

Systematic Literature Review: The Role Of Product Quality And Digital Promotion On Purchasing Decisions

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Abstract

The role of product quality and promotion in the sales context is extremely important. Customer perceptions of value and satisfaction with a product are influenced by product consistency. With promotions on digital platforms, information about product quality can be easily found by all consumers from various regions, either by online reviews, customer testimonials, or content shared by the company itself. This report aims to answer questions about the effect of product quality and promotion on purchasing decisions. Researchers used the systematic literature review approach to find 176 national articles that were endorsed by sinta in a search using publish or perish and other programs such as zotero, & mendeley, which were then sorted into 45 selected articles for descriptive analysis. Brands can increase their visibility and build stronger links with their target audiences by using the right digital marketing techniques, such as internet advertising, social media campaigns, and content marketing. In terms of satisfaction, brand reputation, loyalty, and differentiation from competitors, product quality plays a vital role in making purchasing decisions. Therefore, both product quality and effective promotion play a vital role in creating value for customers and strengthening a brand's position in the market.

Keywords: systematic literature review, product quality, digital promotion, decisions purchase

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Introduction

We can see industrial growth and development, one of which is the expansion of the corporate world at a rapid rate. With the development of the goods and services industry, this can be seen. When purchasing a product, businesses must know what customers' needs and wants are. This shows that companies are able to adapt to changes and evolving market demands. Consumers make several stages before making a decision to buy a product (Fetrisen and Aziz, 2019). Companies can devise more effective marketing strategies to satisfy market demand while maintaining their competitiveness by understanding consumer needs and wants. The company's success in influencing consumers in purchasing decisions is largely aided by efforts to improve communication by understanding the needs of consumers by designing various different products and various product choices themselves (Arakawa et al., 2019). There are currently many similar products that are superior and have better quality, and the number of clothing convection companies in Indonesia is increasing so that consumers are no longer dependent on one brand. With the rise of competitors, there are more opportunities for consumers to have choices in terms of what they need or want. Consumers become more cautious and cleverer in dealing with each product on the market, as shown (Liu et al., 2022).

Product quality is an attribute or characteristic that determines a product's ability to meet or exceed customer expectations and needs (Can et al., 2023). It covers various aspects like reliability, durability, performance, design, features and overall user experience. Product quality is a very important factor indetermining the success of a company. Products that have good quality tend to get a positive response from customers, increase customer satisfaction, build a strong brand reputation, and create long-term customer loyalty (Yuliati et al., 2024). A company that makes quality one of their main strategic tools will have a significant competitive advantage over its competitors dominate the market. Here are some reasons why focusing on quality can provide a competitive advantage: 1) Customer Trust: consistent and high quality tends to build customer trust. Customers will be more likely to choose products or services from companies that are considered to have good quality and are reliable. 2) Customer Loyalty: Customers who are satisfied with the quality of a product or service tend to be loyal customers. They may return to buy your product in the future and even recommend your product to others. 3) Strong Brand Reputation: Consistent and good quality can help build a strong brand reputation. Brands that are perceived to have good quality will have greater appeal in the eyes of consumers, which can result in long-term competitive advantage. 4) Operational Efficiency: Focusing on quality can also help improve operational efficiency.

Products or services that are of good quality tend to have lower complaint or return rates, which in turn can reduce repair or replacement costs and increase productivity. Thus, focusing on quality can be a strong strategy to win market competition and maintain a strong position in an increasingly competitive industry (Woen and Santoso, 2021). Product quality and digital promotion are mutually sustainable and mutually supportive in the context of modern marketing. Product Quality Affects Brand Reputation where good product quality creates a positive experience for customers, which in turn can strengthen brand reputation (Subagja, Se., Mm. and Istoto, 2018). Digital promotions can help spread the message about

the quality of the product to a wider audience, helping to build awareness and a better understanding of the value the brand offers. Digital Promotion can communicate product quality through digital promotional campaigns, companies can highlight various aspects of their product quality, such as features, advantages and reliability. By conveying this information effectively to potential consumers (Olivia and Ngatno, 2021), digital promotions can help attract their interest in the products offered. In addition, product quality helps increase customer retention, products that have good quality tend to create greater satisfaction among customers. Satisfied customers are more likely to remain loyal to the brand. Thus, investments in product quality can help increase customer retention, reducing marketing costs required to retain existing customers (Cardia et al., 2019).

