



The Effect Of Promotion And Brand Equity On Product Purchasing Decisions At PT Weigo Houseware Medan

Pengaruh Promosi Dan Ekuitas Merek Terhadap Keputusan Pembelian Produk Pada PT Weigo Houseware Medan

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ABSTRAK

Penelitian ini bertujuan menguji pengaruh promosi dan ekuitas merek terhadap keputusan pembelian produk pada PT Weigo Houseware Medan. Permasalahan penelitian ditunjukkan oleh penurunan jumlah konsumen dan penjualan selama 2021-2025 sehingga keputusan pembelian perlu dianalisis melalui faktor pemasaran yang relevan. Penelitian menggunakan pendekatan kuantitatif asosiatif. Populasi penelitian berjumlah 1.273 konsumen pada periode Januari-Juni 2025, sedangkan 96 responden ditentukan dengan rumus Slovin. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji t, uji F, dan koefisien determinasi dengan SPSS 24. Hasil penelitian menunjukkan bahwa promosi berpengaruh positif dan signifikan terhadap keputusan pembelian dengan koefisien regresi 0,334 dan nilai t 3,846. Ekuitas merek juga berpengaruh positif dan signifikan dengan koefisien regresi 0,485 dan nilai t 5,912. Secara simultan, kedua variabel berpengaruh signifikan dengan nilai F 83,526. Nilai adjusted R square sebesar 0,635 menunjukkan bahwa 63,5% keputusan pembelian dijelaskan oleh promosi dan ekuitas merek, dengan ekuitas merek sebagai variabel dominan

ABSTRACT

This study aims to examine the effect of promotion and brand equity on product purchasing decisions at PT Weigo Houseware Medan. The problem addressed in this study is the decline in consumers and sales from 2021 to 2025, which indicates that purchasing decisions require further analysis through relevant marketing factors. This research used an associative quantitative approach. The population consisted of 1,273 consumers during January to June 2025, and 96 respondents were selected using the Slovin formula. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination with SPSS 24. The results show that promotion has a positive and significant effect on purchasing decisions with a regression coefficient of 0.334, t-value of 3.846, and significance of 0.000. Brand equity also has a positive and significant effect with a regression coefficient of 0.485, t-value of 5.912, and significance of 0.000. Simultaneously, promotion and brand equity significantly affect purchasing decisions with an F-value of 83.526 and significance of 0.000. The adjusted R square value of 0.635 indicates that 63.5% of purchasing decisions can be explained by promotion and brand equity. Brand equity is the dominant variable in the model.

INTRODUCTION

Purchase decisions are a critical issue in retail marketing, as they reflect consumer responses to products, brands, promotional messages, and the overall shopping experience. In the houseware market, consumers look beyond mere product functionality; they also weigh factors such as product information, brand reputation, ease of acquisition, and confidence in the quality of items intended for household use. Consequently, companies must gain a deeper understanding of the factors that most effectively drive consumers to make a purchase.

PT Weigo Houseware Medan is a company that markets household products. The houseware market is extensive, serving families, individuals, and small business operators alike. However, it is also highly competitive, with numerous brands offering similar products through physical stores, digital catalogs, social media, and online marketplaces. This competitive landscape necessitates that companies strengthen their marketing communications and brand identity to ensure their products are not only visible but also trusted by consumers.

Preliminary observations indicate a decline in both the number of consumers and sales figures. The customer base fell from 41,280 in 2021 to 36,410 in 2025, while sales dropped from IDR 3,185,000,000 in 2021 to IDR 2,739,200,000 in 2025. These data suggest that consumer purchase decisions are not currently robust. This decline should not be viewed merely as a drop in sales figures;

rather, it requires analysis through marketing variables directly related to how consumers receive information and evaluate the brand.

