Impact of sales promotion and product quality on zoya customer purchase interest

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Article Info	ABSTRACT
	This research analyses the influence of Sales Promotion and product Quality on Purchase Interest through Brand Awareness. This is a significant concern because product quality is an important thing that every company must strive for if it wants to compete in the market. The object of this research is Zoya Kudus. The sampling technique used purposive sampling with the rule of thumb formula to produce a sample of 120. The analysis tool in this research used SEM-AMOS. This research shows that Sales Promotion and Product Quality have a positive and significant effect on Brand Awareness. Sales Promotion and product quality have influenced purchase Intention. Sales promotion on purchasing interest through brand awareness influences partial mediation. Product quality on purchase intention through brand awareness has a mediating influence, but the influence is weak. *This is an open access article under the CC BY-SA license.*

1. Introduction

Creative businesses are growing because digital technology rapidly changes business practices, improves company performance, and encourages innovation in all business areas [1]. Companies heavily rely on the effective distribution of their products and services to reach their target consumers [2]. Various social media platforms such as Instagram, Twitter, Tiktok and YouTube support the development of creative businesses [3]. One of the creative businesses currently developing is the fashion industry. The fashion world referred to here includes

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everything related to clothing manufacturing, starting from the design process, production, distribution and commercialization [4].

Fashion is not only about clothing but a lifestyle that cannot be separated from a modern person. The fashion industry is also essential because of its considerable economic contribution [5]. In the fashion industry, innovation is crucial in customer purchasing interest and purchasing decisions [6].

One company that focuses on the fashion sector is Brand Zoya. The Zoya brand is a Muslim brand in Indonesia founded by Fanny Mustafa in 2005. The company offers Muslim clothing affordable to the upper middle class and uses quality materials and up-to-date models. The Zoya brand introduces a product and attracts consumer interest by implementing sales promotion strategies. Sales Promotion is the primary key in a marketing campaign, consisting of a collection of short-term incentive tools designed to stimulate the purchase of certain products or services more quickly by consumers or trade [7].
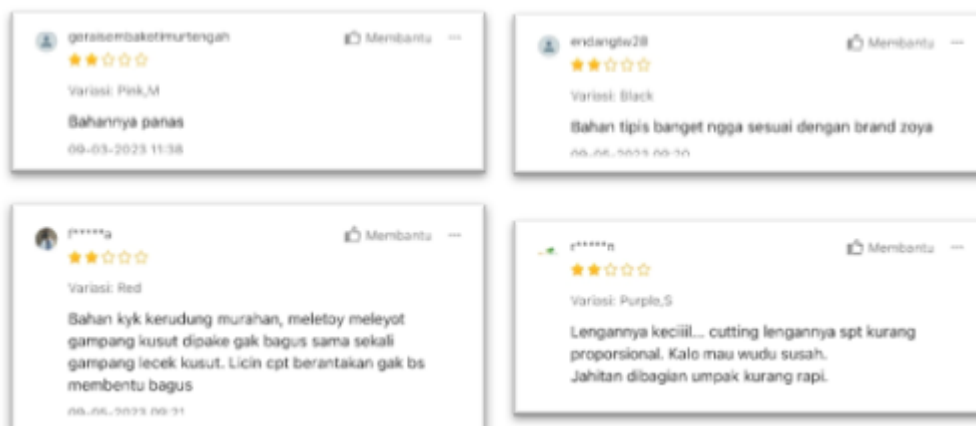

Figure 1. Zoya product quality review
Source: Consumer review on shopee zoya, 2023

Figure 1 shows that several consumers are disappointed and dissatisfied with the quality of Zoya products. This is a significant concern because product quality is an important thing that every company must strive for if it wants to compete in the market. Today's customers are increasingly considering the quality of the products they buy, so they demand companies continuously improve the quality of their company's products. Brand index comparison for muslim clothing sub categories can be seen in Table 1.

