
The Effect of Product Quality and Promotion on the Purchase Decision of Proris Syrup at PT. Pharos Indonesia

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Abstract

This study investigates the impact of product quality and promotion, both individually and simultaneously, on consumer purchasing decisions for Proris Syrup. The research involved 71 consumers who had previously purchased the product. Data collection was carried out using documentation, interviews, and questionnaires as primary instruments. The analysis techniques applied include multiple linear regression, t-test, F-test, and the coefficient of determination (R^2). The results of the t-test indicate that product quality and promotion each have a significant influence on consumer purchasing decisions. Furthermore, the F-test results confirm that when combined, both variables jointly have a significant effect on purchasing behavior. The R^2 value obtained is 0.784, meaning that 55.4% of the variation in consumer purchasing decisions can be explained by product quality and promotion. Meanwhile, the remaining 44.6% is influenced by other factors not examined in this study, such as price, personal preferences, cultural background, brand image, and service quality. Overall, the findings highlight the crucial role of product quality and promotional strategies in shaping consumer purchasing behavior. Companies are therefore encouraged to maintain high product standards and implement effective promotional activities to strengthen customer interest and improve sales performance.

Keywords: *Purchasing decisions, Product quality, Promotion and Marketing*

I. INTRODUCTION

Proris syrup is one of PT. Pharos Indonesia's consumer healthcare products competing in a crowded syrup market. In competitive consumer goods markets, product quality and promotional activities are often critical determinants of consumer purchase decisions. Product quality signals reliability, efficacy, and value; promotion raises awareness and shapes attitudes and perceived benefits. For Proris, understanding how these two factors drive purchase decision will inform marketing mix optimization and resource allocation.

Marketing plays a vital role across all sectors, including trade, manufacturing, and services. It encompasses both tangible and intangible elements such as products, prices, promotions, and distribution, all aimed at satisfying consumer needs. According to Helmi et.al (2022), making a decision involves choosing among alternatives, not only between goods or brands but also between behaviors related to them. Consumer purchasing decisions are influenced by several

key factors, including product quality, price, promotion, and distribution. Since products cannot sell themselves, companies must actively engage consumers through effective marketing strategies that consider behavioral factors influencing purchasing decisions.

Research by Ilham et.al (2023) found that marketing success in attracting consumers largely depends on product quality and promotion. To remain competitive, companies must continuously improve product quality while addressing consumer needs promptly. Products can be physical goods, services, or even ideas, and in highly competitive industries—such as pharmaceuticals—consumers have many choices. Therefore, maintaining consistent quality is essential for retaining customer loyalty. Product quality reflects how well a product meets customer expectations and represents the producer's ability to deliver satisfaction. It includes various aspects such as packaging, branding, labeling, services, and warranties.

Promotion is another critical factor that strengthens marketing effectiveness. It

serves to inform, persuade, and remind consumers about a product. As Yusuf (2021) explains, promotion complements other marketing strategies such as pricing, product design, and distribution. Without proper promotion, even high-quality products or affordable prices may go unnoticed, and product differentiation may fail to attract consumers.

PT. Pharos Indonesia, Medan Branch, which produces pharmaceutical products, exemplifies the importance of these marketing aspects. One of its flagship products, Proris Syrup, is known for its effectiveness in relieving fever, pain, toothache, and muscle aches. Although it offers strong benefits compared to competitors, Proris has certain limitations—it cannot be used by children under one year old and may cause mild gastrointestinal side effects. Additionally, its price is higher than Sanmol Paracetamol, a competitor that can be used for younger children. Therefore, to enhance consumer purchasing decisions, PT. Pharos Indonesia must continue to improve product quality and strengthen promotional strategies to remain competitive in the pharmaceutical market. The current problem facing the company is that sales of Proris products are still suboptimal. This situation indicates that consumer purchasing decisions for Proris products are still limited, even though the product's quality has been proven.