Thus, product quality and digital promotion have a relationship closely and mutually strengthen each other in creating value for customers and building strong relationships between brands and consumers. The main problems that may arise are related to product quality and digital promotions may vary depending on the specific business and industry context (Xu et al., 2023). However, some common problems that are often faced are related to inconsistent product quality which over time or between the same products can result in customer dissatisfaction and damage brand reputation. Inaccurate or misleading promotions can create unrealistic expectations among consumers. If the product does not meet the expectations generated by the promotion, this can damage customer trust and brand reputation (Song et al., 2023). Apart from that, digital promotions failed to reach their target consumers great potential to reach the target audience more efficiently, but if not carried out properly, the promotion may be ineffective or even misinterpreted by consumers (Listyawati, 2017). There is a gap between the brand image and the actual product quality where if promotions do not match the actual quality of the product, this can cause detrimental misalignment for the brand. Addressing this problem requires a holistic approach, including investment in quality product development, a deep understanding of markets and customers, as well as appropriate and ethical promotional strategies.

This research aims to explore and understand the important role of product quality and digital promotions in consumer purchasing decisions. By focusing on these two factors, the research will explore how product quality and digital promotions influence each other and contribute to the consumer purchasing decision making process. To find out how consumers perceive product quality offered by various brands, the extent to which product quality influences consumer preferences and purchasing decisions, as well as how digital promotions influence consumer awareness, knowledge and attitudes towards certain brands and products. The research is expected to provide deeper insight into the important role of product quality and digital promotions in consumer purchasing decisions. The findings from this research can provide valuable guidance for companies in developing effective marketing strategies and improving their sales performance (Carrillo et al., 2024).

Methodology

The method used in this study is a systematic literature review (slr), which identifies, evaluates, and interprets research findings that are relevant to a particular research issue, issue area, or phenomenon of concern. In the meantime, the systematic review employs the quantitative approach to summarize research findings that are descriptive and qualitative in nature. The systematic literature review carried out in this study was based on francis & baldesari's methods. (francis, s., baldesari., 2006): 1) formulating the research question (formulating the review question) 2) conducting a systematic literature search (doing a systematic literature search) 3) screening and selecting appropriate research papers (screening and selecting appropriate research papers) 4) conducting qualitative research analysis and synthesis (analyzing and synthesizing qualitative findings) 5) implementing quality control (maintaining quality control) 6) Prepare a final report (present findings).

Result and Discussion

In reviewing various literature sources, there are 45 selected pieces of literature analyzing the role of product quality and digital promotions on the development of purchasing decisions to increase their profits. It can be seen in the picture below that from 45 pieces of literature, the first research on product quality was published in 2018 with two pieces of literature, while the most research was published in 2023, namely 20 pieces of literature as seen in Figure 1. This shows that the role of product quality and promotion has developed from year to year. to years so this literature is highly recommended for use in research. Based on the results of the researcher's review of 45 selected literature.

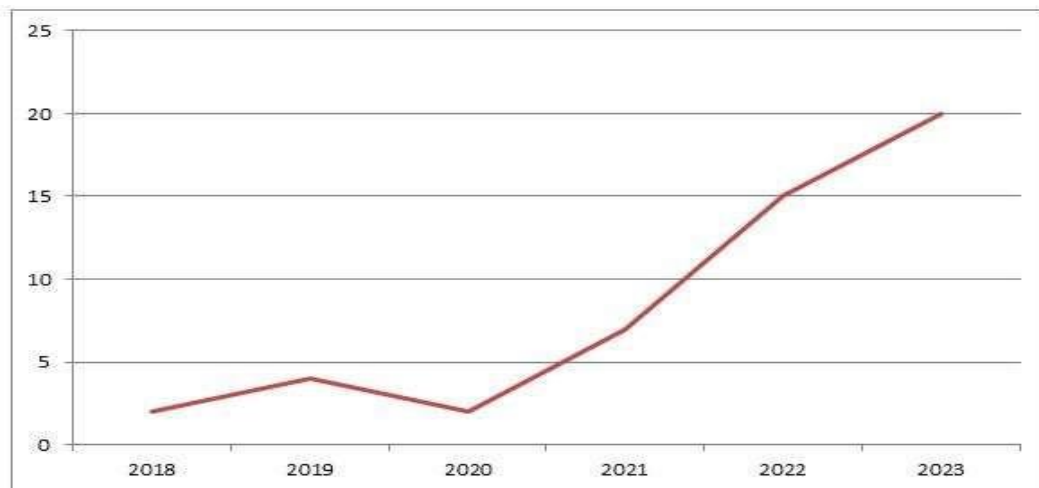


Figure 1. Selected Literature Distribution Graph
 Source : data processed by the author, 2024

Table 1. The Role Of Product Quality and Digital Promotion On Purchasing Decisions.

