

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

The Effect of Product Quality and Price on Purchase Decisions Through Influencer Marketing

Fikram G¹, Muammar Khaddapi², Muh. Yusuf Qamaruddin³

^{1,2,3} Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Palopo, Palopo, Indonesia. Email: fikramgasali111@gmail.com¹, muammarkhaddapi@umpalopo.ac.id², myusuf@umpalopo.ac.id³

ARTICLE HISTORY

Received: June 14, 2025

Revised: July 11, 2025

Accepted: July 25, 2025

DOI

<https://doi.org/10.52970/grmilf.v6i1.1397>

ABSTRACT

This study aims to analyze the influence of product quality and price on purchasing decisions mediated by influencer marketing at the R2 Sport store in Palopo City. The phenomenon shows an increase in promotional activities through social media by involving local influencers, along with the increasing competition in the sports equipment business in the area. However, not all of the increased promotions have been able to increase consumer purchasing decisions directly. This study uses a quantitative approach with a survey method of 100 respondents who are active customers. Data were analyzed using path analysis techniques to test direct and indirect relationships between variables. The study results show that (1) Product quality positively and significantly affects influencer marketing. (2) Price has a positive and significant effect on influencer marketing. (3) Product quality positively and significantly affects Purchasing decisions. (4) Price has a positive and significant effect on purchasing decisions. (5) Influencer marketing positively and significantly affects Purchasing decisions. (6) By using influencer marketing as an intervening variable at the R2 Sport Palopo Store, product quality and price positively and significantly affect Purchasing decisions.

Keywords: Product Quality, Price, Influencer Marketing, Purchase Decision.

I. Introduction

The development of technology has brought significant changes in the business world, allowing every business actor to compete openly in the market. One sector that has experienced rapid growth is the sports industry, because sports are a fundamental need to maintain physical health and public welfare. To increase consumer interest in local fashion products, product quality is one of the main determining factors. Product quality can be defined as the extent to which a brand or product can meet consumers' goals and basic needs. Companies need to have the right strategy to answer customer needs and desires. In addition to an effective marketing strategy, product quality is an important factor influencing consumer purchasing decisions. One example of a local brand that shows rapid development in the sports fashion sector is R2 Sport, which is known for its high-quality products, attractive designs, and focus on user comfort from the purchase process to use. Product quality is an important factor influencing consumer purchasing decisions, especially in the context of local product competition. This is relevant in research focusing on how product quality can drive consumer interest, especially in the fashion industry, according to Masnun et al. (2024). A business can create high-quality goods that meet customer expectations by understanding what customers want. Meanwhile, Mariansyah and Syarif (2020) define product quality as a characteristic of a product or service that

depends on its capacity to meet user needs, both explicit and implicit. (Mariansyah & Syarif, 2020a). Price is one of the important components that influence the level of consumer satisfaction and purchasing decisions. In marketing, price is not only the amount of money paid, but also reflects the value and benefits consumers feel from the product or service, according to Mariansyah & Syarif (2020b). The price of a product or service is the amount consumers pay plus the overall benefit value or profit obtained from its ownership. In line with that, Prayogi (2021) stated that price can be interpreted as the value or amount paid in cash and the amount of payment made to obtain and utilize a good or service. In the purchasing decision-making process, consumers today have an active and selective role. They tend to consider various factors before buying, and price is one of the primary considerations (Kambali & Syarifah, 2020). Buyers will assess whether the price of a product is commensurate with the quality and benefits offered, and whether the price is reasonable for the amount of money they spend (A. Pratiwi et al., 2021). Therefore, business actors must develop the right pricing strategy to attract consumer interest while maintaining loyalty.

Consumer behavior in purchasing decisions is one of the important aspects that must be considered in marketing strategies. According to Irawanti (2024), consumer behavior can be interpreted as an individual's choice to buy or use goods or services that provide satisfaction, considering the responsibility for the risks that may arise. This decision-making process is influenced by various marketing stimuli, both internal and external, such as psychological factors, consumer characteristics, and the company's marketing approach. (Arief Dwi Wicaksono et al., 2023). One of the significant external stimuli is price. Therefore, pricing must have a clear purpose, because pricing policy will directly impact consumer perception and the marketing strategy implemented (Efendi et al., 2023). Influencer marketing is a digital marketing strategy growing rapidly in the era of social media. In this context, an influencer is an individual who strongly influences a specific audience and is used by companies to promote brands persuasively, according to Zaki (2018). Influencers act as users or buyers of brands who convey positive things about the product, thereby improving brand image and driving sales. In today's digital era, using influencers has become a very effective promotional technique. (Lestiyani & Purwanto, 2023) Influencers actively share educational and entertaining content on social media, such as TikTok, to attract audience attention and drive purchasing decisions. Companies that want to maintain market share must leverage influencers' power as part of their digital marketing strategy.