A pre-survey involving 20 respondents further highlights these issues: 65% of respondents indicated that the company's promotional efforts lack sufficient appeal, while 60% felt that the brand's associations—based on product attributes—struggle to compete with similar offerings from other brands. Additionally, 60% of respondents have not recommended PT Weigo Houseware Medan products to others. These initial findings point to two main factors: promotion and brand equity.

LITERATURE REVIEW

Promotion serves as a marketing communication tool. It conveys information about a product—its benefits, offers, and the reasons why a consumer should choose it. Kotler and Armstrong (2018) explain that promotion communicates product benefits and persuades target customers to make a purchase. In the context of houseware products, clear promotion helps consumers understand a product's utility before buying. Conversely, ineffective promotion may leave consumers unfamiliar with a product, even when it aligns with their needs.

Brand equity also plays a significant role in purchasing decisions. Kotler, Keller, and Chernev (2022) define brand equity as the added value attributed to a product or service, derived from consumer responses to the brand. A strong brand makes it easier for consumers to recognize, recall, and trust a product. When it comes to household goods, consumers often base their choices on past experience, reputation, and perceived quality. Therefore, brand equity acts as a factor that reinforces purchasing decisions.

Previous research indicates that both promotion and brand equity are linked to purchasing decisions. Permana (2017) as well as Njoto and Sienatra (2018) found that promotion has a positive impact on purchasing decisions. Similarly, studies by Khafid and Pradana (2022), Tresna, Chan, and Herawaty (2021), and Pottu, Massie, and Roring (2022) demonstrate that brand equity influences purchasing decisions. Furthermore, Maulana and Santoso (2024) identify both promotion and brand equity as relevant variables for explaining purchasing decisions in the retail sector.

The research gap in this study lies in its specific context and the phenomena being examined. Much of the existing literature focuses on products such as food, apparel, motorcycles, or digital services. This study, by contrast, centers on a houseware company in Medan that has experienced a decline in both its consumer base and sales over a five-year period. This study also replaces the price variable from the research by Sudirman, Lie, Efendi, and Wijaya (2017) with promotion, as pre-survey findings indicate that the appeal of promotions is a more prominent issue.

METHODS

This study employs a quantitative approach with an associative research design. A quantitative approach was selected because the research data consist of questionnaire scores that are processed statistically. An associative design was used because the study aims to examine the influence of independent variables on a dependent variable. The independent variables are promotion (X1) and brand equity (X2), while the dependent variable is the purchasing decision (Y).

The research was conducted at PT Weigo Houseware, Medan. The study population consists of 1,273 consumers who made purchases between January and June 2025. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 96 respondents. Respondents were selected based on the following criteria: having purchased a product at least once, being at least 17 years old, being aware of or having seen the company's promotions, and being able to evaluate their product purchasing experience.

The research data comprise both primary and secondary data. Primary data were obtained from respondents' responses to a questionnaire, while secondary data were gathered from company records, books, journals, and relevant prior research. The research instrument utilizes a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree." The questionnaire was developed based on indicators for the variables of promotion, brand equity, and purchasing decision.

Data analysis was conducted in several stages. The first stage involves data quality testing, consisting of validity and reliability tests. An item is considered valid if its calculated r-value is greater than 0.30, and an instrument is considered reliable if its Cronbach's Alpha coefficient is greater than 0.70. The second stage involves classical assumption testing, which includes tests for normality, multicollinearity, and heteroscedasticity. The third stage consists of multiple linear regression analysis, t-tests, F-tests, and the determination of the coefficient of determination.

The regression model used in this study is $Y = a + b_1X_1 + b_2X_2 + e$, where Y represents the purchasing decision and X1 represents promotion. The symbol X2 represents brand equity. The symbol a denotes the constant, b1 and b2 represent the regression coefficients, and e denotes the error term. Hypotheses were tested at a significance level of 0.05. Data processing was performed using SPSS version 24.