No.	The Role Of Product Quality and Digital Promotion On Purchasing Decisions
1.	Influence Product Quality on Purchasing Decisions
2.	The Role of Digital Promotions in Consumer Awareness and education
3.	Influence Consumer Perception
4.	Building Brand Trust and Reputation

Source : data processed by the author, 2024

Influence Product Quality on Purchasing Decisions

Product quality plays an important role in purchasing decisions consumer. Product quality plays a very significant role in influence consumer purchasing decisions. When consumers considering purchasing a product, the quality of the product is wrong one key factor they consider (Yudiana and Indiani, 2022). According to Ren et al., (2024) there are several ways in which product quality plays an important role in purchasing decisions: 1) Consumer Satisfaction: Product those that have good quality tend to provide more satisfaction big for consumers. Consumers will feel satisfied with the product meet or exceed their expectations for quality, features and performance. 2) Brand Reputation: Consistent product quality creates brand reputation the strong one. Consumers tend to have positive perceptions of brands known for having high quality products. A good brand reputation can influence consumer purchasing decisions and differentiate the brand from competitors. 3) Consumer Trust: Good product quality builds trust between brands and consumers. Consumers tend to be more trusting on brands that are known to have high quality products. This belief can help reduce consumer doubts or concerns when make a purchase. 4) Consumer Loyalty: High quality products tends to create loyal customers. Consumers are satisfied with experience using the product will tend to return to buying the product from the same brand in the future. This helps build a customer base strong and stable for the company. 5) Differentiation from Competitors: Product quality excellence can be a strong differentiation factor in a competitive market. If a brand can offer products with better quality than its competitors, it can attract consumer interest and deliver competitive advantage. Thus, product quality has an impact significant in the consumer purchasing decision making process. Company capable of producing high quality products and maintaining, Consistent quality standards tend to have deep competitive advantages increasingly fierce market.

The Role of Digital Promotions in Consumer Awareness and Education

Digital promotions can play an important role in increasing consumer awareness about products and brands. Through online advertising, content social media, and other digital marketing campaigns, companies can communicate information about their product's quality, features, and benefits to potential consumers (Pranandha and Kusumadewi, 2022). Digital promotions can also be used to educate consumers about value additions offered by the product. According to Aikin et al., (2024) here are some ways in which digital promotions contribute to awareness and consumer education:

1. **Increase Awareness:** Through digital advertising, social media campaigns, and relevant content, digital promotions help increase awareness consumers about products and brands. Consumers can be exposed to information about products more widely and more quickly compared to methods traditional promotions.
2. **Creating Interest:** Digital promotions can help create interest or consumer interest in a particular product or service. By presenting interesting and relevant information, digital promotions can spark interest consumers to find out more about the product:
3. **Consumer Education:** Digital promotions also play a role in education or educate consumers about the product, its features, benefits and uses. Through educational content such as tutorials, reviews, and in-depth product information, digital promotions help consumers understand better about products and how to use it effectively.
4. **Conveying Value and Benefits:** Digital promotion enables companies to convey the value and benefits of products clearly to consumers. Through messages conveyed in digital advertising or promotional content Others, consumers can understand why the product is of value to them them and why they should consider buying it.
5. **Direct interaction with consumers:** Digital promotions are possible direct interaction between brands and consumers via social media platforms, email, or other communication features. This allows consumers to ask questions, provide feedback, or share their experiences with the product, which can increase their understanding of the brand and that product. Thus, digital promotion does not just increase awareness about products and brands, but also plays a role in educating consumers about the value, benefits and use of the product. This helps prepare consumers to make more informed purchasing decisions informational and informed.

