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The Influence of Promotion, Product Quality, and Price on Consumers' Purchase Decisions: Evidence from SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya

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Abstract: The rapid growth of the fashion retail industry has intensified market competition, requiring companies to implement effective marketing strategies to influence consumers' purchase decisions. This study aims to examine the effects of promotion, product quality, and price on consumers' purchase decisions for the SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya. A quantitative research approach was employed using a survey method. Data were collected through questionnaires distributed to 100 respondents selected using an accidental sampling technique. The collected data were analyzed using multiple linear regression with IBM SPSS Statistics. The results indicate that promotion, product quality, and price each have a positive and significant effect on purchase decisions, with significance values of 0.000, 0.023, and 0.000, respectively. Simultaneously, these three variables significantly influence purchase decisions (Sig. = 0.000), explaining 72.9% of the variance in consumers' purchase decisions. Among the independent variables, promotion has the strongest influence, with a standardized beta coefficient of 0.536. These findings suggest that strengthening promotional strategies while maintaining product quality and competitive pricing can effectively enhance consumers' purchase decisions for the SUKO Brand.

Keywords: Price; Promotion; Product Quality; Purchase Decision

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1. Introduction

The Indonesian fashion industry has become increasingly competitive as fashion consumption is increasingly associated with lifestyle, self-identity, and consumer preferences. Recent research confirms that identity and product-related perceptions can shape consumers' purchasing behavior in the fashion market (Asrini & Pratisti, 2024). In this context, Matahari Department Store Tunjungan Plaza Surabay**a** provides a relevant setting for examining consumer purchase decisions, particularly for the SUKO Brand, which offers casual fashion products within a competitive retail environment.

The sales records of the SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya showed fluctuations between November 2025 and April 2026. This variation indicates changes in monthly purchasing activity and provides an empirical basis for examining factors associated with consumers' purchase decisions. Previous studies have identified promotion, product quality, and price as relevant

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determinants of purchasing decisions in different consumer and fashion contexts (Dwi & Pardi, 2023; Ferdinand et al., 2021; Limpo et al., 2018).

Promotion communicates product information and stimulates consumer responses, while product quality reflects consumers' evaluation of product attributes and performance. Price, meanwhile, represents the monetary sacrifice considered by consumers when evaluating a purchase. Recent studies in fashion and digital commerce report significant relationships between these factors and purchase decisions (Dwi & Pardi, 2023; Najah & Zawawi, 2026; Nilowardono et al., 2024; Rondonuwu et al., 2023; Tan et al., 2026). Evidence from other product categories similarly confirms the relevance of promotion, quality, and price in shaping purchasing decisions (Ferdinand et al., 2021; Zuhdi et al., 2024).

However, previous findings are not fully consistent. Some studies report significant effects of promotion, product quality, and price, whereas others identify differences in the significance or strength of individual variables across contexts (Kurniawati, 2024; Vincencia & Christiani, 2021). Research specifically examining fashion products has also demonstrated that consumer responses may vary according to product, market, and retail context (Jodi et al., 2022; Nilowardono et al., 2024). Moreover, although previous research has examined these variables in fashion and online retail settings, evidence concerning their combined influence on purchase decisions for a specific private-label fashion brand in a physical department-store environment remains limited. Research involving Matahari Department Store provides an earlier reference point, but the present study addresses a different product and period context (Widodo, 2017).

Accordingly, this study examines the partial and simultaneous effects of promotion, product quality, and price on consumers' purchase decisions for the SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya. It also identifies the variable with the strongest influence. The study is expected to contribute context-specific evidence to fashion retail research and provide practical input for developing more effective marketing strategies.

2. Materials and Methods

This study employed a quantitative approach using a causal research design to examine the effects of promotion, product quality, and price on consumers' purchase decisions for the SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya. The quantitative approach was selected because it enables hypothesis testing and the measurement of relationships among variables using statistical analysis.

2.1. Data Collection Techniques

Primary data were collected through a structured questionnaire distributed directly to respondents. The questionnaire was designed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Before the main analysis, the research instrument was evaluated using validity and reliability tests to ensure that all measurement items were appropriate and consistent.

