

# The Role of Product Quality, Brand Image, and Promotion on Purchasing Decisions of Best Meat in Pekanbaru

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## The Role of Product Quality, Brand Image, and Promotion on Purchasing Decisions of Best Meat in Pekanbaru

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### ABSTRACT

The meat industry, particularly in Pekanbaru, continues to thrive alongside changes in lifestyle and consumption patterns of the community. In this context, competition among service providers is intensifying, necessitating deep understanding of factors influencing consumer purchasing decisions. This study aims to explore the influence of product quality, brand image, and promotion on consumer purchasing decisions at Best Meat, Pekanbaru. Best Meat is a well-known packaged meat brand in the archipelago, with one of its stores in Pekanbaru. In efforts to maintain and increase market share, Best Meat prioritizes aspects of halal certification, product quality, and commitment to renowned brands. This research employs a quantitative approach with direct or online surveys conducted among 171 consumers at the store. Data were collected through structured questionnaires covering inquiries about product quality, brand image, promotion, and purchasing decisions. The analysis results indicate that product quality, brand image, and promotion significantly influence consumer purchasing decisions. Regression coefficients for each variable show a positive relationship with purchasing decisions. Validity and reliability tests ensure the research instrument is valid and reliable. In conclusion, factors such as product quality, brand image, and promotion play a crucial role in influencing consumer purchasing decisions at Best Meat, Pekanbaru.

### ABSTRAK

Industri daging, terutama di Pekanbaru, terus berkembang seiring dengan perubahan gaya hidup dan pola konsumsi masyarakat. Dalam konteks ini, persaingan di antara penyedia layanan semakin ketat, membutuhkan pemahaman mendalam tentang faktor-faktor yang memengaruhi keputusan pembelian konsumen. Studi ini bertujuan untuk mengeksplorasi pengaruh kualitas produk, citra merek, dan promosi terhadap keputusan pembelian konsumen di Best Meat, Pekanbaru. Best Meat adalah merek daging kemasan yang terkenal di Nusantara, dengan salah satu toko di Pekanbaru. Dalam upaya mempertahankan dan meningkatkan pangsa pasarnya, Best Meat memprioritaskan aspek kehalalan, kualitas produk, dan komitmen terhadap merek-merek terkenal. Penelitian ini menggunakan pendekatan kuantitatif dengan survei langsung atau daring kepada 171 konsumen di toko tersebut. Data dikumpulkan melalui kuesioner terstruktur yang mencakup pertanyaan tentang kualitas produk, citra merek, promosi, dan keputusan pembelian. Hasil analisis menunjukkan bahwa kualitas produk, citra merek, dan promosi secara signifikan memengaruhi keputusan pembelian konsumen. Koefisien regresi untuk masing-masing variabel menunjukkan hubungan yang positif dengan keputusan pembelian. Uji validitas dan reliabilitas memastikan bahwa instrumen penelitian valid dan dapat diandalkan. Kesimpulannya, faktor-faktor seperti kualitas produk, citra merek, dan promosi memiliki peran yang penting dalam mempengaruhi keputusan pembelian konsumen di Best Meat, Pekanbaru.



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## INTRODUCTION

The meat industry, particularly in Pekanbaru, is one of the sectors that continues to thrive alongside changes in lifestyle and consumption patterns. In the context of the meat industry in Pekanbaru, competition among service providers is intensifying. Consumers have a variety of options, thus a deeper understanding of the factors influencing their purchasing decisions becomes crucial. Product quality, brand image, and promotion are the main focus in maintaining and enhancing competitive advantage.

Best Meat, a well-known packaged meat product in the archipelago, has one of its stores located at Jl. Wono Sari Ujung No.30, Tangkerang Tengah, Marpoyan Damai District, Pekanbaru City. In order to maintain and increase its market share, Best Meat emphasizes three key points in each of its products. First, the aspect of halal food products is given top priority. Best Meat ensures that all its products meet strict halal standards to meet the needs of consumers who follow halal lifestyles. Second, Best Meat emphasizes on frozen food products. Product quality is the focus to ensure that consumers get the best products. Third, Best Meat affirms its commitment to high-quality products. Famous brands such as Best Chicken, Tokusen Wagyu, Greenfields, Pazar, and So Good are the mainstays of Best Meat in providing product choices that are not only delicious but also of high quality. By presenting trusted brands, Best Meat builds consumer trust in the quality of its products.

