

MEMBANGUN KEPUTUSAN PEMBELIAN KONSUMEN MELALUI KUALITAS PRODUK DAN STRATEGI PROMOSI : SEBUAH KAJIAN LITERATUR

Aziz Kholid Akbar Rangkuti

*Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Islam DR.KHEZ Muttaqien,
Purwakarta, Indonesia,*

aziskholidakbar@gmail.com

Iman Sidik Nusannas

Universitas Islam DR.KHEZ Muttaqien, Purwakarta, Indonesia.

imansidiknusannaas@gmail.com

Robby Wahyudi

Universitas Islam DR.KHEZ Muttaqien, Purwakarta, Indonesia

robbywahyudi@unismu.ac.id

Penulis: aziskholidakbar@gmail.com

ABSTRACT

This study seeks to examine and explore the role of product quality and promotional strategies in influencing consumer purchasing decisions amid increasingly intense business competition. The research adopts a literature review method with a quantitative descriptive approach. Research data were obtained from a range of relevant national and international journal articles published between 2021 and 2025 and accessed through Google Scholar. A total of fifteen articles that met the inclusion criteria were systematically reviewed to identify recurring patterns and similarities in previous research findings. The results indicate that product quality plays a meaningful role in shaping consumer purchasing decisions through the development of perceived value, satisfaction, and trust. In addition, promotional strategies function as marketing communication tools that contribute to consumer awareness, interest, and confidence in a product. The findings also reveal that promotional effectiveness is influenced by the suitability of the message, the media channels employed, and the credibility of the information conveyed to consumers. Overall, the literature review demonstrates that consumer purchasing decisions are not determined by a single factor, but rather by the synergy between strong product quality and the implementation of effective promotional strategies. Therefore, improving product quality accompanied by appropriate promotional efforts is essential for companies seeking to encourage sustainable

consumer purchasing decisions. This study is expected to provide theoretical contributions to marketing research as well as practical implications for business practitioners in designing more effective marketing strategies..

Keywords: *product quality, promotional strategy, purchasing decisions.*

JEL: *Literature Review.*

DAFTAR PUSTAKA

Anggia Ayu Lestari. Etty Widawati. Zefri Edison. (2023). *Manajemen Pemasaran* (Efitra (ed.); pertama). Son Pedia publishing indonesia.

Anna Wulandari. Heru Mulyanto. (2024). *Keputusan Pembelian Konsumen* (Fitri Rezeki (ed.); Pertama). PT Kimshafi Alung Cipta.

Ari Soeti Yani. Kristina Ngora. (2020). Influence of Product Quality & Promotion on Purchase Decision with Buying Interest as a Moderating Variable. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 5, No 2, May 2022, Page: 14034-14046 e-ISSN: 2615-3076 (Online), p-ISSN: 2615-1715., 14034–14046.*

Bagus Imansyah. Hery Pudjoprastyono. (2023). Kualitas Produk dan Persepsi Harga Terhadap Keputusan Pembelian. *Journal of Management and Bussines (JOMB) Volume 5, Nomor 1, Januari-Juni 2023 p-ISSN: 2656-8918 e-ISSN: 2684-8317 DOI: 10.31539/Jomb.V5i1.5271, 5, 335–349.*

Cyrilla Wilda Rizani, Hichmaed Tachta Hinggo, H. Z. (2022). Pengaruh Kualitas Produk , Promosi , Harga Dan Garansi Produk. *Economics, Accounting and Business Journal, Vol. 2 No. 2, Hlm. 366-376, Mei 2022, 2(2), 366–376.*

Djupiansyah Ganie, Siti Munawaroh, Sayugo Adi Purwanto, R. P. S. (2025). Analysis of Product Quality, Promotion, and Price Factors in Forming Consumer Purchasing Decisions. *JABA Journal of Applied Business Administration* <https://jurnal.polibatam.ac.id/index.php/JABA>.