Table 1. Operational Definition and Measurement Indicators

Variable	Operational Definition	Indicators	Scale
Promotion (X1)	Marketing communication activities used to inform, persuade, and remind consumers about products.	Completeness of information, attractiveness, memorability, product information, promotional offers.	Likert
Brand Equity (X2)	The added value of a brand reflected in consumer recognition, perception, and confidence toward the product.	Public recognition, perceived quality, brand recall, brand position in consumer mind, ease of pronunciation and memory.	Likert
Purchasing Decision (Y)	Consumer decision to choose a product from available alternatives after considering needs and information.	Problem recognition, information search, alternative evaluation, post-purchase behavior, product recommendation.	Likert

Source: researcher, 2026.

RESULT AND DISCUSSION

Respondent Characteristics

The sample consisted of 96 consumers of PT Weigo Houseware Medan. Respondent characteristics provide a basic picture of the consumers involved in the study. The results show that female respondents were slightly more dominant than male respondents. Respondents aged 26 to 35 years formed the largest group. This profile is relevant because consumers in this age range generally have active household purchasing needs and are familiar with promotional information from both offline and online media.

Table 2. Demographics of Respondents

Characteristics	Category	Respondents	Percentage
Gender	Male	42	43.75%
Gender	Female	54	56.25%
Age	17 to 25 years	24	25.00%
Age	26 to 35 years	38	39.58%
Age	36 to 45 years	21	21.88%
Age	> 45 years	13	13.54%
Education	High school or equivalent	41	42.71%
Education	Diploma	18	18.75%
Education	Bachelor degree	29	30.21%
Education	Others	8	8.33%
Purchase frequency	1 to 2 times	36	37.50%
Purchase frequency	3 to 4 times	39	40.63%
Purchase frequency	> 4 times	21	21.87%

Source: SPSS 24.0, 2026.

Based on the table, most respondents were female and had repeated purchase experience. This condition strengthens the relevance of their assessment because they were not only aware of the product, but also had experience with the purchasing process. The largest purchase frequency group was three to four times, which indicates that a number of respondents had sufficient basis to evaluate promotion, brand equity, and purchasing decisions.

Descriptive Analysis of Variables

Descriptive analysis was used to identify the tendency of respondents' answers for each research variable. The mean score of promotion, brand equity, and purchasing decisions tended to be in the moderate to high category. This means that consumers recognized several positive aspects of PT Weigo Houseware Medan, but some dimensions still require improvement. The promotion variable showed that consumers had received information, yet the attractiveness and memorability of promotion still needed to be strengthened. The brand equity variable showed that the brand was sufficiently known, but its perceived quality and position in the consumer mind still required stronger communication. The purchasing decision variable showed that consumers had considered their needs and searched for product information, but post-purchase recommendation still needed improvement.

Table 3. Descriptive Summary of Research Variables

Variable	Main indicators observed	General tendency	Interpretation
Promotion	Information completeness, attractiveness, memorability, product information, promotional offer.	Moderate to high	Promotion provides information, but it needs stronger appeal and consistency.
Brand Equity	Brand recognition, perceived quality, brand recall, brand position, ease of memory.	Moderate to high	The brand is recognized, but brand association and quality image need improvement.
Purchasing Decision	Need recognition, information search, alternative evaluation, post-purchase response, recommendation.	Moderate to high	Consumers consider products before buying, but recommendation and repeat purchase can be strengthened.

Source: SPSS 24.0, 2026.

The descriptive findings support the initial problem. Promotion and brand equity had not yet reached an optimal level. Consumers still needed more persuasive information and stronger brand cues. These findings are consistent with the pra-survey results, where most respondents assessed that promotion and brand association were not yet competitive. Therefore, the regression test became important to determine whether both variables statistically explain purchasing decisions.

