

The Effect of Product Quality, Price Discounts, and Sales Promotion on Purchasing Decisions for Mantili Roof Tiles in Kalirejo, Central Lampung

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Received : 02 March 2026

Revised : 06 Mei 2026

Accepted : 14 Juni 2026

Published: 17 July 2026

Abstract

This study is motivated by the decline in sales turnover in 2024, which is suspected to be affected by unstable product quality, suboptimal discount effectiveness, and limited sales promotion. The study examines the effect of product quality, price discounts, and sales promotion on purchasing decisions for Mantili roof tiles in Kalirejo, Central Lampung. A quantitative survey approach was applied, with a sample of 60 consumers selected through random sampling using the Slovin formula. Data were collected using a Likert-scale questionnaire that was tested for validity and reliability, and were analysed using multiple linear regression in SPSS, preceded by classical assumption tests. The results show that product quality, price discounts, and sales promotion each have a positive and significant partial effect on purchasing decisions, and that the three variables jointly exert a significant simultaneous effect, explaining 94.1 percent of the variance in purchasing decisions. Price discounts recorded the largest standardised effect, followed by sales promotion and product quality. These findings emphasise the importance of continuous improvement in product quality, appropriate discount strategies, and more innovative sales promotion to strengthen consumer interest and purchasing decisions. The study contributes to marketing-mix research in the building-materials sector and offers practical guidance for small tile producers.

Keywords: *Product quality; Price discount; Sales promotion; Purchasing decision; Building materials*

1. Introduction

Globalisation and advancing technology have intensified competition across industries, requiring entrepreneurs to prepare appropriate marketing strategies to survive and win in the market. As competitors multiply, consumers gain more choices and become more discerning, so enterprises must differentiate their products to stimulate interest and purchasing decisions (Kotler & Armstrong, 2018). Among the means of attracting consumers are offering quality products, price discounts, and promotion, with promotion serving as an important element of the marketing mix that informs the market about a firm's goods and services.

The building-materials sector in Indonesia has become increasingly competitive alongside rising infrastructure and housing development. Good product quality is a primary factor in attracting consumers, who tend to choose products with durability, aesthetics, and fitness for their needs (Garvin, 1987; Tsiotsou, 2006). Roof tiles are an essential building component, and in Kalirejo, Central Lampung, many producers use clay for its perceived quality. Although Mantili tiles are known for quality and competitive pricing, some consumers complain that the tiles are not durable,

crack easily, vary in colour, and resist extreme weather poorly, raising concerns about quality consistency that may reduce satisfaction and brand image.

Price discounts are a common strategy for attracting consumers and boosting short-term sales, applied during promotional periods or when demand falls, and can create perceived added value that raises purchasing decisions (Dodds et al., 1991; Grewal et al., 1998). However, the long-term effectiveness of discounts is debated, as they may drive impulsive or temporary buying without building loyalty, and frequent discounting can erode perceptions of quality (Darke & Chung, 2005; DelVecchio et al., 2006). Sales promotion, including price cuts and rewards, similarly aims to attract attention, create added value, and prompt immediate purchase, although its capacity to build lasting brand preference is not assured (Blattberg et al., 1995; Chandon et al., 2000).

In the local context, Mantili roof tiles face market dynamics that demand marketing-strategy adaptation, especially as alternatives such as concrete tiles, ceramic tiles, and asbestos sheets proliferate. It is therefore important to examine how product quality, price discounts, and sales promotion affect consumers' purchasing decisions. Annual turnover rose from 2022 to 2023 but declined in 2024, attributed to shifts in consumer preferences regarding quality and to the timing of discounts, which motivates this study.

Accordingly, this study examines the effect of product quality, price discounts, and sales promotion on purchasing decisions for Mantili roof tiles. The study contributes to marketing-mix research in the building-materials sector and offers practical guidance for small tile producers. The objectives are to analyse the partial and simultaneous effects of the three variables on purchasing decisions.

2. Literature Review and Theoretical Framework

2.1 Theoretical Foundation

Product quality is the capacity of a product to deliver benefits that meet consumer expectations, commonly conceptualised through dimensions such as performance, durability, reliability, conformance, and aesthetics, and is a determinant of purchasing and satisfaction (Garvin, 1987; Tsiotsou, 2006). Price discounts are reductions in price that signal added value and can stimulate purchasing, though their framing and frequency shape consumer perceptions of value and quality (Darke & Chung, 2005; Dodds et al., 1991).

Sales promotion comprises marketing-communication activities such as price cuts, gifts, bundles, and loyalty programmes that inform, persuade, and prompt immediate purchase (Chandon et al., 2000). Evidence indicates that promotions can lift short-term sales and, when well designed, support brand preference, although their post-promotion effects vary (Blattberg et al., 1995; DelVecchio et al., 2006). Purchasing decisions, in turn, represent the consumer's selection among alternatives, shaped by the evaluation of product, price, and promotional inputs (Kotler & Keller, 2016; Oliver, 1980).

2.2 Hypothesis Development

Drawing on the marketing-mix literature and prior evidence, higher product quality is expected to raise purchasing decisions (Garvin, 1987), price discounts are expected to raise purchasing decisions through perceived value (Dodds et al., 1991), and sales promotion is expected to raise purchasing decisions through attention and incentives (Chandon et al., 2000). The hypotheses are therefore:

H1: Product quality has a positive and significant effect on purchasing decisions.

H2: Price discounts have a positive and significant effect on purchasing decisions.

H3: Sales promotion has a positive and significant effect on purchasing decisions.

H4: Product quality, price discounts, and sales promotion jointly have a significant effect on purchasing decisions.