One example of the implementation of this strategy can be found at the R2 Sport Store in Palopo City. This store sells various sports needs such as clothing, shoes, and other sports equipment. Facing tight market competition in the region, R2 Sport strives to understand consumer needs while maintaining product and service quality. According to Christian Nano Putra et al. (2023), this store attracts customers through product quality, variety of goods, competitive prices, and good service. Implementing a marketing strategy that involves active promotion through social media and a consumer-based approach is one of the efforts to increase the attractiveness and purchasing interest of the public towards the products offered. As today's consumers are more time-starved than ever, it makes sense to consider the benefits of providing online shopping convenience. Online convenience has become one of the main drivers of consumers' propensity to make online purchases (Pradana et al., 2021). This study is important because it integrates three main factors in consumer decision-making—product quality, price, and influencer marketing—in the context of MSME digital marketing. Amidst changes in consumer behavior increasingly influenced by social media and online recommendations, this study seeks to provide empirical contributions to developing more relevant and adaptive marketing strategies, especially for small and medium enterprises.

II. Literature Review and Hypothesis Development

2.1. Product Quality

Product Quality Product quality is how well a product or service meets or exceeds consumer expectations regarding function, appearance, and satisfaction (Nasrullah, 2024). High-quality products increase customer satisfaction, extend shelf life, and encourage customer loyalty. Therefore, product quality

is one of the main factors influencing purchasing decisions. (Rosita Dewi Permata Sari et al., 2024) . This is relevant in this study because product quality is positioned as a key factor that drives consumers in purchasing decisions, especially for sports products at the R2 Sport Palopo Store, which are marketed through social media. According to Tukuboya (2024), product quality consists of several indicators.

1. Performance: A product's ability to effectively meet consumer needs.
2. Reliability: The degree of consistency and accuracy with which a product performs each time it is used.
3. Features: Unique features or additional elements that add value to a product.
4. Durability: How long the product remains in good working order.
5. Quality Consistency: Consistency of product quality over time.
6. Design: The visual appearance and usability of the product.

Product quality is not only related to function, but also forms the emotional impression of consumers towards a brand. In a sports equipment store like R2 Sport, quality includes comfort when used, resistance to physical activity, and a design that suits a lifestyle. These factors make product quality important in forming brand loyalty and preference. In addition, price is also an important consideration that will be discussed next.

2.2. Price

Price is the amount consumers must pay to obtain a product or service, either in money or perceived value. (Subagyo, 2024) . In consumer behavior, price reflects the benefits received. If the price is considered commensurate with the quality, then the possibility of repeat purchases increases. According to Gerion & Manggu (2024). stated that price is not only a number, but also includes perceptions of discounts, product value, and relative quality. This is especially important for products such as futsal shoes. This study uses this framework to understand how MSME consumers interpret prices at the R2 Sport Store. Price indicators are used in this study (Maky et al., 2024), namely:

1. Affordability: Does the product fit the consumer's purchasing power?
2. Price and Quality Correspondence: How well the price matches the quality of the product.
3. Price Competitiveness: Price comparison with competitor products.
4. Price and Benefit Correspondence: Are the benefits obtained by the price paid?

Today's consumers consider whether the price is worth the benefits and quality received. In the sports industry, a price that is too high without benefits can be rejected, and a price that is too low can be considered to reflect poor quality. Therefore, pricing strategies must consider consumer views, market position, and competitive value. Price and quality are two major determinants in purchasing decisions. To understand further, the concept of purchasing decisions is discussed below.

2.3. Purchase Decision

Purchasing decisions are consumer actions to choose and buy products or services based on various considerations. This process involves recognizing needs, seeking information, evaluating options, making decisions, and evaluating post-purchase experiences (Arianty & Andira, 2021). Accurate decisions only occur when consumers have alternatives and the freedom to choose. (Nasution & Aramita, 2024). Understanding is important in the study that aims to know how purchasing decisions at the R2 Sport Palopo Store are influenced by perceptions of product quality, price, and promotions through influencers. This study contributes to understanding how the role of influencers can strengthen the influence of quality and price on

purchasing decisions, especially in digital-based MSMEs. According to Purnomo (2024), there are five indicators of purchasing decisions as follows:

1. Customers may purchase a product or use their money for other purposes.
2. Brand selection, it is up to the buyer to decide which brand to buy. Each brand is different from the other.
3. Selecting a store: Customers must choose which store to visit.
4. Duration of purchase: The customer determines when to buy something. The frequency of purchases may vary; some people make purchases once a month, three times a month, once every six months, or once a year.
5. Purchase quantity: The customer is responsible for deciding how many items to purchase.

Purchasing decisions result from rational and emotional thinking processes, including need recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. In the digital era, this process is increasingly influenced by online information, including consumer reviews and social recommendations. Therefore, a deep understanding of the dynamics of purchasing decisions is essential for companies to design marketing strategies based on their target consumers' behavior and preferences. In general, purchasing decisions are influenced by internal factors such as perceptions of product quality and price. However, as social media usage increases, external factors such as digital promotion are also becoming more significant. One approach developing in this context is influencer marketing, a marketing strategy that uses individuals with social influence to shape consumer perceptions and drive purchasing decisions. Therefore, the following section will discuss the concept of influencer marketing along with the indicators used to measure it in the context of consumer behavior.

