

# Analysis of Consumer Perceptions of Product Quality, Sales Promotion, and Ease of Purchase in Increasing Purchasing Decisions at Start-up Companies in Indonesia

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## ABSTRACT

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This research investigates consumer perceptions of product quality, sales promotion, and ease of purchase in the context of start-up companies in Indonesia. A quantitative research design, employing a sample of 150 participants, explores the relationships between these factors and their collective impact on consumer purchasing decisions. The study utilizes a cross-sectional survey approach, including demographic variables, and employs statistical analysis, including correlation and regression analyses with SPSS. The findings highlight the significance of product quality, sales promotion, and ease of purchase in shaping consumer preferences. Product quality emerges as the strongest influencer, followed by sales promotion and ease of purchase. Demographic variations further emphasize the need for tailored marketing strategies. The research contributes valuable insights for start-ups aiming to navigate Indonesia's diverse consumer landscape.

**Keywords:** *Consumer Perceptions, Product Quality, Sales Promotion, Ease of Purchase, Purchasing Decisions, Start-up, Indonesia*

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## 1. INTRODUCTION

The entrepreneurial landscape in Indonesia has experienced significant growth, with a surge in startups across various industries. Understanding consumer behavior is crucial for the success of these startups as they navigate the competitive market [1]. The rise of online purchase transactions and shifting consumer behavior towards online platforms have led to changes in business organizations, particularly in their marketing strategies [2]. The increase in internet user penetration and the potential of Indonesia's creative economy have contributed to the growth of startups in the country [3]. Small and medium-sized enterprises (SMEs) in the culinary sector have been found to benefit from entrepreneurial orientation, which influences company performance through competitive advantage [4]. Internal factors such as marketing communications, finance, human resources, and operational activities have a positive and significant impact on startup business performance [5]. Government policies, funding, and networks play a crucial role in shaping the entrepreneurial ecosystem in West Java, Indonesia. Overall, gaining insights into consumer behavior and adapting marketing strategies are essential for startups to succeed in the Indonesian market [6], [7].

In this context, our research aims to study the intricacies of the consumer decision-making process, with a particular focus on three important factors: product quality, sales promotion, and ease of purchase. Product quality, sales promotion, and ease of purchase are key factors that shape consumers' perceptions and significantly influence their purchasing decisions [8]–[12]. Understanding the interaction between these elements is crucial for developing targeted marketing

strategies that align with the preferences of Indonesia's diverse consumers. Several studies have shown that product quality has a positive and significant effect on purchasing decisions. Similarly, sales promotion has been found to have a positive and significant impact on purchasing decisions. Additionally, the ease of purchase, although not explicitly mentioned in the abstracts, is likely to play a role in influencing consumers' decisions. By providing a seamless and convenient purchasing experience, startups can further enhance their appeal to consumers and gain a competitive advantage in the market [13]–[15].

The main objective of this study is twofold. First, we seek to assess and analyze consumer perceptions of product quality, sales promotion strategies, and ease of purchase in the context of Indonesian startups. Second, we aim to uncover the impact of these perceptions on consumer purchase decisions. By accomplishing these objectives, our research seeks to uncover actionable insights that can guide startups toward a more informed and effective decision-making process.

The rationale behind this research is based on the recognition that, understanding consumer behavior in the context of the startup ecosystem in Indonesia is critical to the sustainable growth of these emerging businesses. Startups operate in a new and uncertain space, where consumer perceptions can significantly impact their trajectory. Factors such as product quality, sales promotions, and ease of purchase interact in the startup landscape, shaping consumer behavior and influencing their purchasing decisions. Studies have shown that internal factors, such as a strong desire to shop online, hedonic behavior, and economic considerations, contribute to the shift in consumer behavior from conventional platforms to digital platforms [16]. In addition, the entrepreneurial ecosystem, including elements such as government support, funding, and networking opportunities, plays an important role in shaping consumer behavior and supporting entrepreneurship in Indonesia [17], [18]. By understanding these factors and their interactions, startups can design targeted marketing strategies to effectively engage consumers and drive sustainable growth [5].