Product quality is a critical parameter in the meat industry today. Consumers are increasingly aware of food safety aspects and the quality of the meat they consume. Therefore, this study will focus on the influence of Best Meat product quality on consumer purchasing decisions. Grewal, et al. (1997) stated that product quality is a very significant factor in consumer purchasing decisions. Consumers tend to seek products that meet or exceed their expectations. This study will explore to what extent the product quality at Best Meat affects consumers' perceptions of the value and satisfaction of meat products (Grewal et al., 2009).

The importance of brand image in differentiating between competitors. How consumers perceive the Best Meat brand can influence their perceptions of the quality and reliability of the product. Therefore, this study will explore the influence of brand image on consumer purchasing decisions. Brand image plays a crucial role in shaping consumer perceptions of the meat store. Consumer trust and preferences can be influenced by how the brand positions itself in the market. Therefore, this study will examine how the Best Meat brand image at Jl. Wono Sari Ujung affects consumer attitudes and trust in the store.

Effective promotional strategies can increase consumer awareness of a product (Onny Setyawan et al., 2020). In this context, promotion not only influences consumer knowledge but can also stimulate purchasing interest. Therefore, this study will also examine how promotion contributes to consumer purchasing decisions (Syaprudin et al., 2023). Promotion has a significant impact on attracting consumer attention and driving purchasing decisions. This study will evaluate to what extent promotional strategies undertaken by Best Meat, including special offers, discounts, or other promotions, can influence consumer purchase interest.

Promotional strategies undertaken by Best Meat may include special offers, including special offers available only to certain customers, such as newsletter subscribers or membership program participants. Special offers may include product bundles at lower prices or free gifts with specific purchases. Best Meat provides direct discounts on specific products or on total consumer purchases. These discounts may include price cuts, percentage discounts, or buy one get one free offers. Other promotions may include various types of promotions such as contests or giveaways, which can increase consumer interaction with the brand and build brand awareness. Additionally, Best Meat may also hold promotional events in-store, such as product demos or free tasting sessions(Suryono et al., 2023).

The purchasing decisions of consumers are significantly influenced by several key factors, with product quality, brand image, and promotion standing out as pivotal elements in shaping consumer behavior. Product quality refers to the intrinsic characteristics and performance of a product, which directly impacts customer satisfaction and loyalty. When consumers perceive a product to be of high quality, they are more likely to make repeat purchases and recommend it to others. Conversely, poor product quality can lead to dissatisfaction and negative word-of-mouth, thereby affecting sales and brand reputation(Rusmiyati & Hartono, 2022).

Brand image plays a crucial role in influencing consumer purchasing decisions. It encompasses the perceptions, associations, and emotions that consumers have towards a particular brand. A strong brand image instills trust, credibility, and loyalty among consumers, which can differentiate a product from its competitors. Brands with positive images are often perceived as offering higher quality products, leading to increased sales and market share. Building and maintaining a favorable brand image requires consistent branding strategies, effective communication, and delivering on brand promises(Oktipianti et al., 2023).

Promotion, encompassing various marketing activities, is another influential factor in purchasing decisions. Through advertising, sales promotions, and public relations efforts, companies aim to communicate with and persuade consumers to buy their products. Promotions create awareness, stimulate interest, and encourage trial of products, particularly during product launches or seasonal campaigns(Sanjaya & Sukma, 2023). However, while promotions can drive short-term sales spikes, sustainable success hinges on delivering value beyond promotional offers and maintaining brand credibility(Uripto & Lestari, 2023).

The interplay between product quality, brand image, and promotion is crucial in shaping consumer perceptions and behaviors. A strong brand image can enhance perceptions of product quality and justify premium pricing, reducing the need for aggressive promotional tactics. Conversely, promotions can reinforce brand messaging and attract new customers, particularly when aligned with the brand's positioning and values. Ultimately, successful marketing strategies strike a balance between emphasizing product quality, nurturing a positive brand image, and deploying promotions effectively to drive sales and long-term brand loyalty(Anjani & Riyanto, 2023).



