



## THE EFFECT OF PRICE, BRAND IMAGE, AND PROMOTION ON GABS CLOTHING PURCHASE DECISIONS AT MATAHARI DEPT STORE MOJOKERTO

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Article info	ABSTRACT
<p><b>Corresponding Author:</b></p> <p>Muhammad Dioda Zener Arindra S  <a href="mailto:diodazener7@gmail.com">diodazener7@gmail.com</a>            Sekolah Tinggi Ilmu Komunikasi IBMT, Surabaya</p>	<p>This study aims to analyze the influence of price, brand image, and promotion on purchasing decisions for Gabs brand clothing at Matahari Department Store Mojokerto. The research method used is quantitative with a sample of 92 respondents who are loyal customers. Data was collected through questionnaires and analyzed using multiple linear regression. The results of the study indicate that price has a positive and significant effect on purchasing decisions, with a significance value of 0.004. Brand image also has a significant positive effect with a significance value of 0.000. In addition, promotion is proven to be a dominant factor influencing purchasing decisions, with a significance value of 0.000. These findings indicate that companies need to improve their pricing strategies, strengthen their brand image, and conduct effective promotions to increase sales of Gabs products in the market. This study is expected to provide insights for entrepreneurs and further researchers in understanding the factors that influence consumer purchasing decisions.</p> <p><b>Keywords:</b> Price, Brand Image, Promotion, Purchase Decision, Gabs Clothing, Matahari Department Store</p>
<p>This article distributed under the terms of the Creative Commons Attribution-Share Alike 4.0 International License (<a href="https://creativecommons.org/licenses/by-sa/4.0/">https://creativecommons.org/licenses/by-sa/4.0/</a>)</p>	

### INTRODUCTION

In this era of globalization, industrial competition is increasing, one of which is the fashion or clothing industry. To navigate this era, a company requires effective and efficient management capable of anticipating every aspect of competition.

Companies are required to analyze various factors to ensure they produce products that are widely appreciated by consumers. By producing products that resonate with consumers, the company's products are expected to influence consumer purchasing decisions.

The Gabs clothing brand, produced by PT Dwi Putra Sakti, produces men's clothing in a variety of sizes and styles, evolving with the times. Gabs' prices are also quite competitive, neither too high nor too low. Therefore, Gabs clothing has become a popular choice for consumers shopping at Matahari Department Store, Sunrise Mall, Mojokerto. This is evident in the declining sales of Gabs clothing at Matahari Department Store, Sunrise Mall, Mojokerto, in the first two months of 2025 due to a decrease in production volume.

Table 1. Number of Gabs Brand Clothing Sold in 2024

No	Month	Total
1	January	304
2	February	196
3	March	-

Table 2. Number of Gabs Brand Clothing Sold in 2025

No	Month	Total
1	January	256
2	February	124
3	March	-

Source: Matahari Dept Store

In 2024, sales in January and February totaled 500 units. In 2025, Gabs Products experienced a decline at the beginning of the year in January and February, with a total of 380 units sold. The decline in Gabs clothing sales during this period occurred because many consumers decided to purchase other brands. Many factors influence consumers when deciding to purchase Gabs clothing. Some of these factors include the relatively high price of the Gabs brand compared to competitors due to the brand's well-known image.

Every individual has a nearly identical decision-making method. However, several factors can differentiate decision-making between individuals, including age, character, income, and lifestyle. According to Peter and Olson (Asrizal & Muhammad, 2018), purchasing decisions are interactions that consolidate information to evaluate at least two alternative options and then choose one. In short, purchasing decisions are the process of deciding whether to purchase a product (Jaya Permana & Widwi Handri, 2021). Asrizal & Muhammad (2018) concluded that the independent variables, price and service quality, simultaneously had a positive and significant impact of 21.10% on consumer purchasing decisions, with the remainder influenced by several other factors. Meanwhile, research by Linda & Andreyan (2019) showed that respondents' perceptions that purchasing decisions for Indosat prepaid cards in Mojogedang District were not influenced by price but rather by other factors, such as product quality and promotional strategies, had a significant positive impact. Based on the two previous studies, it can be concluded that price can have a significant impact, but it can also have the opposite effect. Therefore, price can influence purchasing decisions depending on the product being studied. Compared to previous studies, the product used as a research variable in this study was bed linen. This research was conducted on a fashion product, specifically the well-known brand Gab's.

