

Product Quality, Promotion on Purchase Decisions Through Price Discounts As An Intervening Variable (Case Study At Toko Cindur Batik Batam)

Sri Ekowati Budi Rahayu [✉] **Tibrani** ² **Widodo Ismanto** ³

[✉] *Postgraduate Program, Magister Management, Universitas Kepulauan Riau, Indonesia*

^{2,3} *Universitas Kepulauan Riau, Indonesia*

Abstract

The increasing use of price-discount-oriented promotional strategies presents both opportunities and challenges for Toko Cindur Batik Batam in enhancing promotional effectiveness and adapting to a competitive market environment. This study aims to examine the influence of product quality and promotion on purchasing decisions, with price discounts acting as an intervening variable. A quantitative research approach was employed, utilizing Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique to test the proposed hypotheses and analyze the relationships among variables. Data were analyzed using SmartPLS, with the measurement model specified as reflective and the structural model evaluated through multiple path relationships. The results indicate that product quality and promotion collectively explain a substantial proportion of purchasing decision behavior, while price discounts play a significant mediating role in strengthening purchasing decisions. The findings further suggest that periodic, competitive price discount strategies, when supported by product differentiation and perceived added value, can effectively influence consumer purchasing decisions. This study contributes to marketing strategy literature by emphasizing the importance of integrating pricing incentives with product value creation to sustain competitiveness in the retail batik industry.

Keywords: *Product Quality; Promotion; Price Discount; Purchasing Decision; Marketing Strategy.*

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✉ Corresponding author :

Email Address: amaliapitri05@gmail.com

INTRODUCTION

An effective promotional strategy, when supported by price discounts, could significantly attract attention and increase sales. Promotion is a series of activities designed to convey information about a product's advantages and benefits to the target market, encouraging consumers to purchase it. Along with the rapid development of business competition, promotional methods and strategies have

undergone significant changes with the emergence of digital platforms such as social media, email marketing, and influencer marketing. However, consumer behavior in making purchasing decisions has become increasingly critical and selective in its approach to product information, forcing business actors, including Toko Cindur Batik Batam, to be more careful in crafting targeted and effective promotional messages.

The success of marketing activities plays an important role in influencing consumer purchasing decisions for batik products. Therefore, Toko Cindur Batik Batam needs to offer promotions that are not only attractive but also competitive with other businesses in the same industry. In addition to promotional strategies, product quality is another factor that is no less important in influencing purchasing decisions. Product quality is one of the key factors shaping consumer satisfaction and loyalty. In the context of increasingly fierce market competition, simply offering attractive products is no longer sufficient to capture consumer attention. Toko Cindur Batik Batam must ensure that the products offered are not only visually or functionally appealing but also capable of meeting consumer needs, expectations, and even exceeding them.

Through promotional activities, Toko Cindur Batik Batam, located at Sungai Pancur Block C No. 10, Piayu Sei Beduk, City of Batam, has the opportunity to convey important information about its products to consumers. Promotions do not merely function as communication tools but also act as a driving force in increasing consumer interest and purchasing decisions (Rustam, 2019). The variety of batik products produced and marketed by Toko Cindur Batik Batam offers consumers multiple options in terms of motifs and production techniques. The Bareleng Bridge motif, executed through stamping, reflects the local wisdom of the City of Batam while remaining grounded in the nuances of authentic Javanese batik. The diversity of motifs offered allows Toko Cindur Batik Batam to form a linear market segmentation based on product quality, supported by both online and offline marketing strategies aimed at increasing consumer purchasing decisions.



Figure 1. Batik Products from Toko Cindur Batik Batam

Source: Research data, 2025

The number of superior products owned by Toko Cindur Batik Batam can attract potential consumers to visit the outlet, particularly when supported by price-cutting strategies or discounts as part of a sustainable marketing approach. Empirically, Toko Cindur Batik Batam products experienced a significant increase in sales over the last three months, October–December 2025. The products contributing to this increase included gradation stamped batik with Malay motifs using synthetic dyes, mixed batik combining stamping and writing techniques with natural mahogany wood dyes, stamped batik featuring the latest Bareleng Bridge motif with synthetic dyes, and gonggong motif batik using natural dyes derived from mangrove wood.