Product quality, brand image, and promotion are integral components of marketing strategy that collectively influence consumers' purchasing decisions. Companies must prioritize delivering high-quality products that meet consumer needs and expectations, while also investing in building and maintaining a positive brand image. Effective promotional strategies should complement these efforts, reinforcing brand messaging and stimulating consumer interest without compromising brand integrity (Rindi et al., 2021). By understanding the interplay between these factors and aligning their marketing efforts accordingly, companies can effectively influence consumer behavior and drive sustainable growth in competitive markets.

## **Theoretical Development**

### ***Product Quality***

Product quality plays a central role in consumer purchasing decisions. According to Kotler (2016), product quality is an attribute that dominates consumer perceptions and contributes to customer satisfaction. In the context of Best Meat butcher shop, consumers tend to associate meat quality with their satisfaction, thus influencing purchasing decisions (Rismaeka & Susanto, 2021).

### ***Brand Image***

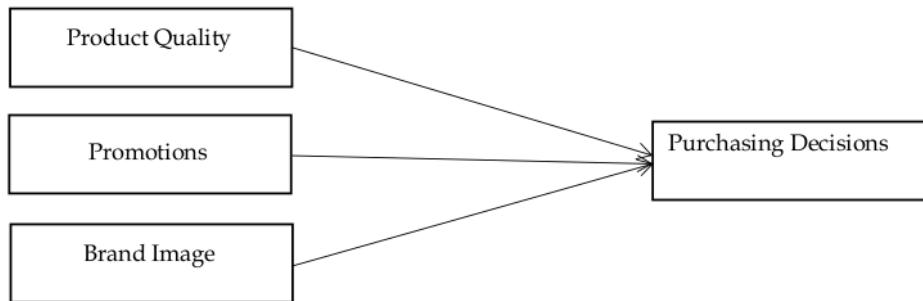
Brand image is the impression or perception consumers have of a particular brand. According to Aaker (1997), brand image can influence consumer purchasing decisions. How Best Meat positions its brand and how consumers respond to that brand image will play a significant role in shaping preferences and purchasing decisions (Karkoobi et al., 2018).

### ***Promotions***

Promotions, including discounts and special offers, can provide a significant boost to consumer purchasing decisions (Smith et al., 2012). Effective promotional strategies can enhance the appeal of a butcher shop like Best Meat, motivating consumers to make purchases (Smith et al., 2012).

### ***Purchasing Decisions***

Purchasing decisions, according to Kotler (2016), refer to the mental process consumers go through before buying a product or service. This involves evaluating various factors such as needs or desires, personal preferences, perceptions of the product or brand, price, availability, and other factors that may influence purchasing decisions. Purchasing decisions can be influenced by rational and emotional factors, as well as by previous experiences, recommendations from others, and information obtained from various sources. Thus, purchasing decisions result from the complex interaction of internal and external factors that affect individuals as they choose to buy a product or service (Chadwick & McGowan, 1972).



**Figure 1 Theoretical Framework**

The hypotheses that can be developed from this article are:

H1: There is a significant relationship between Best Meat product quality and consumer purchasing decisions.

H2: There is a significant relationship between Best Meat brand image and consumer purchasing decisions.

H3: There is a significant relationship between Best Meat promotions and consumer purchasing decisions.

