



The Influence of Product Quality, Price, and Promotion on Purchase Decisions at Ayudya Batik

Aryu Ramadhani Hiedayat, Ningrum Suryadinata

Program Studi Ilmu Administrasi Niaga Sekolah Tinggi Ilmu Administrasi Pembangunan Jember

*Corresponding Author e-mail: ghaniehidayat1@gmail.com, nsuryadinata20@gmail.com

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Abstract: *The batik industry faces increasingly fierce market competition, requiring businesses to understand factors influencing consumer purchase decisions. This study aims to analyze the influence of product quality, price, and promotion on purchase decisions at Ayudya Batik, Ambulu District, Jember Regency. This quantitative study used a cross-sectional approach with 60 respondents selected from 150 consumers through simple random sampling and the Slovin formula with a 5% error rate. Data were collected using a five-level Likert scale questionnaire and analyzed through validity, reliability, classical assumption, multiple linear regression, coefficient of determination, F test, and t test. The results showed that product quality had a positive and significant effect on purchase decisions (Sig. = 0.046), price had a positive and significant effect (Sig. = 0.001), while promotion had a positive but insignificant effect (Sig. = 0.110). Simultaneously, product quality, price, and promotion significantly affected purchase decisions, with an Adjusted R Square of 0.420. The study concludes that product quality and price are important factors in purchase decisions, while promotion needs to be improved.*

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Introduction

purchase decisions are a crucial indicator of business sustainability because they reflect consumer responses to the products and marketing strategies implemented by the company (Husaini, 2025). purchase decisions are made through a process of gathering information, evaluating it, and selecting the action deemed most appropriate by the consumer (Syamsiah et al., 2023: 27). Therefore, they are not spontaneous and are influenced by various considerations related to product characteristics and marketing strategies (Hidayat et al., 2022: 472). In the marketing context, product quality, price, and promotion are factors that need to be considered because product quality that is able to meet consumer needs can increase consumer satisfaction, trust, and loyalty (Soetiyono & Alexander, 2025). Price is also a consumer consideration because it is related to the suitability between costs incurred and benefits

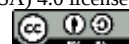
obtained (Kotler & Armstrong, 2012c: 290; Alimin et al., 2022: 3), while promotion plays a role in conveying information about product advantages and persuading consumers to choose that product (Kotler & Armstrong, 2012b: 408). The development of information technology has also encouraged the wider use of promotional media so that effective promotions can increase consumer awareness and confidence in making purchase decisions (Deba & Pramono, 2023; Fietroh & Rizqi, 2025).

This phenomenon is increasingly relevant to the batik industry, a creative economy sector with high cultural and economic value. Batik, as an Indonesian cultural heritage, has been recognized by UNESCO as an Intangible Cultural Heritage (Kusumaningtyas et al., 2025), while the development of the batik industry has encouraged the emergence of businesses with diverse product characteristics, motifs, quality, and prices. This industrial development is also occurring in East Java, with batik emphasizing the region's cultural potential and natural wealth as motif inspiration and continuing to experience design innovation (Carlo, 2021: 151). Jember Regency is one of the regions that has participated in developing the batik industry through motifs that represent local identity, such as tobacco leaves, coffee, cocoa, and dragon fruit. This development indicates that Jember batik has the potential to develop and compete with batik products from other regions (Rahmawati & Lailia, 2020). Based on data from the Jember Regency Cooperative Office in 2025, there were 47 batik producers spread across various sub-districts, with Ambulu District having the largest number of producers, with seven producers. This condition indicates that there is quite high business competition and requires business actors to pay attention to product quality, price, and promotion in attracting consumer purchase decisions (Sari, 2022: 1).

This competition poses a challenge for Ayudya Batik, a micro-enterprise in Ambulu District founded in 2019. It produces traditional (handmade) batik featuring distinctive Jember Regency motifs. Ayudya Batik also offers custom design services, providing added value to consumers. However, based on production capacity data, Ayudya Batik can only produce around 14 pieces of batik per week, the lowest among the six other batik producers in Ambulu District. This difference in production capacity indicates a limited ability to meet market demand. This presents a challenge for Ayudya Batik in increasing its competitiveness and driving consumer purchase decisions, especially when consumers have a variety of alternative batik products from other producers in the same area.