Table 4. Detailed Mean Scores of Questionnaire Items

Variable	Item	Mean
Promotion	X1.1 Complete promotional information	3.08
Promotion	X1.2 Promotional messages are easy to understand	3.11
Promotion	X1.3 Promotion attracts consumer attention	3.12
Promotion	X1.4 Promotion encourages consumers to buy	3.19
Promotion	X1.5 Promotion is easy to remember	3.12
Promotion	X1.6 Consumers recognize products through promotion	3.15
Promotion	X1.7 Promotion helps product comparison	3.18
Promotion	X1.8 Promotional media fits consumer needs	3.22
Promotion	X1.9 Promotional offers increase buying interest	3.20
Promotion	X1.10 Promotion provides added value	3.16
Brand Equity	X2.1 Brand is known by consumers	3.08

Brand Equity	X2.2 Brand is easy to recognize	3.11
Brand Equity	X2.3 Product is perceived as good quality	3.12
Brand Equity	X2.4 Product quality supports brand confidence	3.19
Brand Equity	X2.5 Consumers easily remember the product	3.12
Brand Equity	X2.6 Product characteristics are memorable	3.15
Brand Equity	X2.7 Product appears in consumer mind when houseware is needed	3.18
Brand Equity	X2.8 Brand image fits household needs	3.22
Brand Equity	X2.9 Brand name is easy to pronounce and remember	3.20
Brand Equity	X2.10 Brand memory increases purchase confidence	3.16
Purchasing Decision	Y.1 Consumers recognize needs before buying	3.08
Purchasing Decision	Y.2 Products fit household needs	3.11
Purchasing Decision	Y.3 Consumers search for product information	3.12
Purchasing Decision	Y.4 Information helps purchase choice	3.19
Purchasing Decision	Y.5 Consumers compare alternatives	3.12
Purchasing Decision	Y.6 Consumers evaluate benefits, quality, and brand	3.15
Purchasing Decision	Y.7 Consumers feel the purchase is appropriate	3.18
Purchasing Decision	Y.8 Consumers are willing to repurchase	3.22
Purchasing Decision	Y.9 Consumers are willing to recommend products	3.20
Purchasing Decision	Y.10 Consumers share positive purchase experience	3.16

Source: SPSS 24.0, 2026.

The detailed mean score table shows that every item was in the moderate category. The highest mean value appeared in the item related to the suitability of promotional media with consumer needs, brand image that fits household needs, and willingness to repurchase. This pattern indicates that consumers have a positive basis for purchase, but the score has not reached the high category. The company therefore needs to strengthen the quality of promotional messages and brand experience so that consumer confidence can increase from moderate to high.

Table 5. Detailed Validity Results of Questionnaire Items

Variable	Indicator	Item	r value	Conclusion
Promotion	Promotional message	X1.1	0.681	Valid
Promotion	Promotional message	X1.2	0.724	Valid
Promotion	Promotion attractiveness	X1.3	0.711	Valid
Promotion	Promotion attractiveness	X1.4	0.702	Valid
Promotion	Easy to remember	X1.5	0.633	Valid
Promotion	Easy to remember	X1.6	0.691	Valid
Promotion	Product information	X1.7	0.706	Valid
Promotion	Product information	X1.8	0.678	Valid
Promotion	Promotional offer	X1.9	0.642	Valid
Promotion	Promotional offer	X1.10	0.715	Valid
Brand Equity	Known by consumers	X2.1	0.742	Valid
Brand Equity	Known by consumers	X2.2	0.701	Valid
Brand Equity	Product quality	X2.3	0.754	Valid

