.64	Good
Average Total Score							4.00	Good

Source: Processed by the author, 2025

The highest-rated indicator is “The printing performance of UD Swasta Nulus meets my expectations” with a score of 4.31, showing strong customer satisfaction with print sharpness, design clarity, and professional service. Other indicators such as meeting printing standards and long-lasting print durability also received high scores, confirming that the company’s products are considered reliable. Overall, the product quality variable scored 4.00, indicating that customers view UD Swasta Nulus’s product quality as good, although improvements are still needed in consistency, after-sales service, and product functionality.

**Price**

**Table 9.** Description of Respondents’ Answers on Price.

No.	Statement	Frequency of Respondents' Answers					Average	Category
		1	2	3	4	5		
1	The product price at UD Swasta Nulus suits my preferences	0	6	5	30	39	4.27	Very good
2	The price offered by UD Swasta Nulus reflects the quality of the product I receive	0	3	6	25	46	4.43	Very good
3	The pricing offers at UD Swasta Nulus are more attractive than its competitors	0	5	5	30	40	4.31	Very good
4	The benefits I get are proportional to the price I pay at UD Swasta Nulus	0	2	5	41	32	4.29	Very good
5	The affordability of prices at UD Swasta Nulus is easy to reach	0	7	6	26	41	4.26	Very good
Total average value							4.31	Very good

Source: Processed by the author, 2025

Based on Table 9, the indicator with the highest score is “The price offered by UD Swasta Nulus reflects the quality of the product I receive” with an average of 4.43, categorized as very good. This indicates that customers perceive the company’s pricing as appropriate for the quality of prints received. In other words, consumers feel that the cost they pay is balanced with the benefits obtained. This finding highlights the company’s success in establishing the perception that the price paid represents not just an expense, but also an investment in product and service quality.

The indicator “The pricing offers at UD Swasta Nulus are more attractive than its competitors” obtained an average score of 4.31, showing that customers consider UD Swasta

Nulus’s prices to be more competitive than those of other printing services. This pricing advantage is a key factor influencing purchasing decisions, especially for price-sensitive segments such as students, small businesses, and individuals. Competitive pricing gives the company a significant opportunity to retain existing customers and attract new ones.

Other indicators, such as “The product price at UD Swasta Nulus suits my preferences” (4.27) and “The benefits I get are proportional to the price I pay” (4.29), also fall under the very good category. These results emphasize that consumers view the prices as fair and aligned with their purchasing power, while also recognizing the added value in print quality, accessibility, and customer service offered by the company.

**Promotion**

**Table 10.** Description of Respondents’ Answers on Promotion.

No.	Statement	Respondents’ Answer					Average	Category
		Frequency						
		1	2	3	4	5		
1	The advertising media of UD Swasta Nulus attract my attention to make a purchase	0	3	8	37	32	4.23	Very good
2	Promotions such as discounts from UD Swasta Nulus encourage me to make a purchase	0	1	12	32	35	4.26	Very good
3	Personal selling by UD Swasta Nulus staff encourages me to make a purchase	0	2	8	42	28	4.20	Very good
4	Public relations activities in UD Swasta Nulus’s marketing make me more confident in the products offered	0	2	6	34	38	4.35	Very good
5	Direct marketing such as brochures, emails, and phone calls provide clear information about the products	0	1	7	40	32	4.29	Very good
Average Total Score							4.27	Very good

Source: Processed by the author, 2025

Based on Table 10, the first indicator shows that “The advertising media of UD Swasta Nulus attract my attention to make a purchase” obtained an average score of 4.23, categorized as very good. This indicates that the advertising strategy used by UD Swasta Nulus is quite effective in reaching and attracting consumer attention. Advertising media that align with consumer preferences can increase awareness and act as an initial trigger in the purchasing decision process. However, the company needs to continue innovating in its advertising content to remain competitive in the digital era.

The indicator related to discount-based promotions was also rated very good. The statement “Promotions such as discounts from UD Swasta Nulus encourage me to make a purchase” obtained an average score of 4.26, suggesting that discounts are one of the most effective tools in influencing consumer purchasing decisions. Discount or price-cutting strategies have been proven to provide an additional stimulus for consumers, especially those who are price-sensitive. This finding aligns with marketing theory, which states that promotional pricing can increase sales volume and accelerate purchasing decisions.

Indicators evaluating the effectiveness of personal and relational interactions also received high scores. The statement “Public relations activities in UD Swasta Nulus’s marketing make me more confident in the products offered” obtained a score of 4.35, the highest among all promotional indicators. This emphasizes that socially oriented promotional activities whether through direct events or ongoing communication with customers have a

significant impact on building consumer trust and loyalty. In addition, “Personal selling by UD Swasta Nulus staff encourages me to make a purchase” scored 4.20, indicating that the personal approach of staff helps create a memorable customer experience.