The GAB'S brand itself can be said to have a higher price than other products on the market, due to the quality offered by Gab's brand, which is also different from other products in general. For example, superior quality is thicker material and also easily absorbs sweat. Then this brand is also famous for its jeans that have a thickness of up to 30oz. Not only offering clothes with plaid motifs, but currently Gab's also has hoodies, flannels, shirts, t-shirts and pants, Gab's also currently has one of the most premium materials, namely cotton, polyester and spandex. In Gab's Jeans products, the premium material used for men's denim trousers consists of 81% cotton 17.5% polyester 1.5% spandex. So, this study is intended to

get updates from purchasing choices that are influenced by price, purchasing choices that are influenced by the quality of a product, as well as purchasing choices that are influenced by both the price and quality of a product simultaneously on the Gab's brand.

## METHOD

This study employed quantitative research methods, which involve analyzing numbers using statistics, and using questionnaires as data collection instruments. According to Sugiyono, quantitative methods are research methods used to examine specific populations and samples. Sampling is conducted randomly, then analyzed quantitatively or statistically with the aim of testing a predetermined hypothesis.

The population in this study was all 92 Gab's consumers at Matahari Department Store Mojokerto in March 2025. In this study, the researcher determined the sample using the Slovin formula. Based on the calculations above, 83 people were taken.

Data analysis in this study used validity tests, reliability tests, classical assumption tests, hypothesis tests, multiple linear regression analysis, coefficient analysis, and determination.

## RESULT AND DISCUSSION

### Finding

#### Validity Test

In this study, researchers distributed questionnaires to 92 respondents. The validity of each statement in this study can be determined by the calculated R and table R columns. If the calculated R > table R, the statement is valid. The questionnaire validity test for the Price Influence variable (X1) in this study was conducted on 92 respondents with  $df(n-2) = 92 - 2 = 90$ . This resulted in an R table of 0.2050. The results of the validity test can be seen in the following table:

Table 3. Information Technology Validity Test (X1)

No	Statement	R count	R table	Sig.
1	The price list shows a 5% increase in staple goods this month, indicating inflation. (X 1.1.1)	0,611	0,2050	0,00
2	The price list records a minimum price change of 1% in the fashion sector over the past 3 months. (X 1.1.2)	0,677	0,2050	0,00
3	The price list records a minimum price change of 1% in the fashion sector over the past 3 months. (X 1.2.1)	0,694	0,2050	0,00
4	The data records discounts of up to 50% on aging products to boost sales. (X 1.2.2)	1,679	0,2050	0,00
5	Price discounts show an average of 20% off clothing during the sale season. (X 1.3.1)	0,641	0,2050	0,00
6	The data records discounts of up to 40% on pants near the end of the year, attracting consumer interest. (X 1.3.2)	0,773	0,2050	0,00

Source: data processed by researcher, 2025

Table 3 shows that all statements in the Information Technology variable (X1) have a calculated R value > R table, namely 0.2050. Therefore, it can be concluded that the six statements in the information technology variable (X1) are valid and suitable for measuring research variables.

### Promotion Validity Test (X3)

The questionnaire validity test for the Management Information System variable (X3) in this study was conducted on 92 respondents with  $df (n-2) = 92 - 2 = 90$ . This resulted in an R table of 0.2050 for number 90. The results of the validity test can be seen in the following table:

No	Statement	R count	R table	Sig.
1	Promotional messages serve as a primary indicator of how efficient communication is delivered and received by the market. (X1.1.1)	0,738	0,2050	0,00
2	The success of a promotional message can be measured by how effectively it is delivered and understood by the target audience. (X1.1.2)	0,710	0,2050	0,00
3	Promotional media are the channels used by companies to carry out promotional activities. (X 1.2.1)	0,800	0,2050	0,00
4	Companies utilize various promotional media as tools to	0,757	0,2050	0,00
5	implement promotional activities.	0,708	0,2050	0,00
6	Promotional time refers to the duration over which a company carries out promotional activities. (X 1.3.1)	0,674	0,2050	0,00

Source: data processed by researcher, 2025

Table 4 shows that all statements in the Promotion variable (X3) have a calculated R value  $>$  R table, namely 0.2050. Therefore, it can be concluded that the six statements in the Promotion variable (X3) are valid and suitable for use as measurement variables in this study.