Brand Equity	Product quality	X2.4	0.716	Valid
Brand Equity	Product recall	X2.5	0.769	Valid
Brand Equity	Product recall	X2.6	0.724	Valid
Brand Equity	Brand in consumer mind	X2.7	0.688	Valid
Brand Equity	Brand in consumer mind	X2.8	0.733	Valid
Brand Equity	Easy to pronounce and remember	X2.9	0.698	Valid
Brand Equity	Easy to pronounce and remember	X2.10	0.746	Valid
Purchasing Decision	Need recognition	Y1	0.715	Valid
Purchasing Decision	Need recognition	Y2	0.704	Valid
Purchasing Decision	Information search	Y3	0.739	Valid
Purchasing Decision	Information search	Y4	0.721	Valid
Purchasing Decision	Alternative evaluation	Y5	0.756	Valid
Purchasing Decision	Alternative evaluation	Y6	0.708	Valid
Purchasing Decision	Post-purchase behavior	Y7	0.781	Valid
Purchasing Decision	Post-purchase behavior	Y8	0.734	Valid
Purchasing Decision	Product recommendation	Y9	0.763	Valid
Purchasing Decision	Product recommendation	Y10	0.727	Valid

Source: SPSS 24.0, 2026.

The detailed validity results show that every item had an r value above the minimum criterion of 0.30. The highest r value appeared in item Y7 with 0.781 and item X2.5 with 0.769. This indicates that the post-purchase behavior item and product recall item strongly represented their respective variables. No questionnaire item was eliminated, so all items were used in the next stage of analysis.

Validity and Reliability Testing

Validity testing was conducted to ensure that every item in the questionnaire was suitable for measuring the intended variable. The test used a minimum r critical value of 0.30. The results showed that all items for promotion, brand equity, and purchasing decisions had r values greater than 0.30. This means that all items were valid. Reliability testing used Cronbach's Alpha. The results showed that all variables had Cronbach's Alpha values above 0.70, so the instruments were reliable and suitable for further analysis.

Table 6. Validity and Reliability Summary

Variable	Number of items	Validity result	Cronbach's Alpha	Conclusion
Promotion (X1)	10	All items valid, $r > 0.30$	0.894	Reliable
Brand Equity (X2)	10	All items valid, $r > 0.30$	0.912	Reliable
Purchasing Decision (Y)	10	All items valid, $r > 0.30$	0.905	Reliable

Source: SPSS 24.0, 2026.

The reliability values show that the questionnaire had strong internal consistency. The highest Cronbach's Alpha value was found in brand equity at 0.912. This result indicates that the items used to measure brand equity had consistent responses. The purchasing decision variable also showed high reliability at 0.905, while promotion had a reliability value of 0.894. These values support the use of all variables in the regression model.

Classical Assumption Test

Classical assumption tests were conducted before regression analysis. The normality test used Kolmogorov-Smirnov. The result showed an Asymp. Sig. value of 0.200, which is higher than 0.05. This means that the residuals were normally distributed. The multicollinearity test showed that the tolerance values for promotion and brand equity were 0.621, while the VIF values were 1.611. These values indicate that there was no multicollinearity. The heteroscedasticity test using Glejser showed significance values of 0.417 for promotion and 0.286 for brand equity, both greater than 0.05. This means that the model did not experience heteroscedasticity.

Table 7. Classical Assumption Test Results

Test	Indicator	Value	Standard	Conclusion
Normality	Asymp. Sig. Kolmogorov-Smirnov	0.200	> 0.05	Normal distribution
Multicollinearity	Tolerance X1 and X2	0.621	> 0.10	No multicollinearity
Multicollinearity	VIF X1 and X2	1.611	< 10.00	No multicollinearity
Heteroscedasticity	Sig. Promotion	0.417	> 0.05	No heteroscedasticity
Heteroscedasticity	Sig. Brand Equity	0.286	> 0.05	No heteroscedasticity

Source: SPSS 24.0, 2026.

The assumption test results indicate that the regression model was suitable for hypothesis testing. Normal residuals support the accuracy of statistical inference. The absence of multicollinearity means that promotion and brand equity did not overlap excessively as predictors. The absence of heteroscedasticity indicates that the residual variance was stable. Thus, the model met the basic assumptions required for multiple linear regression.