2.4. Influencer Marketing

Influencer marketing is a promotional strategy that involves individuals who have significant influence on social media or digital platforms to recommend products or services to their audience. Influencers generally have expertise, personal appeal, and high trust from their followers to influence consumer purchasing decisions (Putri & Marlien, 2022). They are not ordinary customers, but parties incentivized to create promotional content and convey persuasive recommendations through their digital channels. In today's digital era, various types of businesses—including sports stores and flower shops—increasingly rely on influencer promotions to reach a broader consumer base. The right influencer can build a positive perception and drive buying interest in promoted products. Therefore, sports stores must choose credible influencers who follow the target market's characteristics to make the promotional strategy effective (Christian Nano Putra et al., 2023). This study extends previous findings by empirically testing the effectiveness of influencer marketing in the context of local MSMEs, especially Toko R2 Sport Palopo, which actively uses social media for promotion. Thus, this study clarifies how influencer marketing can strengthen the influence of product quality and price on consumer purchasing decisions in the digital landscape. According to Hidayati et al. (2024), there are several indicators of influencer marketing: attractiveness, expertise, and trustworthiness.

1. Attraction: Visual appeal, communication style, and influencer personality.
2. Expertise: The influencer's knowledge and credibility in a particular field.
3. Trust: The level of honesty and integrity of the influencer in the eyes of the audience.

Based on the theoretical study and previous findings, it can be concluded that various internal factors, such as price and product quality, and external factors, such as influencer-based promotions on social media, influence consumer purchasing decisions. This study attempts to fill this gap by empirically testing the influence of influencer marketing on purchasing decisions at the R2 Sport Palopo Store, an MSME that actively

utilizes social media to reach consumers. The findings from previous studies provide a strong basis for understanding how perceptions of product quality and price can be mediated or strengthened by the presence of influencers in the digital marketing process. Thus, this study not only re-tests previous findings in a different context but also provides a new contribution to the MSME digital marketing literature by presenting empirical data from the micro-business sector in the region.

2.5. Hypothesis Development

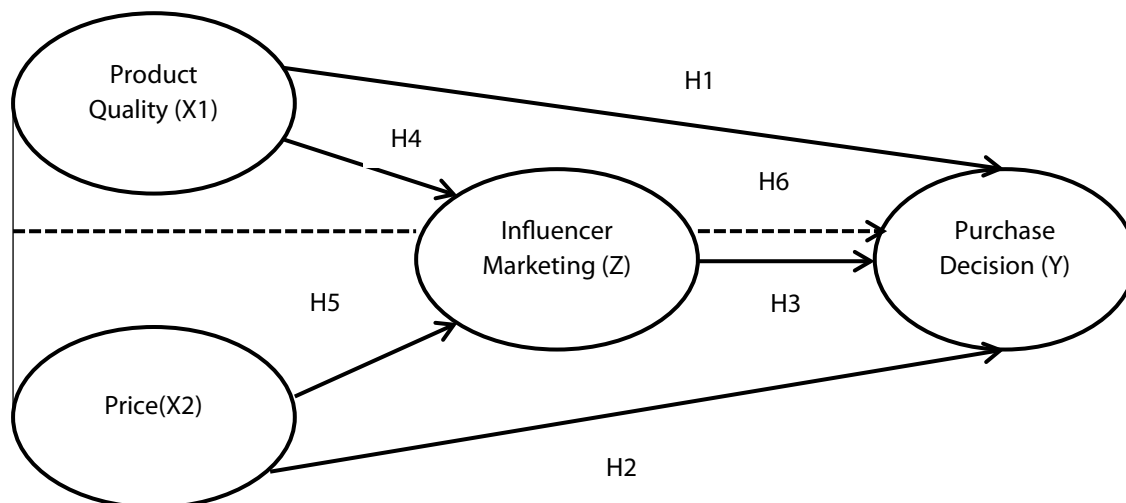


Figure 1. Research Framework

Based on the results of the research framework in Figure 1, the hypotheses of this study include:

- H1. Product quality is suspected to influence purchasing decisions at the R2 Sport Palopo Store.
- H2. Price is suspected to influence purchasing decisions at the R2 Sport Palopo Store.
- H3. Influencer marketing is suspected of influencing purchasing decisions at the R2 Sport Palopo Store.
- H4. Product quality is suspected to influence marketing at the R2 Sport Palopo Store.
- H5. Prices are suspected to influence the R2 Sport Palopo Store market.
- H6. It is suspected that product quality and price influence purchasing decisions through influencing marketing as an intervening variable at the R2 Sport Palopo Store.

III. Research Methods

4.1. Types and Approaches of Research

This study uses a quantitative approach with an associative research method to determine and analyze the relationship and influence between product quality and price variables on purchasing decisions, with influencer marketing as an intervening variable. This study is explanatory because it aims to explain the influence of variables in depth based on data collected from respondents.

4.2. Location and Time of Research

This research was conducted at the R2 Sport Palopo Store, which is engaged in the sale of sports equipment. The location selection was purposively based on the object's relevance to the research variables. The research was conducted for two months, from November to December 2024.

