

## The Effect of Product Quality, Online Promotion and Price Perception On Purchase Decisions At Yuwana Printing Sukoharjo

Nur Salim Hari Purnomo<sup>1</sup>, Sri Hartono<sup>2</sup>, Sitti Mukarromah<sup>3</sup>

<sup>1,2,3</sup>Faculty of Economics, Batik Islamic University, Surakarta  
*salimhari44@gmail.com*<sup>1</sup>, *hartonosri61@gmail.com*<sup>2</sup>,  
*sittimukarromah20@gmail.com*<sup>3</sup>

### ABSTRACT

*The purpose of this study is to determine and analyze the effect of product quality, online promotion, and price perception on purchasing decisions at Yuwana Printing, both partially and simultaneously. This study employs a quantitative descriptive research design, with data collected through questionnaires. The data analysis techniques used in this study include multiple linear regression analysis, t-test, F-test, and the coefficient of determination ( $R^2$ ). Data processing was carried out using SPSS software version 35. The sample consisted of 81 respondents. The results of the study indicate that product quality has a significant effect on purchasing decisions at Yuwana Printing Sukoharjo. Online promotion has a significant effect on purchasing decisions at Yuwana Printing. Price perception also has a significant effect on purchasing decisions at Yuwana Printing Sukoharjo.*

**Keywords :** *Product Quality, Online Promotion, Price Perception, Purchasing Decision.*

### INTRODUCTION

The development of information technology in the current digital era has brought about major changes to business patterns and consumer behavior in various industrial sectors, including the printing industry. At a macro level, advances in the internet and social media have shifted traditional marketing strategies toward digital-based marketing. Businesses no longer rely solely on conventional promotions but must also be able to adapt to online marketing strategies that are faster, more interactive, and reach consumers more widely. Within the national economic context, the micro, small, and medium enterprise (MSME) sector is the backbone of the Indonesian economy, where innovation and product quality are crucial factors in maintaining competitiveness amidst increasing digital market competition. (Haque, 2020).

The printing industry faces new challenges due to changes in consumer behavior, which are increasingly selective in choosing products and services. Consumers now consider not only the quality of the print results, but also the ease of access to information through online promotions, as well as perceptions of the price offered. Competition between printing companies is increasingly fierce, requiring every business actor to understand the factors that influence consumer purchasing decisions in depth. Business planning, marketing, and marketing communications are a series of inseparable activities, as a flow or stage related to a series of causes and effects in efforts to achieve goals and establish strategies for achieving a

company's business success. This relationship can be monitored from the series of efforts to achieve each goal. Philosophically, in business planning, the goal set is to obtain financial gain (profit) for commercial organizations, or social benefit (benefit) for social organizations. Meanwhile, the goal of marketing planning is to achieve a certain sales volume. (Sari & Avriyanti 2023).

Printing is an industrial process that uses a printing press to produce large quantities of text and images, primarily in the form of ink on paper. Books, calendars, newsletters, magazines, newspapers, posters, wedding invitations, brochures, and other printed materials are produced daily at a cost of billions of dollars. This is because print can quickly convey information and ideas to millions of people. One of the most significant and influential inventions in the history of human civilization is printing. Even in today's increasingly advanced world of information technology, manual marketing methods are still used by printing service businesses. Consumers must visit the printing location to order prints. Printing orders that require consumers to come in person are considered less effective over time, which results in a lack of consumer information and their interest in choosing and using printing services. The quality of products at Yuwana Printing also needs to be considered. Based on consumer complaints, the print quality and color at Yuwana Printing are slightly less neat and less sharp in color prints. In addition, there are often black ink spots on the edges of the paper. This is very unfortunate for consumers who sometimes find this on a product/service they buy. Based on a survey of several printing consumers, poor product quality can lead to decreased customer satisfaction. Furthermore, the long-term effect can lead to consumer reluctance to use printing services. (Syarifuddin, 2024).

In addition to product quality, promotion is an activity that communicates product benefits and persuades customers to purchase a product. Promotion communicates useful information about a product or service to influence potential buyers. For products or services to be known to customers, efforts are needed to communicate these products or services through promotional activities. Promotion is all activities aimed at stimulating demand for marketed products through communication between producers and consumers. (Elvera & Mico, 2021).