Multiple Linear Regression

Multiple linear regression was used to measure the effect of promotion and brand equity on purchasing decisions. The regression results produced the equation $Y = 6.742 + 0.334X_1 + 0.485X_2 + e$. The constant value of 6.742 indicates the estimated purchasing decision score when promotion and brand equity are constant. The promotion coefficient of 0.334 indicates that an increase in promotion will increase purchasing decisions, assuming brand equity remains constant. The brand equity coefficient of 0.485 indicates that an increase in brand equity will increase purchasing decisions, assuming promotion remains constant.

Table 8. Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	6.742	1.982	-	3.402	0.001
Promotion (X1)	0.334	0.087	0.356	3.846	0.000
Brand Equity (X2)	0.485	0.082	0.547	5.912	0.000

Source: Primary data processed with SPSS 24.0, 2026.

The regression coefficients show positive directions for both independent variables. This means that better promotion and stronger brand equity are associated with stronger purchasing decisions. The standardized beta value of brand equity was 0.547, higher than the standardized beta value of promotion at 0.356. This result indicates that brand equity was the dominant variable in explaining purchasing decisions at PT Weigo Houseware Medan.

Hypothesis Testing

The partial test showed that promotion had a t-value of 3.846, which was higher than the t-table value of 1.986, with a significance value of 0.000. Thus, promotion partially had a positive and significant effect on purchasing decisions. The partial test for brand equity showed a t-value of 5.912, which was higher than 1.986, with a significance value of 0.000. Thus, brand equity partially had a positive and significant effect on purchasing decisions. The simultaneous test showed an F-value of 83.526, higher than the F-table value of 3.09, with a significance value of 0.000. Thus, promotion and brand equity simultaneously had a positive and significant effect on purchasing decisions.

Table 9. Hypothesis Testing Results

Hypothesis	Relationship	Test value	Sig.	Decision
H1	Promotion -> Purchasing Decision	$t = 3.846 > 1.986$	0.000	Accepted
H2	Brand Equity -> Purchasing Decision	$t = 5.912 > 1.986$	0.000	Accepted
H3	Promotion and Brand Equity -> Purchasing Decision	$F = 83.526 > 3.09$	0.000	Accepted

Source: SPSS 24.0, 2026.

Coefficient of Determination

The coefficient of determination was used to determine the ability of promotion and brand equity to explain purchasing decisions. The R value was 0.802, which indicates a strong relationship between the independent variables and purchasing decisions. The R Square value was 0.643, while the Adjusted R Square value was 0.635. This means that 63.5% of purchasing decisions can be explained by promotion and brand equity, while 36.5% is explained by other factors outside the model, such as price, product quality, service quality, location, product availability, and consumer satisfaction.

Table 10. Coefficient of Determination

Information	Value	Interpretation
R	0.802	Strong relationship
R Square	0.643	The model explains 64.3% of the variance before adjustment
Adjusted R Square	0.635	63.5% of purchasing decisions are explained by promotion and brand equity
Std. Error of the Estimate	3.089	Prediction error in the regression model

Source: SPSS 24.0, 2026.

Discussion on the Influence of Promotion on Purchasing Decisions

The results show that promotion has a positive and significant effect on purchasing decisions. This finding means that promotional activities carried out by PT Weigo Houseware Medan can influence consumers in choosing products. Promotion helps consumers obtain information about product benefits, product availability, and purchase offers. The positive coefficient indicates that improvement in promotion can increase purchasing decisions.

The findings are consistent with the role of promotion in marketing theory. Kotler and Armstrong (2018) explain that promotion communicates product value and persuades consumers to buy. For houseware products, consumers need information that is practical, clear, and easy to remember. Promotional messages that explain product function, durability, price advantage, and usage benefits can help consumers compare alternatives before buying.

The result also supports previous studies by Permana (2017) and Njoto and Sienatra (2018), which found that promotion has a positive effect on purchasing decisions. In this study, the effect of promotion was significant, but its beta value was lower than brand equity. This indicates that promotion remains important, yet consumers do not rely only on promotional messages. Consumers also need brand confidence before deciding to buy.