4.3. Population and Sample

The population in this study is all R2 Sport Palopo Store consumers who have ever purchased products at the store. Since the population size is unknown, the following formula determines how many samples will be used in this study. The following formula ensures that the number of sampling errors is still acceptable. The sample used the MoE formula with an error rate of 10%. The following is the MoE formula used to calculate the number of research samples.

$$n = \frac{Z^2}{4(Moe)^2}$$

Information:

n = Number of samples.

Z = this level of confidence in determining the sample is 95% (then z = 1.96 and α = 5%)

MoE = Margin of error, which is the maximum level of error that can be tolerated and is determined at 10%.(0.1)

N=so it can be calculated as follows;

$$n = (1,96^2) / (4(0,1)^2)$$

$$= 3,84 / (4(0,01)) \quad n = 3,842 / 0,04 \quad n = 96,04$$

$$= 96,04 \text{ (sufficient to 100)}$$

The number of samples used in this study was 100 respondents, taking into account limitations, time, costs, and data collection activities.

4.4. Data collection technique

Data collection is carried out using two techniques:

1. Questionnaire (closed questionnaire):

The main instrument for collecting primary data. The questionnaire is prepared on a Likert scale of 1–5 and distributed directly or online to respondents who meet the criteria.

2. Documentation Study:

Used to obtain secondary data such as theories, previous research results, and supporting information from books, scientific journals, and official websites relevant to the research.

4.5. Data Analysis Techniques

SPSS version 25 software. The data analysis steps are as follows:

1. Classical Assumption Test:

This includes normality, multicollinearity, and heteroscedasticity tests to ensure that the data meet the requirements for regression.

2. Validity and Reliability Test:

To ensure that the questionnaire instrument is suitable for use and consistent.

3. Multiple Linear Regression Analysis:

To determine the simultaneous and partial influence of product quality and price on purchasing decisions.

4.6. Ethical Considerations

This research was conducted by observing the research code of ethics. Respondents were given an initial explanation of the purpose and benefits of the research, as well as assurance that their participation was

voluntary. The researcher asked for respondents' informed consent before completing the questionnaire. All information respondents provide is kept confidential and used only for academic purposes. Personal identities are not included in the research report to maintain privacy. Using this approach, the research results are expected to not only answer the relationship between variables but also provide a deep understanding of the mechanism of influence, primarily through the role of influencer marketing as a mediator.

IV. Research Result

4.1. Respondent Characteristics

4.1.1. Respondent Characteristics Based on Gender

Table 1. Respondent Gender

Gender	Number of Respondents	Percentage (%)
Man	69	69%
Woman	31	31%
Total	100	100%

Table 1 shows that only 69 respondents, or 69% of the total respondents, were male, and 31, or 31% were female, so respondents tended to be male rather than female.

4.1.2. Characteristics Based on Age

Table 2. Respondent Age

Age	Number of respondents	Percentage (%)
15-20	29	29%
21-25	49	49%
26-30	22	22%
31-40	-	-
41-50	-	-
Total	100	100%

Table 2 shows that the largest percentage of respondents (49, or 49%) were between the ages of 21 and 25. Those between the ages of 15 and 20 were in second place (29%), followed by those between the ages of 26 and 30 (22%), and those between the ages of 31 and 40 and 41 and 50 (30%).

Table 3. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	.546	1,833
	Price	.624	1,602
	Influencer Marketing	.517	1,935

a. Dependent Variable: Purchase Decision

Based on the results of the multicollinearity test in Table 3, each variable's tolerance value is >0.10. Moreover, if viewed based on the VIF value of each variable, it is <10. Then it can be concluded that the data obtained during the field does not experience multicollinearity.

4.2. Heteroscedasticity Test

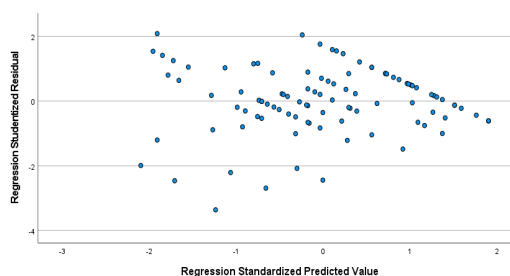


Figure 2. Heteroscedasticity Test

Based on the table above, the results of the heteroscedasticity test in Figure 2 show no clear pattern of points and spread above and below the zero axis on the Y axis. This shows that the regression model does not have symptoms of heteroscedasticity, which means there is no interference. So, it can be concluded that there are no symptoms of heteroscedasticity in the variables of Product Quality Literacy, Price, Influencer Marketing, and Purchasing Decisions.

4.3. Validity test

Using a significance level of 0.005 (5%) and comparing the calculated r value with the table r value is one method to describe the validity test. The question item is considered valid if the calculated r value exceeds the table r value. Based on the findings of the validity test, all calculated r values meet the research validity standards. In addition, because this tool is well-made, the dependency test shows that the tool is reliable enough to be used as a data collection tool. (Shaff, 2024).