Table 1. Brand index comparison for muslim clothing sub categories

Brand Name	2019	2020	2021	2022	2023
Almadani	15.60	17.40	13.60	14.50	6.60
Athens	9.00	8.90	7.50	8.20	7.80
Azka	9.40	9.50	10.40	10.90	7.60
Rabbani	17.80	19.60	22.20	22.30	25.30
Zoya	13.00	13.60	21.30	20.50	19.60

Source: Top Brand Award, 2023

Based on Table 1, it can be seen that the Zoya brand is in last place in the brand index comparison for the Muslim fashion sub-category. From comparative data, the brand index for the Zoya Muslim fashion sub-category experienced an increase from 2019 to 2021. In 2022, it decreased compared to 2021 from 21.3% to 20.5% 2022. This is due to competitors from the Almadani brand, Attena, Azka, and Rabbani. This proves that the Zoya brand cannot compete with the brands above, namely Almadani, Attena, Azka and Rabbani. The Zoya brand has not been able to create or generate good brand awareness, which is the key for a brand to be in a brand equity position [8]. Factors that can influence brand awareness are the perceived usefulness and attractiveness of promotions [9].

This research analyses the influence of Sales Promotion and product Quality on Purchase Interest through Brand Awareness. This is a significant concern because product quality is an important thing that every company must strive for if it wants to compete in the market.

2. Method

This study uses a quantitative approach. Quantitative research examines a particular population or sample to test a predetermined hypothesis. This research analyses the influence of sales promotions and product quality on purchasing interest through brand awareness.

The object of this research is the Zoya brand in Kudus. Respondents in this study totalled 120 people with a sampling technique using purposive sampling. The respondent criteria are as follows: Someone who has information related to Zoya products has an interest in buying Zoya products and has purchased Zoya products at least two times in the last year.

The validity test results from an AVE value for the variable indicator ≥ 0.50. The research variable can be declared valid. The results of the reliability test c were reliable. This value meets the CR value ≥ 0.60, so all constructs in this research are suitable for use. The normality test cr column results for skew and kurtosis values are found in the range 2.58 and -2.58. Therefore, the data used in this research meets the data normality requirements.

3. Results and Discussion

This section contains the results of outlier tests, hypothesis tests, direct and indirect tests, validation tests, and normalization tests.

Respondent Characteristics

Table 2 shows the characteristics of respondents based on age. The most dominant Zoya product customers are respondents aged 17-27 years, with 94 people. This age group tends to shop for reasons of need and appearance, so they are more appreciated and accepted by a group or their peers. Details of the respondents involved in this research can be seen in Table 2.

Table 2. Characteristics of respondents based on age

No	Age	Frequency	Percentage
1	17-27 Years	94	78%
2	28-38 Years	20	17%
3	>38 Years	6	5%
	Amount	120	100%

Source: Primary data obtained, 2023

Table 3 shows the characteristics of respondents based on gender. The most dominant consumers of Zoya products are respondents, with the female gender dominating with 108 people. Women tend to shop not only because of necessity, but some women often see shopping as a form of relaxation and releasing stress.

Table 3. Characteristics of respondents based on gender

No	Gender	Frequency	Percentage
1	Woman	108	90%
2	Man	12	10%
	Amount	120	100%

Source: Primary data obtained, 2023

Table 4 shows the characteristics of respondents based on work. The most dominant Zoya product customers are respondents who work as students dominating 64 people. College students nowadays tend to shop for necessities, pleasure, and lifestyle, which is a personal waste or can be seen as consumer behaviour.

Table 4. Characteristics of respondents based on occupation

No	Gender	Frequency	Percentage
1	Student/Students	64	53%
2	Self-employed	11	9%
3	Civil servants	10	8%
4	Other	35	29%
	Amount	120	100%

Source: Primary data obtained, 2023

Outlier Test

Based on Table 5, it can be seen that the data is outlier-free because mahalonobis d-square < chi-square table. The Chi-square table value with a degree of freedom of 20 at a significance level of 0.001 is 37.566. Outlier test can be seen in Table 5.