The price is relatively expensive compared to other similar products, such as Sanmol Paracetamol, which is much cheaper, only compared to Proris Syrup. This condition causes many people to not buy this product, so they are not aware of its quality. The company's promotion is also not intense enough, where the company only promotes it through print media such as magazines, while promotions through electronic media on TV are still rarely shown even though TV media is the most effective promotional tool because it is delivered directly to all people who watch TV. Despite marketing investments, market penetration and repeat purchase rates for Proris remain below company targets. It is unclear whether lower purchase conversion stems more from perceived product quality issues or ineffective promotional strategies. To limit the problem to be more focused and not too

widespread, the identified problem background is limited to the influence of product quality and promotion on purchasing decisions for Proris Syrup.

Literature Review

Marketing Mix

When we talk about the marketing mix, we generally mean a marketing mix consisting of product, price, promotion, distribution, and other elements implemented by a company to attract consumers. Alsharif et.al (203) states that "The marketing mix is a set of marketing tools used by a company to consistently achieve its marketing objectives in the target market. These marketing tools are classified into four broad groups called the "four Ps": product, price, place, and promotion." Lim (203) states that "The marketing mix is a combination of four marketing variables that constitute the core of a company's marketing system: product, structure, price, promotional activities, and distribution." Nikbin et.al (2023) state that, "The marketing mix is a unique blend of product, promotion, place, and price strategies designed to produce mutually satisfying exchanges with the target market." Darmawan & Grenier (2021) states that "In marketing strategy, there is a reference strategy/marketing mix, which determines the best composition for reaching the target market while achieving the company's goals and objectives. The four elements of the reference strategy/marketing mix are product strategy, pricing strategy, distribution strategy, and promotion strategy."

Purchase Decision

Consumer purchase decision is commonly operationalized as intention to buy, actual buying behavior, and brand switching/loyalty measures. Purchase decision is influenced by product attributes, price, promotion, distribution, and personal factors. Complex decision-making processes often involve multiple decisions. A decision involves a choice between two or more alternative courses of action. Decisions always require a choice between several different behaviors. According to Kuncoro & Kusumawati (2021), "Deciding often refers to

choosing between objects (goods, brands, stores/shopping locations); consumers are actually choosing between alternative behaviors related to these objects." Sudirjo et.al (2023) concludes: "The purchasing decision made by a buyer is actually a collection of several decisions." According to Supana et.al (2021), "Decision-making is the process of evaluating and selecting from various alternatives according to specific interests, by determining the option deemed most beneficial." Based on the opinions above, it can be concluded that consumer decisions are the actions consumers take in making decisions about purchasing the goods they most prefer. Therefore, decision-making is an action taken to address problems that arise and must be faced in order to achieve goals as quickly and cost-effectively as possible.

Product Quality

Product quality includes perceived quality, physical quality, durability, safety, and compliance with expectations. High perceived product quality positively affects trust, satisfaction, and purchase intention. In FMCG and healthcare products, perceived efficacy and safety are especially influential. Companies must be able to understand customer desires, especially regarding product quality. There are many aspects that can differentiate our products, including form, features, performance, suitability, durability, and so on. Nainggolan et.al (2022) states that "Product quality is the ability of a product to perform its function. This includes overall durability, reliability, accuracy, ease of operation and repair, and other product attributes." Arif & Siregar (2021) states that "Product quality refers to the quality of work or the product's ability to perform its function. Companies choose a quality level that aligns with the needs of the target market and the quality level of competing products." Based on the two opinions above, it can be concluded that product quality is the effort or ability of a company to create high-quality products that meet consumer expectations. High product quality creates a sustainable competitive advantage and provides a sustainable organizational structure that leads to quality improvement. Improving all business

processes will increase product uniformity, reduce rework and errors, and reduce wasted labor, machine time, and raw material consumption. These improvements result in productivity gains, cost reductions, better competitive positioning, and job satisfaction.

Promotion

Promotion encompasses advertising, sales promotion, public relations, personal selling, and digital marketing. Effective promotion increases awareness, shapes attitudes, and reduces perceived purchase risk, thus raising purchase intention (Helmi et.al, 2023). Promotional credibility and message clarity also moderate effectiveness. Promotion is a variety of activities undertaken by a company for its activities. The goal is to create an effective promotional process that achieves the objectives of the promotional program in particular and the overall marketing strategy, namely achieving the desired sales level and generating profits for the company. According to Lamasi & Santoso (2022), "Promotion is essentially a form of marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and/or remind the target market about the company and its products so that they are willing to accept, purchase, and be loyal to the products offered by the company in question." According to Ginting et.al (2022), "Promotion carried out by a company is the use of a combination of promotional elements or tools that reflect the implementation of the company's promotional policy. This combination of promotional elements or tools is known as the promotional mix, which consists of advertising, personal selling, sales promotion, and publicity." According to Regina et.al (2022), marketers combine promotions to communicate information about their products and influence consumers to buy. There are four main types of promotions: advertising, sales promotions, personal selling, and publicity. Based on several theoretical descriptions, it can be concluded that the elements of promotion are: advertising, personal selling, and advertising, which are important and primary elements used in promotions. This study uses advertising as an indicator of the company's promotional policy.