4.3.1. Product Quality

Table 4. Validity Test Results

Statement	r Count	r Table	Information
X1.1	0.668	0.195	Valid
X1.2	0.686		
X1.3	0.659		
X1.4	0, 737		
X1.5	0, 699		
X1.6	0, 771		

Explanation of the Results of the Analysis of the Validity Test of the Statement of the Statement of Variable X1 (Product Quality) Based on the validity test results on the six statement items on variable X1 (Product Quality), the calculated r value was obtained, compared with the table r of 0.195 (with the number of respondents 100 and a significance of 5%). The validity test was conducted to determine the extent to which each statement item was able to measure the intended variable construct. Because all calculated r values were greater than the table r (0.195), it can be concluded that all statement items on variable X1 are valid. This means that each item can measure the product quality variable accurately and consistently. This good validity is the basis for the fact that the questionnaire used in this study met the requirements for a valid instrument to collect data regarding respondents' perceptions of product quality.

4.3.2. Price

Table 5. Validity Test Results

Statement	r Count	r Table	Information
X2.1	0.856	0.195	Valid
X2.2	0.885	0.195	Valid
X2.3	0.843	0.195	Valid
X2.4	0.725	0.195	Valid

Validity testing ensures that each statement item in the questionnaire can truly measure the intended variable construct, in this case, variable X2 (Price). In this study, the validity test was conducted by comparing the calculated r value of each item with the r table of 0.195 (with 100 respondents and a significance level of 5%). All calculated r values $>$ r table (0.195), so all statement items can be declared valid. This shows that each statement on the price variable has a strong correlation with the total score of its variables and can measure respondents' perceptions of the price aspect accurately; thus, the instrument used to measure the price variable has met the validity requirements and can be used in further analysis to assess the influence of price on purchasing decisions.

4.3.3. Influencer Marketing

Table 6. Validity Test

Statement	r Count	r Table	Information
Z1	0.858	0.195	Valid
Z2	0.868	0.195	Valid
Z3	0.843	0.195	Valid

The validity test aims to determine the extent to which the statement items in the questionnaire can accurately measure the construct of the variable Z (Influencer Marketing). In this study, the validity test was carried out by comparing the calculated r value of each item to the r table value of 0.195 (with 100 respondents and a significance level of 5%). All calculated r values are greater than the r table (0.195), meaning all statement items are declared valid. This means that each item strongly correlates with the total score and can be used to measure respondents' perceptions of marketing influence in influencing purchasing decisions. Based on these results, it can be concluded that the measurement instrument for the influencer marketing variable is feasible and valid for further analysis in this study.

4.3.4. Purchase Decision

Table 7. Validity Test Results

Statement	r Count	r Table	Information
Y1	0.865	0.195	Valid
Y2	0.876	0.195	Valid
Y3	0.879	0.195	Valid
Y4	0.910	0.195	Valid
Y5	0.811	0.195	Valid

The validity test is used to assess the extent to which the statement items in the questionnaire can accurately measure the construct of the Y variable (Purchase Decision). Validity is tested by comparing the calculated r value with the table r of 0.195, with the number of respondents 100, and a significance level of 5%. All calculated r values are greater than the table r (0.195), so it can be concluded that the five statement items in the purchase decision variable are declared valid. This shows that each statement correlates significantly with the total score and can accurately represent aspects influencing purchasing decisions. Based on these results, the measurement instrument for the purchase decision variable has met the validity requirements and is suitable for further analysis.

4.4. Reliability Test

Table 7. Reliability Test Results

Variables	Cronbach's Alpha	Information
Product Quality	0.795	Reliable
Price	0.849	Reliable
Influencer Marketing	0.818	Reliable
Buying decision	0.918	Reliable

The following explains the analysis results from the instrument reliability test table based on the Cronbach's Alpha value: Explanation of Table 7: Results of Research Instrument Reliability Tests. Reliability testing is conducted to determine the extent to which the research instrument (questionnaire) can provide consistent and stable results if measured repeatedly. Reliability in this study was measured using Cronbach's Alpha, with the criterion that a value of ≥ 0.70 is considered reliable or has good internal consistency. The following are the results of the reliability test for each variable:

1. **Product Quality**
Cronbach's Alpha value is 0.795, which means the instrument to measure the product quality variable is classified as reliable. This means that the statements in the questionnaire can measure product quality consistently.
2. **Price**
Cronbach's Alpha value of 0.849 indicates an excellent reliability level. This shows that the statement items about price have high internal consistency in measuring respondents' perceptions.
3. **Influencer Marketing**
With a value of 0.818, the influencer marketing variable is also declared reliable, which means that each item in this variable is consistent in measuring the influence of influencers on consumer decisions.
4. **Purchase Decision**
It has the highest value, 0.918, which is classified as very reliable. This shows that the statement items in the purchase decision variable are consistent and can be trusted to be used in the analysis.

The conclusion is that all variables in this study have a Cronbach's Alpha value above 0.70, so it can be concluded that all research instruments are reliable and can be used for further analysis processes, validly and consistently.

