


## The Influence of Emotional Factors and Product Quality on Purchase Decisions PT. Kedaung Medan Industrial Ltd

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Article Info	ABSTRACT
<b>Keywords:</b> Emotional Factors, Product Quality, Purchasing Decisions.	The purpose of this study is to determine the partial and simultaneous impact of the variable factors of PT. Kedaung Medan Industrial Ltd. This type of research is a quantitative method. The object of research in this study is consumers at PT. Kedaung Medan Industrial Ltd, totaling 100 people. The data analysis technique used is multiple linear regression analysis. Partially, this study has succeeded in proving that emotional factors and product quality have an influence on purchasing decisions. Likewise, this study has succeeded in simultaneously proving that emotional factors and product quality have a significant influence on purchasing decisions at PT. Kedaung Medan Industrial Ltd.
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### INTRODUCTION

After completing a number of procedures, customers make a decision to select and purchase goods from a company. The choice to purchase is influenced by various elements, such as product quality and emotional aspects. One of the national private companies operating in the field of glass equipment in Indonesia is PT. Kedaung Medan Industrial, which has been able to survive for decades in its field. PT. Kedaung Medan Industrial with the selling brand Kedaung Industrial Group (KIG) consistently works to market high-quality goods that are more valuable than competitors, but in recent years problems have arisen related to product quality and emotional aspects that have caused sales targets not to be achieved as planned by the company, the following data regarding company sales:

**Table 1.** Sales Data of PT. Kedaung Medan Industrial (in Rupiah)

Year	Target	Realization	Percentage of Achievement
2020	60.650.000.000,-	51.025.000.000	84,13%
2021	65.000.000.000,-	53.624.000.000	82,50%
2022	65.000.000.000,-	53.900.000.000	82,92%
2023	70.000.000.000,-	58.236.000.000	83,19%
2024	70.000.000.000,-	60.776.000.000	86,82%

Source: PT. Kedaung Medan Industrial, 2025

Based on Table 1 concludes that the company's annual sales targets are never achieved. Observations suggest this is due to challenges in improving purchasing decisions, which are thought to be influenced by product quality and emotional factors.

A person's habits and motivations for action are examples of emotional elements. This affective element is related to the manufacturer's efforts to meet each customer's preferences so they are satisfied with the products they use. This aims to help customers decide what to buy (Asrizal Efendy Nasution and Nasution, 2021). The emotional factor problem identified is a lack of consumer pride in using the company's products, as the company's "KIG" brand is less well-known than competitors such as Luminarc, Nakami, Longchamp, Angel, Polonia, and Bohemia, which are very popular in the glassware industry.

Manufacturers must focus on the quality of their products. Products must meet customer demand or preferences for successful marketing. Customers will purchase an item if they are interested and feel it is suitable. In other words, product development is more focused on consumer preferences or market demand. Martini, Feriyansyah and Venanza, (2021), stated that during the first survey, researchers identified issues related to product quality: the quality of the products offered did not meet customer expectations, where the products sold were easily broken and the designs were less attractive, so many consumers switched to similar, higher-quality products with various designs that attracted customers when making purchases.

Based on the background information provided above, the researcher is eager to conduct a more thorough investigation to determine the extent to which product quality and emotional variables influence purchasing decisions.

## **Literature Review**

### **Emotional Factor Theory**

Emotion is a psychological or mental perspective related to emotions and perceptions. A person's internal emotions, such as happiness, satisfaction, disappointment, sadness, irritation, frustration, anger, tension, and others, are closely related to certain psychological states triggered by internal and external events. Customers consider social status, comfort, and safety when making purchases, among other emotional considerations (Habibie *et al.*, 2023). Indicators of emotional factors cited by (Siregar and Hinggo, 2024) include: joy, pride, self-confidence, and comfort.

### **Product Quality Theory**

Quoted from Rachmadana *et al.*, (2024), the capacity of a product to implement its intended function, including Power stand overall, accuracy, reliability convenience The use and maintenance, as well as other product features, are known as product quality. According to (Karim *et al.*, 2020), product quality is the capacity of a product to fulfill its purpose, which includes accuracy, reliability, durability, ease of use and recovery, and other important characteristics. The following are product quality indicators used in this study, taken from (Daga, 2019): product features, compliance with requirements, durability, reliability, and design.

### **Purchasing Decision Theory**

According to Widodo and Yusiana, (2023), a purchasing decision is a phase or procedure a customer takes when deciding what to buy. A choice between two or more options is what a customer makes when making a purchase; in other words, when making a decision, a person must have access to various options. However, if a customer is absolutely forced to make a certain purchase and take a certain action and has no other choice, then that situation is not considered a decision (Putra *et al.*, 2024). Yanto (2023) cites the following factors as indicators of a purchasing decision: payment method, purchase time, purchase amount, seller choice, and product choice.