Table 5. Outlier test

Observation number	Mahalanobis d-squared	p1	p2
18	34,753	,021	,926
25	31,910	,044	,971
52	30,745	,059	,974
43	14,078	,827	,666
51	14,022	,829	,608
4	13,717	,845	,687

Source: Primary data obtained, 2023

Hypothesis testing

Hypothesis testing in this research was carried out to analyze how exogenous variables influence endogenous variables in a study. The research hypothesis will be declared accepted if the probability (P) value is <0.05 and the critical ratio (CR) value is > ttable, namely > 1.64. The results of hypothesis testing in this research can be seen in Table 6 as follows:

Table 6. Hypothesis testing

			Estimate	S.E	CR	P	Label
Brand_Awareness	<---	Sales promotion	,733	,139	5,266	***	par_11
Brand_Awareness	<---	Product quality	,301	,112	2,680	,007	par_13
Interest_Purchase	<---	Sales promotion	,546	,141	3,870	***	par_12
Interest_Purchase	<---	Product quality	,267	,101	2,648	,008	par_14
Interest_Purchase	<---	Brand_Awareness	,250	,110	2,279	,023	par_15

Source: Primary data obtained, 2023

a. Effect of Sales Promotion (X1) on Brand Awareness (Z). First hypothesis in this study was declared accepted because it had a cr value (5.266) and a probability value (0.000).
b. Influence of Product Quality (X2) on Brand Awareness (Z). The second hypothesis in this study was declared accepted because it had a CR value (2.680) and a probability value (.007).
c. Effect of Sales Promotion (X1) on Purchase Intention (Y). The third hypothesis in this research is declared accepted because it has a CR value (3.870) and a probability value (0.000).
d. Influence of Product Quality (X2) on Purchase Intention (Y). The fourth hypothesis in this study was declared accepted because it had a CR value (2.648) and a probability value (0.008).
e. Influence of Brand Awareness (Z) on Purchase Intention (Y). The fifth hypothesis in this study was declared accepted because it had a CR value (2.279) and a probability value (0.023).

Direct and Indirect Influence Analysis

After carrying out the mediation test, it can be seen that sales promotion has a direct effect value of 0.463 and an indirect effect of 0.155. The direct effect value is

greater than the indirect effect value. With the results, it can be concluded that brand awareness as an intervention is partial mediation. The product quality variable has a direct effect value of 0.260 and an indirect effect of 0.073. The direct effect value is greater than the indirect effect value. With these results, it can be concluded that brand awareness as an intervention is partial mediation. Analysis of direct and indirect effects can be seen in Table 7.

Table 7. Analysis of direct and indirect effects

Intervening Variables	Direct Effects	Indirect Effects	Total Effect	Information
Sales Promotion of →Purchase Interest	0.463	0.155	0.618	The role of brand awareness as an intervention is partial mediation.
Product Quality →Purchase Interest	0.260	0.073	0.333	The role of brand awareness as an intervention is partial mediation.

Source: Primary data obtained, 2023

Discussion

The data results show that sales promotions have a positive and significant effect on brand awareness, meaning that the more often sales promotions are carried out, the more brand awareness of the Zoya brand will be strengthened. The results of this research are supported by research conducted by Rahmadani & Mukran [10], stating that sales promotions have a positive and significant effect on brand awareness. This contradicts Akbar & Muhammad's (2022) research that advertising effectiveness does not affect brand awareness.

The results of the data analysis show that product quality has a positive and significant effect on brand awareness. The better the product quality produced by a product, the more vital brand awareness will be in the minds of consumers. Strong in the minds of consumers to choose that [11]. The results of this research are supported by research conducted by Kusumaputri and Mayangsari [12], which states that there is a positive influence between the Product Quality variable and Brand Awareness.

The results of data analysis show that sales promotions have a positive and significant effect on buying interest, meaning that the more frequently sales promotions are carried out, the more interest in buying will increase. The results of this research are supported by research conducted by Nursadiah & Ninsa [13], stating that sales promotions have a positive and significant effect on buying interest. This contradicts Apriliani & Aprilia's [14] research that advertising effectiveness does not affect purchasing interest.

