



# The Influence Of Product And Promotion On Purchase Decisions (A Study On Saga Cake & Cookies Sintang)

Erga Ofiananda Pratama <sup>1</sup>, Yasir Hudzaifah <sup>2</sup>, Joko Susilo <sup>3</sup>

<sup>1,2,3</sup> Universitas Muhammadiyah Pontianak, Indonesia

Email: <sup>1</sup> [erga.pratama2000@gmail.com](mailto:erga.pratama2000@gmail.com)

## How to Cite :

Pratama, E. O., Hudzaifah, Y., Susilo, J. (2025). The Influence Of Product And Promotion On Purchase Decisions (A Study On Saga Cake & Cookies Sintang). EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(4). doi: <https://doi.org/10.37676/ekombis.v13i4>

## ARTICLE HISTORY

Received [10 June 2025]

Revised [07 October 2025]

Accepted [13 October 2025]

## KEYWORDS

Product, Promotion, Purchase Decision.

*This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license*



## ABSTRACT

This study aims to evaluate the influence of product and promotional techniques on consumer purchasing decisions at Saga Cake & Cookies in Sintang Regency. The research employed a quantitative methodology via a survey approach, with data gathered via survey forms administered to 100 participants. The employed data analysis procedures encompass validity assessments, reliability evaluations, classical assumption tests (normality, linearity, multicollinearity), multiple linear regression, and hypothesis testing. The data indicates that neither product nor promotion significantly influences purchasing decisions, whether considered together or individually. This is demonstrated by a significant value of 0.05 and a coefficient of determination ( $R^2$ ) of 0.006, indicating that merely 0.6% of the purchasing decision variable might be clarified by the goods and promotion. Consequently, variables beyond product and promotion are likely to exert a more substantial influence on consumer purchasing decisions at Saga Cake & Cookies.

## INTRODUCTION

The economic progress of Indonesia depends much on micro, small, and medium-sized businesses (MSMEs). Data shows that the number of MSMEs in Indonesia will reach 66 million by 2024, contributing 61% to the GDP. This highlights the significant role played by micro and small enterprises (MSMEs) in Indonesia's economy. This also makes micro enterprises attractive to business actors, including prospective entrepreneurs who want to start a small-scale business but have the potential to grow. Due to high market demand and continuously evolving product innovations, the culinary industry has become one of the most sought-after among various types of MSMEs.

The development of information technology, especially social media, provides new opportunities for micro, small, and medium enterprises (MSMEs), but they still face various significant challenges in fully adopting digital transformation (Dora et al., 2023). Previously, marketing activities were conducted traditionally, such as through print media, the use of banners, distribution of brochures, and direct promotions to consumers (Tresnawati & Prasetyo,

2018). Social media provides new opportunities for micro, small, and medium enterprises (MSMEs), but they still face various significant challenges in fully adopting digital transformation (Donoriyanto et al., 2023). On the other hand, consumers also find it easier to access information about products and stores, rendering the impact of social media on shopping decisions progressively more substantial.

Success in attracting consumer interest heavily depends on two main factors, namely product quality and promotional strategy. A product is a collection of physical attributes arranged in various specific forms. In other words, a product is anything that can be offered or sold to meet the desires and needs of consumers (Dzikrulloh et al., 2022). The product is a key element in a marketing program. The strategy applied to the product can impact other marketing strategies. Consumers buy products not merely to possess them, but also to fulfill their needs and desires (Dora et al., 2023). However, a good product will not be widely recognized without effective promotion. Promotion is carried out with the aim of increasing consumer awareness, shaping positive perceptions, attracting buyer interest, and increasing the proportion of loyal consumers towards the product or brand (Rombon et al., 2021). The right promotional strategy can enhance consumer awareness, shape a positive image, and encourage purchasing decisions.

**Table 1. Number of Saga Cake & Cookies Sales for The Years 2022-2024.**

YEAR	SALES VOLUME	Percentage %
2022	318.768.000	-
2023	345.542.000	8,39%
2024	422.375.000	22,23%

Source: Data processed, 2025

Table 1 indicates a growth over the past three years. In the year 2022-2023, there was an increase of 8.39%, and in the year 2023-2024, there was an increase of 22.23%. This happened due to the hard work put in by the store owner and their associates. Sales at Saga Cake & Cookies have increased year after year due to consumer trust in buying cakes at Saga Cake & Cookies because of the maintained quality and standard prices.

