

The Influence of Digital Promotion, Product Quality and Price on the Decision to Buy Local Products for Men's Clothing Wavesstore.Idr in Bandung

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ABSTRACT

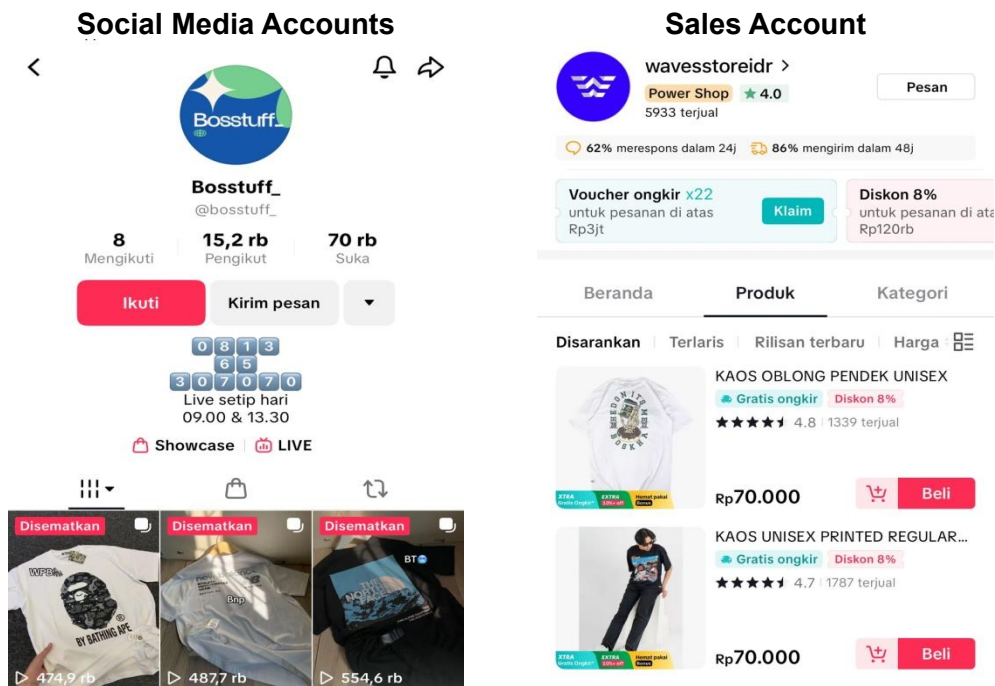
This study aims to analyze the effect of digital promotion, product quality, and price on the purchase decisions of local men's clothing products from Wavesstore.idr in Bandung. The study uses a quantitative approach with non-probability purposive sampling, involving 200 active Wavesstore.idr consumers as respondents. Data analysis was conducted using t-tests, F-tests, and multiple linear regression. The t-test results indicate that digital promotion and price have a positive and significant effect, while product quality does not have a significant effect on purchase decisions. Meanwhile, the F-test results show that all three variables simultaneously have a significant effect on the purchase decisions of Wavesstore.idr consumers.

A. INTRODUCTION

The industrial world is experiencing rapid development so business people are required to have high ability and awareness to compete (Tuti, 2021). This development creates new competition, so companies must innovate and create competitive advantages (Setiyono, 2016). Business actors in the fashion sector need to understand consumer behavior and market needs by offering quality products, the best service, and competent human resources (Ramadhani and Ali, 2025). Innovation is important because Indonesian fashion trends are heavily influenced by Bandung, which is known as a center of creativity, a national fashion barometer, and a source of product inspiration for business actors in various regions (Tyaswara et al., 2017). Bandung also gives birth to local brands that are able to compete nationally and internationally, supported by a complete fashion ecosystem, designer creativity, and creative community collaboration (Diwan Sapt, 2025; Ishak, 2012).