Empirical Support

Studies across consumer goods show both product quality and promotion significantly predict purchase intention; effect sizes differ by product category and consumer segment. The following is a summary of several previous studies related to the problems in this study.

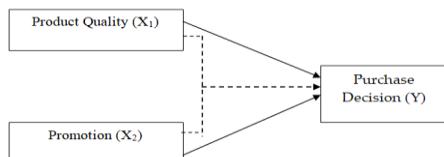


Figure 1. Conceptual Framework

Table 1. Previous Research

N	Researcher (Year)	Title of Study	Variables Examined	Main Findings
1	Kotler & Keller (2016)	<i>Marketing Management and Consumer Decision</i>	Product Quality, Promotion, Purchase Decision	Product quality and promotion influence purchase decisions through perceived value and brand trust.
2	Zeithaml (1988)	<i>Consumer Perception of Price, Quality, and Value</i>	Product Quality, Value Perception, Purchase Intention	Product quality has a significant positive effect on purchase intention through perceived value.
3	Sari & Handayani (2019)	<i>The Effect of Product Quality and Promotion on Wardah Cosmetic Purchase Decision</i>	Product Quality, Promotion, Purchase Decision	Both variables significantly affect purchase decision, with product quality having the stronger
4	Wulandari & Siregar (2020)	<i>The Effect of Price, Promotion, and Product Quality on Purchase Decision of Generic Drugs in Medan</i>	Price, Promotion, Product Quality, Purchase Decision	Promotion and product quality significantly affect purchase decisions, while price has no significant effect.
5	Putra & Rahmawati (2021)	<i>The Influence of Product Quality and Promotion on Consumer Purchase Decisions of FMCG Products</i>	Product Quality, Promotion, Purchase Decision	Product quality has the highest direct impact on purchase decisions.
6	Santoso (2020)	<i>Analysis of the Effect of Promotion and Product Quality on Consumer Purchase Decision on Shopee Indonesia</i>	Promotion, Product Quality, Purchase Decision	Digital promotion significantly increases purchase decisions when supported by perceived product quality.
7	Dewi & Hidayat (2022)	<i>The Effect of Brand Image, Promotion, and Product Quality on Purchase Decision of Health Drinks</i>	Brand Image, Promotion, Product Quality, Purchase Decision	Promotion and product quality significantly influence purchase decisions; brand image strengthens the relationship.
8	Tanjung et al.	<i>The Effect of Product Quality on Purchase Decision</i>	Product Quality	Both

N o er (Year)	Research er (Year)	Title of Study	Variable		Main Findings
			Examine	s	
	al. (2021)	<i>Product Quality and Promotion on Purchase Decision in Local Pharmaceutical Industry</i>	Quality, Promotional, Purchase Decision	variables significantly affect purchase decision, with stronger effect from product quality.	
9	Wijaya (2018)	<i>Effect of Product Quality, Price, and Promotion on Purchase Decision of OTC Medicine</i>	Product Quality, Price, Promotional, Purchase Decision	Product quality and promotion have positive effects; price has a moderate effect.	
10	Lestari & Nugroho (2023)	<i>The Role of Promotion and Product Quality in Shaping Purchase Decision through Consumer Trust</i>	Product Quality, Promotional, Consumer Trust, Purchase Decision	Product quality and promotion influence purchase decision indirectly through consumer trust.	