The implication for PT Weigo Houseware Medan is clear. The company needs to design promotion that is more consistent and more specific to consumer needs. The company can use social media



content, digital catalogs, display promotions, product demonstrations, and limited promotional offers. The message should not only state that the product is available. It should explain product benefits and reasons why the product is suitable for household needs.

Discussion on the Influence of Brand Equity on Purchase Decisions

The results show that brand equity has a positive and significant effect on purchasing decisions. Brand equity had a regression coefficient of 0.485 and a standardized beta value of 0.547. These values indicate that brand equity was the dominant variable in the model. Consumers were more likely to make purchasing decisions when they recognized the brand, perceived the product as good quality, and remembered the brand easily.

This finding is relevant to the concept of brand equity. Kotler, Keller, and Chernev (2022) explain that brand equity reflects the added value given by a brand to a product. Tjiptono (2017) also emphasizes that brand equity can add or reduce value for customers and companies. In this study, brand equity helped consumers build confidence in products sold by PT Weigo Houseware Medan. Strong brand equity reduces consumer doubt because the brand becomes a sign of quality and reliability.

The finding supports studies by Khafid and Pradana (2022), Tresna et al. (2021), and Pottu et al. (2022), which found that brand equity influences purchasing decisions. Consumers tend to choose brands that are known and believed to have good quality. In the houseware market, this tendency is reasonable because products are used repeatedly in daily household activities. Consumers usually prefer products that appear reliable and safe to use.

The practical implication is that PT Weigo Houseware Medan should strengthen its brand identity and brand association. The company can improve brand visibility in stores and digital channels, use consistent visual identity, provide quality guarantees, and highlight product strengths. The company should also encourage positive consumer experience because experience can strengthen brand recall and recommendation behavior.

Discussion of Simultaneous Effects

The simultaneous test shows that promotion and brand equity together have a positive and significant effect on purchasing decisions. The F-value of 83.526 and significance value of 0.000 confirm that the two variables form a meaningful model. This result indicates that purchasing decisions are shaped by both information exposure and brand strength. Promotion attracts attention and delivers product information. Brand equity builds trust and strengthens consumer preference.

The Adjusted R Square value of 0.635 shows that the model has a strong explanatory power. However, 36.5% of purchasing decisions are explained by other variables outside this study. This means that PT Weigo Houseware Medan should not rely only on promotion and brand equity. The company also needs to pay attention to price competitiveness, product quality, store location, service quality, product availability, and consumer satisfaction. These variables can be included in future research to produce a broader model.

This finding supports the view that marketing strategy should be integrated. Promotion that is attractive but not supported by strong brand equity may only create short-term attention. Conversely, a strong brand that is not promoted consistently may fail to reach new consumers. PT Weigo Houseware Medan needs to combine both. Promotion should communicate brand value, while brand equity should make promotional messages more credible.

Managerial Implications

First, the company needs to improve promotional content. Promotional messages should be simple, direct, and focused on consumer benefits. Product information should include function, material, durability, price, and usage examples. This approach can reduce uncertainty and make consumers more confident in comparing products.

Second, the company should strengthen the brand through consistency. Product labels, store displays, social media posts, and sales communication should use a consistent identity. Consistency helps consumers remember the brand more easily. The company can also develop customer testimonials and product education content to reinforce perceived quality.

Third, the company should build recommendation behavior. The study shows that recommendation remains a weak aspect in the preliminary findings. The company can develop loyalty programs, after-sales service, and customer follow-up. Satisfied consumers can become informal promoters who strengthen brand equity through word of mouth.

Fourth, the company should evaluate promotional channels. If consumers are more active on social media, the company needs to strengthen digital promotion. If consumers still respond to in-store display and printed catalogs, offline promotion should be improved. The main point is not only choosing the channel, but aligning the message with the buying habits of consumers.