### **Theory of the Influence of Emotional Factors on Purchasing Decisions**

According to Fadli, et al, (2024), emotional factors play a significant role in influencing consumer behavior and purchasing decisions. Marketers can leverage their understanding of the impact of emotions to design more effective policies, such as leveraging emotional factors to build strong relationships with consumers and influence their decisions. Based on this explanation, it is believed that emotions are an important psychological factor in marketing strategies that influence consumer choices. The following description forms the basis for the theory proposed in this study: H1: Emotional factors influence purchasing decisions of PT Kedaung Medan Industrial Ltd.

### **Theory of the Influence of Product Quality on Purchasing Decisions**

One thing companies must do to stay competitive and increase consumer choice is to improve their product quality. High-quality products that meet consumer demand will attract customers and motivate them to make purchases. (Setyowati, 2021; Januardin, et al, 2021) found that product quality directly influences purchasing decisions. This indicates that product quality is the most important factor in consumer purchasing decisions. Based on this information, the research hypothesis is as follows: H2: Product quality influences the purchasing decision of PT Kedaung Medan Industrial Ltd.

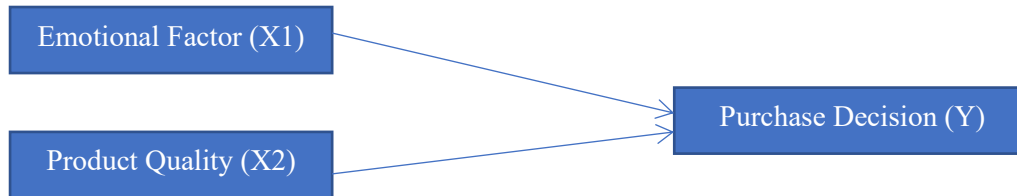
### **Theory of the Influence of Emotional Factors and Product Quality on Purchasing Decisions**

Customers consider social status, comfort, and safety when making purchases, among other emotional considerations. Considering that emotions encompass specific thoughts and feelings, physiological and psychological states, along with a number of tendencies to react to internal and external stimuli, Bonomi *et al.*, (2015) states that a component of a product that contributes to its value is called product quality. Customers must make decisions and face uncertainty during the purchasing stage due to information that does not meet their expectations. According to Dwiputra, the availability of high-quality products attracts customers and encourages them to make purchases.

Based on the description above, it can be concluded that purchasing decisions will increase if the emotional factors felt by consumers are positive and the product quality meets the desired standards, so the hypothesis proposed is: H3: Emotional factors and product quality influence the purchasing decisions of PT Kedaung Medan Industrial Ltd.

### Conceptual Framework

The following is an illustration of the conceptual framework based on the previous description:



**Figure 1.** Conceptual Framework

### METHODS

PT Kedaung Medan Industrial Ltd., located at Jalan Raya Medan-Lubuk Pakam Km. 18.5, Tanjung Morawa, Tj. Morawa A, Kec. Tj. Morawa, Deli Serdang Regency, North Sumatra 20362, is the place where this research was conducted. From February 2025 to July 2025, PT. Kedaung Medan Industrial Ltd. will be the object of research.

A population is defined as all individual components with certain characteristics used as study targets from a particular area, region, institution, or location Ridhahani, (2020) A sample is a subset of the population that can be used as a representative example. Therefore, the sample must possess the main attributes of the population. The study population consists of consumers whose exact number is unknown. Because the exact number of participants is unknown, the researcher decided to take a sample size of 100. The researcher used a quota sampling strategy in this investigation.

The researchers conducted observations, distributed questionnaires, and conducted interviews to collect data. The quantitative research methodology in this study primarily focused on analyzing numerical data processed using statistical techniques. Quantitative descriptive research is the category for this type of study. This study is descriptive and explanatory in nature.

In measuring the normality of the data, the research was carried out using the Normality test, Kolmogorov Smirnov test, Multicollinearity test, heteroscedasticity test. The F test is used to simultaneously test the influence to determine whether the suggested hypothesis is accepted or rejected, the independent factors are compared with the dependent variable, and the significance of each independent variable is evaluated using the t test.

Multiple linear regression is used to estimate the degree and direction of influence of independent factors on the dependent variable. The regression model is given below:

$$Y = a + b_1X_1 + b_2X_2 + \epsilon$$

The coefficient of determination test is used to determine the extent to which independent variables can explain changes in the dependent variable. If the coefficient of determination in a regression model decreases or approaches zero, it indicates that the

contribution of all independent variables to the dependent variable is decreasing. Conversely, if the value approaches 100%, it indicates that the influence of the independent variables on the dependent variable is increasing (Sahir, 2022).

