

THE EFFECT OF PRODUCT QUALITY, DIGITAL MARKETING, AND BRAND IMAGE ON PURCHASE DECISIONS AT CUBIC ART BALI

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ABSTRACT

This study aims to analyze the influence of product quality, digital marketing, and brand image on purchasing decisions at Cubic Art Bali. The phenomenon of increasing competition in the arts and crafts industry requires companies to strengthen product quality, digital marketing strategies, and brand image in order to enhance consumer purchasing decisions. The research design employed is quantitative research using an associative approach. The population in this study consists of Cubic Art Bali consumers, while the sample consists of 144 respondents obtained through a non-probability sampling technique, namely incidental sampling. Data collection was conducted by distributing questionnaires. The data analysis techniques used include Validity and Reliability Tests, Classical Assumption Tests, Multiple Linear Regression Analysis, as well as t-tests and F-tests. The results of the study indicate that: (1) product quality has a positive and significant influence on purchase decisions; (2) digital marketing has a positive and significant influence on purchase decisions; and (3) brand image has a positive and significant influence on purchase decisions. These findings suggest that the higher the product quality, the more effective the digital marketing strategy, and the more positive the brand image, the higher the purchase decisions of consumers at Cubic Art Bali.

Keywords: brand image, digital marketing, purchase decisions, product quality

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1. INTRODUCTION

The creative industry sector, particularly digital printing, has shown significant growth in line with increasing consumer demand for fast, high-quality, and customizable printed products. Amid these dynamics, Cubic Art Bali has emerged as a well-known digital printing business in the Denpasar area of Bali. The company provides various services, such as graphic design, invitation printing, souvenirs, and visual promotional products like banners and brochures. Sales figures for 2024 show significant month-to-month variations, reflecting market dynamics and challenges in the implemented marketing strategy. Several factors believed to influence consumer purchasing decisions include inconsistent product quality, limited effectiveness of digital marketing, and a brand image that has not yet been optimized to build positive consumer perceptions. Based on the results of observations and initial interviews with several Cubic Art Bali customers, a number of indications were found that suggest a mismatch between customer expectations and their actual experience with the company's products and services.

Based on informal interviews with several consumers, it was found that the print on the surface of the mugs tends to fade quickly after a few washes. This raises concerns among consumers regarding the product's durability, which could ultimately influence their decision to repurchase or recommend the product to others. Suboptimal print durability not only affects the product's physical appearance but also influences consumers' perception of the product's overall value and quality.

In addition to product quality, the effectiveness of Cubic Art Bali's digital marketing strategy is also a key concern. Based on observations of the company's official social media channels, particularly the Instagram account @balicubic, it was found that the last post was made in late 2023. Since then, there have been no regular content updates or product promotions until mid-2025.

According to data on Google Maps, Cubic Art Bali is listed as having only one business location, which indicates limited geographic reach and brand visibility. Given the importance of brand image in building trust and expanding the market, an effective strategy is needed to enhance the brand's image and strengthen Cubic Art Bali's position in consumers' minds.

Several previous studies have shown the significant influence of digital marketing, product quality, and brand image on purchasing decisions. The results of a study conducted by Ardiansyah et al. (2023) indicate that digital marketing, product quality, and brand image have a positive influence on the decision to purchase Scommer.Co products in Metro City. This means that the better the implementation of digital marketing, product quality, and brand image, the more likely consumers are to decide to purchase these products.

In addition, the findings of Firmadona et al. (2025) indicate that product quality has a negative but insignificant effect on the decision to purchase Marcks cosmetics in Pekanbaru. Mardiyah (2025) found that price and brand image have a positive but insignificant effect, while discounts and product quality have a positive and significant effect on purchasing decisions among students at Universitas Putra Indonesia 'YPTK' in Padang who use TikTok Shop.

Thus, this study aims to provide a deeper understanding of the factors influencing consumer purchasing decisions in this industry. Based on the issues outlined above and the differing results of previous studies, the author is interested in conducting a study titled "The Influence of Product Quality, Digital Marketing, and Brand Image on Purchase Decisions at Cubic Art Bali".

2. LITERATURE REVIEW

Ajzen and Fishbein's Theory of Reasoned Action (1980) assumes that behavior is determined by an individual's desire to perform or refrain from performing a specific behavior. Rochmawati (2013) states that according to the Theory of Planned Behavior (TPB), a person's actual behavior in performing a specific action is directly influenced by their behavioral intention, which is in turn jointly determined by their attitude, subjective norm, and perceived behavioral control regarding that behavior.