**Table 1. Sales Progressivity of Toko Cindur Batik Batam
Period October – December 2025**

11-Oct-25	Upah cap		300,000	
	Upah mewarna		300,000	
	Upah lorot		300,000	
	Pesan cap		250,000	
	Air		50,000	
	Gas		40,000	
	Sarung tangan		50,000	
	Perlengkapan jemur		100,000	
	Konsumsi		100,000	
	Penjualan	350,000		
	Penjualan	700,000		
	Pesanan	1,500,000		
	1-Dec-25	Bahan pelatihan		300,000
Honor pelatihan		550,000		
Upah lorot			200,000	
Upah mewarna			200,000	
Upah cap			200,000	
Gas			40,000	
Air			50,000	
Penjualan		450,000		
Penjualan		150,000		
Penjualan		150,000		
Penjualan	250,000			
3-Dec-25	Pesan cap		350,000	
	Air		50,000	
	Gas		40,000	
	Konsumsi		100,000	
	Penjualan baju	150,000		
	Penjualan baju	150,000		
	Penjualan baju	450,000		
	Penjualan baju	700,000		
Pesanan masker	350,000			

Source: Financial Report of Toko Cindur Batik Batam, 2025

The company's commitment to product quality is reflected in its understanding that product quality represents the level of a product's ability to perform its functions optimally, including aspects such as durability, reliability, precision, ease of use, ease of repair, and other characteristics that provide value to users (Rustam, 2019). In line with this perspective, Toko Cindur Batik Batam must consistently focus on improving

product quality to adapt to evolving consumer needs and preferences and remain relevant in the market. Technological advancements and easier access to information have made batik consumers in Batam more critical in evaluating product quality, as they can compare products, read reviews, and share experiences across various information sources.

Another factor influencing purchasing decisions for batik products at Toko Cindur Batik Batam is word of mouth, which is defined as communication related to product or service assessments, both individually and in groups, to convey personal messages or information (Mutmainnet al., 2024). Compared to price discounts, other marketing strategies tend to be less acceptable to the local Batam market segment, underscoring the importance of word of mouth in shaping consumer perceptions and decisions.

Previous empirical evidence supports the relevance of discounts, promotions, product quality, word of mouth, and live commerce features in shaping consumer behavior. Herdian & Puspitasari (2022) found that discounts and word of mouth had a significant effect on purchasing decisions, while live TikTok did not show a direct significant impact. However, live TikTok was found to significantly influence purchase intention, whereas discounts and word of mouth did not. Purchase intention itself was found to have no significant effect on purchasing decisions and was unable to mediate the relationship between the independent variables and purchasing decisions. The limitations of this study included the timing of implementation, which coincided with internship activities, a limited number of respondents, and a relatively narrow scope of variables. These findings are consistent with other studies that reveal inconsistent relationships among similar variables. Herdian & Puspitasari (2022) reported that product quality and promotional power strongly influence purchasing decisions, while price discounts do not always significantly affect buying behavior. Furthermore, Putri et al. (2025) demonstrated that promotion has a significant positive effect on purchase interest, whereas product quality shows a positive but statistically insignificant effect. Notably, the impact of price discounts varies across studies. Aziza et al. (2025) found that discounts have a positive and significant effect on purchasing decisions, which contrasts with other empirical findings indicating inconsistent results.

In the consumer decision-making process, individuals evaluate products or services from various perspectives, including the quality of batik products marketed by Toko Cindur Batik Batam. After making a purchase, consumers assess whether the product or service received aligns with their expectations or the claims promised by the seller. Positive experiences tend to lead to post-purchase behaviors that benefit the company, while negative experiences may result in complaints or consumers switching to other stores. As access to information becomes broader and more complex, purchasing decisions increasingly involve careful consideration of internal and external factors, including geographic location, economic conditions, technological developments, political factors, and cultural values. These factors

collectively shape consumer attitudes, which then process, analyze, and filter information before a final purchasing decision is made.

Given the conditions, there remains a need to examine more comprehensively how promotional strategies, price discounts, product quality, and word of mouth collectively influence purchasing decisions for batik products at Toko Cindur Batik Batam. Therefore, this study is directed toward understanding the role of these factors in shaping consumer purchasing decisions, with the expectation that the findings will provide practical benefits for business strategy development and enrich the marketing management literature, particularly in the context of local creative industries.

