

The Influence of Product Quality and Digital Marketing on Purchase Decisions at Shoe Store Bata Ciledug Branch

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Abstract

This study aims to examine the effects of product quality and digital marketing on purchase decisions at Bata Shoe Store, CBD Ciledug Branch, both partially and simultaneously. This research employed a quantitative method with an associative approach. The population consisted of 122 consumers who made purchases at the store during December 2025. Using the Slovin formula, a sample of 55 respondents was selected. Data were collected through Likert-scale questionnaires, observations, and interviews, and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, correlation analysis, coefficient of determination, t-tests, and F-tests. The results show that product quality significantly affects purchase decisions ($t = 3.882$, $p < 0.001$), while digital marketing also has a significant effect ($t = 4.607$, $p < 0.001$). Simultaneously, product quality and digital marketing significantly explain purchase decisions ($F = 71.719$, $p < 0.001$), with an R^2 of 0.734, indicating that the two variables explain 73.4% of the variation in purchase decisions. These findings suggest that purchase decisions in the studied footwear retail outlet are shaped by both the value consumers perceive in product quality and their engagement with the store's digital marketing activities. Therefore, maintaining product quality while strengthening digital marketing can support consumer purchase decisions at Bata Shoe Store, CBD Ciledug Branch.

Keywords: product quality, digital marketing, purchase decision, retail marketing, consumer behavior

Introduction

The footwear retail industry has become increasingly competitive as consumers are exposed to a wider range of brands, product designs, prices, and purchasing channels. Shoes are no longer purchased solely for functional purposes but are also associated with appearance, lifestyle, and personal preference. In this environment, purchase decisions are influenced not only by the value consumers perceive in the product but also by how effectively retailers communicate and promote that value. Product quality and digital marketing therefore represent two important considerations in understanding consumer purchase decisions in footwear retail.

Product quality reflects consumers' evaluation of whether a product can meet their expectations in terms of performance, durability, design, and overall value. When consumers perceive a product as reliable and suitable for their needs, they are more likely to consider it worth purchasing. Previous studies have shown that product quality is associated with purchase decisions across different consumer-product settings (Aldini et al., 2021; Geo Vamy Mruli Tua et al., 2022; Sari & Avriyanti, 2023).

Digital marketing provides another important route to purchase decisions by increasing consumers' access to product information, promotions, and brand communication. Through websites, social media, email, and online marketplaces, retailers can maintain consumer

awareness and engagement beyond the physical store. Previous studies also indicate that digital marketing can influence purchase-related behavior by improving product visibility and supporting consumers' information-search process (Hardiani, 2023; Rosanti & Wirawan, 2024; Maharani et al., 2024).

These issues are particularly relevant to Bata Shoe Store, CBD Ciledug Branch. The store experienced a continuing gap between sales targets and actual achievements during the 2023–2025 period.

Table 1. Sales Data for the 2023–2025 Period

No	Year	Sales Target	Achievement	Target (Pairs)	Achievement (Pairs)
1	2023	Rp. 4.139.300.000	Rp. 3.845.572.774	25.930	21.497
2	2024	Rp. 5.224.200.000	Rp. 3.311.097.621	27.210	16.194
3	2025	Rp. 3.567.100.000	Rp. 2.306.359.577	17.400	11.588

Source: Sales Data from Bata Shoe Store, CBD Ciledug

Sales performance weakened over the three-year period. In 2023, actual sales reached approximately 93% of the target, but achievement declined to approximately 63% in 2024 and 65% in 2025. The number of pairs sold also fell from 21,497 in 2023 to 11,588 in 2025. These figures indicate that the store faces more than a temporary sales fluctuation and raise an important marketing question concerning whether consumers continue to perceive sufficient product value and whether current marketing activities are effective in encouraging purchase decisions.

The competitive environment reinforces this issue. Bata Shoe Store, CBD Ciledug Branch operates alongside several footwear retailers that provide consumers with alternative brands, models, and price options.