Doni Marlius, K. N. (2022). Pengaruh Harga, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Produk Sepatu Converse Pada Toko Babee.Shopp Padang

- Doni. *EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi Vol.2, No.1, 2(1)*, 255–268.
- Hanafi, E. S. I. (2023). *Manajemen Pemasaran* (Cetakan Pe). Kampus Universitas Islam Riau. Jl. Kaharuddin Nasution 113 Pekanbaru Riau, Indonesia, 28284. uirpress@uir.ac.id
- Helda Jaya Puspita, A. M. (2024). Pengaruh Kualitas Produk , Harga , dan Citra Merek terhadap Keputusan Pembelian : Systematic Review. *JURNAL BISNIS MAHASISWA Journal Homepage: <https://Jurnalbisnismahasiswa.Com> E-ISSN: 2807-2219 Pengaruh.*
- I Gede Prayoga Sukma Dharma. Anak Agung Putu Agung. I Gusti Ngurah Agung Gede Eka Teja Kusuma. (2025). Analisis Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian Sabun Dettol (Studi Pada Konsumen Sabun Dettol di Wilayah Denpasar). *Jurnal Emas Volume 6 Nomor 8, Agustus (2025): 1846-1870 DOI: <https://doi.org/10.36733/Emas.V6i8.12330>, 6, 1846–1870.*
- Jeff Tanner JR, & Raymond, M. A. (2023). Principles of Marketing. *Open Stax*, 200.
- Kevin Lane Keller. Vanitha Swaminathan. (2020). *Strategic Brand Management* (Rachel Chou (ed.); Fifth). Pearson Education.
- Khairunnisa, Hellen Vitaloka, Rafli Kharisma Pratama, M. F. (2025). Pengaruh Harga, Kualitas Produk Terhadap Keputusan Pembelian Konsumen Pada PT. Kencana Sawit Indonesia Di Kota Medan. *Jurnal Multidisiplin Sosisal Humaniora Volume 2, Nomor 1, 2(April)*, 14–21.
- Linda Agusniar Sihombing, Suharno Suharno, Kuleh Kuleh, and T. H. (2023). The Effect of Price and Product Quality on Consumer Purchasing Decisions through Brand Image. *International Journal of Finance, Economics and Business Vol. 2, No. 1, 2(1)*, 44–60.
- Meithiana Indrasari. (2019). *Pemasaran dan Kepuasan Pelanggan* (Pertama). Unitomo Press.

- Novita Sukmawati, S. R. E. (2020). Pengaruh Gaya Hidup, Kualitas Produk, dan Promosi terhadap Keputusan Pembelian Produk Makanan Sehat Soyjoy. *CAKRAWANGSA BISNIS Vol 1, No 1 (2020): April, 1(1)*, 17–28.
- Philip Kotler. Gary Armstrong. (2021). *Principles of Marketing* (Eighteenth). Pearson Education.
- Philip Kotler. Veronica Wong. John Saunders. Gary Armstrong. (2022). *Principles of Marketing* (Harlow (ed.); Fourth). Pearson Education.
- Putri Kemalasari, S. W. (2024). Pengaruh Kualitas Produk , Persepsi Harga , Social Media Marketing , Online Customer Review Terhadap Keputusan Pembelian. *Kajian Bisnis Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Vol. 32, No. 2, Tahun 2024, 133 – 145* <https://doi.org/10.32477/Jkb.V32i2.944> *Pengaruh, 32(2)*, 133–145.
- Rohmah Mazayatul. (2024). *Pengembangan Produk* (Ash Shadiq Egim (ed.); Pertama). CV. Eureka Media Aksara.
- Sri Ulina, H. U. (2025). The Effect of Product Quality and Promotion on Purchase Decisions on Umkm Products UD. Kunyahan Medan. *Internasional Journal of Integrative Sciences (IJIS) Vol.4, No.6, 2025, 4(6)*, 1389–1400.
- Syaifuddin. (2024). Pengaruh Kualitas Produk terhadap Keputusan Pembelian pada PT. Elco Indonesia Sejahtera. *Jurnal Informatika Ekonomi Bisnis – Vol. 6 No. 1 (2024) 240-245* *241, 6, 240–245*. <https://doi.org/10.37034/infeb.v6i1.856>