Purchasing Decisions

Purchasing decisions are a complex cognitive and behavioral process through which consumers identify needs, evaluate available alternatives, and ultimately decide whether to acquire a particular product or service. Hanaysha (2018) defines purchasing decisions as the culmination of multiple psychological, informational, and situational considerations that shape consumer choice within a given market context. This process is not merely transactional but reflects a structured evaluation in which consumers assess perceived benefits, risks, and personal relevance before committing to a purchase. As emphasized by Rafiki et al. (2023) Purchasing decisions are deeply embedded in consumers' value systems, including cultural and religious orientations, which serve as internal reference frameworks that guide judgment and preference formation. Consequently, purchasing decisions cannot be understood as purely rational acts; rather, they emerge from the interaction between cognitive evaluation and deeply rooted personal beliefs.

Purchasing decisions have become increasingly dynamic in response to expanding information environments and technological advancements. Theodorakopoulos & Theodoropoulou (2024) explains that modern consumers operate within data-rich ecosystems where digital information, reviews, and algorithm-driven recommendations significantly shape decision pathways. In such environments, consumers must process large volumes of information, often leading to varying degrees of uncertainty and cognitive overload. Shahid et al. (2025) A meta-analytic review demonstrates that consumer confusion has become a defining characteristic of contemporary purchasing decisions, particularly when product differentiation is unclear or information is inconsistent. This confusion affects not only the speed of decision-making but also the confidence with which consumers commit to their choices, reinforcing the importance of perceived clarity and trust in the decision process.

Beyond information processing, purchasing decisions are also influenced by evolving perceptions of responsibility and sustainability. Kaluvilla et al. (2025) argue that purchasing decisions increasingly reflect consumers' ethical considerations, especially in contexts involving sustainable or refurbished products. These decisions

are shaped by consumers' intentions to align consumption behavior with environmental and social values. Similarly, Jahnert et al. (2025) highlight that purchasing decisions in service sectors, such as insurance, are driven by perceptions of long-term value, credibility, and risk mitigation rather than immediate utility alone. Together, these perspectives suggest that purchasing decisions represent a multidimensional construct, integrating rational evaluation, emotional judgment, social norms, and moral considerations. As a result, purchasing decisions should be conceptualized as an adaptive and context-sensitive process that reflects both individual cognition and broader market and societal influences.

Product Quality

Product quality refers to a product's overall ability to perform its intended functions in accordance with consumer expectations, encompassing attributes such as durability, reliability, conformance to specifications, design, and perceived excellence. Nofrizal et al. (2023) conceptualize product quality as a multidimensional construct that reflects both functional performance and symbolic value, particularly in digital and retail contexts where consumers rely heavily on intrinsic and extrinsic product cues. This perspective emphasizes that quality is not merely an objective technical standard but a consumer-oriented evaluation shaped by direct use experience and informational signals embedded in the product itself. Supporting this view, Anggraini et al. (2024) argue that product quality represents a core value proposition offered by firms, manifested through consistency, material standards, and functional suitability, which together form the foundation of consumer perceptions regarding product excellence.

From a contemporary marketing and consumer behavior standpoint, product quality is increasingly understood as a dynamic construct that evolves alongside changes in consumer expectations and market transparency. Arsita et al. (2025) explain that in modern consumption environments, especially those influenced by online platforms and review systems, product quality is interpreted through tangible attributes such as performance and durability, as well as intangible elements including perceived credibility and consistency. Similarly, Zuhdi et al. (2024) highlight that quality serves as a signal of product integrity, with superior quality conveying assurance about product reliability and long-term value. This interpretation is reinforced by Halim et al. (2024), who emphasize that product quality is closely associated with the consumer's cognitive assessment of whether a product meets promised standards and fulfills expected benefits. Furthermore, Reva et al. (2025) underline that product quality embodies both objective characteristics and subjective perceptions, positioning it as a central evaluative criterion in how consumers assess product worth.