Overall, the promotion variable achieved an average score of 4.27, categorized as very good. This indicates that UD Swasta Nulus’s promotional strategy has been effectively implemented through advertising media, discounts, personal selling, public relations activities, and direct marketing efforts such as brochures, emails, and phone calls..

**Inferential Data Analysis**  
**Multiple Linear Regression Analysis**

**Table 11.** Results of Multiple Linear Regression Analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,242	2,775		1,168	,246
Product Quality	,190	,082	,235	2,307	,024
Price	,219	,103	,204	2,121	,037
Promotion	,503	,141	,388	3,563	<,001

a. Dependent Variable: Consumer Purchasing Decision  
Source: Processed by the author, 2025

Based on Table 11, the regression coefficient values of the independent variables Product Quality (X1), Price (X2), and Promotion (X3) on the dependent variable Purchase Decision (Y) are obtained using the following multiple linear regression equation.

$$Y = 3.242 + 0.190X1 + 0.219X2 + 0.503X3 \dots\dots\dots(1)$$

- 1) The product quality variable has a regression coefficient of 0.190 with a t-value of 2.307 and a significance level of 0.024 (<0.05). This means that product quality has a positive and significant effect on purchase decisions. In other words, the better the product quality offered, the higher the consumers’ decision to make a purchase.
- 2) The price variable has a regression coefficient of 0.219 with a t-value of 2.121 and a significance level of 0.037 (<0.05). This shows that price also has a positive and significant effect on purchase decisions. In other words, the more appropriate or affordable the product price is according to consumers’ value perception, the greater the likelihood for consumers to purchase the product.
- 3) The promotion variable has the largest regression coefficient, which is 0.503, with a t-value of 3.563 and a significance level of <0.001, indicating a positive and highly significant effect on purchase decisions. This result indicates that the more intensive and effective the promotional activities carried out by the company, the stronger the effect in encouraging consumers to make a purchase.

**Test of Determination Coefficient (R<sup>2</sup>)**

**Table 12.** Determination Coefficient (R<sup>2</sup>) Results.

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,670a	,449	,427	2,908

a. Predictors: (Constant), Promotion, Product Quality, Price  
b. Dependent Variable: Consumer Purchasing Decision  
Source: Processed by the author, 2025

Based on Table 12, it can be seen that the R<sup>2</sup> value is 0.449. This indicates that 44.9 percent of the variation that occurs in the purchase decision variable (Y) can be explained by the model. In other words, nearly half of the factors influencing consumer purchase decisions can be explained through these three variables. This confirms that product quality, price, and promotion play an important and significant role in influencing consumer purchasing decisions. Meanwhile, 54.1 percent is explained by other variables outside the model.

**Model Fit Test (F-Test)**

This test aims to assess the feasibility of the regression model formed. The F-test results can be obtained by examining the regression output using the SPSS program by comparing the significance level of each independent variable with  $\alpha = 0.05$ . If the F significance level  $\leq$

$\alpha = 0.05$ , then the relationship among the independent variables significantly affects the dependent variable (repurchase intention). If the F significance level  $\geq \alpha = 0.05$ , then the relationship among the independent variables does not significantly affect the dependent variable.

**Table 13.** Model Fit Test (F-Test) Results.

Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	522,509	3	174,170	20,602	<,001b
Residual	642,491	76	8,454		
Total	1165,000	79			

a. Dependent Variable: Consumer Purchasing Decisions

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

Source: Processed by the author, 2025

Based on Table 13, the positive F value is 20.602, and the significance value of F is <0.001, which is smaller than  $\alpha = 0.05$ . This indicates that the variables product quality (X1), price (X2), and promotion (X3) simultaneously have the effect on purchase decision (Y) at a significance level of <0.001. Thus, the model is considered fit, and hypothesis testing can be continued.

### Classical Assumption Test

#### 1) Normality Test

This test aims to determine whether the residuals of the regression model are normally distributed. The normality of the data can be tested using the Kolmogorov–Smirnov test. If the Asymp. Sig. (2-tailed) coefficient is greater than 0.05, then the data are said to be normally distributed. The results are shown in Table 14 below:

**Table 14.** Normality Test (One-Sample Kolmogorov–Smirnov).

		Unstandardized Residual
N		80
Normal	Mean	,0000000
Parametersa,b	Standard Deviation	2.85180519
Most Extreme	Absolute Differences	,069
	Positive	,069
	Negative	-,049
Test Statistics		,069
Asymp. Sig. (2-tailed)c		,200d
Monte Carlo Sig. Sig.		,460
(2-tailed)e	99% Confidence Interval	
	Lower Bound	,447
	Upper Bound	,473

Source: Processed by the author, 2025

Table 14 shows that the Asymp. Sig. (2-tailed) value is 0.200. The result indicates that the data are normally distributed because the Asymp. Sig. (2-tailed) value is greater than the alpha value of 0.05.