Problems are also evident in the promotion, product quality, and pricing aspects. Ayudya Batik's promotion is still dominated by direct sales and suboptimal use of social media, while e-commerce platforms and websites have not been utilized as marketing media to expand market reach. In terms of product quality, Ayudya Batik strives to maintain quality through the use of quality raw materials, traditional production processes, and distinctive motifs, but capacity limitations result in a limited product variety compared to other producers. In terms of price, the manual production process takes a relatively longer time, resulting in higher production costs, while consumers consider the suitability of price and product quality before making a purchase. This condition indicates the need to understand the influence of product quality, price, and promotion on purchase decisions so that the implemented marketing strategy can be more appropriate to business conditions and consumer considerations. In this case, marketing management plays a role in selecting target markets, creating value for customers, and building long-term relationships by providing products that suit consumer needs (Kotler et al., 2008: 5).

Based on these phenomena and problems, this study aims to analyze the influence of product quality, price, and promotion on batik purchase decisions at Ayudya Batik, Ambulu District, Jember Regency. This research is important because Ayudya Batik faces competition with other batik producers in Ambulu District, while production capacity, promotional reach, product variety, and price considerations are part of the conditions that can be related to consumer purchase decisions. The results of the study are expected to provide input for Ayudya Batik in determining more effective marketing strategies to improve purchase decisions and strengthen business competitiveness. The novelty of this study lies in the simultaneous assessment of product quality, price, and promotion on purchase decisions in the context of the Ayudya Batik batik business in Ambulu District, Jember Regency, which has traditional product characteristics, motifs, and traditional motifs, regional specialties, and custom design services amidst competition among local batik producers.



Research methods

This study uses a quantitative approach with analytical research type and cross-sectional approach. The quantitative approach is used to test the effect of product quality, price, and promotion on purchase decisions based on numerical data obtained through distributing questionnaires to Ayudya Batik consumers. The cross-sectional approach is used because data collection is carried out once in the research period to describe the condition of the research variables at a certain time without repeated observations (Sugiyono, 2018: 47). This study is a causal associative study because it aims to analyze the causal relationship between product quality (X1), price (X2), and promotion (X3) as independent variables with purchase decisions (Y) as the dependent variable on Ayudya Batik consumers in Ambulu District, Jember Regency.

The research instrument used a questionnaire as a primary data source compiled based on indicators of product quality, price, promotion, and purchase decisions and measured using a five-level Likert scale, namely strongly agree with a score of 5, agree with a score of 4, neutral with a score of 3, disagree with a score of 2, and strongly disagree with a score of 1. Product quality was measured through form, features, performance quality, perceived quality, durability, reliability, ease of repair, style, and design; price through affordability, suitability of price to product quality, suitability of price to benefits, and price according to ability or competitiveness; promotion through advertising, sales promotion, and public relations; while purchase decisions through recognition of needs problems, information searches, alternative evaluations, purchase decisions, and post-purchase behavior. Documentation was also used as a supporting data collection technique through recording information and images related to the research (Sugiyono, 2018: 67-68). The data obtained were analyzed through validity tests with Sig. criteria. (2-tailed) < 0.05 or $r_{\text{count}} > r_{\text{table}}$ (Sugiyono, 2018), reliability test with Cronbach's Alpha criteria > 0.60 , as well as classical assumption tests including normality tests using Kolmogorov-Smirnov and Normal Probability Plot, heteroscedasticity tests using scatterplot graphs, linearity tests, and multicollinearity tests by looking at tolerance and VIF values. Furthermore, multiple linear regression analysis was carried out to determine the effect of product quality, price, and promotion on purchase decisions with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ (Priyatno, 2016), then continued with the coefficient of determination, F test, and t test using a significance level of 0.05.

The research population consists of consumers who purchased batik products directly at Ayudya Batik, Jalan Mawar Number 75, Jember Regency, during the period of December 2025 to February 2026. Based on sales transaction data from the Ayudya Batik administration, the number of consumers who made direct purchases during that period was 150 customers. The population was determined based on consumer characteristics that were in accordance with the research objectives (Sugiyono, 2018: 58), with the respondent criteria being having purchased batik products directly at Ayudya Batik, being at least 17 years old, and willing to be respondents by filling out a questionnaire. Sampling used a simple random sampling technique because each member of the population had an equal opportunity to become a respondent, while the number of samples was determined using the Slovin formula with a 5% error rate, namely $n = N / (1 + Ne^2)$. Based on a population of 150 consumers, a sample of 60 respondents was obtained who met the research criteria.