Promotions

Promotions are a set of marketing communication activities designed to inform, persuade, and remind consumers about products or services, thereby influencing attitudes and stimulating favorable behavioral responses. In contemporary marketing literature, promotions are not merely transactional incentives but strategic tools that shape consumer perceptions, cognitive evaluations, and emotional responses throughout the decision-making process. Chen & Zhu (2022) emphasizes that promotional effectiveness increasingly depends on how promotional information is dynamically displayed and framed, as consumers interpret promotional cues as signals of value, urgency, and relevance. This perspective suggests that promotions function as informational stimuli that guide consumer attention and influence perceived attractiveness beyond price considerations alone. Within digital and retail environments, promotions have evolved into interactive mechanisms that integrate content presentation, timing, and contextual relevance, reinforcing their role as a core element of modern marketing communication.

From a behavioral standpoint, promotions interact closely with consumers' psychological orientations and motivational structures. Khan et al. (2024), through the lens of regulatory focus theory, demonstrates that consumers' promotion-focused mindsets can mitigate negative perceptions and enhance responsiveness to promotional messages. This finding indicates that promotions are processed differently depending on individual cognitive frames, thereby underscoring their role as psychological triggers rather than purely economic inducements. Furthermore, Kulkarni & Yuan (2025) highlights that conditional promotions influence consumers' information search behavior, suggesting that promotions actively shape how consumers evaluate alternatives and justify purchase decisions. In digital contexts, promotions are increasingly mediated through social and influencer-driven channels, where credibility and disclosure transparency become critical determinants of effectiveness (Saternus et al., 2024). Dwivedi et al. (2021) further argues that the future of promotions lies in their integration with digital and social media ecosystems, where personalization and engagement redefine promotional impact. Beyond the point of purchase, promotions also exert post-purchase effects by shaping satisfaction and loyalty outcomes, particularly in impulse buying contexts (Beikverdi et al., 2024).

Price Discounts

Price discounts are commonly defined as deliberate reductions from a product's reference or regular price, offered for a limited period, to increase perceived value and stimulate consumer response. From a consumer psychology perspective, price discounts operate as economic signals that reshape value perceptions by lowering the perceived sacrifice of a purchase while simultaneously creating a sense of gain. Jee (2021) conceptualizes price discounts as having both utilitarian and hedonic dimensions, in which consumers not only evaluate the monetary savings but also

experience emotional gratification from obtaining a “good deal.” This dual perception positions price discounts as more than a transactional incentive; they function as cognitive cues that influence how consumers interpret price fairness, deal attractiveness, and purchase justification. Supporting this view, research in consumer decision-making highlights that discounts often become reference points that anchor subsequent evaluations of product value and price reasonableness (Dangi et al., 2021)

Beyond basic price reductions, contemporary literature emphasizes that the effectiveness of price discounts depends on how consumers frame and process discount information. Jha et al. (2024) demonstrates that the numerical presentation of discounts can alter consumer reactions, as rounding strategies may unintentionally reduce perceived savings and weaken purchase appeal. Similarly, Yazdanparast & Kukar-Kinney (2023) explains that consumers’ sensitivity to price discounts varies with contextual cues, such as product touch information and individual deal proneness, indicating that discount perception is not uniform across consumers. The regulatory fit perspective further deepens this understanding by suggesting that discounts are more persuasive when their framing aligns with consumers’ motivational orientations, thereby enhancing subjective value and decision confidence (Yao et al., 2024). In addition, differential pricing research shows that consumers actively interpret discount schemes as signals of pricing intent and fairness, which can shape trust and behavioral responses (J. Chen et al., 2024).

Research Hypothesis

H₁: *It is suspected that product quality has a significant influence on purchasing decisions at Toko Cindur Batik Batam*

H₂: *It is suspected that promotions have a significant influence on purchasing decisions at Toko Cindur Batik Batam*

H₃: *It is suspected that price discounts have a significant influence on purchasing decisions at Toko Cindur Batik Batam.*

METHODOLOGY

The current research approach is quantitative, which means it uses numerical methods for statistical analysis. This research method is based on the philosophy of positivism and is used to study specific populations or samples. Data collection utilizes research instruments, and quantitative data analysis is targeted to test established hypotheses (Sugiyono, 2016).

The data obtained come from primary data, collected through questionnaires distributed to respondents and organized according to predetermined variables, and from secondary data, obtained through literature reviews and information from reference books, journals, and other sources relevant to the research. The dependent variables used in this study are purchasing decisions (Y) and variable price discount

measured through purchasing power and product price (Heret al, 2016). The independent variables used in this study include:

- Product quality (X_1)
- Purchase decision (X_2)

Based on the description, purchasing decisions are stages in the decision-making process that occur before post-purchase behavior.