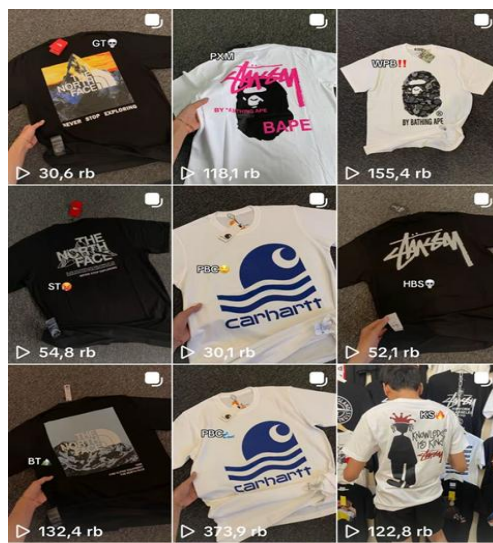
Marketing strategies must adapt to trends, consumer needs, and competitive conditions, and be creative and innovative in increasing market value and product competition. (Mataram, 2024). Digital promotion allows companies to reach a wider audience, promote products effectively, and analyze consumer behavior in real-time (Zaidan et al., 2024). Wavesstore.idr in Bandung uses social media and marketplaces to promote products, build interactions with consumers, and increase sales. An important aspect of digital promotion includes accessibility, which is the extent to which consumers can easily find Wavesstore.idr promotional content through digital platforms, although currently social media accounts and sales accounts are still different so consumers need to be more thorough (Sussanti et al., 2024).





Sales Account Differences
Source : *Tiktok Bosstuff_ (Accessed 17 November 2025)*

From the image, it can be seen that the difference between social media accounts and Wavesstore.idr sales accounts makes it take some consumers longer to verify the authenticity of the account. This reduces the ease of access to promotional and product information, so the consistency of digital identity needs to be considered so that consumers can find brands quickly and clearly. In addition to accessibility, the interactivity aspect is also important, namely two-way interaction through responses, messages, or features that allow customers to ask questions, give feedback, or respond to promotional content directly. Entertainment in digital promotion emerges through creative content to attract consumers' attention, but Wavesstore.idr currently only displays promotional content so that creative appeal and consumer engagement are not optimal.



Wavesstore.idr Content Image
Source : *Tiktok Bosstuff_ (Accessed 17 November 2025)*

From the image, it can be seen that Wavesstore.idr entertainment content is only in the form of promoting new products with the latest sound, so the variety of creative content is still limited. Consumer trust is formed through clarity of information, professional account appearance, brand consistency, and proof of product authenticity such as reviews and testimonials. Companies need to avoid over-promotion so as not to annoy consumers and convey clear, complete, and easy-to-understand information. The quality of Wavesstore.idr products includes functions according to usability, durability, reliability, aesthetics, and positive perception of the consumer experience.

Wavesstore.idr needs to ensure that product prices are affordable, balanced with quality, and competitive so that buying interest and consumer confidence are maintained. Digital promotion strategies, pricing, and quality formation allow consumers to make purchasing decisions. The determination of purchase decisions through product quality and price has previously been researched by Yoga and Putra, (2025) is able to influence purchase decisions, This research aims to fill the gap by analyzing the combined influence of digital promotion, product quality, and price on purchase decisions.

B. THEORETICAL STUDY

Theory Stimulus Organism Response (SOR)

SOR theory by (Russell and Mehrabian, 1977) explains that a person's behavior is formed from habits that have been carried out and processed internally before producing an action. In this theory, stimuli from the environment do not directly elicit a response, but through psychological processes that involve individual perception, emotion, and judgment.

In the concept of Stimulus–Organism–Response, the stimulus (S) can be in the form of various external factors. Organism (O) describes the internal processes in the consumer, such as perceptions, attitudes, motivations, and interests that arise after receiving the stimulus. Meanwhile, response (R) is an action shown by consumers as a result of the process, namely the decision to make a purchase. SOR theory explains that purchasing decisions are influenced not only by external factors such as promotion, product quality, and price, but also by the psychological processes of consumers that shape perceptions and attitudes before making the decision to buy.

Purchase Decision

Purchase decisions are an evaluation stage that consumers carry out to form preferences among various brands as well as determine the intention to make a purchase (Kotler, 2009). In addition, purchasing decisions are also related to consumers' choice of brands to be purchased (Kotler and Armstrong, 2016). Thus, purchasing decisions become an important aspect of marketing strategy. Companies that are able to influence consumers are determined by effective marketing communication, product innovation, and consumers' ability to consider various alternatives before buying a product (Satria and Diah Astarini, 2023).