4.5. Regression Test

Table 8. T-Test Model-1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.352	1.236		.284	.777
	Product Quality	.297	.055	.470	5.432	.000
	Price	.293	.065	.319	3,681	.000

a. Dependent Variable: influencer marketing

For the product quality variable, a significant value of $0.000 < 0.005$ and a calculated t value of $5.432 > t$ table 1.984 were obtained, so it was concluded that H1 was accepted, which means that H1 in this study partially has an influence between variable X1 and Z. For the price variable, a significant value of $0.000 < 0.005$ and a calculated t value of $3.681 > t$ table 1.984 were obtained, so it was concluded that H2 was accepted, which means that H2 in this study partially influences variable X2 and Z.

Table 8. T-Test Model-2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.066	1,916		.035	.972
	Product Quality	.331	.097	.298	3.416	.001
	Price	.369	.107	.280	3.435	.001
	Influencer Marketing	.586	.157	.334	3.725	.000

For the product quality variable, a significant value of $0.000 < 0.005$ was obtained, and the calculated t value was $3.416 > t \text{ table } 1.984$, so it was concluded that H3 was accepted, which means that H3 in this study partially affects the influence between variable X1 and Y. For the price variable, a significant value of $0.000 < 0.005$ and a calculated t value of $3.435 > 1.984$ were obtained, so it was concluded that H4 was accepted, which means that H4 in this study partially affects the influence between variables X2 and Y. For the influencer marketing variable, a significant value of $0.000 < 0.005$ and a calculated t of $3.725 > 1.984$ was obtained, so it was concluded that H5 was accepted, which means that H5 in this study partially indicates that there is an influence of variable Z on Y.

4.6. Simultaneous Test (F-Test)

Table 9. F-Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	547,633	3	182,544	48,393	.000 ^b
	Residual	362.127	96	3,772		
	Total	909,760	99			
a. Dependent Variable: Purchasing decision						
b. Predictors: (Constant), Marketing influence, Price, Product Quality						

Based on the table 9 with $n = 100$, obtained $df = 100 - 4 - 1 = 95$ then the f-table is 2.70 so the data obtained a significant value of $0.000 < 0.005$ and a t-count value of $48.393 > t \text{ table } 2.70$ so it is concluded that H 6 is accepted which means that H 6 in this study simultaneously has an influence between variables X 1, X 2, on Y through Z.

VI. Discussion

The analysis findings will be discussed further to provide a more comprehensive picture of the relationship between variables in the study. This will be done based on the results of the analysis. Product quality (independent variable X1), Price (independent variable X2), Buyer decision (related variable Y), and influencer (intervening variable Z) are the variables in this study.

5.1. Product Quality on Influencer Marketing

Answering the first research question, the t-test results show that product quality positively and significantly affects marketing. Products with good quality in terms of performance, durability, features, and design increase credibility and ease for influencers in recommending the product to their audience. This finding supports research (Angger & Andarini, 2024), which states that product quality significantly influences promotion effectiveness through influences, because consumers more easily accept quality products. Thus, the objective of the research, determining the effect of product quality on influencer marketing, has been achieved.

5.2. Pricing of Influencer Marketing

The second question is answered through significant results showing that price positively influences marketing. Competitive prices considered appropriate by consumers strengthen the effectiveness of promotional campaigns carried out by influencers. This aligns with research (Anjani & Simamora, 2022), which states that price, quality, and social influence can increase consumer loyalty. Meanwhile, Yunas et al. (2023) emphasize that prices that align with the target market segment increase trust in influencer

recommendations. This finding supports the study's second objective, namely, analyzing the influence of price on marketing in the context of MSMEs.

5.3. Product Quality Towards Buyer Decisions

The results of the study show that product quality has a significant influence on purchasing decisions, answering the third question. Comfort, functional, and attractive designs encourage consumers to buy, as emphasized in the study (Yasni, 2024). Consumers who are satisfied with product quality tend to repeat purchases and become loyal to the brand. (Yunas et al., 2023) This study shows that influencers significantly influence Gen Z purchasing decisions, especially in skincare and makeup products. Most respondents feel helped by influencers in finding suitable products, feel more confident buying after seeing reviews, and make influencers their primary source of recommendations. Based on the results of this study and supported by most of the literature, it can be concluded that product quality significantly influences purchasing decisions, especially on products that require rational consideration and have functional attachments. However, this influence can vary depending on the product type, consumer behavior, and market context (e.g., online vs. offline, premium vs. mass market). Thus, the objective of determining the influence of product quality on purchasing decisions has been achieved empirically.

5.4. Price on Buyer Decision

In answering the fourth question, price is also proven to affect buyer decisions significantly. Consumers consider price as an indicator of product value, prices that are considered commensurate with quality will increase the likelihood of buyers with research (Gunarsih et al., 2021) Price is known to have an impact on purchasing decisions; that is, the value of an item influences most or all of the decisions customers make about what to buy. Other research that supports price influence on influencer marketing is shown by (Yohana Dian Puspita & Ginanjar Rahmawan, 2021), which confirms that price perception strongly influences purchasing decisions, especially in retail markets with many product alternatives. This finding strengthens the achievement of the research objective in testing the influence of price on purchasing decisions.