Table 2. Competitor Data for Bata Shoe Store, CBD Ciledug Family Mall Branch

No.	Competitor Name	Products Sold	Description
1.	Matahari Departement Store	Shoes and sandals from various brands	Provides various brands of shoes and sandals with a range of models as alternatives for consumers, such as Fladeo, Nevada, and MxM.
1.	Tomkins	School shoes, casual shoes, and sandals	Offers products targeting a market segment similar to Bata.
3.	RGZ Shoes	Shoes and sandals from various brands	Provides various choices of shoes and

			sandals as alternatives for consumers.
4.	League MDS	Sports and casual shoes	Sells various shoe brands with a range of models and competitive prices

Source: Observation Results, 2025

The presence of these competitors indicates that consumers have several alternatives when making footwear purchase decisions. This competitive situation requires Bata to maintain product quality while ensuring that its marketing communication remains visible and relevant to consumers. The manuscript's observation data similarly indicate relatively strong competition within CBD Family Mall Ciledug. Consumer traffic also shows a declining pattern after the seasonal peak.

Table 3. Number of Consumers at Bata Shoe Store, CBD Ciledug in 2025

Month	Number of Consumers (people)
January	210
February	255
March	485
April	610
May	290
June	245
July	210
August	185
September	170
October	155
November	138
December	122

Source: Bata Shoe Store Ciledug Data, 2025

The number of consumers increased considerably in March and April, coinciding with the Eid al-Fitr period, before gradually declining during the following months. By December 2025, the number of consumers had fallen to 122, which was subsequently used as the population basis for this study. This pattern suggests that the store cannot rely solely on seasonal demand and needs to better understand the factors that influence purchase decisions during regular trading periods.

At the same time, Bata Shoe Store, CBD Ciledug Branch has gradually expanded its use of digital marketing. Based on an interview with the Head of the store, digital channels have developed from website and email use to online shopping platforms and social media. By 2025, these channels were being used as promotional and sales media. However, the availability of multiple digital channels does not necessarily mean that they are equally effective in encouraging consumers to purchase.

The existing literature generally supports the importance of product quality and digital marketing in purchase decisions, but the findings are largely drawn from different product

categories and market settings. Studies of product quality have been conducted in smartphones, apparel, and other consumer products, while digital marketing research frequently focuses on e-commerce or predominantly online purchasing environments. The extent to which these relationships operate in a physical footwear outlet, where consumers can directly evaluate the product while also being exposed to digital marketing, remains less clear.

This creates a context-specific research gap. Bata Shoe Store, CBD Ciledug Branch combines several conditions that make the relationship worth examining: declining sales, strong local competition, fluctuating consumer traffic, and the increasing use of digital marketing channels. Examining product quality and digital marketing together therefore provides evidence on whether purchase decisions in this setting are supported primarily by consumers' evaluation of the product, by digital marketing exposure, or by their combined influence.

Accordingly, this study aims to examine the effects of product quality and digital marketing on purchase decisions at Bata Shoe Store, CBD Ciledug Branch, both individually and simultaneously. The study contributes to retail marketing research by bringing together product-related value and digital marketing within a physical footwear retail context, where consumers may respond simultaneously to direct product experience and digital marketing communication.

Product Quality and Purchase Decisions

Product quality refers to consumers' evaluation of a product's ability to meet their needs and expectations. In footwear retail, this evaluation may involve product durability, comfort, design, functionality, and overall suitability. A product that consistently meets these expectations can reduce uncertainty and provide consumers with greater confidence in their purchase.

Previous studies generally support the relationship between product quality and purchase decisions. Aldini et al. (2021) found that product quality influenced consumer purchase decisions, while Geo Vamy Mruli Tua et al. (2022) and Sari and Avriyanti (2023) reported similar findings in other consumer-product settings. Although the products and market contexts differ, these studies indicate that consumers are more likely to purchase when they perceive the product as reliable and able to provide appropriate value.

This relationship is particularly relevant to Bata Shoe Store, CBD Ciledug Branch because consumers can directly compare Bata products with several competing footwear alternatives available within the same retail environment. Higher perceived product quality should therefore increase consumers' confidence in choosing Bata products.

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

Digital Marketing and Purchase Decisions

Digital marketing enables retailers to communicate product information, promotional offers, and brand messages through online channels. Websites, social media, email, and online marketplaces can increase product visibility and provide consumers with information before they visit a physical store or make a purchase.

Previous studies suggest that digital marketing can influence purchase decisions by increasing consumer awareness, facilitating access to product information, and supporting engagement with brands (Hardiani, 2023; Rosanti & Wirawan, 2024; Maharani et al., 2024). In this sense, digital marketing does more than provide promotional exposure; it can also reduce

information gaps and keep a product or brand present during the consumer decision-making process.