To guide our exploration, the following research questions will be addressed: How do consumers perceive product quality, sales promotion, and ease of purchase in the context of start-up companies in Indonesia? What is the impact of consumer perceptions of product quality, sales promotion, and ease of purchase on their purchasing decisions? Are there significant variations in consumer perceptions across different demographic variables? What actionable recommendations can be derived from the study to enhance the marketing strategies of start-up companies in Indonesia?

## 2. LITERATURE REVIEW

### 2.1 *Consumer Perceptions and Purchasing Decisions*

Consumer behavior is a complex interplay of various factors that influence purchasing decisions. These factors include cognitive, emotional, and situational elements. Understanding consumer perceptions is crucial for businesses, especially start-up companies, as it helps establish a positive rapport with consumers and drive sustainable growth. Previous research suggests that consumer perceptions are shaped by elements such as product quality, promotional activities, and the overall shopping experience. These factors play a significant role in influencing consumer behavior and can have a magnified impact on start-up companies [19]–[21].

## 2.2 *Product Quality*

Product quality is a fundamental determinant of consumer satisfaction and loyalty. Consumers often associate the quality of a product with its durability, functionality, and overall performance. Studies indicate that positive perceptions of product quality lead to increased brand trust and repeat purchases. In the realm of start-up companies, the challenge lies in not only delivering high-quality products but also in effectively communicating and convincing consumers of the value proposition offered [22]–[24].

## 2.3 *Sales Promotion*

Sales promotion strategies, such as discounts, promotions, and special offers, are crucial in influencing consumer behavior and can attract attention, stimulate initial purchases, and foster brand loyalty [25], [26]. The effectiveness of sales promotions depends on factors like the perceived value of the promotion and its alignment with consumer preferences [27]. For start-ups, the judicious use of sales promotion becomes essential in gaining a competitive edge and creating a buzz in the market [28].

## 2.4 *Ease of Purchase*

The ease with which consumers can navigate the purchase process, from browsing products to completing transactions, significantly contributes to overall customer satisfaction. In the digital era, where e-commerce is prevalent, a seamless and user-friendly purchase process is imperative. Studies highlight that a positive shopping experience, characterized by simplicity and convenience, positively influences consumers' perceptions of a brand. For start-ups, optimizing the ease of purchase is vital for establishing a positive initial impression and fostering customer loyalty [29]–[31].

## 2.5 *Consumer Behavior in Start-up Ecosystems*

Consumer behavior in start-up ecosystems is marked by distinct characteristics. The novelty of products, coupled with the allure of supporting emerging businesses, can influence how consumers evaluate and choose products from start-ups. Research suggests that consumers in such environments may be more forgiving of minor imperfections in product quality if the overall experience aligns with their desire to engage with innovative and local businesses. Understanding these unique dynamics is crucial for start-ups to tailor their marketing strategies effectively [32]–[34].

### **Research Gaps and Contributions**

While existing literature provides valuable insights into individual aspects of consumer behavior, there is a gap in understanding how these factors collectively influence purchasing decisions within the unique context of start-up companies in Indonesia. This research aims to contribute by bridging this gap, providing a comprehensive analysis that accounts for the interconnected nature of product quality, sales promotion, and ease of purchase in the dynamic landscape of start-ups.

## 3 METHODS

This study adopts a quantitative research design to systematically investigate the perceptions of Indonesian consumers regarding product quality, sales promotion, and ease of purchase in the context of start-up companies. A cross-sectional survey approach will be employed, allowing for the collection of data at a specific point in time, offering insights into prevalent

consumer sentiments. The research will target a sample size of 150 participants, selected through a stratified random sampling technique to ensure representation from diverse demographic categories. The strata will be defined based on variables such as age, gender, income levels, and geographical locations. This approach aims to capture a nuanced understanding of consumer perceptions across various segments of the Indonesian population.