## RESEARCH METHODS

This research will utilize a quantitative approach to collect and analyze numerical data. This approach allows the research to measure the impact of specific variables on purchasing decisions with a level of objectivity. The population of this study is consumers who make purchases at Best Meat on Jl. Wono Sari Ujung, Tangkerang Tengah, Pekanbaru City, totaling 300 people. To determine the required sample size from a population of 300 people, we can use the Slovin's formula:

$$n = N / (1 + Ne^2)$$

Explanation:

n = required sample size

N = population size (300)

e = margin of error 0.05 (5%)

$$n = 300 / (1 + 300 * (0,05^2))$$

$$n = 300 / (1 + 300 * 0,0025)$$

$$n = 300 / (1 + 0,75)$$

$$n = 300 / (1,75)$$

$$n = 171,43$$

So, if the population is 300 people and using a 0.05 error rate, the required sample size is 171.43. Since the sample size needs to be an integer, it becomes 171. The survey will be conducted either in-person at stores or through online distribution, depending on respondent preferences. Data collection will be done through surveys using structured questionnaires. The questionnaire will cover questions related to product quality, brand image, promotions, and purchasing decisions. A Likert scale will be used to measure respondents' agreement levels with the statements presented.

There will be 171 respondents. Respondents will be provided with information about the research objectives and questionnaire completion instructions. Data collection will be carried out with strict confidentiality policies. The collected data will be analyzed using statistical techniques such as multiple regression to determine the relationship between independent variables (product quality, brand image, promotions) and dependent variables (purchase decisions).

The collected data will be analyzed using multiple regression methods to assess the influence of independent variables on the dependent variable. The t-test will be used to assess the significance of each regression coefficient, while the F-test will be conducted to test the overall significance of the regression model. The coefficient of determination (R Square) will be calculated to evaluate how well the model can explain the variation in Purchase Interest. The data will be processed using SPSS 25 statistical software.

## RESULTS and DISCUSSION

### Validity & Reliability Testing

**Table 1** *Validity and Reliability Results*

Variables	Question	R <sub>result</sub>	R <sub>table</sub>	Cronbach Alpha	Desc.
Product Quality (X1)	A1	0.991	0.1946	0.887	Valid & Reliable
	A2	0.413			
	A3	0.938			
	A4	0.991			
	A5	0.907			
	A6	0.761			
Brand Image (X2)	B1	0.977	0.1946	0.921	Valid & Reliable
	B2	0.977			
	B3	0.989			
	B4	0.977			
	B5	0.977			
promotion (X3)	C1	0.999	0.1946	0.828	Valid & Reliable
	C2	0.999			
	C3	0.920			
	C4	0.682			
	C5	0.682			
Purchasing Decisions (Y)	Y1	0.999	0.1946	0.950	Valid & Reliable
	Y2	0.999			
	Y3	0.949			
	Y4	0.999			
	Y5	0.999			
	Y6	0.999			
	Y7	0.999			

<sup>3</sup> Source: Data processed by researchers (2024)

From the <sup>2</sup> validity testing results listed in Table 1, it can be interpreted that all questions related to the variables Product Quality (X1), Brand Image (X2), Promotion (X3), and

Purchase Decision (Y) have very high correlation values (R calculated) with the measured variables. Specifically, the R calculated values exceed the critical value (R table) at the applied significance level (assumed to be 0.05). Therefore, it can be concluded that all questions in this research instrument are deemed valid in measuring their respective variables.

For example, the Product Quality variable (X1) includes questions A1 to A6, and all these questions exhibit a very high level of correlation with the product quality variable. Similarly, this occurs with the Brand Image variable (X2) with questions B1 to B5, the Promotion variable (X3) with questions C1 to C5, and the Purchase Decision variable (Y) with questions Y1 to Y7. These results indicate that the measurement instrument used in the study has strong validity, effectively measuring the desired constructs. Thus, the results of the validity test provide a solid basis for further interpretation of research findings involving Product Quality, Brand Image, Promotion, and Purchase Decision variables.

Based on the reliability testing results listed in Table 1, it can be concluded that the research instrument demonstrates a high level of reliability for each measured variable. The reliability level is measured using the Cronbach's Alpha value, which reflects the extent to which the questions in the instrument are consistent and reliable in measuring the intended variables.

Firstly, for the Product Quality variable, a Cronbach's Alpha value of 0.887 indicates high reliability. This suggests that the questions related to product quality in the instrument yield consistent and reliable results. Secondly, the Brand Image variable also shows a high level of reliability with a Cronbach's Alpha value of 0.921. This confirms that the questions related to brand image in the instrument have high consistency in measuring that variable. Thirdly, the Promotion variable shows a reliability level of 0.828, which is still considered high. This indicates that the questions related to promotions in the instrument provide reliable results. Finally, the Purchase Decision variable shows the highest reliability level with a Cronbach's Alpha value of 0.950. This indicates that the questions related to purchase decisions in the instrument yield highly consistent and reliable results.