## RESULTS AND DISCUSSION

### Results

#### Normality Test

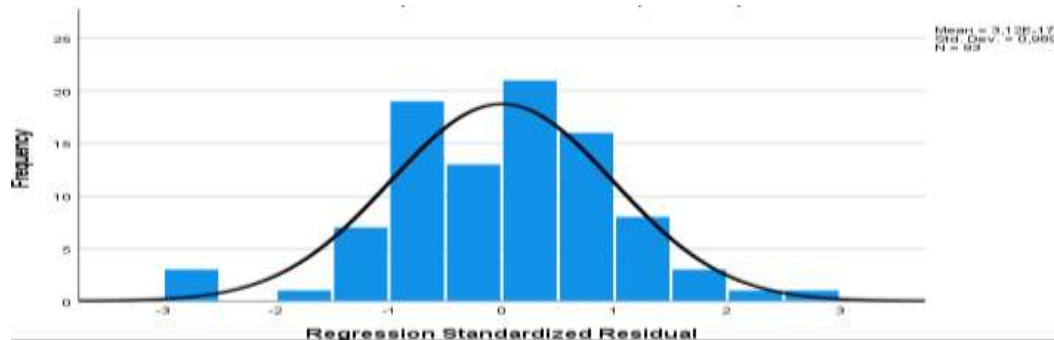


Figure 2. Histogram Graph

Source: Data processed by SPSS, 2024

The histogram of proportional circulation, which is symmetrical and not skewed to the left or right, is depicted in Figure 2. The non-parametric Kolmogorov Smirnov (KS) statistical test is an additional method for performing normality tests.

Table 2. One Sample KS Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	93
Test Statistic	,062
Asymp. Sig. (2-tailed) <sup>a</sup>	,200 <sup>d</sup>
a. Test distribution is Normal.	

Source: Data processed by SPSS, 2024

The significant value  $> 0.05$ , or  $0.200$ , in the normality test findings of Table 2. shows a normal distribution of the data, supporting the conclusion that the variables used are normally distributed.

#### Multicollinearity Test

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Marketing	,634	1,577
	Citra perusahaan	,634	1,577

Source: Data processed by SPSS, 2024

The multicollinearity test yielded a tolerance value of 0.634 for the digital marketing and corporate image variables, while the VIF value for the digital marketing and corporate image variables was 1.577. There was no multicollinearity among the independent variables in the regression model because each had a tolerance value higher than 0.10 and a VIF value lower than 10.

### Heteroscedasticity Test

**Table 4.** Test Results Heteroscedasticity

Model		t	Sig.
1	(Constant)	-,040	,968
	Digital Marketing	-,011	,991
	Citra perusahaan	1,588	,116

Source: Data processed by SPSS, 2024

The Glejser test was applied to test heteroscedasticity. The results showed that the digital marketing variable had a substantiality level of 0.991 > 0.05, and the corporate image variable had a substantiality level of 0.1169 > 0.05, thus the data did not experience heteroscedasticity.

### Multiple Linear Regression Test Results

**Table 5.** Results Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2,979	1,008	
	Digital Marketing	,437	,061	,541
	Citra perusahaan	,303	,062	,369

Source: Data processed by SPSS, 2024

After data processing, the multiple linear regression equation is:

$$\text{Purchase Decision} = 2.979 + 0.437X1 + 0.303X2$$

Purchasing decisions are positively influenced by Digital marketing (X1), as seen from its regression coefficient of 0.437, this indicates that, assuming that the corporate image variable (X2) remains at zero, purchasing decisions will increase by 0.437 units for every one-unit increase in Digital marketing. Corporate image (X2) has a positive impact on purchasing decisions; a regression coefficient of 0.303 indicates that, assuming the Digital marketing variable (X1) is at zero, purchasing decisions will increase by 0.303 units for every one-unit increase in corporate image.

### Hypothesis Test Results

**Table 6.** Coefficient of Determination (R-Square)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,819 <sup>a</sup>	,671	,664	1,21725
a. Predictors: (Constant), Citra perusahaan, Digital Marketing				
b. Dependent Variable: Keputusan pembelian				

Source: Data processed by SPSS, 2024

The Adjusted R Square value of 0.664 or 66.4% in the table above means that the capability of digital marketing variables and corporate image explain purchasing decisions

by 66.4%, other factors not listed in this study, such as organizational commitment, work stress, compensation, and others, contribute profits of 12.7%.

### Simultaneous Test Results (F Test)

**Table 7.** Simultaneous Test Results (F)

Model		F	Sig.
1	Regression	91,743	,000 <sup>b</sup>
	Residual		
	Total		

The simultaneous test value (Fhit) obtained from the data processing results in Table 7, is 91.743 while the Ftable value (3.10) with a usefulness level of 0.000 is below alpha 5% (0.05), which shows that digital marketing simultaneously and company image have a substantial impact on purchasing decisions at PT. Aneka Indo Mandiri.