The research was conducted at Ayudya Batik, Jalan Mawar Number 75, Jember Regency, from January to March 2026 with a procedure that began with identifying problems based on the competitive conditions of the batik industry and the marketing conditions of Ayudya Batik, then determining product quality, price, and promotion as independent variables and purchase decisions as dependent variables. Next, the population was determined based on consumers who made direct purchases during December 2025 to February 2026, then a sample of 60 respondents was determined using simple random sampling. The research instrument was compiled based on the indicators of each variable using a five-level Likert scale, then the questionnaire was given to respondents who met the criteria and was equipped with documentation as supporting data. The collected data were then analyzed through validity and reliability tests, classical assumption tests including normality, heteroscedasticity, linearity, and multicollinearity, then continued with multiple linear regression analysis, coefficient of determination, F test, and t test to determine the effect of product quality, price, and promotion on purchase decisions. The results of the analysis are then used to answer the problem formulation and achieve the research objectives regarding the influence of product quality, price, and promotion on purchase decisions at Ayudya Batik, Ambulu District, Jember Regency.



Results and Discussion

Respondent Identity
Table 1. Respondent Identity

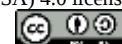
Variables	n	%
Gender		
Man	10	16.7
Woman	50	83.3
Age		
21 – 25 years old	40	66.7
26 – 30 years old	20	33.3
Education		
Not/not yet in school	0	0
Did not graduate from elementary school/Islamic elementary school	0	0
Graduated from elementary school/Islamic elementary school	0	0
Graduated from junior high school/Islamic junior high school	13	21.7
Graduated from high school/Islamic high school	33	55
Graduated from D1/D2/D3/PT	14	23.3
Work		
Work	35	58.3
Doesn't work	25	41.7
Total	60	100

Based on Table 1, it is known that the majority of respondents were female (83.3%), aged 21–25 years (66.7%), most of whom had a high school education (55%), and were employed (58.3%). The composition of respondents indicates that Ayudya Batik consumers are dominated by the productive age group who have purchasing power and interest in fashion products, especially batik. In addition, the dominance of female respondents indicates that women are the main market segment that is more active in purchasing batik products, both for personal needs and formal activities.

Distribution of Answers for Product Quality Variables

Table 2. Distribution of Answers for Product Quality Variables

No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	F	F	F	F	F	F	F	F	F			
			x		X		x		x		x			
			s		s		s		s		s			
Form														
1	The shape and size of the product are appropriate	2	12	3	12	2	6	1	2	0	0	60	261	4.35
2	The physical structure of the product is neat and proportional	3	18	2	92	0	0	0	0	0	0	60	277	4.62
Feature														
3	The product offers a variety of motifs that add value.	4	20	1	76	0	0	0	0	0	0	60	281	4.68



No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
4	Variety of motifs and product choices provide added value	20	100	38	152	26	60	00	00	00	00	60	258	4.30
Performance quality														
5	The product is working fine	56	280	46	160	00	00	00	00	00	00	60	296	4.93
6	The quality and results of the coloring show good performance.	14	70	45	180	13	30	00	00	00	00	60	253	4.22
Impression of quality														
7	Good product quality	39	195	21	84	00	00	00	00	00	00	60	279	4.65
8	The product has a positive quality image	21	105	38	152	13	30	00	00	00	00	60	260	4.33
Resilience														
9	Good product durability	36	180	24	96	00	00	00	00	00	00	60	276	4.60
10	The color and material of the product are not easily damaged/faded.	20	100	40	160	00	00	00	00	00	00	60	260	4.33
Reliability														
11	The product is not defective/damaged	20	100	39	156	13	30	00	00	00	00	60	259	4.32
12	Consistent product quality	23	115	36	144	13	30	00	00	00	00	60	262	4.37
Ease of repair														
13	Easy to repair product	28	140	32	128	00	00	00	00	00	00	60	268	4.47
14	Ayudya Batik provides convenience in handling complaints/repairs	33	165	26	104	13	30	00	00	00	00	60	272	4.53
Style														
15	Attractive and modern style/appearance	38	190	22	88	00	00	00	00	00	00	60	278	4.63
16	Products according to consumer tastes	38	190	22	88	00	00	00	00	00	00	60	278	4.63
Design														



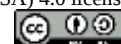
No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
17	Unique and distinctive product design	51	255	9	36	0	0	0	0	0	0	60	291	4.85
18	Product design combines aesthetic and functional elements well	22	110	31	124	7	21	0	0	0	0	60	255	4.25
Average													4.50	