Digital Marketing

The digital era has changed the way businesses conduct their activities and interact with customers. The development of the internet provides an opportunity for companies to increase operational effectiveness through the implementation of digital marketing strategies. Digital marketing allows for more directed, personalized, and engaging communication compared to conventional marketing, while being able to reach more consumers and provide a more personalized experience for customers (Kotler, P. and Armstrong, 2012). In addition, the increasing dependence of consumers on various social media makes companies have to build effective marketing strategies in order to compete in the market. These strategies can increase brand visibility, consumer engagement, and drive purchase conversions (Dave Chaffey & Fiona EllisChadwick, 2019; Siregar, 2024).



Product Quality

The success of a product in competing in the market depends a lot on the quality it has. This reflects the extent to which the product is able to meet the needs and expectations of consumers. Referring to the opinions of Philip Kotler and Kevin Lane Keller, product quality is defined as the capacity of the product to carry out its functions, which includes durability, reliability, accuracy, ease of use, and other characteristics that provide added value for buyers. When the quality of the product is guaranteed, the benefits that consumers receive will be in line with their expectations, which in turn can increase satisfaction and trust in the product. Products with high quality standards are generally more trusted because they are believed to be able to provide optimal performance with minimal risk of use. Thus, the company must be committed to maintaining product quality in a sustainable manner to maintain customer loyalty.

Pricing

In marketing strategy, pricing plays a vital role in shaping customers' purchasing decisions. In simple terms, price is defined as the financial cost incurred by the buyer to obtain a specific good or service. Referring to the views of Philip Kotler and Gary Armstrong, Price is an important factor in the decision-making process of consumers, given its relationship with their purchasing power and willpower. In addition, price also serves as an indicator of product value seen from the consumer's perspective. If the price is adjusted to the quality and benefits offered, this is able to build trust and customer satisfaction. Companies are obliged to formulate an effective pricing strategy to attract market attention, increase competitiveness, and spur sales transactions.

C. RESEARCH METHODS

This study uses a quantitative approach with an associative survey method, which aims to analyze the influence of Digital Promotion, Product Quality, and Price on Purchase Decisions on Wavesstore.idr. The subject of the study is Wavesstore.idr consumers who make transactions by sampling is carried out by non-probability sampling using purposive sampling, where respondents are selected based on special criteria, namely consumers who have made online purchases in the research period and have experience using the Wavesstore.idr service. The sample size used was 200 respondents.

D. RESULTS AND DISCUSSION

Results

Test research instruments

The test of the research instrument was carried out including validity and reliability tests, If the two tests met the set standards, then the questionnaire was declared suitable for use in the research on Wavesstore.idr.

Validity Test

The validity test is carried out to ensure that each element of the question used is correct and is able to measure the variables appropriately according to the concept being studied.

Table of Validity Test Results

Variabel	Item Questions	r _{hitung}	r _{tabel}
Digital Promotion	Questions 1	0,704	0,139
	Questions 2	0,784	0,139
	Questions 3	0,826	0,139
	Questions 4	0,721	0,139
	Questions 5	0,710	0,139
	Questions 6	0,785	0,139

Variabel	Item Questions	r _{hitung}	r _{tabel}
Product Quality	Questions 1	0,789	0,139
	Questions 2	0,875	0,139
	Questions 3	0,838	0,139
	Questions 4	0,798	0,139
	Questions 5	0,810	0,139
	Questions 6	0,842	0,139
Pricing	Questions 1	0,852	0,139
	Questions 2	0,819	0,139
	Questions 3	0,812	0,139
Purchase Decision	Questions 1	0,802	0,139
	Questions 2	0,850	0,139
	Questions 3	0,837	0,139
	Questions 4	0,818	0,139
	Questions 5	0,797	0,139

Source : Data processed, IBM SPSS Ver 26, 2026

From the Table, Value $r_{hitung} > r_{tabel}$. Value r_{tabel} obtained from the value of degrees of freedom ($df = n - 3$, i.e. $200 - 3 = 197$) (0.139), with a significance level of 5% (two-way test) based on the Product Moment table. This research can be said to be valid.

Reliability Test

Reliability tests were conducted to assess the consistency and reliability of all statements in the research questionnaire. In this study, using the Cronbach's Alpha method with the criteria for assessing Cronbach's Alpha value must be > 0.60 . The following are the results of the feasibility testing,

Table of Reliability Test Results

Variabel	Cronbach Alpha
Digital Promotion (X_1)	0,789
Product Quality (X_2)	0,804
Pricing(X_3)	0,838
Purchase Decision (Y)	0,811

Source : Data processed, IBM SPSS Ver 26, 2026

From the Table, it can be seen that Cronbach's Alpha value is >0.60 which means that the research is reliable and suitable for other tests.