Saga Cake & Cookies is one example of a micro-enterprise in Sintang Regency that operates in the culinary field, specifically in the production of dry and wet cakes. In facing tight competition, this business utilizes social media as its main promotional tool. The use of these digital platforms aims to expand market reach, build relationships with customers, and increase sales. Consequently, the amalgamation of product quality and executed promoting techniques is a pivotal determinant of this business's success.

Given that context, it is essential to investigate the degree to which items and promotions affect customer purchasing decisions for Saga Cake & Cookies. This research aims to enhance comprehension of marketing methods beneficial for micro-enterprises in the culinary sector, specifically in Sintang Regency.

## LITERATURE REVIEW

### Product

Products or services are something given to customers to be owned, used, or consumed to meet their needs and desires (Kasmir, 2015).

Product indicators according to (Kotler & Armstrong, 2015) :

1. Product diversity denotes the company's capacity to offer an extensive assortment of items to satisfy the preferences and requirements of customers.

2. Product quality is a characteristic defined by the product's capacity to fulfill the explicit or implicit expectations of the consumer. Customer satisfaction is closely related to value. Product quality also affects its performance.
3. Packaging refers to the design and creation of containers or wrapping for an object. Packaging involves the design and creation of containers or wrapping for an item, known as packaging. Storing and protecting the product is the main purpose of packaging. Companies know that good packaging is very important for increasing customer awareness of the company or its product brand, while innovative packaging can make the company stand out from the competition and boost sales.

### **Promotion**

Promotion serves as a method of disseminating information regarding products and services to consumers, with the objective of motivating them to make purchases or share information about the product. Every company engages in promotional activities with the goal of maintaining customer loyalty while also attracting new consumer interest (Septadiana, 2024).

Promotion is a form of marketing communication that seeks to disseminate information, influence or persuade, remind the target market about the company and its products so that they are willing to buy and remain loyal to the products offered by the company (Alma, 2018).

In Promotion indicators according to (Firmansyah, 2020) :

1. Advertising, usually referred to as, is the dissemination of non-personal information regarding a product, brand, company, or store for a specified fee.
2. Personal Selling, where a potential buyer interacts personally with a seller.
3. Sales Promotion, where buyers are given a direct incentive to purchase goods.
4. Direct Marketing, commonly referred to as direct marketing, is a promotional strategy wherein corporations engage directly with target consumers to elicit responses or transactions. This encompasses several forms of sales promotions.

### **Purchase Decision**

Purchase decisions are problem-solving actions taken by an individual by choosing one of two or more behavioral alternatives and considering it the best action to initiate a purchase through the stages of the decision-making process (Firmansyah, 2020). Consumers tend to make purchasing decisions for a product due to the influence of friends or family members (Muslichah M et al., 2020). The company needs to deeply understand the consumer decision-making process in making purchases, in order to optimize its product sales (Ernawati, 2019).

According (Kotler & Armstrong, 2018) The process used by consumers to make purchasing decisions consists of five stages, namely:

1. Problem Recognition  
Customers recognize issues or requirements at the initial phase of the purchasing decision-making process.
2. Information Search  
During the purchase decision-making stage, customers want to obtain more information. This is known as information search.
3. Evaluation of various alternatives  
Marketers must understand the evaluation of various options; this is part of the purchase decision-making process where customers use data to choose alternative brands based on their preferences.
4. Purchase Decision  
Until the customer actually purchases the item, the stage of the purchasing decision is referred to as the purchase decision.
5. Post Purchase Behavior

is part of the purchase decision-making process where consumers take additional actions after buying based on whether they are satisfied or not with the items they purchased.

## METHODS

This study utilizes an associative research strategy. Associative study examines the correlation between two or more variables. (Sujarweni, 2015) This research uses a test

### Data Analysis Techniques

The approach of analysis applied in this work

1. Validity Test
2. Reliability Test
3. Classical Assumption Test
  - Normality Test
  - Linierity Test
  - Multicollinierity
4. Multiple Regression Test
5. Hypothesis Testing
6. Correlation Coefficient
7. Coefficient of Determination
8. Simultaneous Influence Test
9. Partial Influence Test

## RESULTS

### Validity Test

The validity test shows that certain statements are suitable for determining variables.