Based on Table 2, it is known that from 9 product quality indicators obtained an average value of 4.50. This value is in the very good category based on a Likert scale of 1-5 (range 4.21-5.00), which indicates that the majority of respondents strongly agree that Ayudya Batik products are of very good quality. This is in line with the results of the distribution of respondents' answers which are dominated by the choice of agree to strongly agree on all product quality indicators, such as the quality of the materials used, the uniqueness of the batik motifs, the neat and proportional physical structure, and the durability of the product color. This high average value indicates that respondents' perceptions of product quality tend to be positive and relatively consistent across all measured indicators. This finding indicates that consumers truly perceive the product quality according to the indicators measured in the questionnaire. High ratings on the aspects of materials, motifs, and product durability indicate that Ayudya Batik is able to meet consumer expectations for quality batik products.

Distribution of Answers for the Price Variable

Table 3. Distribution of Answers for the Price Variable

Table 3: Distribution of Answers for the Price Variable														
No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	F	F	F	F	F	F	F					
		x	x	X	x	x	x	x	x					
Affordability														
1	Products are available at a variety of prices	39	195	21	84	0	0	0	0	0	0	60	279	4.65
2	Affordable product prices	40	200	20	80	0	0	0	0	0	0	60	280	4.67
Price matches product quality														
3	The price is in accordance with the quality of the fabric which does not fade easily.	44	220	16	64	0	0	0	0	0	0	60	284	4.73
4	The price is in accordance with the quality of the fabric which is not easily torn.	43	215	17	68	0	0	0	0	0	0	60	283	4.72



No	Statement	SS		S	N		TS		STS		Amount	Score	Average
		F	F	F	F	F	F	F	F				
		x	x	x	x	x	x	x	x	x			
		s	s	s	s	s	s	s	s	s			
Price match with benefits													
5	Consumers are satisfied with batik products	42	210	18	72	00	00	00	00	00	60	282	4.70
6	Consumers are satisfied with the product price	36	180	22	88	26	06	00	00	00	60	274	4.57
Price according to ability or competitiveness													
7	Prices are in accordance with consumer purchasing power	34	170	26	104	00	00	00	00	00	60	274	4.57
8	Product prices have a good level of competitiveness	33	165	27	108	00	00	00	00	00	60	273	4.55
Average													4.64

Based on Table 3, it is known that from the 4 price indicators obtained an average value of 4.64. This value is in the very good category based on a Likert scale of 1-5 (range 4.21-5.00), which indicates that the majority of respondents strongly agree with the statement on the price variable. This is evident from respondents' assessments of price indicators, such as product affordability, suitability of price to product quality, price competitiveness compared to other products, and suitability of price to benefits obtained by consumers. The high average value indicates that respondents have a positive perception of the pricing policy implemented by Ayudya Batik. This finding indicates that consumers really consider the price aspect according to the indicators measured in the questionnaire. High ratings on price affordability, suitability of price to quality, and price competitiveness indicate that the price set by Ayudya Batik is acceptable to consumers and is considered commensurate with the benefits obtained, thus becoming one of the factors driving purchase decisions.

Distribution of Promotion Variable Answers

Table 4. Distribution of Responses to Promotion Variables

Table 7. Distribution of Responses to Promotion Variables														
No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
Advertising														
1	Placing batik product advertisements through print media	0	0	0	0	3	9	3	6	2	2	60	100	1.67
								4	8	3	3			
2	Placing batik product advertisements through social media	1	5	4	17	2	6	3	6	1	1	60	240	4.00
		1	5	3	2									



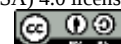
No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	Fxs	F	Fxs	F	Fxs	F	Fxs	F	Fxs			
3	Placing batik product advertisements via banners	0	0	0	0	0	0	4	9	1	1	60	109	1.82
Sales promotion														
4	There is a price cut/discount promo	1	5	4	18	0	0	3	6	0	0	60	244	4.07
5	There is a trade show	0	0	0	0	2	6	4	9	9	9	60	107	1.78
Public relations														
6	The existence of a company website	0	0	0	0	0	0	3	6	2	2	60	94	1.57
Average													2.49	

Based on Table 4, it is known that the average score of the three promotional indicators was 2.49. This score is in the low category based on a Likert scale of 1-5 (range 1.81-2.60), indicating that Ayudya Batik's promotional activities were considered suboptimal by the majority of respondents. This is evident from several promotional indicators that received low ratings, such as advertising through print media, banners, trade exhibitions, and the company's website. However, there were several forms of promotion that received good ratings from respondents, namely advertising through social media. The average score in the low category indicates that promotional activities have not been carried out widely and have not utilized various marketing communication media optimally. This finding indicates that consumers are more familiar with Ayudya Batik promotions through social media, especially Instagram and WhatsApp, and are interested in the discount programs offered. This condition indicates that Ayudya Batik's promotions are still focused on simple social media and direct promotions to existing customers, while the use of modern promotional media such as websites, e-commerce, and large-scale promotional activities has not been carried out.