2.2. Research VAriables

The independent variables in this study consisted of promotion (X_1), product quality (X_2), and price (X_3), while the dependent variable was purchase decision (Y). Each variable was measured using indicators adapted from established marketing theories and relevant previous studies.

2.3. Data Analysis

Data were analyzed using IBM SPSS Statistics through the following procedures:

2.3.1. Descriptive Statistical Analysis

Descriptive statistical analysis was employed to describe the characteristics of the respondents and summarize their responses to each research variable based on the mean, frequency, and percentage.

2.3.2. Instrument Testing

- Validity Test

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The validity test was conducted to determine the extent to which the research instrument accurately measures the intended variables, ensuring that each questionnaire item is appropriate for use in the study.

- Reliability Test

  The reliability test was performed to evaluate the consistency of the research instrument, ensuring that it produces stable and reliable results under similar conditions.

2.3.3. Classical Assumption Tests

- Normality Test

  The normality test was conducted to determine whether the residuals of the regression model are normally distributed, thereby satisfying one of the fundamental assumptions of multiple linear regression analysis.

- Multicollinearity Test

  The multicollinearity test was performed to examine whether a high correlation exists among the independent variables in the regression model.

- Heteroscedasticity Test

  The heteroscedasticity test was conducted to determine whether the variance of the residuals remains constant across all observations in the regression model.

2.3.4. Hypothesis Testing

- Multiple linear regression analysis

  It was employed to examine the effects of promotion (X_1), product quality (X_2), and price (X_3) on purchase decision (Y).

- Partial Test (t-test)

  The partial (t) test was used to examine the individual effect of each independent variable on the dependent variable.

- Simultaneous Test (F-test)

  The simultaneous (F) test was conducted to determine whether the independent variables collectively have a significant effect on the dependent variable.

- The coefficient of determination (R^2)

  It was used to measure the extent to which promotion, product quality, and price explain the variation in purchase decisions, while the remaining variation is attributed to other variables outside the research model.

3. Results

This section may be divided by subheadings. It should provide a concise and precise description of the experimental results, their interpretation, as well as the experimental conclusions that can be drawn.

3.1. Respondents' Characteristics

Table 1. Respondents' Characteristics Based on Gender

Gender	Number of Respondents (People)	Percentage (%)
Female	59	54.63%
Male	49	45.37%
Total	**108**	**100.00%**

Source: Primary data processed, 2026.

Based on Table 1, out of a total of 108 respondents, 59 respondents (54.63%) were female, while 49 respondents (45.37%) were male. Therefore, the majority of respondents in this study were female.

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Table 2. Respondents' Characteristics Based on Age

Age	Number of Respondents	Percentage (%)
<20 Years	5	4.63%
21–25 Years	33	30.56%
25–30 Years	40	37.04%
>30 Years	30	27.78%
Total	**108**	**100.00%**

Source: Primary data processed, 2026.

Based on Table 2, the majority of respondents were aged 25–30 years, with a total of 40 respondents (37.04%). This was followed by respondents aged 21–25 years, totaling 33 respondents (30.56%), respondents aged over 30 years, totaling 30 respondents (27.78%), and respondents aged under 20 years, totaling 5 respondents (4.63%). Therefore, the respondents in this study were predominantly consumers aged 25–30 years.

Table 3. Respondents' Characteristics Based on Occupation

Occupation	Number of Respondents	Percentage (%)
Private Sector Employees	44	40.74%
Entrepreneurs	24	22.22%
Students/University Students	22	20.37%
Housewives	17	15.74%
Civil Servants	1	0.93%
Total	**108**	**100.00%**

Source: Primary data processed, 2026.

Based on Table 3, the majority of respondents worked as private sector employees, with a total of 44 respondents (40.74%). This was followed by entrepreneurs, totaling 24 respondents (22.22%), students/university students, totaling 22 respondents (20.37%), housewives, totaling 17 respondents (15.74%), and civil servants, totaling 1 respondent (0.93%). Therefore, the respondents in this study were predominantly private sector employees.

