

Digital Marketing and Product Quality as Drivers of Purchase Decisions Evidence from CV. Alfa Galuh Perkasa, a Safety Equipment SME in Bandung

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ABSTRACT: This study explores how product quality and digital marketing influence consumer purchase decisions within the niche sector of fire safety equipment, using CV. Alfa Galuh Perkasa, a small and medium-sized enterprise (SME) based in Bandung, Indonesia, as a case study. In the wake of the COVID-19 pandemic, consumer behavior has become increasingly digital, yet limited empirical research addresses how safety product distributors are adapting to this shift. The study seeks to answer the extent to which product quality and digital marketing impact consumer purchasing decisions in this industry. The novelty of this research lies in its dual-variable focus—product quality and digital marketing—applied to a sector where digital engagement is still in its formative stages, contrasting with the more commonly studied fast-moving consumer goods. A quantitative approach was adopted, utilizing a cross-sectional design. Data were collected through an online survey completed by 105 respondents, selected via accidental sampling. Multiple linear regression analysis using SPSS was employed to assess the influence of the independent variables on purchasing decisions. The results demonstrate that both product quality and digital marketing significantly and positively affect consumer purchasing decisions. Notably, product performance and reliability emerged as key factors, while digital visibility—especially through search engines and affiliate marketing—proved to be critical in shaping consumer awareness and interest. The findings suggest that SMEs in niche industries can enhance customer engagement and drive purchasing behavior by improving product reliability and strategically expanding their digital marketing channels. This study provides actionable insights for businesses aiming to stay competitive in an increasingly digital market landscape.

Keywords: Product Quality, Digital Marketing, Purchasing Decision, MSMEs, Light Fire Extinguisher.



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INTRODUCTION

The rapid evolution of digital technology—intensified by the global COVID-19 pandemic—has fundamentally reshaped patterns of consumer behavior as well as business operations. In

Indonesia, the number of digital consumers reached approximately 168 million in 2022, demonstrating a massive shift in the way people interact, transact, and make purchasing decisions in the marketplace ([Luangrath et al., 2022](#)). This transformation has created both opportunities and challenges, particularly for small and medium-sized enterprises (SMEs), which must continuously adapt to the increasingly digitalized environment to remain competitive.

Digital marketing has become an indispensable element of modern business strategy, particularly as consumers increasingly rely on online platforms for product discovery, evaluation, and purchase. According to Tiago and [Verissimo \(2014\)](#), digital marketing not only broadens market reach but also enables interactive two-way communication, which enhances consumer trust and brand loyalty. Similarly, [Alshaketheep et al. \(2020\)](#) argue that digital marketing became even more critical during the COVID-19 pandemic, as consumer activity shifted rapidly from offline to online channels. For SMEs, however, the adoption of digital strategies often remains limited by resource constraints, lack of expertise, and the perception that traditional approaches are sufficient ([Audu et al., 2018](#)).

In Indonesia, SMEs contribute significantly to the national economy, yet many still struggle to harness the full potential of digital tools. [Pratminingsih and Hadi \(2023\)](#) highlight that SMEs must adapt to digital platforms not only to increase visibility but also to compete effectively against larger firms. This suggests that effective use of digital marketing can provide SMEs with a competitive edge, particularly in niche industries where awareness and trust are key determinants of purchase behavior.

While digital marketing and product quality have often been studied separately, recent research indicates that the two variables can jointly reinforce consumer decisions. [Khoziyah and Lubis \(2021\)](#) show that digital visibility on social media not only increases awareness but also complements positive product evaluations, thereby accelerating purchasing intentions. Similarly, [Pratminingsih et al. \(2022\)](#) argue that digital touchpoints sustain consumer engagement beyond the initial purchase, fostering repeat behavior and loyalty.

Taken together, the literature suggests that SMEs in niche industries—such as fire safety equipment—cannot rely solely on product quality or digital presence in isolation. Instead, success requires a combination of technical excellence and effective digital engagement strategies to capture attention, build trust, and secure purchasing decisions. This dual focus forms the conceptual foundation of the present study.

Product Quality and Purchasing Decisions

Product quality is consistently identified as a major determinant of consumer satisfaction and loyalty. [Kotler et al. \(2020\)](#) define product quality in terms of performance, durability, and conformance to standards, arguing that these elements are particularly crucial in high-involvement products where risk is perceived to be high. [Indarto et al. \(2018\)](#) further support this perspective, noting that superior product attributes enhance both immediate satisfaction and long-term consumer retention. In the context of safety equipment, [Mansur et al. \(2022\)](#) emphasize that

reliability and compliance with safety standards are non-negotiable factors that strongly influence purchase decisions.

