

# The Effect of Product Quality and Promotion on Purchase Decisions with Brand Image as an Intervening Variable (Case Study on Tupperware Product Users in Padang City)

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This study aims to examine the influence of product quality and promotion on purchasing decisions with brand image as an intervening variable (a case study of Tupperware product users in Padang City). Data collection methods include surveys and questionnaires, with a sample of 100 respondents. The analysis method used is path analysis using SPSS. The research results show that product quality and promotion have a positive and significant effect on brand image. Product quality, promotion, and brand image have a positive and significant effect on purchasing decisions. Brand image mediates the relationship between product quality and purchasing decisions. Brand image mediates the relationship between promotion and purchasing decisions. The contribution of the independent variables Product Quality and Promotion to the dependent variable Brand Image is 49.9%. The remaining 51.1% is influenced by other variables outside this study. The contribution of the independent variables Product Quality, Promotion, and Brand Image to the dependent variable Purchase Decision is 24.0%. The remaining 74.4% is influenced by other variables outside this study.

**Keywords:** Product Quality, Promotion, Brand Image and Purchasing Decisions

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## 1. Introduction

Increasingly fierce business competition significantly impacts companies' ability to maintain their market share. Entrepreneurs will continually seek strategies to support their products' sales. Every consumer has different wants and needs. These perceptions influence their thinking, leading to purchasing decisions for products deemed good. These consumer purchasing decisions are the final step in the marketing process. Purchasing decisions made by many consumers will have a positive impact on the company itself, leading producers to formulate strategies that deliver positive value while considering both opportunities and threats.

According to (Kotler and Armstrong, 2014). The Purchase Decision is the stage in the buyer's purchasing decision process where the consumer actually makes the purchase. The purchase decision is an individual activity that is directly involved in obtaining and using the goods offered. The factors that influence purchasing decisions are cultural, social, personal and psychological. Meanwhile, according to (Kotler and Keller, 2014) Factors that influence purchasing decisions include perceptions about the product, brand, price, location, promotion and distribution channels.

According to (Kotler and Armstrong, 2014) defines that Promotion; refers to the activity of communicating and persuading target customers to feel the value of the product or service. According to (Tjiptono, 2016) argues that Quality of Service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership. According to (Kanuk, 2016) says products

or services and brands have symbiotic value for individuals, who judge them on the basis of consistency (suitability) with their personal image of themselves.

Then the research conducted by (Supriyadi, 2017) which states that Product Quality has a positive and significant influence on Purchasing Decisions. Research conducted by (Hufron, 2018) which states that Product Quality has a positive and significant influence on Purchasing Decisions. As well as research conducted by (Made & Rani, 2020) which states that Brand Image has a positive and significant influence on Purchasing Decisions. Research conducted by (Taklim, 2019) which states that Brand Image has a positive and significant influence on Purchasing Decisions.

Tupperware is Tupperware products made from guaranteed and healthy plastic for food or beverages as well as cooking utensils and now expanding into health equipment such as diffusers. Tupperware was founded in 1946 from Orlando, one of the countries in the United States by Earl Tupper. Tupperware entered Indonesia in 1991 under the auspices of PT. Cahaya Prestasi Indonesia with a direct selling system to its consumers through its sales force. Tupperware continues to grow very rapidly in various other countries. With the advancement of today's technology, human needs are increasing in various aspects, forcing companies to compete in various ways. This market competition can be seen in the popularity of certain products or services, creating intense competition for other companies.

Business owners face increasingly challenging business challenges in maintaining their businesses' longevity and developing their existing operations. This requires companies to be more creative in seizing existing opportunities. Given the large number of competitors operating in similar businesses, sales have continued to decline. This decline can be seen in units at the PT. Bundo Bumi Lestari Distributor in Padang.

Several units at PT Bundo Bumi Lestari experienced a decline in sales of Rp. 3,487,500,000 in 2019, while experiencing an increase in sales in 2017 of Rp. 5,617,710,000. The decline in Tupperware sales was caused by several reasons, one of which was due to reduced promotions, resulting in a drastic decline in consumer purchasing decisions. The decline in sales is thought to be due to the presence of competing products that have advantages in the field of promotion using the Shopee application, Lazada, and other electronic media. From this, it can be concluded that consumer purchasing decisions for Tupperware products are suboptimal. The fluctuations are believed to be caused by product quality and brand image promotion.