The intervening variables used in this study are: *price discount* (Z). Data analysis is the process of simplifying data into a form that is easier to read and implement. The data analysis technique used to test the hypothesis of this study is the Structural Equation Model (SEM). To answer the hypothesis, partial least squares (PLS) is used. Based on Ghazali (2018) Calculations are carried out using the smart partial least squares (PLS) tool, which is based on multiple paths, and the model used is reflective. The calculation model is conducted using the Smart PLS tool because, in this study, there is a multi-path relationship among formative and reflective indicators. There is another reason: the sample is fewer than 100 respondents. The formative model indicates the direction of the relationship from the indicator to the latent variable. The reflective model indicates the relationship from a latent variable to its indicators.

RESULTS AND DISCUSSION

Results

The purchasing decision process begins with the desire to buy, which is significantly influenced by several factors such as family, desired logos, information received, and the benefits or advantages that could be obtained from the product or service. (Mariana, 2025) Purchasing decisions involve buying the most desired brand. Two components could influence purchase intention and purchase choice. It is concluded that each individual uses a very similar decision-making method. However, several factors can differentiate decision-making among individuals, such as age, personality, income, and lifestyle.

Related through Maryati & Khoiri (2022) Product quality is the totality of product or service characteristics that indicate the level of consumer trust in the product or service and how long that trust is likely to last. Therefore, whether customer expectations are met depends on the company's ability to deliver the product quality the customer perceives. Product quality is a set of filters and characteristics that enable goods to meet needs. These conditions include reliability, accuracy, ease of use, maintenance, and other product attributes. If customers are satisfied with the product they purchased, these factors could foster customer loyalty, encouraging repeat purchases.

The results of the suitability analysis of the constructed structural model indicate that the overall model is relevant for explaining the variables studied and their

interactions – Q value 2. If the value of 0.916 is obtained or exceeds the critical limit of 0.5, the structural model is deemed suitable and appropriate.

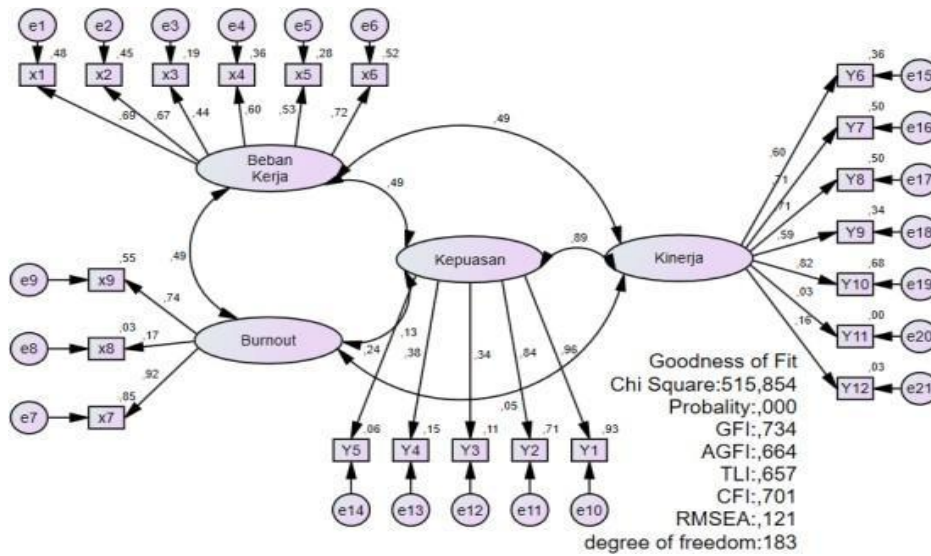


Figure 1. Confirmatory Analysis

Results confirm that confirmatory factor analysis estimates the dimensions that form the latent variables in the research currently being carried out, and that the modification indices indicate that all indicators are valid in estimating the latent variables. The results of the full analysis across all variables indicate that indicators do not meet the validity requirement of > 0.5 , namely in variables X3, X5, X8, X15, AND3, AND4, AND5, AND11, and Y12.