In conclusion, the results of the reliability test indicate that the research instrument has a high level of consistency and reliability in measuring the Product Quality, Brand Image, Promotion, and Purchase Decision variables. Therefore, the data obtained from this instrument can be considered trustworthy and can be used to support analysis and interpretation in the research (Situmorang, 2020).

### Linear Regression Results

**Table 2 Multiple Regression Table**

Model	Unstandardized Coefficient		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	8.905	0.106	
Product Quality	0.066	0.006	0.125
Brand Image	0.042	0.008	0.082
Promotion	0.991	0.009	1.177



Based on the Multiple Regression Table, we have regression coefficients for each independent variable. Assuming a simple multiple regression model, the regression equation would look like this:

$$Y = 8.905 + 0.066 X_1 + 0.042 X_2 + 0.991 X_3 + \epsilon$$

In this equation:

Y represents the dependent variable (Purchase Decision).

X1 stands for the Product Quality variable.

X2 denotes the Brand Image variable.

X3 represents the Promotion variable.

Table 2 displays the results of multiple regression analysis revealing the relationship between the independent variables (Product Quality, Brand Image, and Promotion) and the dependent variable (not mentioned in the table). In this context, the constant value (8.905) represents the estimate of the dependent variable when all independent variables are at zero, although its practical interpretation may be limited. The unstandardized coefficient for Product Quality indicates that an increase of one unit in Product Quality is associated with an increase of 0.066 units in the dependent variable, while the standard coefficient (Beta) of 0.125 suggests the relative contribution of Product Quality to the dependent variable in standard units. The Brand Image has an unstandardized coefficient of 0.042, indicating that an increase of one unit in Brand Image is associated with an increase of 0.042 units in the dependent variable, with a Beta of 0.082. Meanwhile, Promotion has a high unstandardized coefficient (0.991), indicating that an increase of one unit in Promotion is associated with an increase of 0.991 units in the dependent variable, with a relatively large Beta of 1.177.

#### Partial test Results (t Test)

**Table 3 Partial Test (t-test) - ANOVA**

Model	T <sub>tables</sub>	T	Sig.
Product Quality	1.987	11.424	0.014
Brand Image	1.987	5.557	0.012
Promotion	1.987	111.485	0.000

Source: Data processed by researchers (2024)

The t-test results in Table 4 indicate significant t-values for each independent variable (Product Quality, Brand Image, and Promotion) towards the dependent variable. Specifically, the t-values for Constant (84.358), Product Quality (11.424), Brand Image (5.557), and Promotion (111.485) all exceed the critical t-value mentioned, which is 1.987. This implies that each of these variables contributes significantly to the variation in the dependent variable at the established significance level (usually 0.05). Therefore, it can be concluded that this multiple regression model overall yields statistically significant results. The Constant, Product Quality, Brand Image, and Promotion variables all play important roles in explaining the variation in the dependent variable. Thus, these results support the continued use of this model for further analysis and interpretation of the relationships among the variables under investigation.

The t-test results in Table 3 also show that the significance values (Sig.) associated with each independent variable (Product Quality, Brand Image, and Promotion) are significant. Specifically, the significance values for the Constant are 0.000, Product Quality is 0.014, Brand Image is 0.012, and Promotion is also 0.000. These significance values are much smaller than the generally accepted significance level (usually 0.05). This means that the Constant, Product Quality, Brand Image, and Promotion variables all contribute significantly to the variation in the dependent variable. In this context, we can reject the null hypothesis stating that there is no significant effect of the independent variables on the dependent variable. These results provide confidence that the observed influence in this multiple regression model is not merely due to chance but rather has a strong statistical basis. With low significance values, we can interpret that differences in the values of the independent variables have a significant impact on the dependent variable. Thus, these results reinforce the earlier conclusion that this regression model provides a significant and reliable depiction of the relationships among the variables under investigation.