Distribution of Purchase Decision Variable Answers

Table 5. Distribution of Answers to Purchase Decision Variables

Table 3: Distribution of Answers to Purchase Decision Variables														
No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	F x s	F	F X s	F	F xs	F	F xs	F	F xs			
Introduction to Needs Problems														
1	Consumers recognize the problems/needs of batik products before making a purchase	36	180	23	92	1	3	0	0	0	0	60	275	4.58
Information Search														
2	Consumers first find out about	37	185	23	92	0	0	0	0	0	0	60	277	4.62



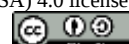
No	Statement	SS		S		N		TS		STS		Amount	Score	Average
		F	F xs	F	F Xs	F	F xs	F	F xs	F	F xs			
	batik products before making a purchase.													
Alternative Evaluation														
3	Consumers try to find out the assessments of consumers who have purchased batik products.	34	170	26	104	0	0	0	0	0	0	60	274	4.57
Buying decision														
4	Consumers make actual batik purchases	28	140	29	116	2	6	1	2	0	0	60	264	4.40
Post-Purchase Behavior														
5	Consumers feel satisfied and want to repurchase batik products.	28	140	31	124	1	3	0	0	0	0	60	267	4.45
Average													4.52	

Based on Table 5, it is known that from the 5 purchasing decision indicators obtained an average value of 4.52. This value is in the very good category based on a Likert scale of 1 - 5 (range 4.21 - 5.00), which indicates that the majority of respondents strongly agree with the statement in the purchasing decision variable. This is evident from respondents' assessments of purchasing decision indicators, such as the desire to buy Ayudya Batik products, considerations in making a purchase, confidence in choosing a product, the decision to buy a product, and the desire to make a repeat purchase. The high average value indicates that most respondents have a strong tendency to choose and purchase Ayudya Batik products. This finding indicates that consumers have gone through the stages of purchasing decision according to the statements in the questionnaire, starting from the desire to buy, making considerations, to finally deciding to buy and having a desire to buy again. High scores on these indicators indicate that consumers have confidence in Ayudya Batik products and feel satisfied, which encourages repeat purchases.

Validity Test

Table 6. Questionnaire Validity Test Results

Question No.	rhitung	rtable	Information
Product Quality			
1	0.770	0.361	Valid
2	0.487	0.361	Valid
3	0.574	0.361	Valid
4	0.702	0.361	Valid
5	0.791	0.361	Valid
6	0.718	0.361	Valid
7	0.720	0.361	Valid
8	0.702	0.361	Valid
9	0.689	0.361	Valid
10	0.718	0.361	Valid
11	0.782	0.361	Valid



Question No.	rhitung	rtable	Information
12	0.806	0.361	Valid
13	0.791	0.361	Valid
14	0.756	0.361	Valid
15	0.689	0.361	Valid
16	0.736	0.361	Valid
17	0.546	0.361	Valid
18	0.791	0.361	Valid
Price			
1	0.649	0.361	Valid
2	0.853	0.361	Valid
3	0.967	0.361	Valid
4	0.967	0.361	Valid
5	0.876	0.361	Valid
6	0.945	0.361	Valid
7	0.910	0.361	Valid
8	0.900	0.361	Valid
Promotion			
1	0.590	0.361	Valid
2	0.609	0.361	Valid
3	0.823	0.361	Valid
4	0.938	0.361	Valid
5	0.827	0.361	Valid
6	0.742	0.361	Valid
Buying decision			
1	0.912	0.361	Valid
2	0.847	0.361	Valid
3	0.905	0.361	Valid
4	0.934	0.361	Valid
5	0.715	0.361	Valid

Based on Table 6, it is known that from all the questionnaires in this study which include product quality, price, promotion and purchase decisions, it shows that all questions are declared valid because they have a calculated r value > r table (0.361).