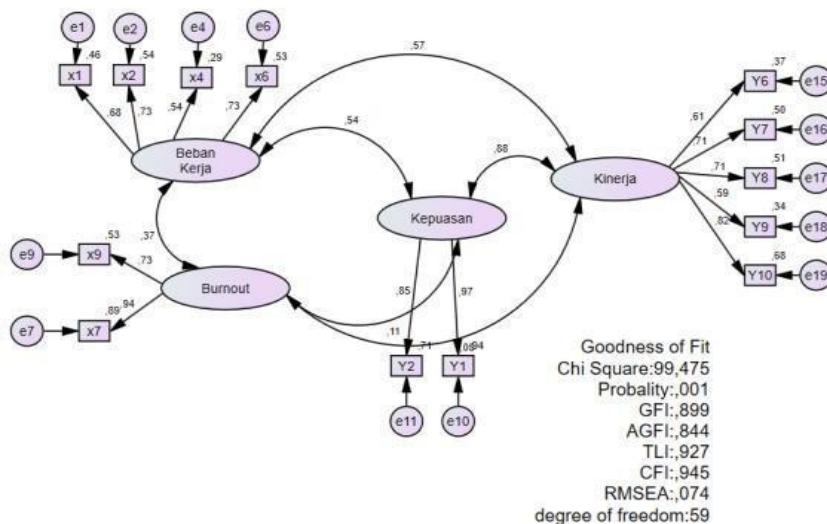


Figure 2. Confirmatory factor analysis

Analysis results: full measurement. In all variables, the indicators did not meet the validity requirements (> 0.5), namely X8, X9, X10, AND3, AND8, and Y9. These variables are then combined into an equation, and the results of the equation are reflected in the following infographic;

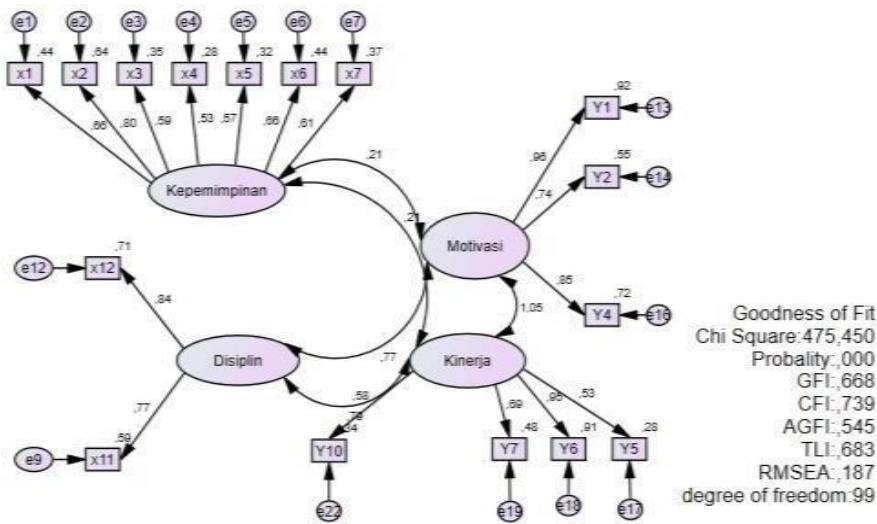


Figure 3. Analisis Full Measurement

Hypothesis Test Results

- Hypothesis 1 (H₁): The first hypothesis of study was not proven true because The results of data analysis indicated that The t value of 1.392 was interpreted as being smaller than 1.96, so product quality did not have significant effect on purchasing decisions with an influence of 0.130, which meant that increasing product quality would not necessarily increase purchasing decisions at Toko Cindur Batik Batam.
- Hypothesis 2 (H₂): The second hypothesis of the study was not proven true, because the results of data analysis indicated that the t value of 1.418 means that it is smaller than 1.96, so promotion does not have a significant effect on purchasing decisions of -0.373, which means that increasing promotions would not necessarily increase purchasing decisions at Toko Cindur Batik Batam.

Discussion

Effect of Product Quality on Purchasing Decisions

The findings of this study indicate that product quality does not significantly influence purchasing decisions at Toko Cindur Batik Batam. This result suggests that consumers' perceptions of product quality do not serve as a primary determinant in their decision-making. In the local batik retail market, product quality is perceived as a basic requirement rather than a differentiating factor. Consumers tend to assume that batik products on the market already meet acceptable quality standards, thereby reducing the role of quality as a decisive factor. As a result, purchasing decisions are more likely to be driven by factors that offer immediate, tangible benefits, such as pricing incentives or social influence.