According to Kotler and Keller (2020), quality refers to a product's ability to meet predetermined specifications. A product itself is a set of physical attributes with a recognizable form. Kotler and Armstrong (2020) state that product quality plays a strategic role in winning market competition. Visser (2021) defines digital marketing as all marketing efforts that utilize electronic devices or the internet. Ariyani (2021) defines digital marketing as a widely used form of marketing that employs digital channels as a means of promoting a product or service to reach consumers.

According to Keller (2020:76), brand image is the perception consumers have of a brand, as reflected in the brand associations stored in their memory. Dewi et al. (2020) explain that brand image describes how consumers view a brand, which is formed through a series of experiences, information, and repeated interactions.

The purchasing decision is a process that begins when consumers recognize a problem or need, followed by a search for information regarding a specific product or brand. This process requires consumers to compare available alternatives before deciding which product to purchase based on their needs (Gunawan, 2022).

Based on the problem formulation and the theoretical and experimental evaluations outlined, the following hypotheses can be formulated:

H1: Product quality has a positive and significant effect on purchasing decisions at Cubic Art Bali

H2: Digital marketing has a positive and significant effect on purchasing decisions at Cubic Art Bali

H3: Brand image has a positive and significant effect on purchasing decisions at Cubic Art Bali

3. RESEARCH METHOD

The data used in this study pertains to the impact of product quality, digital marketing, and brand image on purchasing decisions at Cubic Art Bali, including primary data—quantitative data obtained directly from the research subjects—by distributing questionnaires to respondents.

The population in this study includes all Cubic Art Bali customers or consumers who purchased products during 2025. The sample size in this study consists of at least 114 Cubic Art Bali consumers. The data analysis methods used include validity and reliability tests, classical tests, multiple linear regression analysis, and t-tests.

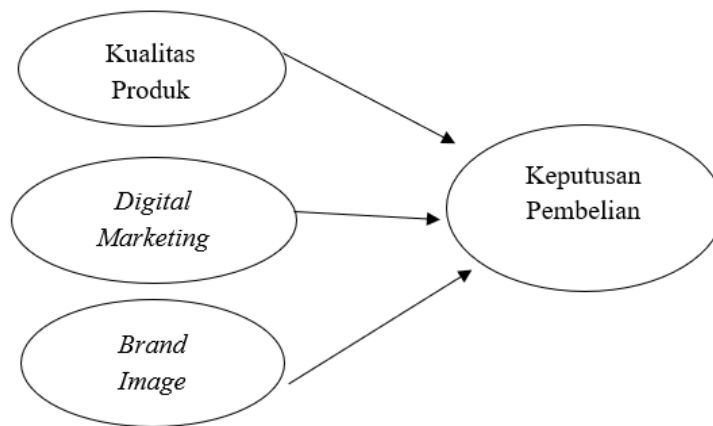


Figure 1. Research Conceptual Framework

4. RESULTS AND DISCUSSION

Table 1. Results of the analysis of respondent characteristics

Characteristics	Number (people)	Percentage (%)
Gender		
Male	23	20.2
Women	91	79.8
Total	114	100.0
Age		
<25 years	90	78.9
26–35 years	17	14.9
36–45 years	6	5.3
Over 45 years old	1	0.9
Total	114	100.0
Education Level		
High School /Vocational School	84	73.7
Diploma	9	7.9
Bachelor's Degree	20	17.5
Master's	1	0.9
Total	114	100.0
Total Frequency		
<2 Times	64	56.1
2–3 times	33	28.9
4–5 times	7	6.1
>5 times	10	8.8

Total	114	100.0
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Source: Processed data, 2025

Table 1 shows that of the 114 Cubic Art Bali consumer respondents, the majority were women, totaling 91 people, or 79.8%. The largest age group was those under 25 years old, numbering 90 people (78.9%), followed by those aged 26–35 years old, numbering 17 people (14.9%). The majority of respondents had a high school or vocational school education, totaling 84 people (73.7%). Additionally, out of the 114 respondents, the majority (56.1%) had visited the store fewer than two times.

Based on the validity analysis using SPSS, the results showed significant values greater than the minimum threshold of 0.30. Thus, the questionnaire used as a data collection tool was deemed valid and suitable for the next stage of analysis.

The Cronbach’s alpha values for the variables were as follows: purchase decision (0.926), product quality (0.942), digital marketing (0.915), and brand image (0.875). Each variable had a Cronbach’s alpha value greater than 0.60. Therefore, it can be concluded that all variables used in this study are reliable, and the research can proceed to the next stage.