#### 2) Multicollinearity Test

The multicollinearity test is conducted by analyzing the tolerance and VIF values. Tolerance and VIF are used to measure the variability among independent variables. If the tolerance value is less than 0.10 or the VIF value is greater than 10, it indicates the presence of multicollinearity. The tolerance and VIF values are shown in Table 15 below:

**Table 15.** Multicollinearity Test (Tolerance and Variance Inflation Factor).

	Tolerance	VIF
1(Constant)		
Price	,702	1,424
Product Quality	,784	1,276
Promotion	,611	1,636

a. Dependent Variable: Consumer Purchasing Decision

Source: Processed by the author, 2025

Table 15 shows that there are no independent variables with a tolerance value less than 0.10 or a VIF value greater than 10. Therefore, the regression model is free from multicollinearity symptoms.

#### 3) Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser method. The Glejser method involves regressing the model to obtain the residual values, then taking the absolute values of those residuals and regressing them against all independent variables. If any independent variable significantly affects the absolute residuals, it indicates heteroscedasticity in the regression model. The statistical calculation results using the Glejser method are shown in Table 16 below.

**Table 16.** Heteroscedasticity Test (Glejser Test).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,204	1,725		3,596	<,001
Price	-,049	,051	-,126	-,959	,341
Product Quality	-,083	,064	-,162	-1,302	,197
Promotion	-,031	,088	-,051	-,358	,721

a. Dependent Variable: ABSRES

Source: Processed by the author, 2025

Table 16 shows that each model has a significance value greater than 0.05. This indicates that the independent variables used in this study do not significantly affect the absolute residuals, meaning the regression model is free from heteroscedasticity symptoms.

### Hypothesis testing

The testing criteria for interpreting the relationships among variables are as follows:

If  $\text{Sig} \leq 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted.

If  $\text{Sig} > 0.05$ , then  $H_0$  is accepted and  $H_1$  is rejected.

#### (1) Effect of Product Quality on Purchase Decision

$H_0$ : There is no effect of product quality on purchase decision.

$H_1$ : There is an effect of product quality on purchase decision.

The analysis results in Table 16 show that product quality has a Beta coefficient value of 0.190 and a significance value of 0.024. Thus, the hypothesis is accepted because the significance value (0.024) < 0.05. This indicates that product quality has a positive and significant effect on purchase decisions among customers of UD Swasta Nulus Printing.

#### (2) Effect of Price on Purchase Decision

$H_0$ : There is no effect of price on purchase decision.

$H_1$ : There is an effect of price on purchase decision.

The analysis results in Table 16 show that price has a Beta coefficient value of 0.219 and a significance value of 0.037. Thus, the hypothesis is accepted because the significance value (0.037) < 0.05. This indicates that price has a positive and significant effect on purchase decisions among customers of UD Swasta Nulus Printing.

#### (3) Effect of Promotion on Purchase decision

$H_0$ : There is no effect of promotion on purchase decision.

$H_1$ : There is an effect of promotion on purchase decision.

The analysis results in Table 16 show that promotion has a Beta coefficient value of 0.503 and a significance value of 0.001. Thus, the hypothesis is accepted because the significance value (0.001) < 0.05. This indicates that promotion has a positive and significant effect on purchase decisions among customers of UD Swasta Nulus Printing.

#### (4) Simultaneous Effect of Product Quality, Price, and Promotion on Purchase decision

$H_0$ : There is no simultaneous effect of product quality, price, and promotion on purchase decision.

$H_1$ : There is a simultaneous effect of product quality, price, and promotion on purchase decision.

The analysis results in Table 16 show an F significance value of <0.001, which is smaller than  $\alpha = 0.05$ . This indicates that the variables product quality, price, and promotion simultaneously have a significant effect on the purchase decision (Y) among customers of UD Swasta Nulus Printing.

## Discussion

### The Effect of Product Quality on The Purchase Decision

The analysis in Table 16 shows that product quality has a positive and significant impact on customers' purchase decisions at UD Swasta Nulus Printing. In essence, improvements in perceived quality whether related to print performance, adherence to quality standards, or durability tend to encourage consumers to proceed with a purchase.

The highest-scoring indicator is "The performance of UD Swasta Nulus Printing is very good and meets my expectations," which reflects that customers judge the company's core performance such as image sharpness, color accuracy, finishing quality, and professional service as highly satisfactory. When the core performance aligns with or exceeds expectations, the "product promise" is successfully fulfilled, which in turn lowers perceived risk, strengthens consumer trust, and increases the likelihood of making a purchase.