Table 4. Respondents' Characteristics Based on Purchase Frequency

Purchase Frequency	Number of Respondents	Percentage (%)
1 Time	7	6.48%
2–3 Times	33	30.56%
4–5 Times	28	25.93%
6–10 Times	20	18.52%
More than 10 Times	20	18.52%
Total	**108**	**100.00%**

Source: Primary data processed, 2026.

Based on Table 4, the majority of respondents had made purchases 2–3 times, with a total of 33 respondents (30.56%). This was followed by respondents who had made purchases 4–5 times, totaling 28 respondents (25.93%), respondents who had made purchases 6–10 times and more than 10 times, each totaling 20 respondents (18.52%), and respondents who had made purchases once, totaling 7 respondents (6.48%). Therefore, the majority of respondents were consumers who had made purchases 2–3 times of the SUKO brand at Matahari Department Store Tunjungan Plaza Surabaya.

3.2. Research Instrument Test Results

The research instrument test was conducted to determine whether the research instruments used had met the validity and reliability criteria. A good instrument will produce accurate and consistent data, making it suitable for use as a basis for the data analysis process.

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3.2.1. Validity Test

The validity test aims to determine the extent to which each statement item in the questionnaire is able to measure the variables being studied. A statement item is considered valid if the correlation coefficient value (r-count) is greater than the r-table value and has a significance level that meets the predetermined criteria.

Table 5. Validity Test Results for the Promotion Variable (X1)

Item	r-table	r-count	Description
X1.1	0.361	0.905	Valid
X1.2	0.361	0.782	Valid
X1.3	0.361	0.685	Valid
X1.4	0.361	0.853	Valid
X1.5	0.361	0.818	Valid

Source: Primary data processed, 2026.

Based on the validity test results, all statement items for the Promotion variable (X1) have an r-count value greater than the r-table value (0.361). The r-count values range from 0.685 to 0.905, indicating that all statement items are declared valid and are suitable for measuring the Promotion variable.

Table 6. Validity Test Results for the Product Quality Variable (X2)

Item	r-table	r-count	Description
X2.1	0.361	0.795	Valid
X2.2	0.361	0.830	Valid
X2.3	0.361	0.740	Valid
X2.4	0.361	0.763	Valid
X2.5	0.361	0.810	Valid
X2.6	0.361	0.726	Valid
X2.7	0.361	0.697	Valid
X2.8	0.361	0.581	Valid

Source: Primary data processed, 2026.

Based on the validity test results, all statement items for the Product Quality variable (X2) have an r-count value greater than the r-table value (0.361). The r-count values range from 0.581 to 0.830, indicating that all statement items are declared valid and are appropriate for measuring the Product Quality variable.

Table 7. Validity Test Results for the Price Variable (X3)

Item	R Tabel	R-count	Description
X3.1	0,361	0,891	Valid
X3.2	0,361	0,833	Valid
X3.3	0,361	0,779	Valid
X3.4	0,361	0,835	Valid

Source: Primary data processed, 2026.

Based on the validity test results, all statement items for the Price variable (X3) have an r-count value greater than the r-table value (0.361). The r-count values range from 0.779 to 0.891, indicating that all statement items are declared valid and are suitable for measuring the Price variable.

Table 8. Validity Test Results for the Purchase Decision Variable (Y)

Item	R Tabel	R-count	Description
Y.1	0,361	0,827	Valid
Y.2	0,361	0,669	Valid
Y.3	0,361	0,915	Valid

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Y.4	0,361	0,910	Valid

Source: Primary data processed, 2026.

Based on the validity test results, all statement items for the Purchase Decision variable (Y) have an r-count value greater than the r-table value (0.361). The r-count values range from 0.669 to 0.915, indicating that all statement items are declared valid and are appropriate for measuring the Purchase Decision variable.

3.2.2. Reliability Test

Reliability testing is conducted to determine the level of consistency of a research instrument in measuring research variables. An instrument is considered reliable if its Cronbach's Alpha value is greater than 0.70, indicating that the instrument can be trusted for use in the research.

Tabel 9. Reliability Test

Item	*Cronbach's Alpha*	Description
X1	0,764	Reliabel
X2	0,825	Reliabel
X3	0,702	Reliabel
Y	0,700	Reliabel

Source: Primary data processed, 2026.