3. Research Methodology

3.1 Research Design

This study employed a quantitative survey design, grounded in a positivist approach, to test the effects of product quality, price discounts, and sales promotion on purchasing decisions for Mantili roof tiles in Kalirejo, Central Lampung.

3.2 Data Collection

The population comprised all consumers of Mantili roof tiles, purchasing directly, online, or through agents, estimated at about 150. Using the Slovin formula with a 10 percent margin of error, a sample of 60 respondents was obtained through random sampling. Respondents completed a five-point Likert-scale questionnaire on product quality, price discounts, sales promotion, and purchasing decisions, tested for validity and reliability.

3.3 Data Analysis

Data were analysed using multiple linear regression in SPSS 25, preceded by classical assumption tests of normality and linearity. Hypothesis testing was conducted through the partial t-test, the simultaneous F-test, and the coefficient of determination.

4. Results and Discussion

4.1 Results

The turnover that motivated the study is summarised in Table 1, showing an increase from 2022 to 2023 followed by a decline in 2024.

Table 1. Annual turnover of Mantili roof tiles, 2022 to 2024

Year	Total turnover (IDR)	Trend
2022	49,520,000	-
2023	50,770,000	Increase
2024	49,700,000	Decline

Source: Mantili roof tile turnover data, Kalirejo, 2022 to 2024

The classical assumption tests, summarised in Table 2, confirmed that the model met the required conditions: the residuals of all variables were normally distributed and the relationships were linear.

Table 2. Classical assumption test results

Test	Significance	Conclusion
Normality (X1; X2; X3, K-S)	0.200; 0.200; 0.200	Normal
Linearity (deviation, X1)	0.539	Linear
Linearity (deviation, X2)	0.617	Linear
Linearity (deviation, X3)	0.792	Linear

Source: Primary data processed with SPSS 25, 2026

The multiple linear regression results are presented in Table 3. The estimated equation is $Y = 2.565 + 0.275X_1 + 0.373X_2 + 0.332X_3$. All three predictors recorded significance values below 0.05, so H1, H2, and H3 are supported, with price discounts exhibiting the largest standardised coefficient.

Table 3. Multiple linear regression coefficients

Model	B	Std. Error	Beta	t / Sig.
(Constant)	2.565	2.659	-	0.965 / 0.339
Product quality (X1)	0.275	0.088	0.290	3.128 / 0.003
Price discount (X2)	0.373	0.091	0.382	4.082 / 0.000
Sales promotion (X3)	0.332	0.094	0.326	3.549 / 0.001

Source: Primary data processed with SPSS 25, 2026. Dependent variable: purchasing decision.

The simultaneous F-test, summarised in Table 4, produced a value of 297.366 with a significance of 0.000, confirming that the three variables jointly affect purchasing decisions, so H4 is supported. The coefficient of determination is 0.941, indicating that the three variables explain 94.1 percent of the variance in purchasing decisions, while the remaining 5.9 percent is attributable to other factors.

Table 4. Simultaneous test and coefficient of determination

Statistic	Value	Conclusion
F-value (Sig.)	297.366 (0.000)	Significant
R	0.970	-
R-squared	0.941	94.1% explained
Adjusted R-squared	0.938	-

Source: Primary data processed with SPSS 25, 2026

4.2 Discussion

The significant effect of product quality on purchasing decisions supports H1 and indicates that quality, particularly durability, is an important consideration for consumers of roof tiles. This finding aligns with quality-based models of purchasing and with evidence that product quality drives purchase decisions (Garvin, 1987; Tsotsou, 2006). Nonetheless, the analysis suggests that quality alone is not the sole determinant and must be supported by appropriate pricing and promotion.

The significant effect of price discounts supports H2 and, with the largest standardised coefficient, identifies discounts as the most dominant determinant. Discounts on bulk purchases or during low-demand periods deliver tangible added value and encourage consumers to buy in larger quantities, consistent with the price-value perspective and evidence that discounts stimulate purchasing (Darke & Chung, 2005; Dodds et al., 1991). The significant effect of sales promotion supports H3 and shows that gifts, value packs, and loyalty programmes attract attention and prompt immediate purchase, consistent with research on promotion effectiveness (Blattberg et al., 1995; Chandon et al., 2000).

Jointly, the three variables significantly affect purchasing decisions, explaining a very large share of the variance, which indicates that an integrated marketing-mix strategy is required to sustain and grow market share. Product quality builds the foundation of consumer trust, discounts accelerate purchase decisions, and sales promotion strengthens product image. Theoretically, the study reinforces the joint role of quality, discounts, and promotion in purchasing decisions in the building-materials sector, while practically it implies that the producer should improve quality consistency, apply measured discount strategies, and design more innovative promotions.

5. Conclusion

This study examined the effect of product quality, price discounts, and sales promotion on purchasing decisions for Mantili roof tiles in Kalirejo, Central Lampung. Product quality, price discounts, and sales promotion each have a positive and significant partial effect on purchasing decisions, and the three variables jointly have a significant effect, explaining 94.1 percent of the variance, with price

discounts as the most dominant determinant. These results indicate that the combination of quality, discounts, and promotion strongly shapes purchasing decisions.

The study recommends that the producer maintain and improve product quality consistency, particularly durability and colour uniformity; apply measured discount strategies that add value without eroding quality perceptions; and design more innovative sales promotion such as rewards and loyalty programmes. Because the three factors operate jointly, an integrated marketing-mix approach is essential. Future research should incorporate additional variables such as service quality, brand image, and distribution, and adopt larger and more diverse samples to improve generalisability.

Acknowledgements

The authors gratefully acknowledge the Mantili roof tile producer in Kalirejo and the participating consumers. The authors declare no conflict of interest.

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