### Purchase Decision Validity Test

The questionnaire validity test for the Purchase Decision variable (Y) in this study was conducted on 92 respondents with  $df (n-2) = 92 - 2 = 90$ . This resulted in an R table of 0.2050 for 90. The results of the validity test can be seen in the following table:

Table 5: Purchase Decision Validity Test (Y)

No	Statement	R count	R table	Sig.
1	Product purchasing is the purchasing process undertaken by consumers to purchase desired goods or services. (X1.1.1)	0,863	0,2050	0,00
2	Brand purchasing is the purchasing process undertaken by consumers who only consider the product's brand. (X1.1.2)	0,847	0,2050	0,00

Source: data processed by researcher, 2025

Table 5 shows that all statements in the Purchase Decision (Y) variable have a calculated R value  $>$  R table, namely 0.2050. Therefore, it can be concluded that the two statements in the Purchase Decision (Y) variable are valid and suitable for use as research variable measurements.

### Reliability Test

The reliability test is used to determine whether the respondents' responses are trustworthy or reliable. This is done using reliability analysis using Crohn's alpha method. An instrument is considered reliable if it has a value of 0.6 or higher.

### Reliability Test of Price Influence (X1)

Table 6 Reliability Test of Price Influence  
Reliability Statistics

Cronbach's Alpha	N of Items
.763	6

Source: IBM SPSS 31.0.0 Data Processing Results

Table 6 above demonstrates that the reliability test for the Price Influence variable (X1) from six statements obtained a Cronbach's Alpha value of 0.763. Therefore, it can be concluded that the information technology variable statement is valid and suitable for use as a measurement for research variables.

**Test of Brand Image Reliability (X2)**

Table 7 Test of Brand Image Reliability (X2)  
Reliability Statistics

Cronbach's Alpha	N of Items
.833	6

Source: IBM SPSS 31.0.0 Data Processing Results

Table 7 above shows that the reliability test on the Brand Image variable (X2) from 6 statements obtained a Cronbach's Alpha value of 0.833. Therefore, it can be concluded that the statement of the management information system variable is valid and is suitable for use as a measurement of research variables.

**Test of Promotion Reliability (X3)**

Table 8 Test of Promotion Reliability (X3)  
Reliability Statistics

Cronbach's Alpha	N of Items
.826	2

Source: IBM SPSS 31.0.0 Data Processing Results

Table 8 above shows that the reliability test for the Promotion variable (X3) from the two statements obtained Cronbach's Alpha value of 0.826. Therefore, it can be concluded that the statement regarding the management information system variable is valid and suitable for use as a measurement for the research variable.

**Test of Purchase Decision Reliability (Y)**

Tabel 9 Test of Purchase Decision Reliability (Y)  
**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.631	2

Source: IBM SPSS 31.0.0 Data Processing Results

Table 9 above demonstrates that the reliability test for the Purchase Decision variable (Y) from two statements obtained a Cronbach's Alpha value of 0.631. Therefore, it can be concluded that the statement regarding the Purchase Decision variable is valid and suitable for use as a measurement variable in this research.

**Classical Assumption Test**

**Normality Test**

Table 10 Results of the One-Sample Kolmogorov-Smirnov Normality Test

		Unstandardized Residual
N		92
Normal Parameter s <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.85814103
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.066
Kolmogorov-smirnov Z		.078
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source: IBM SPSS 31.0.0 Data Processing Results

The table above shows that the significance value is  $0.200 > 0.05$ . This indicates that the residuals are normally distributed. The Kolmogorov-Smirnov test is used to test the normality of the regression model. If the sig. value is  $> \alpha = 0.05$ , the model is considered normal.

**Multicollinearity Test**

The purpose of the multicollinearity test is to determine whether a correlation exists between the independent variables in the regression model (Ghozali, 2018). A good regression model should not contain any correlation between the independent variables. Multicollinearity can be detected by the tolerance value and its opposite, the variance

inflation factor (VIF). These two measures indicate how much of an independent variable is explained by another independent variable.

Dependent Variable: Purchase Decision

Source: Data processing results from IBM SPSS 31.0.0

To determine the presence or absence of multicollinearity, the tolerance value and variance inflation factor (VIF) values can be determined. If the VIF value is  $<10$  or the tolerance value is  $>0.01$ , then multicollinearity is not present. If the VIF value is  $>10$  or the tolerance value is  $<0.01$ , then multicollinearity is considered present. The table above shows the results of the VIF and tolerance value calculations.