For Bata Shoe Store, CBD Ciledug Branch, digital marketing may complement the physical retail experience by attracting attention to available products, communicating promotional information, and maintaining consumer engagement outside the store. More effective use of digital channels is therefore expected to contribute positively to consumer purchase decisions.

H2: Digital marketing has a positive and significant effect on purchase decisions.

Product Quality, Digital Marketing, and Purchase Decisions

Purchase decisions in footwear retail are unlikely to depend on a single consideration. Consumers may become aware of products or promotions through digital channels, but their final decision can still depend on whether the product itself meets expectations regarding quality, comfort, design, and value. Product quality and digital marketing can therefore perform complementary roles in the purchasing process.

Product quality represents the value that consumers obtain from the product, while digital marketing helps communicate that value and maintain consumer engagement. When consumers perceive the product positively and are also exposed to relevant digital marketing information, they may have a stronger basis for making a purchase decision.

This combined relationship is particularly relevant to Bata Shoe Store, CBD Ciledug Branch, where declining sales occur alongside strong competition and increasing use of digital marketing channels. Evaluating both factors simultaneously can therefore provide a more complete understanding of purchase decisions than examining either factor independently.

H3: Product quality and digital marketing simultaneously have a significant effect on purchase decisions.

Method

This study employed a quantitative correlational design to examine the relationships between product quality, digital marketing, and purchase decisions at Bata Shoe Store, CBD Ciledug Branch. The population consisted of consumers who made purchases at the store during December 2025. December was selected as the operational population period because the store's cashier records provided a clearly identifiable customer count for that month, totaling 122 consumers, which allowed the population and required sample to be defined consistently. However, customer traffic varied considerably throughout 2025. Visits reached their highest level around the Eid al-Fitr period and declined toward the end of the year, with 122 consumers recorded in December. Therefore, the use of December as the sampling frame may reflect post-seasonal purchasing conditions and should not be interpreted as fully representing consumer behavior throughout the year. The findings are primarily applicable to consumers within the study period, while future studies are encouraged to use a longer sampling frame covering different months and seasonal periods.

The sample size was determined using the Slovin formula because the operational population was known. With a population of 122 consumers and a 10% margin of error, the calculation resulted in a minimum sample of approximately 55 respondents. Data were collected through questionnaires, observations, and interviews. The questionnaire used a Likert scale to capture respondents' evaluations of product quality, digital marketing, and purchase decisions. The population and sample figures are consistent with the original study design.



Product quality was operationalized as consumers' evaluation of the ability of Bata footwear products to meet their expectations and perform their intended functions. Referring to Sari and Avriyanti (2023), product quality was represented by six indicators: performance, features, reliability, conformance to specifications, durability, and perceived quality. These indicators allow product quality to be assessed beyond physical appearance by considering how well the product performs, the features it offers, its consistency and reliability, its conformity with expected standards, its durability, and consumers' overall perception of its quality. The reference study similarly operationalized product quality through six indicators in a fashion retail setting, making the framework relevant to the footwear context examined in this study.

Digital marketing was operationalized as consumers' evaluation of how digital channels support product information, transactions, and interaction with the retailer. The measurement followed the framework used by Rosanti and Wirawan (2024), which covers six indicators: product, place or digital selling channel, method of receiving orders, payment method, delivery method, and customer service. In the context of Bata Shoe Store, these indicators reflect how consumers encounter products through digital media, access available purchasing channels, place orders, make payments, receive products, and obtain service support. This operationalization is also relevant to the store's use of websites, social media, email, and online shopping channels as part of its marketing activities. The reference instrument organizes these six dimensions into 14 questionnaire statements.

Purchase decision was operationalized as the consumer's decision to select and purchase Bata footwear after considering available alternatives. Following Sari and Avriyanti (2023), the construct was represented by six indicators: product choice, brand choice, channel or dealer choice, purchase timing, purchase quantity, and payment method. These indicators capture the purchase decision as a broader process rather than simply whether a transaction occurs, because consumers also decide which product and brand to select, where and when to purchase, how much to buy, and which payment method to use. Sari and Avriyanti (2023) likewise measured purchase decisions through these six indicators.

Data were processed using SPSS Version 26. The analytical procedure included validity and reliability testing to evaluate the research instrument, followed by classical assumption tests to assess the suitability of the regression model. Multiple linear regression was then used to estimate the relationships between product quality, digital marketing, and purchase decisions. Correlation and coefficient of determination analyses were used to assess the strength of the relationships and the proportion of variance explained by the model, while the t-test evaluated the individual effects of product quality and digital marketing and the F-test assessed their simultaneous effect on purchase decisions.