Based on the results of the research conducted (Armayani and Jatra, 2019) which states that Promotion and Price have a significant influence on Decisions through Brand Image. The research conducted (Setyawati and Kartinah, 2017) which states that product design and promotion have a significant influence on brand image and purchasing decisions. And research conducted (Budianto and Budiarmo, 2019) which states that Promotion and Product Quality have a significant influence on Decisions through Brand Image.

Then the research conducted by (Supriyadi, 2017) which states that Product Quality has a positive and significant influence on Purchasing Decisions. Research conducted by (Hufron, 2018) which states that Product Quality has a positive and significant influence on Purchasing Decisions. As well as research conducted by (Made and Rani, 2020) which states that Brand Image has a positive and significant influence on Purchasing Decisions. Research conducted by (Taklim, 2019) which states that Brand Image has a positive and significant influence on Purchasing Decisions.

## 2. Method

### Multiple Regression Analysis

Multiple Regression Analysis is an analysis used to determine the influence between independent variables and their dependent variables and intervening variables. The mathematical formula for multiple regression used in this study is:

$$\text{Model 1 : } Z = b_1X_1 + b_2X_2 + e$$

$$\text{Model 2: } Y = b_3X_1 + b_4X_2 + b_5Z + e$$

## 3. Results and Discussion

### Research Description

**Table 1.** Calculation of Questionnaire Distribution Results

No.	Questionnaire	Amount	Percentage%
1	Distributed questionnaires	100	100
2	Unreturned questionnaires	0	0
3	Incorrectly filled out (defective or damaged) questionnaire	0	0
4	Questionnaires suitable for data processing	100	100

Source: Survey Results, 2025

### Research Data Analysis

#### Multiple Linear Regression Analysis

##### One Equation Model

To determine the influence between Organizational Culture, Leadership Effectiveness and Innovative Behavior on Job Satisfaction, multiple linear regression analysis was used, the following regression tests were carried out:

**Table 2.** Results of Multiple Linear Regression Test of One Equation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,482	3,135		3,344	,001
	Product Quality (X1)	,306	,099	,299	3,087	,003
	Promotion (X2)	,443	,091	,470	4,844	,000

Source: SPSS processing, 2025

Based on table 2. above, the regression equation can be seen as follows:

$$Z = 10.482 + 0.306 X_1 + 0.443 X_2 + e$$

1. The constant value is 10,482: meaning if Product Quality (X1) and Promotion (X2) is ignored (0), then *Brand Image* (Z) its value is 10,482.
2. Variable regression coefficient Product Quality by 0,306: If Product Quality (X1) is increased by one (1) unit assuming Promotion (X2) is ignored (0) then *Brand Image* (Z) will experience an increase of 0,306.
3. Variable regression coefficient Promotion by 0,443: If Promotion (X2) is increased by one (1) unit with the assumption Product Quality (X1) is ignored (0) then *Brand Image* (Z) will experience an increase of 0,443.

## Two-Equation Model

To find out the influence between Organizational culture, Leadership Effectiveness, Innovative Behavior and Job Satisfaction towards Employee Performance then multiple linear regression analysis was used, the following regression tests were carried out:

**Table 3.** Results of Multiple Linear Regression Test of Two Equations

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,739	2,014		1,360	,177
	Product Quality (X1)	,183	,063	,205	2,891	,005
	Promotion (X2)	,199	,062	,242	3,214	,002
	Brand Image (Z)	,467	,062	,534	7,555	,000

Source: SPSS processing, 2025

Based on table 3. above, the regression equation can be seen as follows:

$$Y = 2.739 + 0.183 X1 + 0.199 X2 + 0.467 Z + e$$

1. The constant value is 2,739: meaning if Product Quality (X1), Promotion (X2) and Brand Image (Z) is ignored (0), then Buying decision (Y) the value is 2,739.
2. Variable regression coefficient Product Quality of 0,183: If Product Quality (X1) is increased by one (1) unit assuming Promotion (X2) and Brand Image (Z) is ignored (0) then Buying decision (Y) will experience an increase of 0,183.
3. Variable regression coefficient Promotion by 0,199: If Promotion (X2) is increased by one (1) unit with the assumption Product Quality (X1) and Brand Image (Z) is ignored (0) then Buying decision (Y) will experience an increase of 0,199.
4. Variable regression coefficient Brand Image of 0,467: If Brand Image (Z) is increased by one (1) unit assuming Product Quality (X1) and Promotion (X2) is ignored (0) then Buying decision (Y) will experience an increase of 0,467.