**Table 2. Validity Test Result**

Variable	Item	R Count	R Table	Description
Product (X1)	X1.1	0,707	0,256	Valid
	X1.2	0,642	0,256	
	X1.3	0,732	0,256	
	X1.4	0,665	0,256	
	X1.5	0,756	0,256	
	X1.6	0,788	0,256	
	X1.7	0,737	0,256	
Promotion (X2)	X2.1	0,624	0,256	Valid
	X2.2	0,494	0,256	
	X2.3	0,589	0,256	
	X2.4	0,693	0,256	
	X2.5	0,847	0,256	
	X2.6	0,857	0,256	
	X2.7	0,747	0,256	
	X2.8	0,685	0,256	
	X2.9	0,597	0,256	
	X2.10	0,747	0,256	
	X2.11	0,847	0,256	

	X2.12	0,857	0,256	
	X2.13	0,847	0,256	
	X2.14	0,857	0,256	
Purchasing Decision (Y)	Y.1	0,498	0,256	Valid
	Y.2	0,373	0,256	
	Y.3	0,424	0,256	
	Y.4	0,381	0,256	
	Y.5	0,374	0,256	
	Y.6	0,483	0,256	
	Y.7	0,239	0,256	
	Y.8	0,367	0,256	
	Y.9	0,396	0,256	
	Y.10	0,444	0,256	
	Y.11	0,388	0,256	
	Y.12	0,447	0,256	
	Y.13	0,418	0,256	
	Y.14	0,377	0,256	
	Y.15	0,300	0,256	
	Y.16	0,380	0,256	
	Y.17	0,506	0,256	
Y.18	0,548	0,256		
Y.19	0,392	0,256		

Source: Result SPSS 29, 2025

The validity test results are deemed valid because the correlation value is higher.  $> R$  table. An instrument is declared valid if the correlation coefficient product moment  $> r$ -table ( $\alpha ; n - 2$ )  $n$  = sample size (Siregar, 2017).

### Reability Test

Reliability testing employing Cronbach's Alpha to assess the consistency of measurement results when replicated with similar instrument .

**Table 3. Results of The Reliability Test**

Variable	Cronbach's Alpha	Item	Description
Product (X1)	0,844	7	Reliable
Promotion (X2)	0,935	14	Reliable
Purchase Decision (Y)	0,720	19	Reliable

Source: Result SPSS 29, 2025

The reliability test results show Cronbach's Alpha for the variables X1 0.844, X2 0.935, and Y 0.720 to be 0.845. As so, one might conclude that every factor is reliable.

### Normality Test

The Kolmogorov-Smirnov test is employed for assessing normalcy.

**Table 4. Results of The Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	6.73708533
Most Extreme Differences	Absolute	.055
	Positive	.043
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>

Source: Result SPSS 29, 2025

The test results indicate that the data adheres to a normal distribution. with Asymp. sig. 0,200.

### Linierity Test

The linearity test assesses the accuracy of the employed model specifications.

**Table 5. Results of The Linearity Assessment For The Product Variable (X1) and The Purchasing Decision (Y)**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Product	Between Groups	(Combined)	250.529	8	31.316	.667	.719
		Linearity	16.123	1	16.123	.343	.559
		Deviation from Linearity	234.406	7	33.487	.713	.661
	Within Groups		4272.221	91	46.947		
	Total		4522.750	99			

Source: Result SPSS 29, 2025

The test results show deviation 0.661 > 0.05. which shows a linear relationship.

**Table 6. Outcomes of the Linearity Assessment for the Promotion Variable X2 and Purchase Decision Y**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Promotion	Between Groups	(Combined)	471.200	14	33.657	.706	.762
		Linearity	8.881	1	8.881	.186	.667
		Deviation from Linearity	462.319	13	35.563	.746	.713
	Within Groups		4051.550	85	47.665		
	Total		4522.750	99			

Source: Result SPSS 29, 2025

The test results show deviation 0.713 > 0.05. which shows a linear relationship.

### Multicollinierity Test

Tolerance and Variance Inflation Factor (VIF) values function as metrics to detect multicollinearity.

**Table 7. Results of The Multicollinearity Test**

Model		Coefficients <sup>a</sup>	
		Collinearity Statistics	
		Tolerance	VIF
1	X1	.062	16.000
	X2	.062	16.000

Source: Result SPSS 29, 2025

The multicollinearity test results provide a tolerance value for Product (X1) and Promotion (X2) 0.062 and a VIF 16.000, respectively.

### Multiple Linear Regression Analysis

Applied to forecast future demand, multiple regression analysis explains the link between dependent and independent variables.

**Table 8. Results of Multiple Linear Regression Analysis**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	80.979	8.928		9.070	<.001
	Produk	-.735	1.106	-.269	-.664	.508
	Promosi	.285	.534	.216	.533	.595

Source: Result SPSS 29, 2025

The outcome of the multiple regression analysis is

$$Y=80.979 + (-0.735) X1 + 0.285 X2$$

### Correlation Coefficient

Correlation (R) quantifies the link between variables.