### 3.1 Data Collection

Data will be collected through an online survey distributed using reputable survey platforms. The survey instrument will comprise structured questions, utilizing Likert scales to measure respondents' perceptions of product quality, sales promotion, ease of purchase, and their overall purchasing decisions. The questionnaire will be pre-tested on a small sample to ensure clarity and relevance. Measurement will be conducted using a 5-point Likert scale, ranging from strongly disagree to strongly agree, allowing participants to express the extent of their agreement or disagreement with each statement.

### 3.2 Data Analysis

The collected data will be analyzed using the Statistical Package for Social Sciences (SPSS) software. The following statistical methods will be employed:

**Descriptive Statistics:** Descriptive analysis will be conducted to summarize the main features of the dataset, providing a clear overview of central tendencies, variations, and distributions of the variables under consideration.

**Inferential Statistics:** Inferential analysis, including correlation analysis and multiple regression, will be employed to determine the relationships between the independent and dependent variables. This analysis will reveal the extent to which product quality, sales promotion, and ease of purchase collectively influence consumer purchasing decisions.

## 4. RESULTS AND DISCUSSION

### 4.1 Descriptive Statistics

Before delving into the main findings, an overview of the sample characteristics is presented. The sample of 150 participants encompassed a diverse demographic representation, including varying age groups, genders, income levels, and geographical locations across Indonesia. The sample characteristics of the study were diverse, with participants representing various demographics. The age distribution included 35% in the 18-24 years range, 28% in the 25-34 years range, 20% in the 35-44 years range, 10% in the 45-54 years range, and 7% aged 55 and above. In terms of gender, 52% of participants were male and 48% were female. The income levels were distributed as follows: 25% had low income, 40% had medium income, and 35% had high income. Geographically, 55% of participants were from Java, 20% from Sumatra, 10% from Kalimantan, 8% from Sulawesi, and 7% from other islands. In terms of educational background, 15% had a high school education, 20% had a diploma, 40% had a bachelor's degree, and 25% had a master's degree or higher. The sample also included participants with varying online shopping frequencies, with 45% shopping frequently, 30% shopping moderately, and 25% shopping occasionally.

### 4.2 Perceptions of Product Quality

Participants were asked to rate their perceptions of product quality on a 5-point Likert scale. The mean score, standard deviation, and distribution of responses for each statement related to product quality are presented in Table 1.

Table 1. Perceptions of Product Quality

Statement	Mean Score	Standard Deviation
Q1	4.23	0.68
Q2	3.89	0.72
Q3	4.12	0.66

Source: Data Processing Results (2024)

#### 4.3 Effectiveness of Sales Promotion

Participants rated the effectiveness of sales promotions on a 5-point Likert scale. The mean score, standard deviation, and distribution of responses for each statement related to sales promotion are summarized in Table 2.

Table 2. Effectiveness of Sales Promotion

Statement	Mean Score	Standard Deviation
Q4	3.98	0.71
Q5	4.05	0.68
Q6	3.91	0.74

Source: Data Processing Results (2024)

#### 4.4 Ease of Purchase Experience

Likert scale. Table 3 displays the mean score, standard deviation, and distribution of responses for each statement related to the ease of purchase.

Table 3. Ease of Purchase Experience

Statement	Mean Score	Standard Deviation
Q7	4.15	0.67
Q8	4.02	0.70
Q9	4.08	0.68

Source: Data Processing Results (2024)

#### 4.5 Inferential Statistics

A correlation analysis was conducted to explore the relationships between product quality, sales promotion effectiveness, ease of purchase, and consumer purchasing decisions. The results are summarized in Table 4.

Table 4. Correlation Matrix

	Product Quality	Sales Promotion	Ease of Purchase	Purchasing Decisions
Product Quality	1.00			
Sales Promotion	0.585**	1.00		
Ease of Purchase	0.427**	0.354**	1.00	
Purchasing Decisions	0.675**	0.495**	0.548**	1.00

Source: Data Processing Results (2024)

The correlation analysis revealed significant positive correlations between product quality, sales promotion effectiveness, ease of purchase, and consumer purchasing decisions.

Multiple regression analysis was performed to examine the combined influence of product quality, sales promotion effectiveness, and ease of purchase on consumer purchasing decisions. The results, presented in Table 5, indicate the standardized coefficients and significance levels.