### Partial Test Results

**Table 8.** Simultaneous Test Results (t)

Model		t	Sig.
1	(Constant)	2,954	,004
	Digital Marketing	7,126	,000
	Citra perusahaan	4,864	,000

Based on Table 8 at a significance level of  $0.000 < (0.05)$ , the calculated t-value for the Digital Marketing variable is  $7.126 > t\text{-table} (1.98667)$ , showing that the variable has a positive impact on the purchasing decision of PT. Aneka Indo Mandiri. The purchasing decision of PT. Aneka Indo Mandiri is also positively influenced by the company's image, with a calculated t-value of  $4.864 > t\text{-table} (1.98667)$  and a significance level of  $0.000 < (0.05)$ .

### Discussion

#### The Impact of Digital Marketing on Purchasing Decisions

According to the first study, digital marketing substantially influences purchasing decisions in a positive way. Therefore, H1 is supported. Given the favorable trend, more digital marketing results in more purchasing decisions. This indicates that increased purchasing decisions are influenced by the effectiveness of digital marketing, which is based on consumer or customer relationships; on the other hand, decreased purchasing decisions are influenced by ineffective digital marketing. Digital marketing has a significant effect on purchasing decisions because product introduction activities using social media receive a positive response from consumers, where through social media they easily find the items they want.

The results of this study align with the theory of Isnaini and Solikhatin, (2020), who stated that several specific aspects of digital marketing influence purchasing decisions, such as online search: the process of searching for information online is the first step in consumers' purchasing decisions. Through online information searches, consumers obtain information about products, consumer reviews, and price comparisons. Content marketing,

such as reviews, articles, and videos, can influence purchasing decisions by providing relevant and compelling information. Social media activity and influence can shape consumer perceptions of a brand or product, which then influences purchasing decisions. The use of retargeting strategies, where advertisements are targeted to people who have previously visited a website or expressed interest in a particular product, can influence consumer purchasing decisions. Purchasing decisions can be influenced by a positive user experience during the online purchasing process, which includes simple navigation, secure payment, and helpful customer service.

### **The Impact of Corporate Image on Purchasing Decisions**

The study findings suggest that purchasing decisions are positively influenced by corporate image. In a positive direction, purchasing decisions will increase in proportion to corporate image; conversely, a decline in corporate image will result in fewer purchasing decisions. According to the study findings by Catur, et al, (2018), purchasing decisions are strongly influenced and supported by corporate image. The way customers react to a company's offerings and its various values, concepts, and perceptions is known as corporate image. Purchasing decisions require choosing between two or more options influenced by a number of variables. When selecting a company to meet their needs, consumers can use corporate image to track quality differences between similar businesses. A positive corporate image will make consumers think favorably of the company's goods and services, which influences their purchasing decisions.

The research findings support Suciati *et al.*, (2023) assertion that every business must have a strategy to win the competition because it is crucial to retaining customers, and one of the variables influencing this is corporate image. A positive perception of a business will be embedded in the minds of customers and the general public, encouraging them to purchase the goods sold by the business to meet their needs and desires. Customers' purchasing decisions are influenced by corporate image, which makes it easier for them to learn about the goods they are interested in and facilitates a simple transaction process. This provides a good reputation for the business, which encourages customers to base their purchases on their trust in the business.

### **The Impact of Digital Marketing and Corporate Image on Purchasing Decisions**

Simultaneous calculations prove that Digital Marketing and Corporate Image have an effect on Purchasing Decisions at PT. Aneka Indo Mandiri, with the calculated F value being greater than the F table value, and a significance level of less than 0.05, indicating simultaneous evidence of Digital Marketing and Corporate Image having a significant impact on Purchasing Decisions.

## **CONCLUSION**

The conclusions obtained from the results of this study are: Emotional factors have a beneficial and substantial effect on purchasing decisions so that hypothesis 1 is approved, Product quality has a positive and essential effect on purchasing decisions, therefore hypothesis 2 is accepted, Emotional factors and product quality have a beneficial and noteworthy impact on purchasing decisions, therefore hypothesis 3 is accepted

### ACKNOWLEDGEMENT

The following acknowledgments can be submitted based on the findings of the study: Strengthen emotional factors in consumers by focusing on creating a pleasant shopping experience by creating a comfortable and attractive store atmosphere through arranging the layout, decoration and lighting. Build a strong emotional connection with customers through social media, email, or direct messages to communicate personally with customers, provide bonuses or gifts to loyal customers. Improve product quality by creating new items or improving existing items based on research, with a focus on competitive advantages, respond to customer complaints effectively and in a timely manner to show empathy and increase customer satisfaction. For future researchers who want to understand aspects that impact purchasing decisions, it is recommended to look for variables other than those studied by the current researcher.

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