F test (Simultaneous)

The f-test was carried out to find out whether the variables of digital promotion, product quality, and price were simultaneously able to influence the purchase decision. It is said to be influential if the significance value of $f < 0.05$. If the value of $f > 0.05$, then variable X is not able to affect variable Y, following the test results

Table of Test Results f

ANOVA ^a						
Model		Sum of Square	df	Mean Square	F	Sig,
1	Regression	1242,270	3	414,090	216,575	,000b
	Residual	374,750	196	1,912		
	Total	1617,020	199			

Source : Data processed, IBM SPSS Ver 26, 2026



Based on the table, the results of the test have a significance value of 0.00 which means that simultaneously digital promotion variables, product quality, and price are able to influence purchasing decisions.

T test (Partial)

Partial tests are carried out to find out the influence of each variable X on variable Y. partial test criteria by looking at the significance value of each variable, provided that the significance value must be <0.05 then the variable can be determined to have a simultaneous effect, if the value is >0.05, then the variable has no effect simultaneously. The following is a partial test in this study,

Table of Test Results t
Coefficients^a

Model	Unstandardized	Coefficients	Standardized coefficients		
	B	Std Error	Beta	T	Sig,
(Constanta)	1,034	,837		1,236	,218
Promotions Digital (X ₁)	,389	,060	,455	6,466	,000
Quality Products (X ₂)	,165	,062	,200	2,648	,009
Pricing(X ₃)	,510	,106	,281	4,811	,000

Source : Data processed, IBM SPSS Ver 26, 2026

Based on the results of the study, it was found that the Digital Promotion and Price variables had a simultaneous effect due to the significance value of <0.05, while the product quality variable had no influence because the significance value was 0.09.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test the influence of the variables Digital Promotion (X₁), Product Quality (X₂), and Price (X₃) on Purchase Decisions (Y), either partially or simultaneously.

Table of Results of Linear Regression Analysis Test
Coefficients^a

Model	Unstandardized	Coefficients	Standardized coefficients		
	B	Std Error	Beta	T	Sig,
(Constanta)	1,034	,837		1,236	,218
Promotions Digital (X ₁)	,389	,060	,455	6,466	,000
Quality Products (X ₂)	,165	,062	,200	2,648	,009
Pricing(X ₃)	,510	,106	,281	4,811	,000

Source : Data processed, IBM SPSS Ver 26, 2026

$$Y = 1,034 + 0,389 X_1 + 0,165 X_2 + 0,510 X_3 + e$$

1. The constant (1.034) indicates that if Digital Promotion (X₁), Product Quality (X₂), and Price (X₃) are zero, then the Purchase Decision (Y) is 1.034.
2. Digital Promotion (0.389) indicates that any increase in digital promotion will increase the purchase decision by 0.389 assuming other variables remain the same.

3. Product Quality (0.165) showed a positive relationship with the purchase decision, but did not have a significant effect partially.
4. The price (0.510) indicates that any price increase that matches consumer perception will increase the purchase decision by 0.510.

Coefficient Determination Test

The Coefficient of Determination (R^2) test was carried out to find out the extent to which variable X affects variable Y. The higher the coefficient value, the higher the variable X affects variable Y. The following are the test results in this study,

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,876a	,768	,765	1,383

Source : Data processed, IBM SPSS Ver 26, 2026

Based on the Table, the R Square value in this study is 0.876. Which means that 87.6% of the X variable is able to explain the Y variable.

Discussion

Digital promotion has a partial effect on the purchase decision of local products of men's clothing brand Wavesstore.idr

The results of the study show that digital promotion variables have a significant effect on purchasing decisions. This is proven by the results of the t-test which obtained a significance value of $0.00 < 0.05$. These findings are in line with previous research that stated that digital promotion significantly influences purchasing decisions (Annisa et al., 2025; Dini Fajar Lestari1, 2023).

Digital promotion is a company's effort to communicate and market products through various digital media, such as social media, websites, and marketplaces, with the aim of attracting consumer attention. Digital promotion is able to convey information about products, prices, and sales programs faster and more widely. In addition, digital promotion also functions as a means of interaction between companies and consumers, so that it can increase brand awareness, build a positive image, and foster consumer buying interest.