Based on the table above, the Promotion variable (X1) obtained a Cronbach's Alpha value of 0.764, the Product Quality variable (X2) obtained a value of 0.825, the Price variable (X3) obtained a value of 0.702, and the Purchase Decision variable (Y) obtained a value of 0.700. All variables have Cronbach's Alpha values greater than 0.70, indicating that all research instruments are reliable. Therefore, the research instruments are considered appropriate for data collection and further analysis.

3.3. Classical Assumption Tests

The classical assumption tests were conducted prior to performing multiple linear regression analysis to ensure that the regression model met the basic assumptions. Therefore, the results of the analysis could be used as a basis for drawing conclusions.

3.3.1. Normality Test

The normality test aims to determine whether the data or residuals in the regression model are normally distributed. A good regression model is a model with normally distributed residual values, ensuring that the test results are reliable and can be interpreted appropriately.

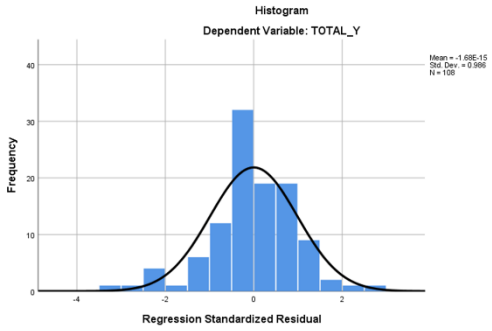


Figure 1. Results of Classical Assumption Tests (RSR)

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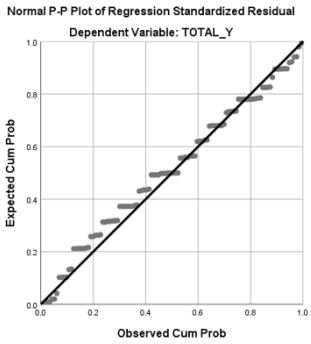


Figure 2. Results of Classical Assumption Tests (OCP)

Based on the residual histogram, the data distribution forms a pattern resembling a bell-shaped curve, with most residual values concentrated around zero. In addition, there are no extreme deviations in the residual distribution. Therefore, based on visual observation, it can be concluded that the residuals in the regression model are normally distributed, indicating that the normality assumption has been fulfilled.

3.3.2. Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a high correlation among the independent variables in the regression model. A good regression model should not indicate the presence of multicollinearity, allowing each independent variable to optimally explain the dependent variable.

Table 10. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	**VIF**
1	TOTAL_X1	0,541	1,849
	TOTAL_X2	0,808	1,238
	TOTAL_X3	0,608	1,643

a. Dependent Variable: TOTAL_Y
Source: Primary data processed, 2026.

Based on the table above, all independent variables have Tolerance values greater than 0.10 and VIF values less than 10. The Promotion variable (X1) has a Tolerance value of 0.541 and a VIF value of 1.849; the Product Quality variable (X2) has a Tolerance value of 0.808 and a VIF value of 1.238; while the Price variable (X3) has a Tolerance value of 0.608 and a VIF value of 1.643. It can be concluded that there is no multicollinearity problem in the regression model, indicating that all independent variables are appropriate for use in the multiple linear regression analysis.

3.3.3. Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an inequality of residual variances in the regression model. A good regression model is a model that does not experience heteroscedasticity problems, thus producing unbiased estimates.

Table 11. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	2,873	1,530		1,877	0,063
	TOTAL_X1	-0,058	0,048	-0,158	-1,212	0,228

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TOTAL_X2	0,002	0,041	0,004	0,042	0,967
TOTAL_X3	-0,050	0,072	-0,085	-0,697	0,488

a. Dependent Variable: ABS_RES
Source: Primary data processed, 2026.

Based on the table above, the Promotion variable (X1) has a significance value of 0.228, the Product Quality variable (X2) has a significance value of 0.967, and the Price variable (X3) has a significance value of 0.488. All significance values are greater than 0.05, indicating that there is no heteroscedasticity problem in the regression model. Therefore, it can be concluded that the regression model has fulfilled the heteroscedasticity assumption and is suitable for further analysis.

3.4. Hypothesis Testing

3.4.1. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the extent to which the variables of promotion, product quality, and price influence purchase decisions, both partially and simultaneously. In addition, this analysis was conducted to identify the direction of the relationship between the independent variables and the dependent variable.

