

## **The Influence of Product Quality, Brand Image, and Promotion on Purchase Decisions (A Study of Consumer Purchases of Coconut Pudding in the Barlingmascakeb Region)**

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### **Abstract**

#### **Keywords:**

*Product Quality, Brand Image, Promotion, Purchase Decision.*

*This study aims to examine the influence of product quality, brand image, and promotion on purchase decisions of coconut pudding products, employing cognitive and affective theories as the grand theoretical framework. A quantitative research design was applied, with data collected through purposive sampling involving 267 respondents. The data were analyzed using Structural Equation Modeling—Partial Least Squares (SEM-PLS) to assess the relationships among variables. The findings indicate that product quality, brand image, and promotion have a positive and significant effect on purchase decisions. These results highlight the importance of implementing an integrated marketing strategy that emphasizes product quality enhancement, effective brand management, and promotional effectiveness to stimulate consumer purchase decisions.*

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## **INTRODUCTION**

The development of the culinary industry in the modern era has generated positive impacts across various aspects of life, particularly in meeting consumers' dietary needs (Siswati & Alfiansyah, 2020). The increasing diversity of culinary innovations has made it easier for consumers to select products that align with their preferences and needs (Erlanda & Antonius, 2025). Intense competition within the culinary industry compels producers to deliver high-quality products, establish strong brand images, and implement effective promotional strategies to attract consumer attention (Fadiah et al., 2024). One product that has recently gained growing consumer interest is coconut pudding, which offers a distinctive flavor profile and substantial market potential.

Coconut pudding is a processed food product derived from natural ingredients, utilizing young coconut as its primary component, either in the form of coconut water or tender coconut flesh (Asharie, 2022). Characterized by a sweet and refreshing taste that aligns well with consumer preferences in tropical climates, coconut pudding is widely accepted across various market segments (Karimidastjerd et al., 2024). In addition, coconut pudding provides relatively good nutritional value, including minerals and natural electrolytes derived from coconut water, which contribute added value to the product. The ease of production, flexibility in flavor innovation, and

strong visual appeal position coconut pudding as a promising culinary product with considerable potential for further development amid the competitive food and beverage industry (Adhan, 2023).

Despite its considerable market potential, coconut pudding products continue to face several challenges in their marketing practices. The limited shelf life resulting from the absence of preservatives may lead to discrepancies between consumer expectations and the actual condition of the product received. Furthermore, variations in taste preferences, along with the relatively low level of public understanding in the Barlingmascakeb region where this product is still often perceived as similar to traditional kelapa degan contribute to fluctuating purchase interest. Nevertheless, empirical studies that specifically examine the influence of product quality, brand image, and promotion on consumer purchase decisions within the Barlingmascakeb market remain limited, thereby underscoring the necessity of this research.

Purchase decision refers to the process by which consumers select and purchase products or services after evaluating various available alternatives (Muhammad et al., 2022). According to Muslimah et al., (2023), this process is not solely based on functional considerations but is also shaped by emotional, social, and psychological dimensions. Consumers commonly engage in information search, quality comparison, and review evaluation before ultimately making a purchase decision (C. Haridasan et al., 2021). Moreover, attractive promotional activities can accelerate consumers' purchase decisions and foster positive shopping experiences (Sadli & Sumiati, 2023). A range of factors influence purchase decisions, particularly product quality, brand image, and promotion.

Product quality refers to a product's capability to satisfy or even exceed customer expectations, encompassing durability, reliability, accuracy, ease of use, and other relevant attributes (Yerry Susanto, 2022). According to Handayani (2022), product quality comprises the overall characteristics and features of a product that influence its ability to fulfill both explicit and implicit customer needs. In essence, product quality reflects the degree of excellence of a product in delivering superior value to consumers, as determined by performance, aesthetics, features, durability, and conformity to specifications. Empirical evidence from previous studies indicates that product quality has a positive and significant effect on purchase decisions (Febrianti et al., 2024), (Zhao et al., 2021), (Bukhari et al., 2023) and (Sung et al., 2023). However, contrasting findings have been reported Lin et al., (2022) and Kartika (2021), who found that product quality does not have a significant influence on purchase decisions.