Reliability Test

Table 7. Questionnaire Reliability Test Results

Variables	Cronbach's Alpha	Limit	Information
Product quality	0.942	≥ 0.6	Reliable
Price	0.958	≥ 0.6	Reliable
Promotion	0.839	≥ 0.6	Reliable
Buying decision	0.902	≥ 0.6	Reliable

Based on Table 7, it is known that the Cronbach's alpha value for the 4 variables studied is greater than 0.6, so the research instrument is declared reliable.

Classical Assumption Test

1. Normality test

Table 8. Normality Test Results

		<i>Unstandardized Residual</i>
N		60
Normal Parameters ^{a,b}	Mean	0.0000000
	Standard Deviation	1.75753740



<i>Most Extreme Differences</i>	<i>Absolute</i>	0.106
	<i>Positive</i>	0.075
	<i>Negative</i>	-0.106
<i>Test Statistics</i>		0.106
<i>Asymp. Sig. (2-tailed)c</i>		0.093

Based on Table 8, a significance value of 0.093 (>0.05) was obtained, thus concluding that the data are normally distributed and suitable for further analysis. This indicates that the distribution of the research data follows a normal distribution, thus meeting the assumption of normality. Therefore, the regression model can be used to test the influence of product quality, price, and promotion on purchase decisions.

2. Heteroscedasticity Test

Table 9. Results Heteroscedasticity Test

<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	2,917	2,639		1,105	0.274
	Product quality	-0.020	0.037	-0.094	-0.537	0.594
	Price	0.006	0.056	0.019	0.110	0.913
	Promotion	-0.014	0.100	-0.019	-0.139	0.890

Based on Table 9, it is known that all variables have a Sig value > 0.05 , which means there are no symptoms of heteroscedasticity in this study. This condition indicates that the residual variance in each variable is constant or homogeneous, so the regression model has a good level of accuracy in estimating the relationship between the independent and dependent variables..

3. Linearity test

Table 10. Test Results Linearity

<i>Variables</i>	<i>Sig. Deviation from linearity</i>
Purchasing Decision * Product quality	0.383
Purchase Decision * Price	0.086
Purchase Decision * Promotion	0.264

Based on Table 10, it is known that all variables have a Sig deviation from linearity value > 0.05 , which means the linearity test in this study is met. These results indicate that the relationship between product quality, price, and promotion variables with purchase decisions is linear, thus a multiple linear regression model is appropriate for use in this study.

4. Multicollinearity test

Table 11. Test Results Multicollinearity

<i>Model</i>	<i>Tolerance</i>	<i>VIF</i>
Product quality	0.578	1,731
Price	0.573	1,745
Promotion	0.983	1,018

Table 11 shows that all variables have a tolerance value > 0.100 and a VIF < 10.00 , indicating no signs of multicollinearity in this study. This indicates that there is not a strong relationship between the independent variables, allowing each variable to more accurately explain its influence on purchase decisions without creating bias in the regression model.

Multiple Linear Regression Analysis

1. Coefficient of Determination (R²)

Table 12. Results Coefficient of Determination (R²)

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Standard Error of the Estimate</i>
1	0.671a	0.450	0.420	1,763

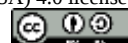


Table 12 shows that the Adjusted R Square value is 0.420, indicating that the independent variable is able to explain 42% of the influence on the dependent variable, while the remaining 58% is influenced by other factors outside the research model. These results indicate that product quality, price, and promotion have sufficient ability to explain variations in purchase decisions.

2. F Test (Simultaneous)

Table 13. Results F Test (Simultaneous)

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	142,308	3	47,436	15,259	0,000
	<i>Residual</i>	174,092	56	3,109		
	<i>Total</i>	316,400	59			

Based on Table 13, it is known that the Sig value is 0.000 where Sig < 0.05, which means that the independent variables have a significant effect simultaneously (together) on the dependent variable. Thus, product quality, price, and promotion are jointly able to influence consumer purchase decisions at Ayudya Batik, so that the research model used is considered appropriate to explain the relationship between variables.