5.5. Influencer Marketing on Purchasing Decisions

The fifth question investigated whether influencer marketing affects purchasing decisions, and the results showed a positive and significant effect. Consumers, especially the younger generation, are increasingly influenced by recommendations from influencers whom they believe. This finding is consistent with the study's results (Telaumbanua et al., 2024), highlighting the importance of influencers in shaping positive perceptions and driving purchasing decisions in digital marketing. (CS Pratiwi & Sidi, 2022) which states that influencer marketing positively and significantly influences purchasing decisions. Overall, the results of this study strengthen the evidence that Influencer Marketing plays a significant role in influencing purchasing decisions, especially in the context of modern digital marketing. However, its effectiveness is highly dependent on the influencer's credibility, the relevance of the content, and the suitability between the characteristics of the influencer and the product being promoted. In the context of high-value or complex products, consumers need other objective evidence besides promotions from influencers. Thus, these results support the research objective in identifying the influence of influencer marketing on purchasing decisions.

5.6. Product Quality and Price on Buyer Decisions Through the Role of Influencer Marketing as an Interpenetrating Variable

The last question relates to the mediating role of influencer marketing. The results of the mediation test show that influencer marketing strengthens the influence of product quality and price on purchasing

decisions. Promotion strategies through influencers can increase the effectiveness of messages conveyed regarding product quality and price. This aligns with the study (Maciej Serda et al., 2023), which states that trust in influencers can strengthen the relationship between consumer perception and purchase intention. Overall, the results of this study indicate that the combination of product quality, appropriate price, and communication strategy through influencers forms an integrated approach that is effective in influencing purchasing decisions, especially in the sports equipment retail MSME sector, such as the R2 Sport Palopo Store. Thus, the objective of testing the mediating role of influencer marketing has been achieved through empirical analysis.

V. Conclusion

The findings of this study provide important implications for business actors, especially MSMEs in the sports equipment retail sector. First, product quality must be improved because it directly or indirectly influences purchasing decisions. Second, competitive pricing based on the value perceived by consumers will increase product appeal and strengthen positive perceptions of the brand. In addition, influencer marketing has proven effective as a digital promotion strategy. Therefore, business actors are advised to collaborate with highly credible influencers relevant to their target market. This strategy can help expand the reach of promotions, build consumer trust, and drive increased sales. Combining good product quality, appropriate prices, and influencer-based promotions can be an integrated and practical approach to increasing consumer purchasing decisions amidst increasingly competitive business competition. These findings indicate that business actors, especially MSMEs in the sports equipment retail sector, must focus on product quality as a key aspect in building customer trust and loyalty. Competitive pricing and the value perceived by consumers will increase the effectiveness of marketing campaigns. In addition, collaboration with the right influencers can be an effective strategy in reaching a wider audience and forming a positive perception of the brand. With an integrated approach between quality, price, and influencer-based promotions, business actors can increase competitiveness and drive purchasing decisions more effectively amidst increasingly tight business competition.

References

- Angger, G., & Andarini, S. (2024). The Influence of Influencer Marketing and Product Quality on Purchase Decisions of Erigo Apparel Products. *Al-Kharaj: Journal of Islamic Economics, Finance & Business*, 6 (1), 11–21. <https://doi.org/10.47467/alkharaj.v6i1.202>
- Anjani, ER, & Simamora, V. (2022). The Influence of Influencers, Prices, and Quality of Scarlett Whitening Skincare Products on Generation Z Buyer Decisions, Dki Jakarta. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 6 (3), 1293–1308. <https://doi.org/10.31955/mea.v6i3.2547>
- Arief Dwi Wicaksono, Wijayanto, A., & Dewi, RS (2023). The Influence of Athlete Endorsement, Price Perception, and Product Quality on Aza Shoes Purchase Decisions Moderated by Sport Involvement Cover Page. *Modus*, 35 (1), 1–25. <https://doi.org/10.24002/modus.v35i1.6436>
- Christian Nano Putra, Syofian, & Idham Lakoni. (2023). The Influence of Digital Marketing, Influencers, and Social Media on Consumers. *Journal of Trends Economics and Accounting Research*, 3 (4), 578–585. <https://doi.org/10.47065/jtear.v3i4.666>
- Efendi, A., Khaddapi, M., & Salong, S. (2023). The Influence of Price Discount and Customer Experience on Customer Loyalty to Juragan Tepi Sawah Restaurant Customers in Palopo City. *Contingency: Scientific Journal of Management*, 11 (1), 11–19. <https://doi.org/10.56457/jimk.v11i1.305>
- Gerion, E., & Manggu, B. (2024). The Influence of Product Quality and Product Price on the Decision to Repurchase Adidas Futsal Sports Shoes in Landak Regency. *UMMagelang Conference Series*, 411–426. <https://doi.org/10.31603/conference.12021>