## Hypothesis Testing

### One Regression Model

The t-test is intended to test the significance of the influence of independent and dependent variables partially. Where this test compares the probability of significance with alpha 0.05. From the results of this test, if the probability of significance is smaller than alpha 0.05, then Ho is rejected and Ha is accepted, meaning there is an influence of X on Y. The probability of significance is greater than alpha 0.05, then Ho is accepted and Ha is rejected, meaning there is no relationship. The degrees of freedom (df)  $n - k - 1$  are  $73 - 3 - 1 = 69$  (n is the number of respondents and k is the number of independent variables) so that the results obtained for the t-table are 1.986. The results of data processing can be presented in the following table 4.23:

**Table 4.** Partial Over All Independent Variables

Independent Factors	t-count	t-table	Significant	Probability
Product Quality (X1)	3,087	1,984	0,003	0,05
Promotion (X2)	4,844	1,984	0,000	0,05

Source: SPSS processing, 2025

- a. Variables Product Quality (X1)

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The test results with SPSS obtained t-count for the variable Product Quality (X1) 3,087 greater than the t-table of 1.984. By using a significance limit of 0.05, the significance value Product Quality (X1) 0.003 then Ho is rejected and H1 is accepted. Thus, the first hypothesis is accepted.

b. Variables Promotion (X2)

The test results with SPSS obtained t-count for the variable Promotion (X2) 4,844 greater than the t-table of 1.984. By using a significance limit of 0.05, the significance value Promotion (X2) 0,000 then Ho is rejected and H2 is accepted. Thus, the second hypothesis is accepted.

**Two-way Regression Model t-Test**

The degrees of freedom (df)  $nk-1$  is  $73 - 4 - 1 = 68$  (n is the number of respondents and k is the number of independent variables) so that the results obtained for the t-table are 1.994. The results of the data processing can be presented in the following table 5:

**Table 5** Partial Over All Independent Variables

Independent Factors	t-count	t-table	Significant	Probability
Product Quality (X1)	2,891	1,984	0.005	0.05
Promotion (X2)	3,214	1,984	0.002	0.05
<i>Brand Image</i> (Z)	7,555	1,984	0,000	0.05

Source: SPSS processing, 2025

a. Variables Product Quality (X1)

The test results with SPSS obtained t-count for the variable Product Quality (X1) 2,891 greater than the t-table of 1.984. By using a significance limit of 0.05, the significance value Product Quality (X1) 0.005 then Ho is rejected and H4 is accepted. Thus, the third hypothesis is accepted.

b. Variables Promotion (X2)

The test results with SPSS obtained t-count for the variable Promotion (X2) 3,214 greater than the t-table of 1.984. By using a significance limit of 0.05, the significance value Promotion (X2) 0.002 then Ho is rejected and H5 is accepted. Thus, the fourth hypothesis is accepted.

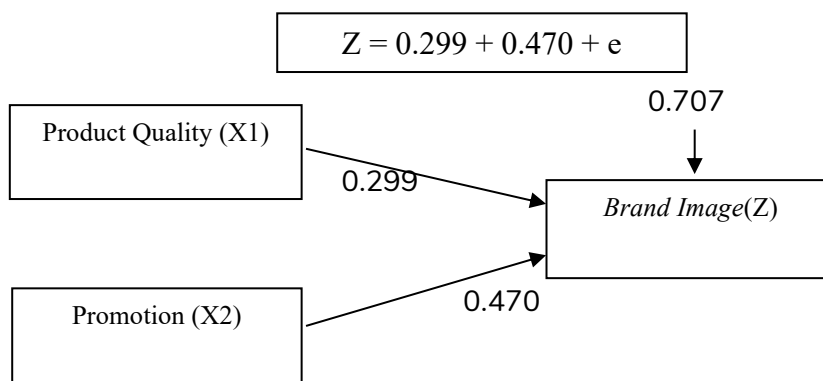
c. Variables *Brand Image* (Z)

The test results with SPSS obtained t-count for the variable *Brand Image* (Z) 7.555 is greater than the t-table of 1.984. Using a significance limit of 0.05, the significance value *Brand Image* (Z) 0.000 then Ho is rejected and H6 is accepted. Thus, the fifth hypothesis is accepted.