Results and Discussion

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.199	2.927		.410	.684		
	Product Quality	.512	.132	.419	3.882	.000	.440	2.275

Digital Marketing	.508	.110	.497	4.607	.000	.440	2.275
a. Dependent Variable: Purchase Decision							
Source: Data Processing Using SPSS Version 26							

Based on Table 4, the VIF value for the product quality variable is 2.275 and the VIF value for the digital marketing variable is 2.275. This means that the VIF value for each independent variable is < 10.00 . The tolerance value for product quality is 0.440 and the tolerance value for digital marketing is 0.440, indicating that the tolerance value for each independent variable is > 0.10 . Therefore, it can be concluded that there is no multicollinearity among the independent variables.

Normality Test

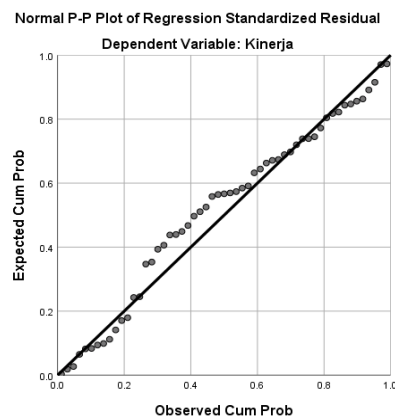


Figure 1. P-Plot Normality Test Results
Source: Data Processing Using SPSS Version 26

Based on Figure 1, the distribution of the data points along the diagonal axis is located around and follows the diagonal line. Therefore, it can be concluded that the regression model satisfies the normality assumption or that the data are normally distributed.

Autocorrelation Test

Table 5. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.857 ^a	.734	.724	3.47845	1.689
a. Predictors: (Constant), Product Quality, Digital Marketing					
b. Dependent Variable: Purchase Decision					

Source: Data Processing Using SPSS Version 26



Based on Table 5, the Durbin-Watson value is 1.689, meaning that the obtained value lies between -2 and +2. Therefore, it can be concluded that there is no autocorrelation in the questionnaire data.

Heteroscedasticity Test

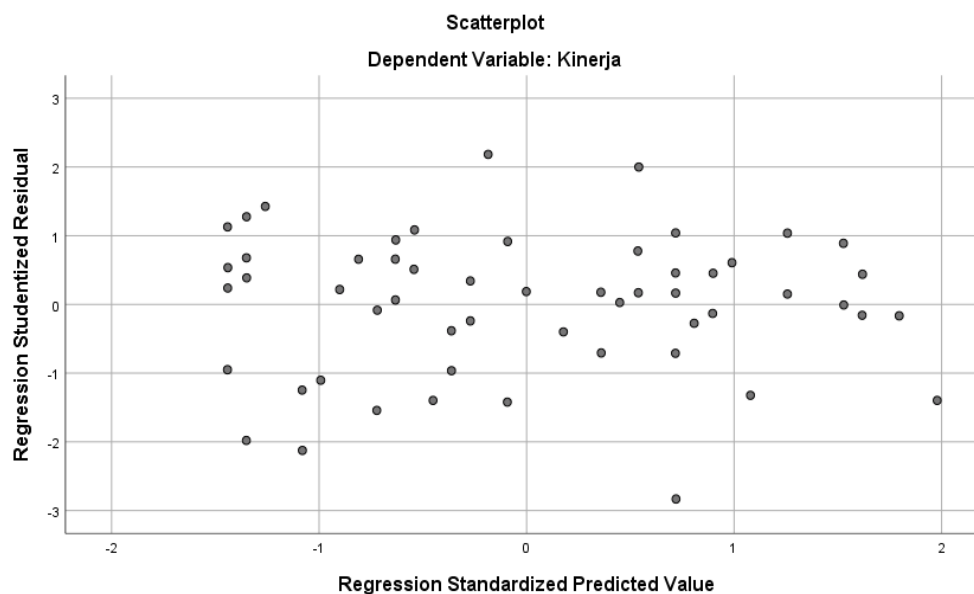


Figure 2. Heteroscedasticity Test Results: Scatterplot
Source: Data Processing Using SPSS Version 26

Based on Figure 2, the data points are distributed above and below zero, are not concentrated only above or below zero, and show no discernible pattern. This indicates that heteroscedasticity does not occur in the regression model. Therefore, the regression model is considered suitable for analyzing the product quality, digital marketing, and purchase decision variables.