Brand image refers to customers' perceptions and beliefs about a brand as reflected in their memory (Anies Nor Kholidah et al., 2025). Febriana & Rahmawati, (2024) argue that brand image is formed through consumers' experiences with products or services, marketing communications,

and interactions with related stakeholders, which collectively create certain impressions in consumers' minds. Thus, brand image can be understood as the overall representation embedded in customers' perceptions of a brand, whether positive or negative, shaped by product quality, reputation, symbols, logos, and brand-related associations. Prior studies have demonstrated that brand image exerts a positive and significant influence on purchase decisions (Promosi et al., 2024), (Febriyanti et al., 2023), (Putri & Darmawan, 2023), and (Riana et al., 2020). Nevertheless, other studies have reported non-significant effects of brand image on purchase decisions (Sjoraida et al., 2023), (Azahari & Hakim, 2021) and (Sundana et al., 2023).

Promotion fundamentally represents marketing communication, referring to marketing activities aimed at disseminating information, constructing persuasion, and reinforcing awareness among relevant markets regarding a company and its products. These efforts are intended to encourage consumers to adopt, consume, and develop loyalty toward the products offered by the firm (Panguriseng & Nur, 2022). To achieve these objectives, promotion serves as a key determinant of success in any marketing program (Septin et al., 2023). According to Lestari et al., (2024), promotion is a form of marketing communication designed to influence customer attitudes and behaviors by delivering relevant, engaging, and persuasive information. In summary, promotion can be defined as a planned effort undertaken by companies to enhance customer interest and awareness of their products through various means, including advertising, discounts, limited-time offers, sponsorships, and social media engagement. Effective promotional activities are capable of generating attraction, creating a sense of urgency, and accelerating the purchase decision-making process. Empirical studies by Tonda & Khan (2024), Nurliyanti & Susanti (2022), and Nuryani et al., (2022) indicate that promotion has a positive and significant effect on purchase decisions. However, contrasting findings have been reported by Santoso & Andriyani (2025) and Putri (2024) who found that promotion does not exert a significant influence on purchase decisions.

This study represents an extension of prior research conducted by Ristanti & Iriani (2020), which examined product quality and brand image as independent variables. Their findings demonstrated that both variables had a positive and significant influence on purchase decisions. The key distinction between the present study and the earlier research lies in the inclusion of promotion as an additional independent variable. The incorporation of promotion is grounded in the findings of Hastuti & Anasrulloh (2020), which indicate that promotion significantly influences consumer purchase decisions. The inclusion of promotion in this study aims to further explore and expand existing insights into additional factors that may affect purchase decisions, particularly in light of the evolving landscape of modern marketing strategies that increasingly emphasize

promotional activities as a means of capturing consumer attention, enhancing purchase intention, and stimulating actual buying behavior. Based on the background of the research problem and the inconsistencies observed in previous empirical findings, this study is conducted under the title "*The Influence of Product Quality, Brand Image, and Promotion on Purchase Decisions.*"

## METHODS

This study employs a quantitative research approach, with the scope of analysis limited to residents of the Barlingmascakeb region who have previously purchased coconut pudding. The population of this study consists of individuals living in Barlingmascakeb who have made at least one purchase of coconut pudding products. The sampling technique applied is non-probability sampling using a purposive sampling method, whereby respondents are selected based on specific criteria (Sugiyono, 2013). The criteria for sample selection are as follows:

1. Individuals who have purchased coconut pudding at least once
2. Individuals domiciled in the Barlingmascakeb region

The sample size was determined using the ten-times rule proposed by Hair, (2017), which suggests that the minimum sample size should be five to ten times the number of indicators used in the research model. A total of 267 valid responses were collected in this study. Data were gathered using a structured questionnaire consisting of closed-ended statements measured on a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The collected data were subsequently analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) to examine the relationships among the research variables, namely product quality, brand image, promotion, and purchase decision.

## RESULTS AND DISCUSSION

### Demographic Analysis of Respondents

The demographic analysis is intended to provide additional information for readers and future researchers. The demographic profile of respondents in this study describes the basic characteristics of participants, which serve to contextualize the analysis of consumer purchase decisions for coconut pudding products. Understanding respondents' profiles is essential for identifying patterns and tendencies in consumer behavior based on individual backgrounds. A summary of the respondents' demographic distribution is presented in Table 1.

Table 1. Respondent Profil

Category	Frequency	%
Gender		

Male	149	55,8
Female	118	44,2
<b>Age</b>		
15-20 years	46	17,2
21-25 years	177	66,3
26-30 years	28	10,5
> 30 years	16	6,0
<b>Income</b>		
< Rp 1.000.000	54	20,2
Rp 1.000.000 – Rp 2.000.000	76	28,5
> Rp 2.000.000	137	51,3

Based on the data, the majority of respondents were male, accounting for 55.8% of the total sample. In terms of age, respondents aged 21–25 years constituted the largest group, representing 66.3% of the sample, indicating that young adults are the primary consumer segment for coconut pudding products in this study. From an income perspective, most respondents reported monthly incomes exceeding IDR 2,000,000 (50%), suggesting that respondents possess relatively adequate purchasing power. Consequently, purchase decisions regarding coconut pudding are influenced not only by basic consumption needs but also by preferences and product value considerations.