Another factor influencing purchasing decisions is price perception. Furthermore, price perception plays a significant role in shaping purchasing decisions. Even when a product's price is set at a nominal value, consumer perceptions of that price can vary. Consumers may perceive a product as expensive, cheap, or equivalent depending on their experience, income, and perceived value. Therefore, understanding consumer price assessment behavior is crucial for companies. This assessment is based on a comparison of transactions between multiple parties. Companies must consider service quality, product quality, and price fairness. Implementing fair pricing can shape consumer purchasing decisions. Customer perceptions of the company's pricing level and price transparency should

be key determinants of price fairness, which, in turn, should influence customer purchasing decisions.(Soraya & Yoestini, 2024).

After three factors influencing purchasing decisions—product quality, online promotions, and price—a business's mindset or promotion can influence whether consumers decide to purchase a product. Impulsive consumer behavior can result in higher transaction volumes, which in turn leads to higher profits for a business. For a business to achieve significant profits, it is necessary to maintain consumers' perspectives regarding the goods or services they purchase.

If a business can enable consumers to make purchasing decisions and analyze consumer preferences regarding price, quality, quantity, promotional strategies, and similar factors, it will be more effective in its business efforts and will also benefit the business itself. Purchasing decisions are the selection of an action from two or more alternative choices, which means that before a person can make a decision, several other options must be considered. Purchasing decisions can direct the flow of the decision-making process. Each individual can make different purchasing decisions before purchasing a product. Consumers often seek information about price and where to buy.(Alam et al., 2024).

From the description above, the author proposes the title "The Influence of Product Quality, Online Promotion and Price on Purchasing Decisions at Yuwana Printing, Sukoharjo".

## RESEARCH METHODS

This research used a quantitative descriptive approach. The study was conducted at the Yuwana Offset printing company in Sukoharjo. A sample of 81 respondents was taken. The sampling technique used in this study was a census technique.

Data Analysis Techniques Data were collected through a Likert-scale questionnaire, observations, and interviews. Instrument testing was conducted using validity and reliability tests. The variables used in this study consist of two variables, namely the independent variable (X) and the dependent variable (Y). The independent variables consist of Product Quality (X1), Online Promotion (X2), and Price Perception (X3). The dependent variable is Purchase Decision (Y). The regression equation model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information :

|             |                               |
|-------------|-------------------------------|
| Y           | : Purchase Decision Variables |
| X1          | : Product Quality Variable    |
| X2          | : Online Promotion Variables  |
| X3          | : Price Perception Variable   |
| a           | : constant                    |
| b1, b2, b3, | : correlation coefficient     |
| e           | :error termnuisance error     |

Hypothesis testing was carried out using the t-test (partial) and the F-test (simultaneous).

## RESULTS AND DISCUSSION

Table 1 Multiple Linear Regression Results

| No | Variables        | Unstandardized B | Information |
|----|------------------|------------------|-------------|
| 1  | (Constant)       | ,010             | Positive    |
| 2  | Product Quality  | ,294             | Positive    |
| 3  | Online Promotion | ,608             | Positive    |
| 4  | Price Perception | ,099             | Positive    |

Source: processed data

Based on the table above, it can be seen that the regression equation formed is:

$$Y = 0.010 + 0.294X_1 + 0.608X_2 + 0.099X_3.$$

From this equation it can be explained that:

- a. Constant (a)  
This means that if product quality, online promotion and price perception are considered constant, then the purchasing decision will be positive.
- b. Product Quality Coefficient (b1)  
This means that if product quality increases, purchasing decisions will increase.
- c. Online Promotion Coefficient (b2)  
This means that if online promotions increase, purchasing decisions will increase.
- d. Price Perception Coefficient (b3)  
This means that if price perception increases, purchasing decisions will increase.