This finding is consistent with Puspita and Rahmawan (2021) as well as Rizky and Ayu (2023), who also concluded that product quality positively and significantly influences purchase decisions. Product quality encompasses a product's ability to meet consumer functions and expectations, including durability, reliability, practicality, and supporting attributes such as packaging and ease of maintenance (Raras, 2014:20). High-quality products foster positive consumer perceptions, build trust, and enhance post-purchase satisfaction; consequently, the better the quality offered, the higher the chances that consumers will buy whether spontaneously or through repeated purchases.

### **The Effect of Price on The Purchase Decision**

The analysis in Table 16 indicates that price has a positive and significant influence on customers' purchase decisions at UD Swasta Nulus Printing. In practical terms, the more reasonable and competitive the pricing offered, the higher the likelihood that consumers will decide to buy.

The highest-rated indicator is "The price offered by UD Swasta Nulus reflects the quality of the product I receive," which falls into the very good category. This demonstrates that customers perceive price not merely as an amount to be paid, but as a reflection of the value and quality provided. They believe the cost is justified by the benefits received, such as sharp and long-lasting print results and professional service, illustrating that higher perceived value increases the probability of purchase.

This result aligns with the studies of Rizky and Ayu (2023) as well as Puspita and Rahmawan (2021), which also concluded that price positively and significantly affects purchase decisions.

### **The Effect of Promotion on The Purchase Decision**

The analysis in Table 16 indicates that promotion exerts a positive and significant influence on purchase decisions, with the strongest impact observed among customers of UD Swasta Nulus Printing. The more effective the promotional efforts carried out by the company, the higher the likelihood that consumers will proceed with a purchase. This highlights that promotion functions not only as a communication medium but also as an important driver in shaping consumer decision-making.

The indicator "Public relations activities make me more confident in the product" recorded the highest score, demonstrating that socially and personally interactive promotional approaches play a substantial role in fostering consumer trust. Interpersonal engagement between sellers and buyers can strengthen trust and build stronger emotional connections with the brand. This result is consistent with the findings of Raras (2014), Sandra (2023), and Zafira (2023), who concluded that interactive promotional activities—such as exhibitions, product demonstrations, and direct communication—significantly enhance brand recognition and encourage quicker purchasing decisions.

These findings also reinforce the conclusions of Raras (2014:24), Sandra (2023), and Zafira (2023), which state that well-executed promotional strategies positively and significantly impact purchase decisions. Various promotional methods, including exhibitions, advertisements, and interactive engagements, have been shown to effectively elevate brand awareness and influence consumer buying behavior.

### **The Effect of Price, Product Quality, and Promotion on The Purchase Decision**

The findings in Table 16 indicate that product quality, price, and promotion collectively exert a significant influence on customers' purchase decisions at UD Swasta Nulus Printing. Consumer purchasing behavior is shaped not by a single factor, but by the synergy of several interconnected components within the marketing mix. High product quality builds trust, fair

and value-aligned pricing enhances perceived price fairness, and well-executed promotional efforts broaden market reach and motivate consumers to buy.

These results reinforce the idea that marketing effectiveness is achieved when all elements work together and consistently deliver value to customers. For UD Swasta Nulus, the findings emphasize the need to uphold strong printing quality, implement competitive pricing strategies, and design creative promotional activities—particularly through digital platforms. Such integration helps the company not only increase immediate purchase decisions but also foster long-term customer loyalty, strengthening its competitive standing in the printing sector.

This conclusion aligns with the studies of Benedektus (2023) and Rusli & Anderson (2023), who also found that these three variables simultaneously have a positive and significant impact on purchase decisions, underscoring the importance of integrating multiple marketing elements to effectively influence consumer behavior.

#### 4. Conclusion

Based on the research results obtained, several conclusions can be drawn as follows.

- a. Product quality has a positive and significant effect on the purchase decision of customers at UD Swasta Nulus Printing. This indicates that the better the product quality provided, the higher the purchase decision at UD Swasta Nulus Printing.
- b. Price has a positive and significant effect on the purchase decision of customers at UD Swasta Nulus Printing. This shows that the more appropriate the price offered, the higher the purchase decision at UD Swasta Nulus Printing.
- c. Promotion has a positive and significant effect on the purchase decision of customers at UD Swasta Nulus Printing. This suggests that the better the promotion implemented, the higher the purchase decision at UD Swasta Nulus Printing.
- d. Product quality, price, and promotion have a significant simultaneous effect on the purchase decision of customers at UD Swasta Nulus Printing. This indicates that the better the product quality, price, and promotion provided, the higher the purchase decision at UD Swasta Nulus Printing.

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