Based on the results of the questionnaire, the indicator with the lowest score was the statement that *"The digital media used makes me confident in the seller or product."* This shows that even though digital promotion is able to attract attention and convey product information, the level of consumer trust in both sellers and products is still not fully optimal. This condition can be affected by limited information, lack of customer reviews or testimonials, and concerns about transaction security and product authenticity. Therefore, companies are advised to strengthen their digital promotion strategies by presenting more credible and transparent content, such as displaying customer testimonials, product reviews, authenticity assurance, and responsive communication.

Product Quality has no partial effect on the purchase decision of local men's clothing products of the Wavesstore.idr brand

The results showed that the Product Quality variable did not have a significant influence on the purchase decision, as evidenced by the significance value of the t-test of $0.09 (> 0.05)$. These results are in line with research (Feronicha, 2024; Maulana et al., 2022) who also found that product quality had no significant effect on purchasing decisions.

Product quality indicates the extent to which a product can meet consumer needs and expectations through aspects such as performance, features, durability, reliability, and specification conformity. However, in this study, product quality has not been a major



determining factor in purchasing decisions, as male consumers tend to focus more on other factors, such as digital promotions and price, rather than the quality of the product itself.

Based on the results of the questionnaire distribution, the indicator with the lowest score is found in the statement that the Wavesstore.idr product is functioning according to its intended use. This shows that there are still some respondents who consider that the function of the product received is not fully in accordance with their expectations and needs. This condition can be caused by several factors, such as differences in consumer expectations of the product, variations in user experience, and the possibility of lack of information received by consumers regarding specifications, materials, and how to use the product before making a purchase.

Price has a partial effect on the purchase decision of local products of men's clothing brand Wavesstore.idr

The results of the study show that the price variable has a significant effect on the purchase decision, which is proven through the results of the t-test with a significance value of $0.00 < 0.05$. These results are in line with research (Kiton, 2021; Kurniawan and Suhermin, 2024) which states that affordability and price compatibility with product quality play an important role in encouraging consumer purchase decisions.

Price is an important factor in the decision-making process of consumers, given its relationship with their purchasing power and willpower. Consumers tend to consider prices with the benefits of the product before deciding to buy (Kotler and Keller Lane, 2010).

Based on the results of the questionnaire, the indicator with the lowest score is the statement that "*Wavesstore.idr products are functioning well according to their intended use.*" This shows that there are still some respondents who consider that the function of the product they receive is not fully in accordance with expectations. These conditions can be influenced by differences in consumer perception of product quality, different user experiences, and limited information received before making a purchase.

E. CONCLUSION AND SUGGESTIONS

Conclusion

1. Digital Promotions influence Purchase Decisions. Promotions that are presented in an attractive, informative, and interactive way can increase consumer awareness while encouraging their interest in making purchases.
2. Product Quality has no effect on the Purchase Decision, the quality of the products offered is at the same standard as similar products on the market. Therefore, consumers are more likely to consider other factors such as price and digital promotions in determining purchasing decisions.
3. Price affects the Purchase Decision, because consumers assess the affordability and suitability of the benefits of the product with the costs incurred. Competitive prices that are in line with consumer affordability increase the perception of value, thereby driving purchasing decisions.
4. Price is the most dominant variable. This shows that consumers strongly consider the affordability aspect and the suitability between the price offered and the benefits obtained before deciding to buy a product. Prices that are considered reasonable and competitive are able to increase the perception of value in the eyes of consumers

Suggestions

1. Companies are advised to continue to improve their digital promotion strategies by utilizing various social media platforms more optimally. Promotional content needs to be presented in an attractive, informative, and consistent manner in order to increase consumer trust and interest in making purchases. In addition, companies also need to pay attention to pricing to remain competitive and in accordance with the quality and benefits of the products offered, so as to increase the perception of value in the eyes of consumers. Even though product quality is not able to affect the company, it must

always maintain and improve the quality to keep it and in line with expectations. Companies are also advised to provide more complete and clear product information, such as material specifications, sizes, and product advantages, so that consumers have a better understanding before making a purchase

2. It is recommended to add variables such as brand image, customer loyalty, *brand trust* and *customer experience* so that the results of the research are broader and can examine other factors in determining purchasing decisions. By adding other variables, it is hoped that the following research will be able to examine aspects that can influence purchasing decisions.

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