Empirical studies also reinforce this view. For example, [Rakhmawati et al. \(2020\)](#) found that domestic consumers often associate higher product quality with greater willingness to purchase, while [Verma and Gupta \(2004\)](#) suggest that consumers may even interpret higher prices as signals of better quality. These findings highlight that in safety-related industries, consumer evaluation is closely tied to the assurance of functional reliability and trustworthiness.

One relevant case is CV. Alfa Galuh Perkasa, a Bandung-based SME engaged in the distribution of fire extinguishers and safety equipment (APAR). Although the company has built a strong reputation for delivering reliable products, its customer outreach strategy is still limited. The firm primarily relies on Google search visibility and WhatsApp-based communication, with little diversification of digital channels. This narrow digital presence restricts engagement with retail customers, particularly individuals who increasingly depend on online platforms to search for, compare, and evaluate safety products. The limited digital exposure raises important questions about how SMEs in niche industries can expand their market share by adopting more innovative online marketing strategies.

At the same time, product quality remains a central determinant of consumer decisions, especially in industries where safety and reliability are paramount. In the context of fire safety products, the functionality, durability, and compliance of equipment with safety standards are directly tied to consumer trust and long-term loyalty ([Kotler et al., 2020](#)). Consumers are unlikely to compromise on these attributes, given that the consequences of product failure can be life-threatening. When coupled with effective digital marketing strategies, strong product quality can generate a synergistic effect: not only attracting new customers but also sustaining their confidence and encouraging repeat purchases ([Khoziyah & Lubis, 2021](#)).

Grounded in these considerations, the present study investigates the dual impact of product quality and digital marketing on purchasing decisions, with CV. Alfa Galuh Perkasa serving as a case study. Specifically, the research seeks to address two key questions:

1. How does product quality influence consumer purchase decisions in the safety equipment sector?
2. To what extent does digital marketing affect those decisions?

By addressing these questions, this study contributes to the broader discourse on SME marketing strategies in the digital era. The findings are expected to enrich the theoretical understanding of consumer decision-making in specialized industries, while also providing actionable insights for SMEs seeking to enhance competitiveness through improved product excellence and digital engagement.

METHOD

This section outlines the research design, data collection procedures, and analytical techniques adopted in the study. To ensure clarity and alignment with established academic standards, the methodology is presented in sequential stages covering research design, population and sampling, instruments, data collection, and analysis. This study employed a quantitative approach with a cross-sectional survey design to investigate the influence of product quality and digital marketing on purchasing decisions. Data were collected using structured questionnaires distributed online in March 2024. The collected responses were then analyzed using multiple linear regression to determine the significance and direction of the relationships among the variables.

The study employed a quantitative research approach with a cross-sectional survey design. This design was considered appropriate because it enables the researcher to capture data from a large number of respondents at a single point in time, thereby providing a snapshot of the relationships among variables. The primary objective was to examine the influence of product quality and digital marketing on consumer purchasing decisions. By utilizing a structured design, the study ensured reliability, replicability, and statistical validity in addressing the research questions.

The research population comprised customers of CV. Alfa Galuh Perkasa, a Bandung-based distributor of fire extinguishers (APAR) and other safety equipment. Because the exact size of the customer base—especially individual buyers—was not documented (open population), the study employed a non-probability sampling technique, specifically accidental sampling. This method allowed the selection of respondents who were conveniently accessible and relevant to the study context. A total of 105 valid responses were collected, consisting of both individual consumers and institutional buyers. This diversity in respondent backgrounds was crucial for capturing broader insights into purchasing behavior. The sample size was considered sufficient for regression analysis, in line with methodological recommendations for survey-based quantitative research.

The study utilized a validated questionnaire comprising three main variables: product quality (X_1), digital marketing (X_2), and purchase decision (Y). Each variable was operationalized with multiple indicators based on prior literature. Items were measured using a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." The reliability of the instrument was verified using Cronbach's Alpha, with all variables exceeding the acceptable threshold of 0.7, indicating strong internal consistency.

Data collection was conducted during March 2024 using Google Forms, which provided an efficient means of distribution and response tracking. The survey link was shared through multiple digital channels, including WhatsApp groups, social media platforms, and email invitations sent to previous customers of the company.

Participation was voluntary, and respondents were provided with a brief overview of the study's objectives before completing the questionnaire. No personal identifiers were recorded, ensuring confidentiality and anonymity. Given the non-invasive nature of the survey, formal written consent was not required; instead, the act of participation was considered as implied consent.

Data were collected over one month in March 2024 using Google Forms distributed through WhatsApp groups, social media, and email invitations to previous customers. Participation was voluntary, and respondents were informed of the purpose of the study. No personal identifiers were recorded, and all responses were treated confidentially. Due to the nature of online surveys, formal written consent was not obtained, but participation was considered as implied consent after an explanation of the study goals.