3. Test T (Partial)

Table 14. Results Test T (Partial)

<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	-1,302	4,146		-0.314	0.755
	Product quality	0.110	0.059	0.245	1,876	0.046
	Price	0.300	0.089	0.443	3,383	0.001
	Promotion	0.255	0.157	0.162	1,624	0.110

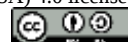
Based on Table 14, the following is the T-test analysis in this study:

- The product quality variable's Sig value is 0.046, where Sig < 0.05, meaning product quality has a significant influence on purchase decisions. This indicates that the better the product quality offered by Ayudya Batik, the higher the consumer's tendency to make a purchasing decision.
- The price variable's Sig value is 0.001, with Sig < 0.05, indicating that price significantly influences purchase decisions. These results indicate that the suitability of price to product quality and benefits is one of the primary considerations for consumers when making purchase decisions.
- The promotion variable's Sig value is 0.110, where Sig > 0.05, meaning that promotions do not significantly influence purchase decisions. This indicates that Ayudya Batik's promotional activities have not been a primary factor influencing consumers in making purchase decisions, so purchase decisions are more influenced by other factors, such as product quality and price.

The analysis of the multiple linear regression equation is as follows:

$$-1.302 + 0.110X_1 + 0.300X_2 + 0.255X_3$$

- The constant value obtained is -1.302, which means that if the independent variables, namely product quality, price, and promotion, have a value of 0 (constant), then the dependent variable, namely purchase decisions, has a value of -1.302.
- The regression coefficient value of variable X₁ (product quality) is positive (+) at 0.110, which means that if variable X₁ increases, variable Y (purchase decision) will also increase and vice versa.
- The regression coefficient value of variable X₂ (price) is positive (+) at 0.300, which means that if variable X₂ (price) increases, variable Y (purchase decision) will also increase and vice versa.
- The regression coefficient value of variable X₃ (promotion) is positive (+) at 0.255, which means that if variable X₃ (promotion) increases, variable Y (purchase decision) will also increase and vice versa.



Discussion

The Influence of Product Quality on purchase Decisions

The t-test results in Table 17 show that the product quality variable has a significance value of 0.046 ($\text{Sig} < 0.05$), so it can be concluded that product quality has a significant influence on consumer purchase decisions at Ayudya Batik. The descriptive analysis results in Table 2 also show that the product quality variable obtained an average value of 4.50, which is included in the very good category. These findings indicate that respondents gave a positive assessment of the quality of the products offered by Ayudya Batik.

According to researchers, these results indicate that product quality is a primary consideration for consumers when deciding to purchase batik. Ayudya Batik consumers tend to choose products that provide assurance regarding quality, both in terms of material, motif, color, and comfort when worn. Respondents' assessments that are in the very good category indicate that the quality of Ayudya Batik products has met consumer expectations, thus encouraging the formation of purchase decisions. In other words, the better the product quality perceived by consumers, the greater the likelihood of consumers deciding to purchase Ayudya Batik products.

According to researchers, the characteristics of batik products differ from those of clothing in general because consumers consider not only the function of the clothing but also the aesthetic and cultural values inherent in the product. Therefore, fabric quality, neatness of stitching, colorfastness, and unique motifs are aspects that provide added value for consumers. If all these aspects can be consistently maintained, consumer trust in Ayudya Batik will increase and impact purchase decisions.

The findings of this study align with consumer behavior theory, which states that product quality is a factor influencing purchase decisions because consumers will choose products that are deemed capable of providing benefits and satisfaction according to expectations (Ranti et al., 2026). In batik products, quality is not only measured by the durability of the material, but also the uniqueness of the design, motif, and comfort when worn (Yuninda et al., 2025). This indicates that product quality is a competitive advantage that Ayudya Batik needs to maintain to be able to meet consumer needs and preferences.

According to researchers, consistent product quality can also build long-term consumer trust. Consumers who have a positive experience after using a product tend to be satisfied, make repeat purchases, and even recommend the product to others. Therefore, Ayudya Batik needs to continuously maintain the quality standards of its raw materials, production processes, and motif innovation to remain competitive amidst the increasingly fierce batik industry.

The results of this study also indicate a positive relationship between product quality and purchase decisions. This means that the better the product quality perceived by consumers, the higher their purchase decisions. This finding is supported by research by Rizal (2026), who stated that good product quality can create satisfaction and increase consumer trust in the product being offered. Furthermore, Riyanti (2026) also explained that consistently maintaining product quality can increase sales by maintaining consumer loyalty.

The Influence of Price on purchase Decisions

The t-test results in Table 17 show that the price variable has a significance value of 0.024 ($\text{Sig} < 0.05$), so it can be concluded that price has a significant effect on Ayudya Batik consumer purchase decisions. Thus, the hypothesis stating that price influences purchase decisions is accepted.