Influence Consumer Perception

Digital promotions can shape consumer perceptions about quality products and brands. If promotions are done well and attractive, consumers tend to have a positive impression of the product (Buchholz et al., 2022). Conversely, promotions that are less effective or less accurate can damage consumer perceptions of product quality. According to (Hartmann et al., 2020). The negative impact of ineffective or inaccurate promotions including:

1. **Misunderstanding of the Product:** Unclear or inaccurate promotions may cause consumers to misunderstand features, benefits, or usability product. This can cause disappointment when consumers experience it the difference between expectations and reality after they buy the product.
2. **Distrust of the Brand:** Inaccurate promotion or Misleading can damage consumer trust in the brand. Consumer may feel betrayed or deceived if they discover that claim made in promotions do not correspond to reality. This can resulting in loss of consumer trust and loyalty.
3. **Doubts about Credibility :** Bad or inaccurate promotions can causing doubt about the credibility of the brand or company. Consumer may start to question the integrity of the brand and consider to look for alternatives from more trustworthy competitors.

4. **Lost Business Opportunities:** Ineffective promotions can result losing valuable business opportunities. If the promotion is unsuccessful in reaching target audience or does not produce the expected response, the company may miss opportunities to attract new customers or upgrade sale.
5. **Reduces Brand Reputation:** Promotion that is less effective or inaccurate can damage the brand's overall reputation. When consumers feel they don't satisfied or deceived by promotions, they tend to spread the experience their negative comments to others through word of mouth or online reviews, which can damage the brand's reputation in the long run. Thus, it is important for companies to ensure that their digital promotions are carried out carefully and accurately, and in accordance with the brand's values and image desired. This helps maintain positive consumer perceptions of quality products and brands, and build strong and sustainable relationships with customers.

Building Brand Trust and Reputation

Good digital promotions can help build trust and brand reputation. When consumers see a brand consistently delivering high-quality content and interact positively with customers on digital platforms, they tend to have greater trust towards the brand (Rahman and Chowdhury, 2023). This belief can influence consumers' future purchasing decisions. According to Niu et al., (2022) there are several ways in which this can influence decisions consumer purchases include Increasing Credibility, namely by providing high-quality content that is relevant to needs and interests consumers, brands demonstrate expertise and authority in an industry or market certain. This helps build brand credibility in the eyes of consumers, which making them more likely to trust the brand, Reinforcing relationship with customers is one of positive interactions with customers on digital platforms, such as answering questions, providing support, or responding to feedback, helps strengthen the relationship between brands and consumers. When consumers feel heard and appreciated by brand, they tend to feel more comfortable and trust the brand This means building customer loyalty by maintaining consistency in providing high-quality content and interacting positively with customers can help build long-term customer loyalty long. Consumers who feel emotionally connected to brands and have a positive experience with the brand tend to remain loyal and choose that brand in the future.

Conclusion

It can be concluded that product quality and digital promotion play role important as a facility for improving purchasing decisions about something product. Purchasing decisions are influenced by various factors, namely price, Brand, Promotions and Offers, Customer Experiences and Reviews, Perception Value, Availability and Accessibility, and Lifestyle. It can be seen that Consumer purchasing decisions are influenced by various complex factors, and companies need to understand these factors and how they relate to each other interact in the consumer purchasing decision making process. The use of digital promotions such as via social media Instagram is assessed successful and able to deliver marketing communications well especially in visual communication.

The success of product quality is of course too will influence the price level and the level of purchasing decisions. Need It is known that if you use good quality products, people don't will know about the product without any communication. Company must communicate the product appropriately so that it can enter the hearts of consumers consumer. Marketing through digital promotions or content is a form digital marketing that focuses on effective content to stimulate online audience interest. The emergence of these platforms creates dimensions new marketing called social content marketing. Media Use Social as a Digital Marketing Strategy is a way romotee brands, build preference and scale up visitors through Instagram Strategic Marketing along with For Development digital pronotion as media advertising and marketing, giving birth giving birth to social media influencers who also contribute. Fact which is marked by the inclusion of new communication strategies considering or as an influencer as the main axis of the campaign or digital marketing for the increasing interest of fashion brands and luxury to be present on social networks. Digital promotions are very influential in communicating the brand using strategy, good will produce good results. To produce good result in communicating the brand using strategy, to produce good results To produce good result.

To produce good results effective will using the systematic Literature review high skills in identification and analysis are required source to obtain accurate and relevant information in making This summary requires quite a bit of time and is required critical thinking in analyzing research. Research limitations using the Systematic Literature Review method is information that obtained from the literature because researchers did not get accurate data from organization under study. For business people, it is highly recommended to Utilize digital promotional media to market your brand wide reach so that it can increase profits.

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