Table 12. Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-10,968	2,370		-4,629	0,000
	TOTAL_X1	0,571	0,074	0,536	7,725	0,000
	TOTAL_X2	0,147	0,064	0,131	2,311	0,023
	TOTAL_X3	0,570	0,111	0,336	5,133	0,000

a. Dependent Variable: TOTAL_Y
Source: Primary data processed, 2026.

Based on the results of the multiple linear regression analysis, the regression equation obtained is as follows:

$$Y = -10{,}968 + 0{,}571X_1 + 0{,}147X_2 + 0{,}570X_3$$

The regression equation can be interpreted as follows:

1. The constant value of -10.968 indicates that if the variables Promotion, Product Quality, and Price are assumed to be constant or equal to zero, the value of Purchase Decision would be -10.968.
2. The regression coefficient of Promotion (X1) is 0.571, indicating that every one-unit increase in promotion will increase the purchase decision by 0.571, assuming other variables remain constant.
3. The regression coefficient of Product Quality (X2) is 0.147, indicating that every one-unit increase in product quality will increase the purchase decision by 0.147, assuming other variables remain constant.
4. The regression coefficient of Price (X3) is 0.570, indicating that every one-unit increase in price (based on respondents' perceptions of price affordability and suitability) will increase the purchase decision by 0.570, assuming other variables remain constant.

Since all regression coefficients have positive values, Promotion, Product Quality, and Price have a positive relationship with Purchase Decision. This means that the better the promotion, product quality, and consumers' perceptions of price, the higher the consumers' purchase decisions toward the SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya.

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3.4.2. Coefficient of Determination Test (R^2)

The coefficient of determination test (R^2) aims to determine the extent to which the independent variables are able to explain variations in changes in the dependent variable. The higher the coefficient of determination value, the greater the ability of the model to explain variations in purchase decisions.

Table 13. Results of the Coefficient of Determination Test (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854[a]	0,729	0,722	0,905

a. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1
b. Dependent Variable: TOTAL_Y
Source: Primary data processed, 2026.

Based on Table 13, the R Square (R^2) value obtained is 0.729 or 72.9%. This indicates that the variables Promotion, Product Quality, and Price simultaneously are able to explain 72.9% of the variation in Purchase Decisions. Meanwhile, the remaining 27.1% is influenced by other variables outside the research model that were not examined, such as brand image, service quality, location, lifestyle, or other factors.

Furthermore, the Adjusted R Square value of 0.722 indicates that after adjusting for the number of independent variables and sample size, the model's ability to explain variations in purchase decisions is 72.2%, while the remaining 27.8% is explained by other factors outside this study. The R value of 0.854 also indicates that the relationship between the independent variables and purchase decisions is categorized as very strong.

3.4.3. F-Test (Simultaneous Significance Test)

The F-test was conducted to determine whether all independent variables, namely Promotion, Product Quality, and Price, simultaneously have a significant effect on Purchase Decisions.

Table 14. Results of the Simultaneous Significance Test (F-Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229,721	3	76,574	93,475	.000[b]
	Residual	85,196	104	0,819		
	Total	314,917	107			

a. Dependent Variable: TOTAL_Y
b. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1
Source: Primary data processed, 2026.

Based on Table 14, the calculated F-value is 93.475 with a significance value of 0.000, which is smaller than 0.05. This indicates that Promotion, Product Quality, and Price simultaneously have a significant effect on Purchase Decisions among consumers of the SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya. Therefore, H4 is accepted, indicating that the regression model used in this study is feasible for explaining the influence of the three independent variables on purchase decisions.

3.4.4. Individual Parameter Significance Test (t-Test)

The t-test was conducted to determine the partial effect of each independent variable on the dependent variable. The results of this test were used to determine whether the research hypotheses were accepted or rejected based on the significance values and calculated t-values obtained.

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Table 15. Results of the Individual Parameter Significance Test (t-Test)

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	-10,968	2,370		-4,629	0,000
	TOTAL_X1	0,571	0,074	0,536	7,725	0,000
	TOTAL_X2	0,147	0,064	0,131	2,311	0,023
	TOTAL_X3	0,570	0,111	0,336	5,133	0,000

a. Dependent Variable: TOTAL_Y
Source: Primary data processed, 2026.