#### Measurement Model Analysis (Outer Model)

The first stage of the measurement model analysis involved examining factor loadings as a requirement for establishing convergent validity. Factor loadings, also referred to as outer loadings, represent the correlation between each indicator and its corresponding latent variable. Convergent validity is considered satisfactory when factor loading values exceed 0.70 and the Average Variance Extracted (AVE) is greater than 0.50 (Hair et al., 2017).

Table 2. Convergent Validity and Reliability

Items	Loading Factor	CA	CR	AVE
<b>Product Quality (X1)</b>		0.913	0.931	0.658
(PQ1) In my opinion, the shape of this coconut pudding is visually appealing.	0.769			
(PQ2) In my opinion, this coconut pudding has a distinctive texture and taste.	0.819			
	0.838			

Items	Loading Factor	CA	CR	AVE
(PQ3) In my opinion, the taste quality of this coconut pudding meets my expectations.	0.845			
(PQ4) In my opinion, this coconut pudding is in accordance with what I want.	0.756			
(PQ5) In my opinion, this coconut pudding remains enjoyable when consumed within a reasonable storage period.	0.836			
(PQ6) The taste of this coconut pudding remains consistent every time I purchase it.	0.783			
(PQ7) In my opinion, the coconut pudding seller is easy to communicate with when order-related issues arise.	0.830			
(PQ8) In my opinion, the presentation of this coconut pudding looks attractive..				
<b>Brand Image (X2)</b>		0.896	0.923	0.706
(CM1) This coconut pudding brand has superior quality compared to other brands.	0.811			
(CM2) This coconut pudding brand provides better benefits for me.	0.829			
(CM3) In my opinion, this product immediately comes to my mind when I want to buy coconut pudding.	0.849			
(CM4) I feel confident in the quality of this coconut pudding brand due to its consistency.	0.841			
(CM5) In my opinion, this coconut pudding product is easy to recognize because its coconut shape remains round.	0.817	0.792		
(CM6) In my opinion, this coconut pudding has a distinctive and unique taste.				
<b>Promotion (X3)</b>		0.891	0.920	0.697
(PR1) I frequently see promotional content for coconut pudding on social media.	0.786			
(PR2) Promotional offers appearing on social media make me interested in purchasing it.	0.852			

Items	Loading Factor	CA	CR	AVE
(PR3) Reviews or positive content on social media increase my confidence in this coconut pudding product.	0.828			
(PR4) Explanations provided by the seller via chat or direct messages help me decide to make a purchase.	0.858			
(PR5) Promotional messages sent directly to my social media account encourage me to make a purchase.	0.848			
<b>Purchase Decision (Y)</b>		0.901	0.924	0.671
(KP1) I choose coconut pudding because its taste quality meets my expectations.	0.843			
(KP2) I decide to purchase coconut pudding from this brand because I trust its quality.	0.828			
(KP3) I choose to purchase coconut pudding through delivery services because it is more practical.	0.735			
(KP4) I purchase coconut pudding in quantities that suit my needs.	0.838			
(KP5) I purchase coconut pudding at the time I consider most appropriate.	0.803			
(KP6) Ease of payment influences my decision to purchase coconut pudding.	0.863			

Based on the factor loading results, all measurement items for each variable exhibited values greater than 0.70, thereby satisfying one of the key requirements for convergent validity. These findings indicate that each indicator is capable of adequately representing its respective construct and demonstrates a strong association with the latent variable being measured. In addition, all Composite Reliability (CR) and Cronbach's Alpha (CA) values exceeded the threshold of 0.70, indicating satisfactory reliability (Hair et al., 2017). This confirms that the measurement instruments are reliable and suitable for further analysis in testing the relationships among the research variables.

Table 3. Discriminant Validity: Heterotrait-Monotrait Ratio

Variables	Brand Image	Purchase Decision	Promotion	Product Quality
Brand Image				
Purchase Decision	0.884			
Promotion	0.844	0.898		
Product Quality	0.876	0.873	0.827	

Furthermore, discriminant validity was evaluated using the Heterotrait–Monotrait Ratio (HTMT). As presented in Table 3, all HTMT values were below the recommended threshold of 0.90, indicating that each construct in the model is empirically distinct from the others (Hair et al., 2017).