Based on the descriptive analysis results in Table 3, the price variable obtained an average value of 4.64, which is included in the very good category. The indicators with the highest values were the suitability of price to the quality of the fabric that does not easily fade (4.73), the suitability of price to the quality of the fabric that does not easily tear (4.72), and the affordability of the product (4.67). This indicates that consumers consider the price set by Ayudya Batik to be appropriate to the quality of the product received.

According to researchers, these results indicate that Ayudya Batik consumers' purchase decisions are not solely influenced by price, but rather by the appropriateness of the price to the quality of the product. Consumers are more likely to be willing to pay the stated price if they perceive the fabric



quality, product durability, and benefits to be commensurate with the costs. This indicates that price can shape perceived value, which drives consumers to make a purchase decision.

Furthermore, high ratings for affordability, affordability, and competitiveness indicate that Ayudya Batik's pricing strategy has successfully reached its target consumers. According to researchers, competitive pricing is one of Ayudya Batik's strengths because it provides consumers with confidence that the product they are purchasing is worth the price compared to similar batik products on the market.

The results of this study align with those of Dewi et al. (2026), who stated that price alignment with product quality can improve consumer purchase decisions. This finding is also supported by research by Lestari et al. (2026), which shows that price has a positive and significant effect on purchase decisions. Therefore, maintaining prices that are in line with product quality, consumer purchasing power, and competitive conditions should be a strategy to improve purchase decisions at Ayudya Batik.

The Effect of Promotions on purchase Decisions

The t-test results in Table 17 show that the promotion variable has a significance value of 0.110 ($\text{Sig} > 0.05$), so that promotions do not have a significant effect on Ayudya Batik consumer purchase decisions. However, the promotion regression coefficient is positive at 0.255, indicating that increased promotions still have a tendency to increase purchase decisions, but the effect is not yet statistically strong enough. Thus, the hypothesis stating that promotions have an effect on purchase decisions is rejected.

Based on the descriptive analysis results in Table 4, the promotion variable received an average score in the low category. Low ratings were primarily found in indicators such as advertising through print media, banners, exhibition participation, and the company's website. These results indicate that Ayudya Batik's promotional activities are still limited and have not utilized various promotional media optimally. On the other hand, promotions through social media and discounts received higher ratings because they were deemed more accessible and more effective at attracting consumers.

According to researchers, the insignificant influence of promotions on purchase decisions is due to the limited promotional strategies implemented by Ayudya Batik. Promotions still focus on Instagram and WhatsApp, while websites, e-commerce, and other digital media have not been utilized optimally. Furthermore, consumers obtain more product information through recommendations from other customers or word-of-mouth communication rather than through company promotions. This situation means that promotions are not yet a primary consideration for consumers in making purchase decisions, as consumers prioritize product quality and price that meets their needs.

The results of this study align with those of Fadilah et al. (2026), who stated that suboptimal promotions do not significantly influence purchase decisions. However, these results differ from those of Adhitya et al. (2024), who found that active and integrated digital promotions can improve consumer purchase decisions. These differences indicate that promotional effectiveness is significantly influenced by the intensity, variety of media used, and the company's ability to reach a wider range of consumers.

Conclusion

The results showed that product quality and price had a positive and significant effect on purchase decisions at Ayudya Batik, while promotion had a positive but insignificant effect. Product quality obtained a very good average score of 4.50, while price obtained the highest average score of 4.64, indicating that consumers considered product quality and price compatibility in making purchases. Promotion obtained a relatively low average score of 2.49, indicating that promotional activities have not been implemented optimally. Simultaneously, product quality, price, and promotion significantly affected purchase decisions, with an Adjusted R Square of 0.420, meaning that the three variables explained 42% of the variation in purchase decisions, while the remaining 58% was influenced by other factors outside the research model. These findings imply that Ayudya Batik should maintain product quality and competitive pricing while improving the scope and effectiveness of promotional activities through digital platforms, e-commerce, websites, and broader promotional media.



This study is limited by the relatively small sample of 60 respondents, the use of consumers who purchased products directly at Ayudya Batik, and the inclusion of only three independent variables, so the findings may not fully represent consumers in other batik businesses or broader markets. Future research is therefore recommended to involve a larger and more diverse sample, including consumers from different batik businesses or regions, and examine other factors that may influence purchase decisions, such as brand image, customer satisfaction, perceived value, service quality, social media marketing, and consumer trust. The findings also provide a practical implication for Ayudya Batik by emphasizing the need to preserve product quality and price competitiveness as primary marketing strengths while developing more integrated promotional strategies to expand market reach and strengthen consumer purchasing interest.

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