The results of the partial hypothesis testing are explained as follows:

1. The Effect of Promotion on Purchase Decisions (H1)

   The Promotion variable has a calculated t-value of 7.725 with a significance value of 0.000 < 0.05. This indicates that Promotion has a positive and significant effect on Purchase Decisions. Therefore, H1 is accepted.
2. The Effect of Product Quality on Purchase Decisions (H2)

   The Product Quality variable has a calculated t-value of 2.311 with a significance value of 0.023 < 0.05. This indicates that Product Quality has a positive and significant effect on Purchase Decisions. Therefore, H2 is accepted.
3. The Effect of Price on Purchase Decisions (H3)

   The Price variable has a calculated t-value of 5.133 with a significance value of 0.000 < 0.05. This indicates that Price has a positive and significant effect on Purchase Decisions. Therefore, H3 is accepted.

4. Discussion

4.1. The Effect of Promotion on Purchase Decisions

The partial test results indicate that the Promotion variable has a positive and significant effect on Purchase Decisions, with a calculated t-value of 7.725 and a significance value of 0.000 (<0.05). These results indicate that the more effective the promotional activities carried out, such as providing discounts, delivering product information, and utilizing digital media promotions, the higher the consumers' decision to purchase SUKO Brand products. This finding is consistent with the research conducted by Capriati and Waluyo (2021) and Alfitriana et al. (2022), which stated that promotion has a positive and significant effect on purchase decisions.

4.2. The Effect of Product Quality on Purchase Decisions

The partial test results indicate that the Product Quality variable has a positive and significant effect on Purchase Decisions, with a calculated t-value of 2.311 and a significance value of 0.023 (<0.05). This shows that good product quality, such as comfortable materials, attractive designs, and product durability, can increase consumers' confidence in making purchasing decisions. The results of this study support the findings of Alamsyah et al. (2023), Kusuma et al. (2022), and Putra et al. (2022), who concluded that product quality is one of the important factors in increasing purchase decisions.

4.3. The Effect of Price on Purchase Decisions

The partial test results indicate that the Price variable has a positive and significant effect on Purchase Decisions, with a calculated t-value of 5.133 and a significance value of 0.000 (<0.05). This finding shows that prices that are appropriate with product quality and consumers' purchasing power can increase purchase decisions. The results of this study are consistent with the research conducted by Kusuma et al. (2022) and Alamsyah et al. (2022), which stated that price has a positive and significant effect on purchase decisions.

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4.4. The Effect of Promotion, Product Quality, and Price on Purchase Decisions

The simultaneous test results show that Promotion, Product Quality, and Price simultaneously have a positive and significant effect on Purchase Decisions, with an F-value of 93.475 and a significance value of 0.000 (<0.05). The coefficient of determination (R^2) value of 0.729 indicates that the three variables are able to explain 72.9% of the variation in purchase decisions, while the remaining 27.1% is influenced by other factors outside this study. These findings indicate that consumers' purchase decisions toward SUKO Brand products are influenced by a combination of effective promotional strategies, good product quality, and competitive pricing. This research finding is in line with previous studies conducted by Alamsyah et al. (2022), Kusuma et al. (2022), and Capriati and Waluyo (2021).

5. Conclusions

This study aims to analyze the effect of promotion, product quality, and price on consumer purchase decisions for the SUKO Brand at Matahari Department Store Tunjungan Plaza Surabaya. The results show that, partially, promotion, product quality, and price have a positive and significant effect on purchase decisions. Among the three variables, promotion is the variable that has the most dominant influence on consumer purchase decisions. Furthermore, the simultaneous test results indicate that promotion, product quality, and price collectively have a positive and significant effect on purchase decisions, with the ability to explain 72.9% of the variation in purchase decisions, while the remaining percentage is influenced by other factors outside the research model. These findings indicate that improving promotional effectiveness, maintaining product quality, and implementing competitive pricing strategies are important approaches that can be applied to increase consumer purchase decisions toward the SUKO Brand.

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