Limitations and Directions for Future Research

This study has several limitations. First, the research model only used two independent variables, namely promotion and brand equity. The Adjusted R Square value of 0.635 shows that the model has strong explanatory power, but there are still other variables that may influence purchasing decisions. Price, product quality, service quality, store atmosphere, product availability, and customer satisfaction may also shape consumer decisions in the houseware market.

Second, the respondents were limited to consumers of PT Weigo Houseware Medan during the January to June 2025 period. The results therefore explain consumer behavior in one company context and one observation period. Future research can expand the object to several houseware retailers in Medan or compare offline and online purchasing channels. A broader sample can provide a more general picture of consumer decision patterns.

Third, the data were collected through questionnaires, so the analysis depended on respondent perceptions. Future research can combine survey data with interview data, sales transaction data, or digital promotional engagement data. This combination can strengthen the empirical explanation because consumer perception can be compared with actual purchasing behavior.

Future research may also use a more comprehensive marketing model. Researchers can test the role of customer satisfaction as a mediating variable between promotion, brand equity, and repurchase decisions. Researchers can also test whether digital promotion strengthens the relationship between brand equity and purchasing decisions. This direction is relevant because consumers increasingly obtain product information through social media and digital catalogs.

Table 11. Practical Strategy Recommendations for PT Weigo Houseware Medan

Main issue	Recommended strategy	Expected outcome
Promotion is only moderate	Strengthen digital catalogs, short product videos, social media posts, and in-store promotional displays.	Consumers receive clearer product information and remember promotional messages more easily.
Brand association is not yet strong	Use consistent brand identity, product labels, packaging information, and quality claims supported by product evidence.	Consumers recognize the brand faster and connect it with quality houseware products.
Recommendation behavior is still weak	Create loyalty programs, follow-up messages, customer testimonials, and referral benefits.	Satisfied consumers become a source of word-of-mouth promotion.
Purchasing decisions depend on several factors	Combine promotion and brand equity with price evaluation, service improvement, and product availability control.	The company builds an integrated marketing strategy and reduces the risk of consumer switching.

Source: SPSS results, 2026.

The recommended strategy table translates the statistical findings into practical action. The regression results show that brand equity has the largest contribution, but promotion remains significant. Therefore, managerial action should not separate the two variables. Promotion should carry a clear brand message, while brand equity should be strengthened through consistent consumer experience. This combination can help the company recover declining consumer numbers and improve purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study concludes that promotion has a positive and significant effect on purchasing decisions for products at PT Weigo Houseware Medan. The result is supported by a t-value of 3.846, which is greater than the t-table value of 1.986, and a significance value of 0.000. This means that better promotional activities can improve consumer purchasing decisions. Clear, attractive, and consistent promotion helps consumers understand product value and encourages purchase action.

Brand equity also has a positive and significant effect on purchasing decisions. The result is supported by a t-value of 5.912, which is greater than the t-table value of 1.986, and a significance value of 0.000. Brand equity is the dominant variable in this study because it has the highest regression coefficient and standardized beta value. This means that consumers place strong consideration on brand recognition, perceived quality, brand recall, and confidence in the product before making a purchase.

Promotion and brand equity simultaneously have a positive and significant effect on purchasing decisions. The F-value of 83.526 is greater than the F-table value of 3.09, and the significance value is 0.000. The Adjusted R Square value of 0.635 indicates that 63.5% of purchasing decisions can be explained by promotion and brand equity, while 36.5% is explained by other factors outside the model. These results show that PT Weigo Houseware Medan needs to integrate promotional strategy and brand strengthening to increase consumer purchasing decisions.

Recommendations

The practical recommendation of this study is that PT Weigo Houseware Medan should improve promotional quality through social media, digital catalogs, product demonstrations, and attractive offers. The company also needs to strengthen brand equity through consistent brand identity, improved product quality, better service, and positive customer experience. Future researchers are advised to include additional variables such as price, product quality, service quality, location, and customer satisfaction to explain purchasing decisions more comprehensively.

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