The VIF values for the two variables are uncorrelated, with a value of  $<10$  (1.669  $<10$ ). The tolerance value also meets the significance requirement, with a value of  $>0.01$  (0.661  $>0.01$ ). Therefore, it can be concluded that there are no symptoms of multicollinearity among the independent variables in the regression equation.

### **Multiple Linear Regression Analysis**

Dependent Variable: Purchase Decision

Source: Data Processing Results from IBM SPSS 31.0.0

The results of the multiple linear regression analysis above indicate that:

1. The regression coefficient for the Price variable (X1) is 0.111, indicating that the Price variable (X1) has a positive effect on the Purchase Decision variable (Y). This indicates that an increase in the Price variable will also increase the Purchase Decision variable (Y).
2. The regression coefficient for the Brand Image variable (X2) is 0.047, indicating that the Brand Image variable (X2) has a positive effect on the Purchase Decision variable (Y). This indicates that an increase in the Brand Image variable will also increase the Purchase Decision variable (Y).
3. The regression coefficient for the Promotion variable (X3) has a value of 0.150, indicating that the Promotion variable (X3) has a positive effect on the Purchase Decision variable (Y). This indicates that if the Promotion variable increases, the Purchase Decision variable (Y) will also increase.

Based on the regression equation above, it can be concluded that the Price (X1), Brand Image (X2), and Promotion (X3) variables have a positive effect on the Purchase Decision (Y). And the dominant factor influencing the Purchase Decision is Promotion (X3), as indicated by the largest regression coefficient value compared to the Brand Image variable (X2), which is 0.047.

### **Hypothesis Testing**

Correlation Coefficient (R) and Coefficient of Determination (r<sup>2</sup>) Test

Predictors: (Constant), Price, Brand Image, and Promotion

Source: Data Processing Results from IBM SPSS 31.0.0

1. The R value is 0.686, indicating a correlation or relationship between the dependent variable, Purchase Decision, and Price, Brand Image, and Promotion, of 68.6%.
2. The R Square value is 0.470, meaning that Purchase Decision can be predicted by Price, Brand Image, and Promotion by 47.0%.
3. The Adjusted R Square value, or coefficient of determination, is 0.452, meaning that Price, Brand Image, and Promotion can explain 45.2% of the Purchase Decision variable, while other variables not examined in this study explain the remaining 54.8%.

4. There are two options: using R Square or Adjusted R Square. If there are more than two variables, Adjusted R Square is used. Therefore, the value used in the coefficient of determination is 54.8%.
5. The standard error of the estimate is 0.87265, which means the error rate of the multiple linear regression model in this study is 0.87265.

#### **Partial T-Test (T-test)**

The t-test is considered significant if the  $\alpha$  value is  $<0.05$  and the  $\beta$  is positive, indicating that the independent variable influences the dependent variable. If the  $\alpha$  value is  $>0.05$  and the  $\beta$  is negative, indicating that the independent variable has no effect on the dependent variable.

Source: Data Processing Results from IBM SPSS 31.0.0

For the T-table calculation,  $df (N-2) = 130 - 2 = 128$ . Therefore, the desired T-table is 90. From the partial T-test analysis results can be concluded as follows:

1. Price has a positive and significant effect on Purchasing Decisions.  
It shows the calculated T-value for the Price variable (X1) is  $T\text{-count} = 2.927 > T\text{-table} = 1.66196$  with a significance level of 0.004, which is less than the established probability of 0.05. This indicates that Price has a significant effect. These results conclude that Price has a positive and significant effect on Purchasing Decisions for Gabs products at Matahari Mojokerto.
2. Brand Image has a positive and significant effect on Purchasing Decisions.  
It shows the calculated T-value for the Brand Image variable (X2) is  $2.927 > 1.66196$  with a significance level of 0.183, which is lower than the established probability of 0.05. This indicates that Brand Image has a significant influence. These results indicate that Brand Image has a positive and significant influence on the Purchase Decision for Gabs products at Matahari Mojokerto.
3. Promotion has a positive and significant influence on the Purchase Decision.  
It shows the calculated T-value for the Promotion variable (X3) is  $2.927 > 1.66196$  with a significance level of 0.001, which is lower than the established probability of 0.05. This indicates that Promotion has a significant influence. These results indicate that Promotion has a positive and significant influence on the Purchase Decision for Gabs products at Matahari Mojokerto.