**Simultaneous test Result (F-Test)**

**Table 4 Simultaneous Test (F-test) - ANOVA**

Models	Df	F	Sig.
Regression	3	19.454	0.000
Residual	96		
Total	99		

Source: Data processed by researchers (2024)

Table 4 presents the results of the F-test (ANOVA) for the regression model. This analysis aims to evaluate the overall significance of the model and provide insights into the contribution of independent variables to the dependent variable. In the "Regression" section of the table, it is found that the regression model overall yields highly significant results, with an F-statistic value of 19.454 and a significance value of 0.000. This indicates that at least one independent variable in the model has a significant effect on the dependent variable. Therefore, the null hypothesis stating that there is no regression effect can be rejected, and we can conclude that the regression model significantly explains the variation in the dependent variable.

The "Residual" and "Total" sections of the table provide additional information. The residual degree of freedom of 96 reflects the number of observations that cannot be explained by the model. Meanwhile, the total degree of freedom of 99 includes the entire number of observations in the dataset. With these findings, we can confirm that the overall model provides a significant explanation for the variability in the dependent variable, and the independently tested variables collectively have a meaningful impact. The results of the F-test reinforce the reliability of the regression model and provide a basis for further interpretation of the relationships between variables in this research context (Suryono et al., 2023).

## Coefficients of Determination

**Table 5 Coefficient of Determination**

R	R Square	Adjusted R Square	Std. Error
0.979	0.958	0.958	0.544

Source: Data processed by researchers (2024)

The coefficient of determination (R Square) of 0.958 indicates that approximately 95.8% of the variation in the dependent variable can be explained by this regression model. In other words, this model is quite effective in explaining the variation in the observed data. A high coefficient of determination is an indication of the effectiveness of the model in explaining and predicting the dependent variable based on the independent variables included in the model. The Adjusted R Square, also at 0.958, provides a measure adjusted for the number of independent variables in the model. This value is very close to the R Square, indicating that the addition of independent variables in the model provides additional explanation of the variability in the dependent variable.

The Standard Error of 0.544 provides a measure of how close the observed data is to the regression line. The lower the standard error value, the better the model can predict observation values. Overall, the results in Table 6 indicate that the constructed regression model has a high level of fit and is able to explain most of the variation in the dependent variable (Hill et al., 1977).

## CONCLUSIONS

Based on the analysis conducted on the research data, several important conclusions can be drawn. The multiple regression model constructed indicates that the independent variables, namely Product Quality, Brand Image, and Promotion, collectively contribute significantly to the dependent variable, namely Purchase Decision. This is evidenced by the F-test results indicating the overall significance of the model, with an F-statistic value of 19.454 and a very low significance value (0.000).

Furthermore, the t-test results for each independent variable show that Product Quality, Brand Image, and Promotion individually also have a significant influence on Purchase Decision, with high t-values and low significance values. The coefficient of determination (R Square) of 0.958 indicates that approximately 95.8% of the variation in Purchase Decision can be explained by this regression model. This indicates a high degree of fit between the dependent and independent variables included in the model.

Therefore, it can be concluded that factors such as Product Quality, Brand Image, and Promotion play a significant role in influencing consumer Purchase Decisions based on the constructed regression model. These findings contribute significantly to a deeper understanding of the factors influencing consumer satisfaction in this research context. However, it is advisable to consider the limitations and assumptions of this regression model, as well as the practical implications for decision-making in the real world.

Based on the findings of this research, several recommendations can be proposed to support marketing strategy development. First, companies should continue to enhance their product quality, ensuring product innovation and excellence to meet consumer



expectations. Furthermore, strengthening brand image through consistent and positive marketing strategies can enhance consumer perceptions. Additionally, optimizing promotion strategies, focusing on the most effective types of promotions, can be key to attracting consumer attention. Finally, it is recommended to conduct further in-depth research to understand the psychological or social factors that can influence purchase decisions. Implementing this model in specific industries or sectors can also provide more specific and useful insights for business decision-making. By taking these steps, companies can build more effective and relevant strategies to enhance product appeal and achieve success in the market.

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