From a conceptual standpoint, purchasing decisions are formed through a complex evaluation process that integrates both rational and emotional considerations. When competing products offer relatively comparable quality levels,

the marginal impact of product quality on purchasing decisions diminishes. In highly competitive retail environments, consumers often shift their focus from functional attributes to perceived value, emotional appeal, and situational advantages. Consequently, although product quality remains essential for maintaining customer satisfaction and long-term loyalty, its influence on initial purchasing decisions may be limited if it is not reinforced by effective marketing stimuli that resonate with consumer expectations and market dynamics.

This finding aligns with the Consumer Decision-Making Process Theory, which emphasizes that a combination of cognitive evaluations and contextual influences shapes purchasing behavior. Within this theoretical framework, product quality represents only one cognitive input among many factors that consumers process when making purchasing decisions. When affective and situational factors—such as promotional attractiveness, perceived price fairness, or social recommendations—become more salient, the relative importance of product quality decreases. Therefore, the results of this study support the theoretical argument that consumer behavior is multidimensional and cannot be adequately explained by product attributes alone.

In comparison with previous studies, the results differ from those reported by Irawan et al. (2025), who found that product quality had a positive and significant effect on purchasing decisions. This discrepancy can be attributed to differences in research context, product characteristics, and consumer segmentation. The study by Irawan et al. focused on branded fashion products, where quality serves not only as a functional attribute but also as a symbolic representation of brand value and consumer identity. In contrast, consumers of Toko Cindur Batik Batam tend to exhibit more pragmatic purchasing behavior, placing greater emphasis on external incentives and situational factors.

Effect of Promotion on Purchasing Decisions

The findings of this study indicate that promotion does not significantly influence purchasing decisions at Toko Cindur Batik Batam. This result suggests that the company's promotional activities have not been sufficiently effective in encouraging consumers to proceed with purchase decisions. In retail marketing, promotion is generally intended to communicate value, attract consumer attention, and stimulate buying behavior. However, the effectiveness of promotional efforts largely depends on message relevance, perceived credibility, and alignment with consumer preferences. The absence of a significant effect suggests that promotion is not perceived as a primary determinant in consumers' purchasing decisions in this context.

From a conceptual standpoint, promotion is expected to shape consumer awareness and attitudes, ultimately leading to behavioral responses. Nevertheless, the findings suggest that the promotional strategies employed have not achieved meaningful differentiation. Consumers may have become increasingly indifferent to

repetitive or unoriginal promotional messages. Moreover, promotional activities that emphasize short-term incentives without clearly communicating added value may fail to generate persuasive power. Under such circumstances, promotion may be perceived merely as a routine marketing activity rather than a compelling reason to purchase.

This finding can be explained through the Stimulus–Organism–Response (SOR) Theory, which posits that marketing stimuli do not directly produce behavioral responses. Instead, stimuli must first influence consumers' internal cognitive and affective states. When promotional stimuli fail to evoke positive psychological responses, such as interest or trust, their impact on purchasing behavior diminishes. In the context of this study, promotional messages may not have been strong or relevant enough to influence consumers' internal evaluations, thereby weakening their effect on purchasing decisions. This supports the theoretical assertion that effective promotion requires more than exposure; it must resonate meaningfully with consumers.

When compared with more recent empirical evidence, the findings of this study are consistent with the results reported by Santoso et al. (2025), who found that promotion does not have a significant direct effect on purchasing decisions, particularly within digital commerce platforms. Their study suggests that promotional activities tend to influence consumer awareness and purchase intention rather than the final decision to buy. This alignment indicates that differences in promotional effectiveness may stem from variations in research context, consumer maturity, and the intensity of promotional exposure. In contemporary marketing environments, consumers are increasingly saturated with promotional messages delivered through digital channels, which can diminish the persuasive power of conventional promotions. As a result, promotional efforts that lack differentiation, credibility, or perceived value may fail to convert interest into actual purchasing decisions.