Partial Test (t-Test)

Table 6. t-Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	1.199	2.927		.410
	Product Quality	.512	.132	.419	3.882
	Digital Marketing	.508	.110	.497	4.607

a. Dependent Variable: Purchase Decision

Source: Data Processing Using SPSS Version 26

Based on Table 6, it can be seen that for the product quality variable, the t_{hitung} value obtained is 3.882, compared with the t_{tabel} value of 1.674, meaning that $t_{hitung} 3.882 > t_{tabel} 1.674$, and the significance value obtained for the product quality variable is below 0.05, namely 0.000, meaning that Sig. 0.000 < 0.05; therefore, hypothesis (H1) is accepted. Meanwhile, for the digital marketing variable, the t_{hitung} value obtained is 4.607, compared with the t_{tabel} value of 1.674, meaning that $t_{hitung} 4.607 > t_{tabel} 1.674$, and the significance value obtained for the digital marketing variable is below 0.05, namely 0.000, meaning that Sig. 0.000 < 0.05; therefore, hypothesis (H2) is accepted. Thus, it can be concluded that product quality and digital marketing individually (partially) affect the purchase decision variable.

Simultaneous Significance Test (F-Test)

The F-test is used to determine whether or not there is an effect.

Table 7. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1735.549	2	867.774	71.719	.000 ^b
	Residual	629.178	52	12.100		
	Total	2364.727	54			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Digital Marketing

Source: Data Processing Using SPSS Version 26

Based on Table 7, it can be seen that the f_{hitung} value obtained is 71.719, compared with the F_{tabel} value of 3.18, and the significance value obtained is below 0.05, namely 0.000, meaning that $f_{hitung} 71.719 > f_{tabel} 3.18$ and Sig. 0.000 < 0.05; therefore, the alternative hypothesis (H_a) is accepted. Thus, it can be concluded that product quality and digital marketing simultaneously (jointly) affect the purchase decision variable.

Discussion

Based on the results of the research data analysis, the discussion of the study findings is presented as follows:

Product Quality and Purchase Decisions

The results show that product quality has a positive and significant relationship with purchase decisions at Bata Shoe Store, CBD Ciledug Branch ($\beta = 0.419$; $t = 3.882$; $p < 0.001$), supporting H1. This finding indicates that consumers are more likely to purchase Bata footwear when they perceive the products as reliable, durable, suitable for their needs, and able to provide the expected level of quality. In footwear retail, product evaluation is particularly important because consumers can directly assess aspects such as material, comfort, design, finishing, and perceived durability before completing a purchase. The regression results reported in the study confirm that product quality remains a significant predictor even when digital marketing is considered simultaneously.

A comparable pattern was reported by Sari and Avriyanti (2023) in the fashion retail context, where product quality influenced purchase decisions for Cressida T-shirts and accounted for 54.2% of the variation in purchase decisions. The similarity is relevant because both studies involve fashion-related products for which consumers consider not only functional performance but also appearance and suitability for personal preferences. However, footwear involves additional experiential considerations, particularly comfort, fit, and durability, which may make direct product assessment more important than in some other fashion categories.

The finding can also be compared with Tua et al. (2022), who found that product quality influenced purchase decisions for submersible water pumps. Although their product category is substantially different from footwear, the comparison suggests that perceived quality can remain important across both lifestyle-oriented and functional products. The underlying evaluation, however, is different: technical products are more strongly judged through functional reliability and performance, whereas footwear combines functional quality with comfort, design, and personal appearance. Thus, the present study extends the relevance of product quality to a footwear retail setting where quality is evaluated through both functional and fashion-related considerations.

Digital Marketing and Purchase Decisions

Digital marketing also has a positive and significant relationship with purchase decisions ($\beta = 0.497$; $t = 4.607$; $p < 0.001$), supporting H2. The positive coefficient indicates that consumers who respond more favorably to Bata's digital marketing activities are also more likely to report stronger purchase decisions. Digital channels can support this process by making product information easier to access, increasing awareness of available products and promotions, and maintaining communication with consumers before they visit the store or complete a transaction. Within the regression model, the standardized coefficient for digital marketing is slightly higher than that for product quality, suggesting that digital marketing was the stronger of the two predictors in this particular sample.