Source: Literature Review

II. METHODS

This research approach is associative research is research that aims to determine the relationship between two or more variables. In this study, the population was Proris Syrup consumers. Based on data from PT. Pharos Indonesia, the exact number of outlets or pharmacies purchasing Proris Syrup remains unknown. Determining the sample size using the Zikmund formula, it is known that the number of samples to be studied is 96.04, rounded up to 96 people. Based on the 96 planned questionnaires, only 71 samples were returned. The data collection technique used was a primary data collection technique using a questionnaire. The questionnaire was created by creating a list of questions in the form of a

questionnaire aimed at Proris Syrup consumers using an interval scale in the form of a checklist.

The test tool used to analyze the hypothesis in this study is Multiple Linear Regression Analysis to test the variables of product quality and promotion on purchasing decisions. Multiple Linear Regression Analysis is influenced to determine the influence of several X variables on one Y variable. The data that has been collected is then subjected to hypothesis testing using the t-test and F-test.

III. RESULTS

Hypothesis Partial Testing

Partial testing is conducted to determine whether each independent variable has an effect on the dependent variable. The test of the effect of the independent variables (X) on the dependent variable (Y) can be seen in the following table.

Table 2. T test and Multiple Regression

Model		Unstandar		Standar		Si	
		dized		dized			
		Coefficie	Coefficie	t	g.		
		nts	nts				
		Std.	Erro				
		B	r	Beta			
1	(Constant)	4.582	2.886	1.588	.17		
	Product	.648	.097	.627	6.701	.00	
	Quality	.144	.067	.202	2.162	.34	

Source: Research Results. 2025

Based on Table 5.11, the t-test values are:

$$\alpha = 4.582$$

$$\beta_1 = 0.648$$

$$\beta_2 = 0.144$$

Therefore, the multiple linear regression equation for two predictors (product quality and promotion) is:

$$Y = 4.582 + 0.648X_1 + 0.144X_2$$

From the regression equation above, the constant value is 4.582, meaning that without the product quality and promotion variables, the consumer's purchasing decision would be 4.582. The product quality variable

yields $\beta_1 = 0.648$, meaning that for every 1% increase in the product quality variable, the consumer's purchasing decision will increase by 0.648, assuming the other variables remain constant. The promotion variable yields $\beta_2 = 0.144$, meaning that for every 1% increase in the promotion variable, the consumer's purchasing decision will increase by 0.144, assuming the other variables remain constant.

Table 2 shows a calculated t-value of 6.701, greater than the t-table value of 1.667, with a t-probability of 0.000, less than the significance limit of 0.05. This indicates that the product quality variable (X1) partially has a significant effect on consumer purchasing decisions (Y). Therefore, product quality contributes to consumer purchasing decisions. The calculated t-value of 2.162, greater than the t-table value of 1.667, with a t-probability of 0.034, less than the significance limit of 0.05. This indicates that the promotion variable (X2) partially has a significant effect on consumer purchasing decisions (Y). Therefore, the promotion factor contributes to consumer purchasing decisions.

Hypothesis Simultaneous Testing

From the simultaneous testing, the hypothesis in this study was proven: the product quality variable (X1) and the promotion variable (X3) jointly influence the Y variable (consumer purchasing decisions). If the Sig value in the ANOVA table is $< \alpha 0.05$, then H_0 is rejected. However, if the Sig value is $> \alpha 0.05$, then H_0 is accepted. The data required to test the above hypothesis are as follows:

Table 3. F test

Model	Sum of Squares	Mean df	Sum of Squares	Mean df	F	Sig.
1 Regression	412.851	2	206.425	44.453	.000 ^a	
Residual	315.769	68			4.644	
Total	728.620	70				

Source: Research Results. 2025

The calculated F value above is 44.453 which is greater than the Ftable of 3.13 with a sig of $0.000 < \alpha 0.05$, indicating that H_0 is rejected and H_a is accepted, meaning that the product quality variable (X1) and the promotion variable (X2) simultaneously have

a significant effect on Y (consumer purchasing decisions).

Determination Test

To determine the influence of product quality and promotion on consumer purchasing decisions. From the test results with SPSS, the correlation coefficient value was obtained as shown in the following table.