- Hidayati, FN, Priyono, B., Stia, P., & Jakarta, L. (2024). The Influence of Social Media Marketing, Influencer Marketing, and Word Of Mouth (WOM) on Purchase Interest in Sprouts Farms MSMEs. *Journal of Business Administration, Economic & Entrepreneurship*, 6 (1), 35.
- Kambali, I., & Syarifah, A. (2020). The Influence of Price on Purchasing Decisions (Case Study at Billionaire Store Bandung). *Journal.Poltekpos. Ac.Id*, 10, 1–8. <https://ejurnal.poltekpos.ac.id/index.php/promark/article/download/731/549>
- Lestiyani, D., & Purwanto, S. (2023). Analysis of the Influence of Influencer Marketing and Brand Love on Purchasing Decisions of Skintific Skincare Products. *El-Mal: Journal of Islamic Economics & Business Studies*, 5 (2), 886–898. <https://doi.org/10.47467/elmal.v5i2.5513>
- Maky, ZA, Pradiani, T., & Rahman, A. (2024). The Influence of Product Quality, Price, and Promotion on Smartphone Purchasing Decisions at Meteorcell Malang. *Journal of Economics, Management and Business*, 5 (1), 13–27. <https://doi.org/10.32815/jubis.v5i1.2252>
- Mariansyah, A., & Syarif, A. (2020a). The Influence of Product Quality, Service Quality, and Price on Consumer Satisfaction at Cafe Kabalu. *JIBM: Jurnal Ilmiah Bina Manajemen*, 3 (2), 134–146. www.investor.iddi
- Masnun, S., Makhdalena, M., & Syabus, H. (2024). The Influence of Product Quality on Consumer Satisfaction. *JlIP - Scientific Journal of Educational Sciences*, 7 (4), 3736–3740. <https://doi.org/10.54371/jljp.v7i4.4280>
- Nasrullah, AR and AUW (2024). The influence of price, product quality, and lifestyle on purchasing decisions for Honda sport motorbikes (case study in Pasuruan district). *Stratêgo: Journal of Modern Management*, 6 (4), 10–24.
- Nasution, EM, & Aramita, F. (2024). The Influence of Location and Product Completeness on Consumer Purchasing Decisions at Sehati Jaya Store. *Scientific Journal of Management and Business (JIMBI)*, 5 (1), 1–10. <https://doi.org/10.31289/jimbi.v5i1.4331>
- Nauval Helmianto, Subagyo, MWW (2024). The Influence of Product Quality, Service, and Price on GM Sport Convection Customer Satisfaction. *Symposium on Management and Business*, 3, 1145–1153.
- Pradana, AFP, Hasan, S., Putra, AHPK, & Kalla, R. (2021). Moderating of SERVQUAL on E-WOM, Product Quality, and Brand Image on E-commerce Purchase Intention. *Golden Ratio of Mapping Ideas and Literature Format*, 2 (1), 36–51. <https://doi.org/10.52970/grmilf.v2i1.135>
- Pratiwi, CS, & Sidi, AP (2022). The Influence of Product Quality, Price, and Influencer Marketing on Scarlett Body Whitening Purchasing Decisions. *Relasi: Journal of Economics*, 18 (1), 192–204. <https://doi.org/10.31967/relasi.v18i1.531>
- Putri, PM, & Marlien, R. . (2022). The Influence of Digital Marketing on Online Purchasing Decisions. *Jesya (Journal of Economics & Sharia Economics)*, 5 (1), 25–36. <https://doi.org/10.36778/jesya.v5i1.510>
- Rosita Dewi Permata Sari, Sultan Bhagaskara, & Mahmudah, S. (2024). The Influence of Product Quality, Product Design, and Brand Image on Kniel Sports Indonesia Customer Satisfaction. *Al-Kharaj: Journal of Economics, Finance & Sharia Business*, 6 (9), 7140–7159. <https://doi.org/10.47467/alkharaj.v6i9.4482>
- Telaumbanua, B., Widian Sari, M., Asmara Putri, D., & Economics, Marketing Management Department, F. (2024). The Influence of Influencer Marketing and Service Quality on Customer Purchase Interest with Purchase Decisions as Intervening Variables on Skincare Ms Glow Padang. *Business and Accounting*, 3 (4), 132–144. <https://doi.org/10.58192/profit.v3i4.2547>
- Tukuboya, AI (2024). The Influence of Brand and Product Quality on Purchase Decisions for Used Clothes at Double Thrift Jayapura. *Wahana Pendidikan Scientific Journal*, 10 (2), 174–182.
- Yasni, H. and. (2024). The Influence of Product Quality, Price, and Reviews on Purchasing Decisions on Shopee. *YUME: Journal of Management*, 7 (2), 1225–1232.
- Yohana Dian Puspita, & Ginanjar Rahmawan. (2021). The Influence of Price, Product Quality, and Brand Image on Purchase Decisions of Garnier Products. *Journal of Management Rays*, 8 (2), 98–104. <https://doi.org/10.56338/jsm.v8i2.1644>

- Yunas, MF, Yusuf, MA, & Sekarini, RA (2023). The Influence of Influencers and Prices on Purchasing Decisions. *Management Economics and Accounting*, 4 (2), 60–75. <https://doi.org/10.37012/ileka.v4i2.1581>
- Zaki, M. (2018). The Influence of Influencer Marketing as a Modern Era Digital Marketing Strategy. *Journal of Management and Innovation (MANOVA)*, 1 (2), 14–23. <https://doi.org/10.15642/manova.v1i2.350>