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THE INFLUENCE OF PRODUCT QUALITY AND PROMOTION ON THE PURCHASE DECISION OF ORNAMENTAL FISH AT MALIGE AQUARIUM STORE IN BAUBAU CITY

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Abstract: This study aims to analyze the effect of product quality and promotion on consumer purchase decisions at Malige Aquarium Store in Baubau City. The research uses a quantitative method with a survey approach involving 97 respondents selected from a population of 3,115 consumers. Data were collected through observation, questionnaires, and documentation, and analyzed using multiple linear regression. The results show that product quality has a significant effect on purchase decisions, indicating that the physical condition and appearance of ornamental fish play an important role in consumer preferences. Promotion also has a significant effect, which means that marketing communication and information delivery can increase consumer interest. The simultaneous test confirms that product quality and promotion together influence purchase decisions. The coefficient of determination shows that 25.3 percent of the variation in purchase decisions is explained by both variables, while the remaining 74.7 percent is influenced by other factors not included in this study. The findings highlight the need for improving fish quality and strengthening promotional strategies to support consumer buying behavior

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan promosi terhadap keputusan pembelian konsumen di Malige Aquarium Store Kota Baubau. Penelitian menggunakan metode kuantitatif dengan pendekatan survei terhadap 97 responden yang dipilih dari populasi sebanyak 3.115 konsumen. Pengumpulan data dilakukan melalui observasi, kuesioner, dan dokumentasi, kemudian dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap keputusan pembelian, yang menandakan bahwa kondisi fisik, kesehatan, dan daya tarik ikan hias menjadi pertimbangan utama konsumen. Promosi juga terbukti berpengaruh signifikan, menunjukkan bahwa kegiatan komunikasi pemasaran mampu meningkatkan minat beli. Selain itu, hasil uji simultan menunjukkan bahwa kualitas produk dan promosi secara bersama-sama memengaruhi keputusan pembelian. Nilai koefisien determinasi menunjukkan bahwa 25,3 persen variasi keputusan pembelian dijelaskan oleh kedua variabel tersebut, sedangkan sisanya dijelaskan oleh faktor lain di luar penelitian ini.

INTRODUCTION

The ornamental fish market in Baubau City has shown increasing consumer interest as hobbyists seek healthy, aesthetically appealing, and unique fish species. Malige Aquarium Store is one of the major retailers serving this market, yet customer buying behavior remains dynamic and varies across seasons. These fluctuations indicate that several marketing factors may influence consumer purchasing patterns, particularly product quality and promotion, which are widely recognized as important determinants of buying decisions in retail contexts.

A purchase decision represents a stage in consumer behavior where individuals choose to buy or use a particular product or service after evaluating whether it meets their needs and expectations (Sumilat et al., 2022). In the context of ornamental fish, this decision-making process involves assessing fish health, color vibrancy, species authenticity, maintenance requirements, and the overall value offered by the retailer. One of the primary factors influencing purchase decisions is product quality. Product quality refers to a product's ability to perform its functions, including reliability, durability, features, and aesthetics (Kotler & Keller, 2016). In the ornamental fish industry, product quality encompasses biological and visual attributes such as active swimming behavior, intact fins, bright coloration, and the absence of disease. Salsabilla and Fasa (2024) emphasize that when companies consistently provide products that meet consumer expectations, trust is established and long-term purchasing behavior is encouraged. Empirical evidence also supports the importance of product quality, as Indah and Gendalasari (2023) found that product quality significantly influenced consumer purchase decisions, highlighting its relevance across different retail contexts.

In addition to product quality, promotion plays a crucial role in shaping consumer behavior. Promotion functions as a communication tool used to inform, persuade, and remind consumers about products, thereby increasing awareness and stimulating buying interest (Agustina et al., 2024). In the ornamental fish market, promotional activities may include social media displays of fish varieties, seasonal discounts, loyalty programs, and educational content related to fish care. Previous studies further reinforce the role of promotion; Indah and Gendalasari (2023) demonstrated that promotional activities enhance consumer attractiveness and purchasing intentions.

Similarly, Maky et al. (2024) found that promotional efforts significantly influence purchase decisions in the smartphone retail industry, indicating that effective promotional strategies are essential across various business sectors. Based on the

relevance of these variables, this study aims to analyze the influence of product quality and promotion on the purchase decisions of ornamental fish consumers at Malige Aquarium Store in Baubau City. By drawing on findings from previous empirical studies, this research is expected to provide insights for local aquarium retailers in improving marketing strategies, enhancing customer satisfaction, and strengthening overall business performance.

METHOD

This study employs a quantitative research design with a survey approach to analyze the influence of product quality and promotion on the purchase decision of ornamental fish at Malige Aquarium Store in Baubau City. This method allows the researcher to examine the relationships between variables objectively through numerical data that can be statistically tested. The research procedures follow the logical sequence of quantitative analysis, starting from variable identification, data collection, data processing, and statistical testing, ensuring that the study can be replicated by future researchers.