Table 4. Discriminant Validity: Fornell-Larcker

Variables	Brand Image	Purchase Decision	Promotion	Product Quality
Brand Image	<b>0.840</b>			
Purchase Decision	0.796	<b>0.819</b>		
Promotion	0.756	0.814	<b>0.835</b>	
Product Quality	0.791	0.797	0.751	<b>0.811</b>

Finally, Table 4 indicates that the Fornell–Larcker criterion has been satisfactorily met, as evidenced by the square root of the Average Variance Extracted (AVE) values along the diagonal exceeding the corresponding correlation values for each construct. Accordingly, discriminant validity within the model can be considered well established.

### Structural Model Analysis (Inner Model)

The evaluation of the structural model aims to analyze the relationships among constructs, assess the significance levels of the proposed paths, and determine the coefficient of determination ( $R^2$ ) of the examined model. The first step in the inner model analysis involves assessing the model fit.

Table 5. Model Fit

Model	Saturated Model	Estimated Model
SRMR	0.057	0.057
NFI	0.842	0.842

A Standardized Root Mean Square Residual (SRMR) value of less than 0.10 indicates that the structural model demonstrates an acceptable level of fit. Meanwhile, the Normal Fit Index (NFI) reflects the degree of model fit within a range of 0 to 1, where values closer to 1 indicate a better fit and a higher level of conformity of the proposed model (Hair et al., 2017; Hooper et al., 2008).

Table 6. R-Square

Model	R-Square	R-Square Adjust
Purchase Decision	0.765	0.762

The R-square evaluation presented in Table 6 indicates satisfactory results. An R-square value of 0.765 for the purchase decision variable suggests that 76.5% of the variance in purchase decisions can be explained by the independent variables included in the model, while the remaining variance is influenced by other factors not examined in this study.

Table 7. Hypothesis Testing Results

Hypothesis		Path Coefficients / Original Sample	T Statistic	P Values	Conclusion
Product Quality → Purchase Decision	H1	0.285	3.673	0.000	Accepted
Brand Image → Purchase Decision	H2	0.273	2.504	0.006	Accepted
Promotion → Purchase Decision	H3	0.393	3.894	0.000	Accepted

The final stage of the SEM-PLS analysis involves hypothesis testing. Hypotheses are considered supported when the T-statistic value exceeds 1.960 and the P-value is less than 0.05. The results of the hypothesis testing, as presented in Table 7, indicate that all variable relationships exhibit positive path coefficients ( $\beta$ ), and all proposed hypotheses are accepted.

## DISCUSSION

### Effect of Product Quality on Purchase Decision

Based on the results of the analysis, this study finds that product quality has a positive and significant effect on purchase decisions. This finding is consistent with previous studies by (Bukhari et al., 2023), Sung et al. (2023), dan Zhao et al. (2021), which confirm that product quality

significantly influences consumers' purchase decisions. Perceived quality formed through usage experience and product consistency plays a crucial role in building consumer trust, which subsequently encourages purchasing behavior (Sung et al., 2023). Product quality also contributes to enhancing perceived value, as consumers feel that the benefits obtained are proportional to the sacrifices made (Zhao et al., 2021). In other words, the better consumers perceive product performance, reliability, durability, and suitability to their needs, the greater their likelihood of making a purchase decision.

These findings are aligned with cognitive theory, which explains that purchase decisions result from rational evaluation processes and logical considerations of product attributes. Consumers consciously compare the benefits and utility gained with the costs or risks incurred before deciding to purchase (Soomro et al., 2023). In this context, product quality serves as a key cognitive cue that shapes perceived value and strengthens consumer confidence in the product, thereby fostering positive purchase decisions.

The implications of these findings for brands highlight the importance of consistently maintaining and improving product quality as a primary strategy to influence consumer purchase decisions. Brands should ensure that the quality standards offered meet or exceed customer expectations in order to build long-term trust and satisfaction. Furthermore, marketing communications should clearly and factually emphasize product quality advantages, as this can reinforce consumers' rational perceptions and enhance the brand's competitive position in the market.

### **The Effect of Brand Image on Purchase Decisions**

Based on the results of the analysis, this study indicates that brand image has a positive and significant effect on purchase decisions. These findings are consistent with previous studies by (Putri Febriyanti et al., 2023) and (Rafida Febriana Widya Putri & Didit Darmawan, 2023), which explain that a brand image developed through consistent marketing communication is able to build positive consumer perceptions and influence purchasing decisions. A strong brand image, particularly one reflected through brand superiority and uniqueness, plays an important role in reducing perceived risk and increasing consumer confidence when making purchasing decisions (Rafida Febriana Widya Putri & Didit Darmawan, 2023). In other words, the more positive consumers' perceptions of a brand's reputation, uniqueness, and associations, the greater their tendency to choose and purchase products from that brand.