This result can be compared with Rosanti and Wirawan (2024), who found that digital marketing influenced purchase decisions among Shopee users, accounting for 23.5% of the variation in purchase decisions. Maharani et al. (2024) also reported a positive and significant role of digital marketing in purchase decisions on Shopee when it was examined together with free shipping and online customer reviews. These studies share the idea that digital communication can reduce information barriers and keep products visible during consumers' decision-making process.

The context of the present study, however, differs from these predominantly e-commerce settings. Consumers at Bata Shoe Store can encounter marketing information digitally but still evaluate and purchase the product through a physical retail outlet. Digital marketing therefore appears to serve as a bridge between online product exposure and offline purchasing behavior rather than functioning only as a direct e-commerce transaction channel. This distinction is important because it suggests that digital marketing can remain influential even when the final purchase occurs in a conventional retail environment. For Bata, the practical challenge is therefore not merely to maintain digital channels, but to ensure that social media, online stores, and other digital touchpoints provide useful and consistent information that encourages consumers to continue their purchase journey.

Product Quality, Digital Marketing, and Purchase Decisions

The simultaneous test shows that product quality and digital marketing jointly have a significant relationship with purchase decisions ($F = 71.719$; $p < 0.001$), supporting H3. The model produces an R^2 value of 0.734, indicating that product quality and digital marketing together explain 73.4% of the variation in purchase decisions among the respondents. This relatively high explanatory power indicates that purchase decisions in the studied outlet are closely associated with both what consumers think about the product itself and how they interact with information delivered through digital marketing.

The magnitude of this explanatory power can be viewed alongside findings from other consumer settings, although the predictor configurations are not identical. Tua et al. (2022), for example, reported an adjusted R^2 of 71.4% when product quality and price were used to explain purchase decisions for water pumps. Maharani et al. (2024), meanwhile, reported an R^2 of 80.8% for a model combining digital marketing, free shipping, and online customer reviews in the Shopee environment. These comparisons show that purchase decisions can be strongly explained by a relatively small set of relevant marketing factors, but the factors that matter depend on the characteristics of the product and purchasing environment.

From a managerial perspective, this means that efforts to strengthen purchase decisions should not focus exclusively on either product improvement or promotional activity. Bata Shoe Store, CBD Ciledug Branch needs to maintain product reliability, comfort, design, and perceived durability while also strengthening product visibility, information quality, and consumer engagement across its digital channels. The remaining 26.6% of variation in purchase decisions also indicates that factors beyond the two variables examined in this study remain relevant and may be considered in future research.

Conclusion

The findings indicate that both product quality and digital marketing are important in shaping purchase decisions at Bata Shoe Store, CBD Ciledug Branch. Product quality strengthens consumers' willingness to purchase by providing confidence in the reliability, suitability, and overall value of the footwear offered. At the same time, digital marketing supports purchase decisions by increasing product visibility, facilitating access to information, and maintaining consumer engagement through digital channels. When considered together, these two factors provide a meaningful explanation of consumer purchase decisions, suggesting that the store needs to maintain product quality while continuing to strengthen the effectiveness of its digital marketing activities. The original analysis confirms that both variables are significant predictors of purchase decisions and that their joint contribution is substantial.

From a managerial perspective, improving purchase decisions should not rely solely on promotional intensity. Bata Shoe Store should ensure that the quality communicated through digital channels is also experienced consistently by consumers when evaluating and purchasing the products. Digital marketing can attract attention and encourage consideration, but the product itself must continue to deliver the quality and value expected by consumers. This combination is particularly relevant in a competitive footwear retail environment where consumers can easily compare brands, products, and purchasing alternatives.

This study has several limitations. The sample was relatively small and was drawn from only one Bata branch, which limits the extent to which the findings can be generalized to other branches or footwear retailers. In addition, the population frame was based only on consumers recorded in December 2025, whereas customer traffic varied considerably across the year,



particularly around seasonal periods such as Eid al-Fitr. The cross-sectional design also captures consumer perceptions at a single point in time and therefore does not show how purchase behavior may change over time. Moreover, the use of self-reported questionnaire measures may be affected by respondents' subjective perceptions and response tendencies. Future research should therefore involve larger samples across multiple branches, extend the sampling period across different seasons, and consider longitudinal or repeated-measure designs. Additional factors such as price, brand image, promotion, store experience, and customer trust may also be examined to provide a broader understanding of footwear purchase decisions.

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