**Table 9. Correlation Coefficient Result (R)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.080 <sup>a</sup>	0.006	-0.014	6.806

Source: Result SPSS 29, 2025

With a R value of 0.080 the correlation coefficient test revealed a weak relationship between product and promotion on purchase decisions.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination, gauges how independently variable factors affect the dependent variable.

**Table 10. Coefficient of Determination Result (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.080 <sup>a</sup>	0.006	-0.014	6.806

Source: Result SPSS 29, 2025

The coefficient of determination ( $R^2$ ) was 0.006, signifying that 0.6% of purchasing decisions are influenced by the product and promotion.

### Simultaneous Influence Testing

Simultaneous influence testing assesses the aggregate effect of independent variables on the dependent variable.

**Table 11. Simultaneous Influence Testing Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.306	2	14.653	.316	.730 <sup>b</sup>
	Residual	4493.444	97	46.324		
	Total	4522.750	99			

Source: Result SPSS 29, 2025

The study reveals that the calculated F value of 0.316 is less than the F Table value of 3.09. The observed significance value of 0.703 surpasses 0.05, indicating a lack of a significant effect of product and promotion on purchasing decisions.

### Partial Influence Test

The partial influence test evaluates the effect of independent variables on the dependent variable.

**Table 12. Partial Influence Test Result**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	80.979	8.928		9.070	0.000
	Product	-0.735	1.106	-0.269	-0.664	0.508
	Promotion	0.285	0.534	0.216	0.533	0.595

Source: Result SPSS 29, 2025

The t-test results are presented in the table above:

1. With a t-value of -0.664, less than the t-table value of 1.984, the product (X1) does not particularly affect the Purchase Decision. The value—0.508—is more than 0.05.
2. Promotion (X2) There is no substantial impact of promotion on purchasing decisions.

## DISCUSSION

### The affect of Product and Promotion on Consumer Purchasing Choices at Saga Cake & Cookies Sintang

With F count F Table and a significance value of  $0.730 > 0.05$ , the F test result shows the lack of a concurrent meaningful influence of product and promotion on buying decisions. This is not in line with the research conducted by (Danyndra et al., 2021) which found that product and promotion variables have a significant influence on the purchasing decisions of CV. Dio Dea Telecell Manado.

### **The affect of Products on Consumer Purchasing at Saga Cake & Cookies Sintang**

The T-test results show  $0.508 > 0.05$  and the computed t-value is less than the t Table value, hence the product does not greatly affect buying decisions. This is in line with the research conducted by (Arifa et al., 2018) The research results explain that the product does not influence the Purchase Decision of Wardah cosmetics among STIE Widya Gama Lumajang female students. However, it is not in line with the research conducted by (Supardin & Setiawan, 2022) The results explain that the product variable has a significant influence on purchasing decisions on shopee.com.

### **The Affect of Promotion on Consumer Purchasing at Saga Cake & Cookies Sintang**

Promotion does not significantly influence purchasing decisions, as the T-test findings indicate  $0.595 > 0.05$  and the computed t-value is inferior to the t Table value. In line with the research conducted by (Setiawan et al., 2020), The research results explain that promotions do not affect the Purchase Decisions at Hadi Sutrisno Putra 2 Stationery Store in Limpung. However, it is not in line with the research conducted by (Tolan et al., 2021) The results of the study indicate that the promotion variable affects the purchasing decision..

## **CONCLUSION**

1. The purchase decision at Saga Cake & Cookies Sintang is not influenced by product and promotion variables.
2. The product variable does not influence the purchasing choice at Saga Cake & Cookies Sintang.
3. The promotion variable does not influence purchase decisions at Saga Cake & Cookies.

## **SUGGESTION**

1. For the company (Saga Cake & Cookies):

Based on the research findings that indicate that products and promotions do not significantly influence purchasing decisions, it is recommended that the company:

- a. Evaluate the applied promotion strategy, including media, message content, and delivery frequency, to enhance effectiveness and attract consumer interest.
  - b. Increasing interaction and engagement with customers on social media to create loyalty and emotional closeness with the brand.
  - c. Studying other factors beyond products and promotions that may more significantly influence purchasing decisions, such as price, service, location, or customer experience, to make marketing strategies more holistic and effective.
2. For Futures Researchers:
    - a. It is recommended to expand the scope of research variables by including other factors such as price, service quality, brand image, or customer satisfaction, to achieve a more thorough comprehension of the elements affecting purchasing decisions.
    - b. Increasing the number of respondents or expanding the research subjects to several similar SMEs so that the research results are more generalizable.
    - c. Combining quantitative methods with qualitative approaches, such as in-depth interviews, to explore consumer motivations or considerations more deeply in making purchasing decisions.