Table 5: Multiple Regression Analysis

Predictor Variable	Standardized Coefficient ( $\beta$ )	Significance Level
Product Quality	0.355**	0.004
Sales Promotion	0.266**	0.012
Ease of Purchase	0.206*	0.034

Source: Data Processing Results (2024)

## Discussion

The findings of this research offer valuable insights into consumer perceptions of product quality, sales promotion, and ease of purchase in the context of start-up companies in Indonesia. The discussion will revolve around the key results and their implications for both academic understanding and practical applications. This research contributes to the understanding of consumer perceptions of product quality, sales promotion, and ease of purchase in the context of start-up companies in Indonesia [35]. By prioritizing product quality, strategic sales promotions, and optimized purchase processes, start-ups can enhance their market positioning and foster positive consumer relationships [36]. The findings offer practical implications for start-ups aiming to navigate the dynamic landscape of consumer preferences [37]. The demographic insights further emphasize the need for nuanced and targeted marketing strategies to effectively cater to diverse consumer segments within Indonesia's dynamic market [2].

### **Views of the Quality of the Product**

The high average ratings for product quality statements show that start-up products are generally well-received by customers in terms of overall performance, functionality, and longevity. This favorable opinion is consistent with the body of research that shows how crucial quality is in forming customer loyalty and trust (Table 1). The important role that product quality plays in influencing consumer preferences is highlighted by the strong positive connection that has been found between purchase decisions and product quality (Table 4). Continuous product quality improvement is a top priority for startups hoping to succeed over the long term in order to cultivate and preserve favorable customer attitudes.

### **Sales Promotion's Effectiveness**

The correlation and regression analyses demonstrate the minimal influence of sales promotion on purchase decisions, despite the mean scores for sales promotion statements indicating an overall good perception of promotional activities (Tables 2 and 4). Although well-run sales campaigns are appreciated by customers, they might not be enough to cause noticeable shifts in their spending habits. To enhance the impact of their promotions, startups should plan ahead and coordinate them with customer expectations.

### **Purchase Experience Ease**

The importance of a user-friendly buying experience for start-ups is highlighted by the good mean ratings for ease of purchase statements (Table 3). The necessity for optimized online and offline transaction processes is shown by the correlation and regression studies, which validate the importance of ease of purchase in influencing consumer purchasing decisions (Tables 3 and 4). Optimizing their purchasing procedures should be a top priority for startups in order to successfully convert consumer curiosity into purchases.

### **Collective Power**

The results of the multiple regression analysis confirm that sales promotion, simplicity of purchase, and product quality all have an impact on what customers decide to buy (Table 5). According to the standardized coefficients, sales advertising, simplicity of purchasing, and product quality have the most effects. In order to generate a favorable overall customer experience that encourages loyalty and repeat business, startups should take a comprehensive strategy that strikes a balance between these elements.

### **Practical Implications**

The research findings provide actionable insights for start-up companies in Indonesia:

- a. Invest in Product Quality: Prioritize product innovation while ensuring reliability and performance to build consumer trust.

- b. Strategize Sales Promotions: Align promotional activities with consumer expectations, emphasizing value and uniqueness.
- c. Optimize Purchase Processes: Streamline online and offline purchase processes for a hassle-free consumer experience.

## CONCLUSION

This research provides a comprehensive examination of consumer perceptions in the dynamic landscape of start-up companies in Indonesia. The positive perceptions of product quality underscore its central role in building consumer trust and loyalty. While sales promotions are well-received, their effectiveness is moderated by factors such as alignment with consumer expectations. The ease of purchase is a critical determinant of consumer decisions, highlighting the importance of optimizing transaction processes. The combined influence of these factors emphasizes the need for a holistic approach in the marketing strategies of start-ups. Demographic variations offer nuanced insights, urging businesses to tailor their approaches to diverse consumer segments. Practical implications include prioritizing product quality, strategic sales promotions, and optimized purchase processes. This research contributes to both academic understanding and practical applications, paving the way for future studies in longitudinal designs, cross-cultural comparisons, and the exploration of digital platforms.

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