**Path Analysis Test**

**Path Coefficient of Model I**

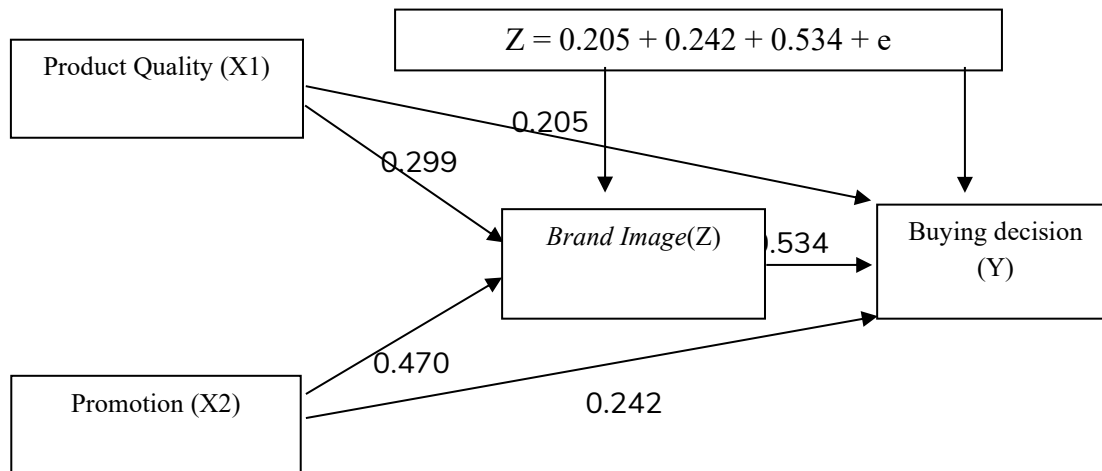
Based on model 1, the path diagram can be formulated as follows:



**Figure 1.** Path Diagram 1

### Path Coefficients of Model II

Based on model equation 2, the following diagram can be formulated:



Based on the path diagram that has been formulated, direct and indirect influences can be summarized as follows:

1. The Influence of Product Quality (X1) on Purchasing Decisions (Y)

- a. Direct Effect = 0.205
- b. Indirect influence through brand image (Z)  
 $= 0.299 * 0.534$   
 $= 0.159$

So it can be concluded that the direct influence of Product Quality (X1) is smaller than the indirect influence of Product Quality (X1) on Purchasing Decisions (Y) through Brand Image (Z).

2. The influence of Promotion (X2) on Purchasing Decisions (Y)

- a. Direct Effect = 0.242
- b. Indirect influence through brand image (Z)  
 $= 0.470 * 0.534$   
 $= 0.250$

So it can be concluded that the direct influence of Promotion (X2) is smaller than the indirect influence through Purchasing Decisions (Y) via Brand Image (Z).

### 4. Conclusion

From the discussion in the previous chapters, several conclusions can be drawn as follows: There is a significant influence between Product Quality and Brand Image. There is a significant influence between Promotion and Brand Image. There is a significant influence between Product Quality and Buying decision. There is a significant influence between Promotion and Buying decision. There is a significant influence between Brand Image on Buying decision. *Brand Image* mediate the relationship between Product Quality and Buying decision. *Brand Image* mediate the relationship between Promotion and Buying decision. The independent variables Product Quality and Promotion contributed 49.9% to the dependent variable Brand Image, while the remaining 51.1% was influenced by other variables outside this study. Contribution of the independent variables of Product Quality, Promotion and Brand Image to the dependent variable Buying decision is 24.0%. While the remaining 74.4% is influenced by other variables outside this study.

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