Table 3. Determination Test

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.554

Source: Research Results. 2025

Based on the SPSS calculation results, $r_{xy} = 0.753$ is obtained, meaning that the magnitude of the influence of product quality and promotion on consumer purchasing decisions is strong, around the interval of 0.60 - 0.799. The Adjusted R-Square value obtained is 0.554, indicating that approximately 55.4% of the Y variable (consumer purchasing decisions) can be explained by the product quality variable (X1) and the promotion variable (X2). Or practically, it can be said that the contribution of product quality (X1) and the promotion variable (X2) to the Y variable (consumer purchasing decisions) is 55.4%. The remainder ($100\% - 55.4\% = 44.6\%$) is influenced by other variables such as price, service, distribution, brand image, and others that were not examined in this study.

IV. DISCUSSION

The test results show that all independent variables (X1 and X2) have positive bi coefficients, meaning that all independent variables (product quality and promotion) have a unidirectional influence on variable Y (consumer purchasing decisions). This result is consistent with the research of Intan Suti (2010) on the influence of product quality, price, and promotion on purchasing decisions for Esia mobile phones. Her research found that product quality, price, and promotion had a positive and significant influence on purchasing decisions. The results of data analysis indicate that product quality has a positive and significant effect on the

purchase decision of Proris syrup. This finding implies that the higher the perceived quality of Proris syrup, the greater the consumer's tendency to purchase the product. Respondents generally agreed that Proris syrup has good taste, effective results, and reliable safety—attributes that increase consumer confidence in choosing the product among other brands. This finding is consistent with Zeithaml (1988), who stated that consumers evaluate product quality as an indicator of value and reliability in their purchase decision-making process. Similarly, Putra and Rahmawati (2021) found that product quality significantly influences purchase decisions in fast-moving consumer goods. In the pharmaceutical context, Wulandari and Siregar (2020) confirmed that consumers are more likely to purchase medicine brands they perceive as high in quality and safety. In the case of PT. Pharos Indonesia, these results emphasize the importance of maintaining the functional and perceived quality of Proris syrup through consistent product formulation, improved packaging, and clear labeling of active ingredients. Consumers often equate the perceived efficacy of medicine with its quality; therefore, communicating these aspects effectively can further strengthen purchase intention and brand trust. This suggests that product quality acts as a core determinant of consumer confidence and becomes the primary reason for repeat purchases. A good-quality product not only drives initial purchase but also builds long-term loyalty.

The findings also show that promotion has a positive and significant influence on the purchase decision of Proris syrup, although the magnitude of the effect is slightly lower than that of product quality. This means that promotional activities—such as advertising, discount offers, and digital marketing campaigns—successfully increase consumer awareness and encourage them to try or purchase Proris syrup. These results align with the studies by Santoso (2020) and Dewi & Hidayat (2022), who found that effective promotional strategies enhance consumers' willingness to purchase by shaping positive perceptions and familiarity with the product. In addition, Lestari and Nugroho (2023) highlighted that promotion indirectly affects purchase decisions through consumer trust,

which can be strengthened when promotional messages are consistent with the actual product performance. In this study, promotional factors such as advertising exposure, clarity of message, and the frequency of digital marketing were found to play a significant role. However, many respondents noted that promotional information about Proris syrup remains limited, suggesting the need for PT. Pharos Indonesia to increase the visibility of its campaigns—especially on digital platforms such as Instagram, TikTok, and health-related online communities. Moreover, collaboration with healthcare professionals (e.g., pharmacists and pediatricians) in promotional activities can add credibility to the product and foster consumer trust, particularly since Proris syrup is related to child healthcare. The marketing mix consisted of price, distribution, and promotion factors on purchasing decisions. Her research results demonstrated that promotion influences purchasing decisions.

V. CONCLUSION

Based on the results of the t test, it can be proven that the product quality and promotion variables partially have a significant influence on consumer purchasing decisions (Y) thus H_0 is rejected H_1 is accepted where product quality has a dominant influence on purchasing decisions which is 0.648 greater than promotion of 0.144. Based on the results of the F test for the product quality and promotion variables, it can be proven that the product quality variable (X1) and the promotion variable (X2) simultaneously have a significant influence on consumer purchasing decisions thus H_0 is rejected H_1 is accepted. The Adjusted R-Square value obtained is 0.554 indicating that approximately 55.4% of consumer purchasing decision variables can be explained by the product quality variable (X1) and the promotion variable (X2). This shows that there are still many other factors that can influence purchasing decisions by 44.6% such as price, service, distribution, brand image factors.

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