## Model Feasibility Test

Table 2 Model Testing Results

| Model      | F count | Ftable | Sig.  | Standard | Information    |
|------------|---------|--------|-------|----------|----------------|
| Regression | 190,995 | 2.49   | 0,000 | 0.05     | Eligible Model |

Source: processed data

From the results of SPSS data processing, the F-count value was obtained at 190.995 with a significance level of 0.000. Because  $F = \text{count } 190.995 > F\text{-table } 2.49$ , and the significance value was  $0.000 < 0.05$ , then together the independent variables namely Product Quality (X1), Online Promotion (X2), Price Perception (X3) had an effect on Purchasing Decisions at Yuwana Printing Sukoharjo (Y).

## Hypothesis Testing

Table 3 Hypothesis Testing Results

| Hypothesis | t-count | t-table | Sig   | Standard | Information |
|------------|---------|---------|-------|----------|-------------|
| H1         | 7,099   | >1,991  | 0,000 | 0.05     | H0 Rejected |
| H2         | 13,904  | >1,991  | 0,000 | 0.05     | H0 Rejected |
| H3         | 3,020   | >1,991  | 0.003 | 0.05     | H0 Rejected |

Source: processed data

Based on the results of the t-test in the table above, it can be explained in the following form:

- The Influence of the Work Environment on Purchasing Decisions**  
From the results of the calculation, the result obtained was  $t \text{ count} = 7.099 > t \text{ table} = 1.991$ , so  $H_0$  was rejected, meaning there was an influence between Product Quality (X1) on Purchasing Decisions at Yuwana Printing Sukoharjo (Y).
- The Effect of Online Promotion on Purchasing Decisions**  
From the results of the calculation, the result obtained was  $t \text{ count} = 13.904 > t \text{ table} = 1.991$ , so  $H_0$  was rejected, meaning there was an influence between Online Promotion (X2) on Purchasing Decisions at Yuwana Printing Sukoharjo (Y).
- The Influence of Price Perceptions on Purchasing Decisions**  
From the results of the calculation, the result obtained was  $t \text{ count} = 3.020 > t \text{ table} = 1.991$ , so  $H_0$  was rejected, meaning there was an influence between Product Quality (X1) on Purchasing Decisions at Yuwana Printing Sukoharjo (Y).

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

Table 4 Results of the Coefficient of Determination

| Model | R     | R Square | Adjusted R Square | Standard Error of the Estimate |
|-------|-------|----------|-------------------|--------------------------------|
| 1     | 0.939 | 0.882    | 0.877             | 0.827                          |

Source: processed data

Based on the calculation results obtained for  $R^2$  is 0.882 or 88.2%, meaning that together there is an influence between the independent variables, namely Product Quality (X1), Online Promotion (X2), Price Perception (X3) on Purchasing Decisions at (Y) of 88.2%, while the remaining 11.8% is influenced by other factors, which were not studied, such as place, technology, facilities and infrastructure, etc.

## Discussion

From the results of the data analysis, it can be explained that answering the hypothesis is as follows:

- The Influence of Product Quality on Purchasing Decisions**  
Based on the summary results of data processing in table IV.5, from the results of data analysis, the calculated t result =  $7.099 > t \text{ table} = 1.991$  with a significance level of  $0.000 < 0.05$ , so there is a positive and significant

influence between Product Quality (X1) on Purchasing Decisions at Yuwana Printing Sukoharjo (Y). So the hypothesis is proven to be true. This is supported by research Syaifuddin (2024), Sari & Avriyanti (2023), Haque (2020), Alfadilah & Budiono (2023) that Product Quality has a positive and significant influence on Purchasing Decisions.

## 2. The Effect of Online Promotion on Purchasing Decisions

Based on the results of the data processing summary in table IV.5 the result obtained was  $t_{count} = 13.904 > t_{table} = 1.991$  with a significance level of  $0.000 < 0.05$ . So there is an influence between Online Promotion (X2) on Purchasing Decisions at Yuwana Printing Sukoharjo (Y). This is supported by research Arianto (2025), Elvera & Mico (2021), Fikri & Pudjoprastyono (2023), Aini (2025) who stated in his research that online promotions have a positive and significant influence on purchasing decisions. Therefore, the hypothesis was proven correct.