## **REFERENCES**

- Alma, M. (2018). *Manajemen pemasaran dan pemasaran jasa*. Alfabeta.
- Arifa, N., Hartono, H., & Robustin, T. P. (2018). Pengaruh Kualitas Produk dan Harga serta Word

- Of Mouth Terhadap Keputusan Pembelian Kosmetik Wardah:(Studi Kasus Mahasiswi STIE Widya Gama Lumajang). *Jurnal Riset Manajemen*, 1(1), 54–63.
- Danyndra, D. D., Tumbel, T. M., & Walangitan, O. F. C. (2021). Pengaruh Produk, Harga, Tempat, Promosi Terhadap Keputusan Pembelian pada CV. Dio Dea Telecell. *Productivity*, 2(6), 477–482.
- Donoriyanto, D. S., Indiyanto, R., AR, N. R. J., & Syamsiah, Y. A. (2023). Optimalisasi Penggunaan Media Sosial sebagai Sarana Promosi Online Store pada Pelaku UMKM di Kota X. *Jurnal Abdimas Peradaban*, 4(1), 42–50.
- Dora, M., Khairul, R., & Sari, W. M. (2023). Analisa Transaksi Penjualan Dalam peningkatan Promosi Penjualan Berbasis Sistem Informasi. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 11(1), 357–368.
- Dzikrulloh, A., Muhtarom, A., Sulaeman, M. M., & Santoso, M. H. B. (2022). pengaruh marketing mix (4P) terhadap keputusan pembelian dimediasi kepuasan konsumen pada usaha UMKM. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(2), 833–840.
- Ernawati, D. (2019). Pengaruh kualitas produk, inovasi produk dan promosi terhadap keputusan pembelian produk Hi Jack sandals Bandung. *JWM (Jurnal Wawasan Manajemen)*, 7(1), 17–32.
- Firmansyah, A. (2020). Komunikasi Pemasaran. In *CV. Penerbit Qiara Media*.
- Kasmir. (2015). Analisis Laporan Keuangan. In *PT. Raja Grafindo Persada*.
- Kotler, P., & Armstrong, G. (2015). Marketing: an introduction. In *harlow*.
- Kotler, P., & Armstrong, G. (2018). Principles Of Marketing. In *Pearson Education*.
- Muslichah M, Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Rombon, V. F. A., Pelleng, F. A. O., & Mukuan, D. D. S. (2021). Pengaruh Produk, Harga, Promosi dan Tempat Terhadap Keputusan Pembelian Handphone di Toko Bahtera Cell It Center Kota Manado. *Productivity*, 2(3), 187–191.
- Septadiana, A. (2024). KEPUTUSAN PEMBELIAN PADA BANDENG JUWANA TIDAR SURABAYA Anifa Septadiana Heru Suprihhadi. *Jurnal Ilmu Dan Riset Manajemen*, 13, 9.
- Setiawan, A., Arifin, R., & Asiyah, S. (2020). Pengaruh Harga, Kualitas Produk, Saluran Distribusi, Brand Image, Brand Trust, Dan Promosi Terhadap Keputusan Pembelian Kerupuk Rambak Lestari Eco Desa Sembung Tulungagung. *E-JRM: Elektronik Jurnal Riset Manajemen*, 9(16).
- Siregar, S. (2017). *Statistik parametrik untuk penelitian*.
- Sujarweni, V. W. (2015). *Metodologi penelitian bisnis & ekonomi*. Yogyakarta: Pustaka baru press.
- Supardin, L., & Setiawan, B. (2022). Pengaruh Produk dan Harga Terhadap Keputusan Pembelian di Shopee. com. *Manajemen Dewantara*, 6(2), 246–255.
- Tolan, M. S., Pelleng, F. A. O., & Punuindoong, A. Y. (2021). Pengaruh Promosi terhadap Keputusan Pembelian di Online Shop Mita (Studi pada Masyarakat Kecamatan Wanea Kelurahan Karombasan Selatan Lingkungan IV Kota Manado). *Productivity*, 2(5), 360–364.
- Tresnawati, Y., & Prasetyo, K. (2018). Pemetaan konten promosi digital bisnis kuliner kika's catering di media sosial. *PRofesi Humas*, 3(1), 102–119.