The population in this study consists of all consumers who have purchased ornamental fish at Malige Aquarium Store, totaling 3.115 individuals. The sample was determined using the Slovin formula with a 10% margin of error, resulting in 97 respondents. This sampling approach ensures adequate representation of the population while maintaining statistical efficiency. Three data collection techniques were utilized in this study, including observation, questionnaire, and documentation.

Observation was conducted at Malige Aquarium Store to identify consumer behavior, product display conditions, fish quality indicators, and promotional activities implemented by the store. A structured questionnaire was distributed to 97 respondents. The instrument measured three variables: product quality, promotion, and purchase decision using a Likert scale. This technique was chosen to obtain quantifiable responses from consumers. Documentation involved collecting secondary data related to store profiles, sales records, previous promotional materials, and other supporting information relevant to this study.

The collected data were analyzed using multiple linear regression with the IBM SPSS 25 software. This analytical technique is appropriate because the study examines the effect of more than one independent variable, product quality and promotion, on a single dependent variable, purchase decision.

The regression model applied is as follows:

$$\mathbf{Y=a+b_1X_1+b_2X_2+e}$$

Where:

Y	= Purchase Decision
X_1	= Product Quality
X_2	= Promotion
a	= Constant
b_1, b_2	= Regression Coefficients
e	= Error Term

Before hypothesis testing, the instrument underwent validity and reliability testing to ensure accuracy and consistency of the questionnaire items. The classical assumption tests, including normality, multicollinearity, and heteroscedasticity, were also conducted to confirm that the regression model met statistical requirements. Hypothesis testing was performed using:

- t-test, to examine the partial effect of product quality and promotion on purchase decisions;
- F-test, to examine the simultaneous influence of f product quality and promotion on purchase decision; and
- Coefficient of determination (R^2), to measure how well the independent variables explain the variance in purchase decisions.

These analytical steps ensure that the findings are statistically valid and capable of explaining the relationships between the research variables.

RESULTS AND DISCUSSION

Results

This study employs a quantitative research design with a survey approach to analyze the influence of product quality and promotion on the purchase decision of ornamental fish at Malige

Validity Test

The validity test was conducted to ensure that each indicator accurately measures its intended construct. An item is considered valid if the calculated r-value > r-table (0.199)

Table 1 Validity of Product Quality (X1)

Indikator	Nilai r hitung	Nilai r tabel	sig	Keterangan
X1.1	0,704	0,199	0,000	Valid
X1.2	0,687	0,199	0,000	Valid
X1.3	0,703	0,199	0,000	Valid
X1.4	0,665	0,199	0,000	Valid
X1.5	0,559	0,199	0,000	Valid
X1.6	0,551	0,199	0,000	Valid
X1.7	0,556	0,199	0,000	Valid
X1.8	0,498	0,199	0,000	Valid

Source: Primary data processed by the author, 2025

All indicators showed r-values ranging from 0.498 to 0.704, exceeding 0.199 with sig =0.000, indicating that all items are valid.

Table 2 Validity of Promotion (X2)

Indikator	Nilai r hitung	Nilai r tabel	sig	Keterangan
X2.1	0,711	0,199	0,000	Valid
X2.2	0,731	0,199	0,000	Valid
X2.3	0,796	0,199	0,000	Valid
X2.4	0,531	0,199	0,000	Valid
X2.5	0,507	0,199	0,000	Valid
X2.6	0,539	0,199	0,000	Valid

Source: Primary data processed by the author, 2025

The indicators showed r-values from 0.507 to 0.796, all above the r-table, confirming that the items are valid.

Table 3 Validity of Purchase Decision (Y)

Indikator	Nilai r hitung	Nilai r tabel	sig	Keterangan
Y1.1	0,534	0,199	0,000	Valid
Y1.2	0,592	0,199	0,000	Valid
Y1.3	0,751	0,199	0,000	Valid
Y1.4	0,631	0,199	0,000	Valid
Y1.5	0,710	0,199	0,000	Valid
Y1.6	0,590	0,199	0,000	Valid
Y1.7	0,698	0,199	0,000	Valid
Y1.8	0,684	0,199	0,000	Valid

Source: Primary data processed by the author, 2025

Indicators obtained r-values between 0.534 and 0.751, higher than 0.199, meaning that all items are valid.

Reliability Test

Table 4 Reliability Test

Variabel	*Cronbach's Alpha*	Nilai Standar	N of Item	Keterangan
Kualitas Produk (X1)	0,770	0,60	8	Reliabel
Promosi (X2)	0,718	0,60	6	Reliabel
Keputusan Pembelian (Y)	0,803	0,60	8	Reliabel

Source: Primary data processed by the author, 2025

Based on the table:

– Product Quality (X1): α = 0.770

– Promotion (X2): α = 0.718

– Purchase Decision (Y): α = 0.803

Since all Cronbach's Alpha > 0.60, the instruments for all variables are reliable.