#### **Discussion**

Based on the results of the study, conducted with 92 respondents, we can determine their responses to the variables proposed in the questionnaire. These responses are explained in the following discussion:

1. *The Influence of Price on Purchasing Decisions.* Based on the analysis in Table 4.19, the Price variable has a significance value of 0.004, which is less than the 0.05 margin of error, with a calculated T-value of 2.927. Therefore, it can be concluded that the Price variable influences the Purchase Decision variable. The analysis indicates that the implementation of Price at PT. Matahari Department Store can increase operational savings. Based on the research findings, as technology advances, Price will improve Operational Efficiency.

These research findings align with the research by Nangoy et al. (2017) entitled "The Influence of Promotion, Price, and Distribution on Clothing Purchase Decisions at Matahari," which shows how price plays a significant role in customer satisfaction.

The results of this study indicate that the implementation of Price and Promotion can help attract product sales, providing value to customers. Automating processes such as data entry and document management reduce the need for manual labor, which in turn reduces salary costs and increases productivity.

2. *The Influence of Brand Image on Purchasing Decisions.* Based on the analysis in Table 4.19, the Brand Image variable has a significance value of 0.183, which is less than the 0.05 error level, with a calculated T-value of 2.927. Therefore, it can be concluded that the Brand Image variable influences the Purchasing Decision variable.

From the analysis above, it can be concluded that Brand Image can improve purchasing decisions at PT. Matahari Dept. Store. Based on the research results, employees greatly benefit from Brand Image, which makes the store more widely known to the public.

These research results align with the research by Azhari and Fachry (2020) entitled "The Influence of Brand Image and Promotion on Purchasing Decisions for Karawang Batik at Ramayana Mall Karawang," shows that Brand Image supports strategic decision-making by providing in-depth data analysis, which positively impacts revenue and profitability.

The results of this study indicate that an integrated brand image enables PT. Matahari Dept. Store to manage data in real time. This includes identifying products that are highly sought after by customers and able to compete with other products.

3. *The Influence of Promotion on Purchasing Decisions.* Based on the analysis in Table 4.19, the Promotion variable has a significance value of 0.001, which is less than the 0.05 error level, with a calculated T-value of 2.927. Therefore, it can be concluded that the Promotion variable influences the Purchasing Decision variable. The analysis above indicates that Promotion can improve purchasing decisions at PT. Matahari Dept. Store. Based on the research results, employees greatly benefit from Promotion, which makes the store more widely known.

The results of this study align with Amanah Pelawi's (2015) study, "The Influence of Sales Promotion and Hedonic Shopping on Matahari Plaza Medan Fair Products," which shows that promotions support strategic decision-making by promoting new products to a wider audience and providing better information about the products being sold.

The results of this study indicate that integrated promotions enable PT. Matahari Dept Store to manage data in real time. This includes product introductions that will be better known to customers and able to compete with other products.

## **CONCLUSION**

This study shows that price, brand image, and promotion significantly influence purchasing decisions for Gabs clothing at Matahari Department Store Mojokerto. Several key points that can be concluded are as follows:

1. **Price Influence:** Price has a clearly positive influence on purchasing decisions. Consumers tend to pay attention to the price offered and compare it with similar products on the market. When the price is perceived as reasonable and commensurate with the quality offered, consumers are more likely to make a purchase. Therefore, it is important for companies to establish a pricing strategy that is not only competitive but also reflects the product's value.
2. **Brand Image:** A strong and positive brand image contributes significantly to purchasing decisions. Gabs' well-known brand image in the community creates trust and loyalty among consumers. When consumers perceive they are choosing a product from a reputable brand,

they are more likely to make a purchase. Therefore, it is important to continuously build and maintain brand image through effective and consistent communication.

3. Promotion Influence: Promotion has been shown to have the most significant influence compared to the other two factors. Attractive promotional strategies, such as discounts, creative advertising, and innovative marketing campaigns, can attract consumers' attention and encourage them to purchase products. Research shows that well-planned and targeted promotions can increase sales and attract new customers.

4. Interactions Between Variables: In addition to the individual influence of each factor, there is an interaction between price, brand image, and promotion that strengthens purchasing decisions. For example, effective promotions can enhance brand image and reduce negative perceptions of higher prices. Therefore, an integrated marketing strategy that combines these three factors can deliver optimal results.

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