Results of Multiple Linear Regression

Table 2. Results of Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.394	0.702		0.561	0.576
Product Quality	0.138	0.053	0.263	2.605	0.010
Digital Marketing	0.274	0.117	0.267	2.337	0.021
Brand Image	0.544	0.124	0.408	4.376	0.000

a. Dependent Variable: Purchase Decision

Source: processed data, 2025

From the results of the regression analysis in Table 2, the following regression equation can be derived:

$$KEP = 0.394 + 0.138KP + 0.274DM + 0.544BI$$

Results of the Coefficient of Determination Analysis (R²)

This coefficient of determination (adjusted R-squared = 0.805) indicates that 80.5% of the variation in the relationship between product quality, digital marketing, and brand image on consumer purchasing decisions at Cubic Art Bali is explained by these factors, while the remaining 19.5% is attributed to other factors outside the scope of this study, such as service quality, price, word of mouth, and others.

Results of the F-Test

The results of the F-test calculation using SPSS yielded a calculated F-value of 156.350, with a significance level of 0.000 < α = 0.05. This means that product quality (PQ), digital marketing (DM), and brand image (BI) collectively have a significant effect () on the purchase decision (PD) at Cubic Art Bali. Thus, the model used meets the goodness-of-fit criteria, so the analysis results can be trusted for use in the research discussion.

Results of the t-Test

The calculated t-value for the product quality variable is 2.605, and the significance level is 0.010 < α = 0.05. This indicates that H₀ is rejected and H₁ is accepted. This means that product quality (PQ) has a positive and significant partial effect on the purchase decision (PD) at Cubic Art Bali. This positive influence means that the better the product quality offered, the higher the likelihood that consumers will

make a purchase decision. Consumers tend to choose products that meet quality standards such as durability, appearance, superior materials, and alignment with expectations. Therefore, improving product quality can directly drive increased consumer interest and purchase decisions. These findings are supported by Widiastiti et al. (2022), Zuraidah & Putri (2020), Hidayat (2021), and Miona & Furyanah (2022), who demonstrated that product quality has a positive and significant effect on purchase decisions.

The t-value for the digital marketing variable is 2.337, and the significance level is $0.021 < \alpha = 0.05$. This indicates that H_0 is rejected and H_a is accepted. This means that digital marketing (DM) has a partial, positive, and significant effect on purchasing decisions (PD) at Cubic Art Bali. This positive influence indicates that the more effective the digital marketing strategies implemented, the higher the tendency for consumers to make purchasing decisions. Digital marketing activities such as the use of social media, engaging promotional content, digital ads, and responsive online interactions can increase product exposure, attract consumer interest, and strengthen their confidence in making purchases. These findings are supported by Oktaviani (2024), Dewi et al. (2022), Rompis et al. (2024), Japlani et al. (2023), and Ma'ruf et al. (2024), who demonstrate that digital marketing has a positive and significant influence on purchase decisions.

The calculated t-value for the brand image variable is 4.376, and the significance level is $0.000 < \alpha = 0.05$. This indicates that H_0 is rejected and H_a is accepted. This means that brand image (BI) has a partial, positive, and significant influence on purchasing decisions (KEP) at Cubic Art Bali. This positive influence indicates that the stronger and more positive a product's brand image, the greater the tendency for consumers to make a purchase decision. A good brand image creates perceptions of quality, trust, and added value in the eyes of consumers. This makes consumers feel more confident, more comfortable, and more trusting when purchasing products from brands with a positive reputation. These research findings are supported by Styawati & Luwes (2023), Saputri et al. (2024), Ardiansyah et al. (2024), and Belan & Samanthawina (2025), who demonstrated that brand image has a positive and significant effect on purchase decisions.

5. CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the results of the analysis, it can be concluded that product quality, digital marketing, and brand image each exert a positive and significant influence on consumers' purchasing decisions. This implies that higher product quality increases consumer confidence and perceived value, making them more likely to purchase. Similarly, effective digital marketing strategies enhance consumer awareness, engagement, and accessibility, thereby encouraging buying behavior. Furthermore, a strong and favorable brand image fosters trust, loyalty, and emotional connection with consumers, which significantly drives their decision to choose the product over competitors. Collectively, these factors highlight that both tangible attributes (product quality) and intangible elements (marketing communication and brand perception) play a critical role in shaping consumer choices.

Recommendations

Based on the conclusions above, the author recommends implementing a points or rewards system for frequent customers. More rigorous quality control should be implemented before products are shipped to customers to ensure that the products received are free of defects. Additionally, marketing campaigns highlighting the product's quality advantages should be intensified, whether through social media, digital advertising, or offline events.

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