The analysis results show that product quality positively and significantly affects buying interest. This shows that the better the product quality, the more interest in buying will increase. This means that consumers will buy products by paying attention to the quality of the product. The results of this research are supported

by research conducted by Hidayat et al. (2021), which found that product quality does not affect purchase intention. This contradicts research by Haqiqi & Widwi [15], which states that product quality positively and significantly affects buying interest.

4. Conclusion

In summary, the research outcomes underscore several key findings: firstly, the positive and significant impact of sales promotions on brand awareness; secondly, the correlation between product quality and heightened brand awareness. Additionally, the study reveals a noteworthy connection between sales promotions, product quality, and increased buying interest. Furthermore, brand awareness emerges as a pivotal factor, positively and significantly influencing purchasing interest.

However, it is imperative to acknowledge a notable limitation within the study. The sample population exclusively consists of Zoya consumers in Kudus, potentially limiting the applicability of the results to a broader context. Additionally, the chosen variables may not comprehensively capture all the intricacies influencing buying interest. Acknowledging these constraints, the author cautions that the findings may not entirely align with established theories due to limitations in the research process. To address these gaps and enhance the study's robustness, the author recommends future research endeavors to include additional variables such as product design and product knowledge. This would contribute to a more comprehensive understanding of the myriad factors shaping consumer behavior in relation to brand awareness and buying interest.

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APPENDIX

Appendix 1. Validity Test

			Loading (l)	$(m)^2$	$1-(l)^2$	AVE	Loading Factor	Note.
DP5	<---	Product_Design	0.862	0.743	0.257			
DP4	<---	Product_Design	0.813	0.661	0.339	0.696	0.834	Valid
DP3	<---	Product_Design	0.827	0.684	0.316			
				2,088	0.912			
PP5	<---	Sales promotion	0.879	0.773	0.227			
PP4	<---	Sales promotion	0.883	0.780	0.220			
PP3	<---	Sales promotion	0.877	0.769	0.231	0.777	0.881	Valid
PP2	<---	Sales promotion	0.886	0.785	0.215			
				3,106	0.894			
KK4	<---	Consumer_Satisfaction	0.800	0.640	0.360			
KK1	<---	Consumer_Satisfaction	0.784	0.615	0.385	0.627	0.792	Valid
				1,255	0.745			
LP2	<---	Customer loyalty	0.674	0.454	0.546			
LP3	<---	Customer loyalty	0.829	0.687	0.313			
LP4	<---	Customer loyalty	0.785	0.616	0.384	0.587	0.766	Valid
LP5	<---	Customer loyalty	0.769	0.591	0.409			
				2,349	1,651			

Source: Primary data obtained, 2023

Appendix 2. Reliability Test

No	Research Variables	Construct Reliability	Cut Off	Ket.
1.	Product Design	0.873	0.60	Reliable
2.	Sales promotion	0.932	0.60	Reliable
3.	Customer loyalty	0.771	0.60	Reliable
4.	Consumer Satisfaction	0.850	0.60	Reliable

Source: Primary data obtained, 2023

Appendix 3. Normality Test

Variables	min	max	skew	cr	kurtosis	cr
LP5	1,000	5,000	,317	1,417	,655	1,466
LP4	1,000	5,000	,439	1,963	1,218	2,724
LP3	1,000	5,000	,503	2,251	2,646	5,917
LP2	1,000	5,000	,179	,802	2,362	5,281
KK1	1,000	4,000	-.212	-.949	-.292	-.654
KK4	1,000	5,000	,000	,000	-.200	-.447
PP2	1,000	5,000	,312	1,396	.121	,270
PP3	1,000	5,000	,146	,655	,283	,632
PP4	1,000	5,000	,202	,905	-.041	-.091
PP5	1,000	5,000	,431	1,929	.136	.304
DP3	1,000	5,000	-.153	-.685	1,449	3,241
DP4	1,000	5,000	-.288	-1,288	1,212	2,709
DP5	1,000	5,000	-.362	-1,619	1,197	2,676
Multivariate					4,361	1,210

Source: Primary data obtained, 2023