## 3. The Influence of Price Perceptions on Purchasing Decisions

Based on the results of the data processing summary in table IV.5 the result of  $t_{count} = 3.020 > t_{table} = 1.991$  with a significance level of  $0.003 < 0.05$ . So there is an influence between Product Quality (X1) and Purchasing Decisions at Yuwana Printing Sukoharjo (Y). So the hypothesis is proven true. This is reinforced by research Soraya & Yoestini (2024), Alam et al. (2024), Alicia & Laulita (2024), Setiawan & Arifin (2022), Nurwisesa & Andhika (2023), Pinontoan & Soebiantoro (2024), Widyakto et al. (2021) which states that price perception influences purchasing decisions.

## 4. The coefficient of determination analysis obtained for R<sup>2</sup> was 0.882 or 88.2%, meaning that together there is an influence between the independent variables, namely Product Quality (X1), Online Promotion (X2), Price Perception (X3) on Purchasing Decisions at (Y) of 88.2%, while the remaining 11.8% is influenced by other factors, which were not studied, such as place, technology, facilities and infrastructure, etc.

## CONCLUSION AND SUGGESTIONS

The study was conducted to determine the influence of the work environment, online promotions and price perceptions on purchasing decisions at Yuwana printing. Using the census method, a sample of 81 respondents was obtained, and the data analysis used multiple linear regression. Based on the results of the hypothesis testing and the discussion that has been conducted, it can be concluded that: Product Quality, Online Promotion and Price Perception have an influence on Buying decision.

## BIBLIOGRAPHY

Arikunto. 2019. Research Procedures: A Practical Approach. Jakarta: PT. Rineka Cipta.

- Assauri, Sofjan. 2009. *Marketing Management: Basic Concepts and Strategies*. First Edition. Jakarta: PT. Raja Grafindo Persada.
- Ghozali, I. (2015). *Multivariate Analysis Application with IBM SPSS 23 Program*. Semarang: Diponegoro University Publishing Agency.
- Istiatin, & Sudarwati. (2021). *Research Methodology Module*. Surakarta: Batik Islamic University.
- Hengky. 2021. "The Influence of Brand Image, Product Quality, and Online Promotion on Customer Decisions in Batam City in Purchasing Korean Brand Skincare." *3(4):381*.
- Keller, Kotler. 2015. *Marketing Management*. 13th ed. Jakarta: Erlangga.
- Khofifah, Siti, and Ali Maskur. 2025. "Analysis of the Influence of Product Quality, Price Perception, and Service Quality on Customer Satisfaction (A Study of Aroem Resto Semarang Customers)." *Community Engagement & Emergence Journal 6(3):1894–1904*.
- Khusrohianti, Annisa Nur, Sri Hartono, and Istiatin. 2023. "Employee Performance Reviewed from the Training, Competence and Work Discipline (Case Study at PT PLN (Persero) UP 3 Sukoharjo)." *International Journal of Economics, Business and Accounting Research (IJEBAR) 2023(2):1–14*.
- Saputra, MW, & Rahmawati, N. (2025). "Analysis of the Effect of Temperature and Noise on Work Productivity in Steel Pipe Production Using the LTM5 Method." *Journal of Innovative Research, 5(1), 159–168*.  
<https://doi.org/10.54082/jupin.1048>
- Sugiyono. (2019). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Suharsono, Riyanto Setiawan, and Rini Purnama Sari. 2019. "The Influence of Online Media Promotion on Hijab Product Purchasing Decisions (A Study at Alif Galeri Hijab Sidoarjo)." *Journal of Management Applications and Business Innovation 1(2):41–54*.
- Syaifuddin, S. 2024. "The Influence of Product Quality on Purchasing Decisions at PT. Elco Indonesia Sejahtera." *Journal of Business Economics Informatics 6(1):240–45*. doi: 10.37034/infv6i1.856.
- Widyakto, Adhi, Diana Puspitasari, and Edy Suryawardana. 2021. "Product Quality, Promotion and Price Perception of Purchasing Decisions (Study on Consumers of Kopi Janji Jiwa Tembalang Semarang City)." *JOURNAL OF ORGANIZATIONAL MANAGEMENT STUDIES* doi: <https://doi.org/10.14710/jsmo.v18i2.38744>.