These findings are in line with affective theory, which emphasizes that purchase decisions are not solely based on rational considerations, but are also influenced by consumers' emotional responses and attitudes toward a brand. A positive brand image can evoke feelings of liking, pride,

and security among consumers, which subsequently fosters positive attitudes toward the brand (Soomro et al., 2023). Such emotional responses play a crucial role in shaping consumer preferences and strengthening their intention to make a purchase.

The implications of these findings for brands highlight the importance of building and maintaining a strong, consistent brand image that aligns with consumers' values and needs. Brands should manage every consumer touchpoint ranging from the quality of marketing communication and product usage experience to after-sales service to ensure that a positive brand image is continuously reinforced. With a strong brand image, a brand is not only able to enhance purchase decisions but also has the potential to build long-term consumer loyalty.

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

Based on the results of the analysis, this study finds that promotion has a positive and significant effect on purchase decisions. These findings support previous studies by (Nurliyanti & Susanti, 2022), (Tonda & Khan, 2024), dan (Nuryani et al., 2022), which explain that promotional activities are able to increase consumer awareness and understanding of products, thereby facilitating the purchase decision-making process. Intensive and integrated promotional efforts, particularly through digital media, play a critical role in generating consumer interest and strengthening purchase intentions (Tonda & Khan, 2024). Sales promotions and persuasive marketing communications are also effective in directly stimulating consumer interest, especially for consumer goods, which in turn encourages the formation of purchase decisions (Tri Nuryani et al., 2022). In other words, the more effective and relevant the promotional activities implemented, the greater the likelihood that consumers will make a purchase.

These findings can be explained through the integration of cognitive and affective theories. From a cognitive perspective, promotion serves as an important source of information that helps consumers understand product benefits, advantages, and value, thereby facilitating rational evaluation before making a purchase decision (Bettiga et al., 2023). From an affective perspective, attractive, persuasive, and emotionally engaging promotional messages are able to evoke feelings of interest, pleasure, and trust toward the brand, which subsequently strengthen consumers' motivation to purchase. Thus, promotion influences purchase decisions through a combination of rational cognitive processes and consumers' emotional responses.

The implications of these findings for brands highlight the importance of designing promotional strategies that are not only informative but also capable of creating emotional appeal for consumers. Brands should ensure that promotional messages are delivered consistently, remain relevant, and align with the characteristics of the target market in order to maximize their effectiveness. Furthermore, the use of appropriate and innovative promotional media can enhance

the reach and impact of promotional activities on purchase decisions, thereby strengthening a brand's competitive position in the market.

## CONCLUSION

Based on the findings obtained from respondents who had previously purchased coconut pudding, it can be concluded that product quality, brand image, and promotion each have a positive and significant effect on purchase decisions. These results indicate that consumers' decisions to purchase coconut pudding are not solely influenced by functional product attributes, such as taste, texture, and freshness, but are also shaped by emotional perceptions of the brand and the effectiveness of promotional activities. In this regard, purchase decisions reflect the integration of rational evaluation and consumers' emotional responses toward the product.

From a practical perspective, the findings provide important insights for coconut pudding businesses and brands to consistently prioritize product quality improvements, particularly in maintaining flavor, ingredient quality, and product hygiene in line with consumer expectations. In addition, the management of a positive brand image should be continuously strengthened through a clear brand identity, consumer trust, and pleasant consumption experiences. Brands are also encouraged to optimize promotional strategies that are not only informative but also emotionally appealing, through both digital and conventional media, in order to enhance attractiveness and stimulate repeat purchase decisions.

Overall, this study highlights that the success of coconut pudding marketing is largely determined by a brand's ability to synergistically integrate product quality, brand image, and promotion. The implementation of marketing strategies that are oriented toward consumer needs and perceptions is expected not only to increase purchase decisions but also to foster long-term relationships between customers and brands.

Despite its contributions, this study has several limitations. First, the research involved only respondents who had purchased coconut pudding within a specific time period and employed a cross-sectional approach, which may not fully capture changes in consumer behavior over time. Second, the variables examined were limited to product quality, brand image, and promotion, leaving other potential determinants of purchase decisions unexplored. Therefore, future research is recommended to incorporate additional variables such as price, trust, customer satisfaction, or word of mouth, expand respondent characteristics, and apply longitudinal designs or more diverse analytical methods to achieve a more comprehensive understanding and stronger generalizability of the findings.

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