Effect of Price Discounts on Purchasing Decisions

The findings of this study demonstrate that price discounts exert a positive and meaningful influence on purchasing decisions at Toko Cindur Batik Batam. This result confirms that price-based strategies remain a powerful marketing tool for shaping consumer behavior, particularly in competitive retail environments. Consumers perceive price discounts as direct, tangible economic benefits that enhance perceived value and stimulate purchase intentions. From a consumer decision-making perspective, discounts reduce perceived financial risk and create a sense of opportunity, thereby encouraging consumers to proceed with purchasing decisions more confidently and decisively.

From a conceptual standpoint, these findings align with fundamental principles of consumer behavior, suggesting that consumers respond favorably to marketing stimuli that deliver immediate, measurable benefits. Price discounts function not

merely as short-term promotional tools but also as value signals that reinforce perceptions of fairness and attractiveness in the exchange process. In the context of Toko Cindur Batik Batam, discounts appear to generate a favorable cost-benefit evaluation, prompting consumers to prioritize transactional value over extended deliberation. As a result, price discounts act as accelerators in the purchasing decision process, shortening the time between intention formation and actual purchase.

The results of this study are theoretically supported by the Theory of Perceived Value, which posits that purchasing decisions are driven by consumers' evaluation of perceived benefits relative to perceived sacrifices. When prices are discounted, the perceived monetary sacrifice decreases, while the perceived benefits of the product remain stable or increase. This shift enhances overall perceived value, making the purchase more attractive to consumers. The theory provides a strong explanatory framework for understanding why consumers respond positively to price discounts, particularly in markets where value-for-money considerations are highly salient.

In terms of empirical comparison, the findings of this study are consistent with more recent empirical evidence demonstrating the significant role of price discounts in shaping purchasing decisions. Studies by Seftian & Jaya (2024) confirm that discount strategies exert a strong influence on consumer purchasing decisions, indicating that price-based incentives remain effective across diverse product categories. Similarly, Suryani & Rani Kurniasari (2024) provide evidence that price discounts significantly affect purchasing decisions in e-commerce settings, particularly among digitally active consumer segments. These convergent findings suggest that discount-based strategies remain effective across diverse retail contexts and consumer profiles. Although some contemporary studies emphasize the increasing relevance of emotional branding and experiential marketing, the present findings underscore that economic incentives remain a dominant driver of consumer behavior.

CONCLUSION

This study examined the influence of product quality and promotion on purchasing decisions, with price discounts functioning as an intervening variable, within the context of Toko Cindur Batik Batam. The findings affirm that marketing strategy operates as an integrated and systematic process encompassing analysis, planning, implementation, and control, all of which are directed toward creating value exchanges between firms and their target markets. Effective marketing strategies require aligning product offerings with consumer needs, formulating appropriate pricing policies, delivering persuasive communication, and managing distribution channels to support sustainable market performance and organizational objectives.

The results further indicate that purchasing decisions are substantially shaped by marketing-related factors embedded within the firm's strategic approach. Product quality and promotion, as key external marketing stimuli, jointly influence consumers' decision-making processes, though these variables do not exclusively determine

purchasing behavior. This finding underscores that consumer decisions remain influenced by additional factors beyond the scope of the current model, reflecting the complexity of real-world consumer behavior. Moreover, price discounts serve as a crucial mechanism through which promotional activities are translated into perceived value, underscoring the importance of pricing incentives in shaping consumers' evaluations of marketing efforts.

Beyond the empirical relationships identified, this study provides deeper insights into the nature of consumer behavior in the batik retail context. Purchasing decisions at Toko Cindur Batik Batam are not driven solely by functional or economic considerations such as product attributes, promotional exposure, or price incentives. Instead, consumers engage in a multidimensional decision-making process that integrates cognitive evaluations and emotional responses. Elements such as emotional attachment to the brand, perceived satisfaction, social influence, conformity to trends, and personal motivation all play meaningful roles in shaping purchasing behavior. These findings emphasize that consumer decisions result from an interaction among rational assessment and psychological and social dynamics. The principal contribution of this study is to demonstrate that effective marketing strategies cannot rely solely on tangible marketing instruments. While product quality, promotion, and price incentives remain important, their effectiveness depends on how well they resonate with consumers' intangible values and subjective experiences. Consequently, firms seeking to influence purchasing decisions in a competitive retail environment must adopt a holistic marketing approach that integrates both measurable strategic tools and deeper consumer-oriented insights. Such an approach enables businesses to build sustainable relationships with consumers and to enhance the long-term effectiveness of their marketing strategies.

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