1. Multiple Linear Regression Analysis

Table 5 Multiple Linear Regression Analysis

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12,354	4,111		3,005	,003
	Kualitas Produk	,466	,098	,429	4,735	,000
	Promosi	,238	,111	,195	2,152	,034
a. Dependent Variable: Keputusan Pembelian						

Source: Primary data processed by the author, 2025

The regression equation is:

Y = a+b1X1+b2X2+e

= 12,354 + 0,466X1 + 0,238X2 + e

Based on the equation above:

- Each increase in product quality raises purchase decisions by **0.466 points**.
- Each increase in promotion raises purchase decisions by **0.238 points**.

Both effects are statistically significant (sig < 0.05).

2. t-Test (Partial Test)

Table 6 t-Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,354	4,111		3,005	,003
	Kualitas Produk	,466	,098	,429	4,735	,000
	Promosi	,238	,111	,195	2,152	,034
a. Dependent Variable: Keputusan Pembelian						

Source: Primary data processed by the author, 2025

Based on the table above,

- Product Quality → significant (t = 4.735; sig = 0.000)
- Promotion → significant (t = 2.152; sig = 0.034)

This indicates that both variables have a partial influence on purchase decisions.

3. F-Test (Simultaneous Test)

Table 7 F-Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261,151	2	130,576	15,885	,000[b]
	Residual	772,684	94	8,220		
	Total	1033,835	96			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Promosi, Kualitas Produk						

Source: Primary data processed by the author, 2025

Based on the table, F = 15.885, Sig = 0.000

Thus, product quality and promotion simultaneously have a significant effect on purchase decisions.

4. Coeffecient of Determination (R^2)

Table 8 Coefficient of Determination (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,503[a]	,253	,237	2,86706
a. Predictors: (Constant), Promosi, Kualitas Produk				
b. Dependent Variable: Keputusan Pembelian				

Source: Primary data processed by the author, 2025

Based on the table, R Square = 0.253, This means that 25.3% of the variation in purchase decisions is explained by product quality and promotion, while the remaining 74.7% is influenced by other factors not included in this research.

Discussion

1. Effect of Product Quality on Purchase Decisions.

   The findings show that product quality significantly affects purchase decisions. The t-value of 4.735 with a significance of 0.000 indicates that the physical condition of ornamental fish—such as health, coloration, active movement, and species authenticity—is a major determinant of consumer purchase decisions.

   This aligns with previous studies (Juhana, 2021; Indah & Gendalasari, 2023) which emphasize that product quality is a central predictor of consumer buying behavior. In the context of Malige Aquarium Store, customers place high value on biological and aesthetic attributes of fish, confirming that quality is a critical factor shaping purchase preferences.

2. Effect on Promotion on Purchase Decisions.

   Promotion also significantly influences purchase decisions (t = 2.152; sig = 0.034). This demonstrates that promotional efforts—such as informational content, discounts, and marketing communication—successfully encourage consumer interest. These findings support Agustina et al. (2024), who state that effective promotion increases awareness and motivates purchase intentions.

   For Malige Aquarium Store, promotional activities, especially through social media, appear to effectively attract consumer attention and influence buying behavior.

3. Combines Effect of Product Quality and Promotion.

   The F-test result (15.885; sig = 0.000) confirms that product quality and promotion jointly influence purchase decisions. Consumers not only consider the quality of ornamental fish but also the communication strategies used to present the products.A combination of high product quality and effective promotional efforts is more likely to enhance trust and encourage stronger purchase decisions.

   The R^2 value of 25.3% indicates that the model provides a moderate explanatory power for social science research. While product quality and promotion contribute meaningfully to purchase decisions, other factors such as price, service quality, store location, and personal preferences also play important roles.

CONCLUSION

Based on the findings of this study, it can be concluded that product quality and promotion have a significant influence on consumer purchase decisions at Malige Aquarium Store in Baubau City. The partial test (t-test) results show that product quality is the most dominant factor, indicating that the physical condition of ornamental fish, such as health, coloration, movement, and aesthetic appeal, plays a major role in shaping consumer preferences. Promotion also has a significant effect, meaning that marketing communication efforts, especially through social media and engaging informational content, successfully increase consumer buying interest. The simultaneous test (F-test) further confirms that product quality and promotion jointly affect purchase decisions. Moreover, the coefficient of determination (R^2) indicates that 25.3% of the variation in purchase decisions can be explained by these two variables, while the remaining 74.7% is explained by other factors not examined in this study. Overall, this research highlights the importance of improving the biological and aesthetic quality of ornamental fish, as well as strengthening consistent and appealing promotional strategies to encourage purchase decisions and enhance the business performance of Malige Aquarium Store.

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