The data were analyzed using SPSS to apply descriptive statistics, validity and reliability testing, and multiple linear regression analysis. The regression model assessed how product quality and digital marketing influenced purchasing decisions. Before performing regression, normality, multicollinearity, and linearity tests were conducted to ensure statistical assumptions were met. Reliability testing was conducted using SPSS v25.0. All variables—both independent and dependent—achieved Cronbach's Alpha values greater than 0.60, indicating acceptable internal consistency and reliability of the measurement instruments.

This research did not require formal ethical clearance as it involved non-invasive, survey data collected from voluntary participants. No personal or sensitive data were recorded, and the research followed ethical research practices throughout.

RESULT AND DISCUSSION

The findings of this study demonstrate that both product quality and digital marketing exert a significant and positive influence on consumer purchasing decisions. The results of the multiple linear regression analysis confirm that the research model is statistically valid and capable of explaining a substantial portion of consumer behavior in the context of fire safety equipment.

The regression analysis produced an adjusted R^2 value of 0.612, indicating that approximately 61.2% of the variation in purchasing decisions can be explained jointly by the two independent variables: product quality (X_1) and digital marketing (X_2). This level of explanatory power is considered strong for behavioral research, highlighting the substantial role of these factors in shaping consumer decision-making. The remaining 38.8% of the variance may be attributed to other variables not included in the model, such as pricing, brand reputation, after-sales service, or peer influence.

More specifically, the results reveal that product quality (X_1) has a standardized beta coefficient of 0.456 ($p < 0.05$). This indicates that product quality is the most influential factor in determining purchase decisions. Consumers appear to prioritize the reliability, durability, and safety performance of fire safety products before making purchasing choices. In industries where product failure can pose significant risks to human life and property, these attributes understandably take precedence over other considerations.

Meanwhile, digital marketing (X_2) demonstrated a standardized beta coefficient of 0.312 ($p < 0.05$). Although less influential than product quality, digital marketing still plays a significant role in shaping consumer awareness and encouraging purchasing decisions. Elements such as online visibility through search engine optimization (SEO), website usability, affiliate marketing, and

targeted digital campaigns were found to meaningfully contribute to consumer confidence and purchase intent. This suggests that even in industries traditionally dominated by offline transactions, digital presence is becoming increasingly critical.

Table 1. Multiple Linear Regression Test Results

Variable	Unstandardized Coefficient (B)	Standard Error	t-value	Sig. (p)
(Constant)	7.401	1.030	7.185	0.000
Product Quality (X ₁)	0.197	0.089	2.220	0.029 *
Digital Marketing (X ₂)	0.446	0.090	4.946	0.000 **
R²	0.370			
F-value	30.241			0.000

Source: Primary Data

The regression coefficients suggest that for every one-unit increase in digital marketing effectiveness, consumer purchasing decisions increase by 0.446 units, holding product quality constant. Similarly, for every one-unit increase in perceived product quality, purchasing decisions also rise significantly, underscoring the dual importance of these variables in shaping consumer behavior within the safety equipment industry. These findings align with existing marketing theory, particularly the AIDA (Attention–Interest–Desire–Action) model, which posits that initial consumer attention may be captured through digital exposure, but the ultimate decision to act—in this case, to purchase—is contingent on trust in the product’s performance. Thus, digital marketing may be viewed as an effective awareness- and interest-building tool, while product quality functions as the decisive element that converts interest into actual purchase behavior.

The results of this study also indicate that product quality emerged as the stronger predictor of purchasing decisions. This finding reflects consumer priorities in contexts where safety and reliability are critical. In high-involvement decision-making processes, such as those involving safety, health, or financial investments, consumers often prioritize functional attributes and assurance of quality over other factors ([Dahiya, 2017](#)). [Kotler et al. \(2020\)](#) emphasize that reliability, durability, and compliance with established standards become the foundation of consumer trust and loyalty. Within the fire safety equipment industry, this emphasis is particularly salient because product failure has potentially life-threatening implications. Thus, rather than seeking affordability or convenience alone, consumers value the assurance that their investment will perform effectively under emergency conditions. This parallels the findings of [Mubita et al. \(2023\)](#), who demonstrated that effective fire safety management strategies depend heavily on equipment quality and compliance with safety regulations in urban markets.

At the same time, the positive and significant effect of digital marketing on consumer purchase decisions demonstrates the increasing relevance of online platforms in shaping behavior, even in industries traditionally perceived as conservative or offline-dominated. This supports the argument of [Khoziyah and Lubis \(2021\)](#), who observed that digital engagement through search engines and

social platforms builds consumer trust and accelerates purchase decision-making. [Tiago and Veríssimo \(2014\)](#) also highlighted the ability of digital tools to broaden a firm's market reach and facilitate two-way communication with consumers. This study extends these findings by showing that even in fire safety equipment—where purchases are often perceived as necessity-driven rather than preference-driven—digital visibility significantly improves consumer conversion. [Alshaketheep et al. \(2020\)](#) similarly found that during COVID-19, digital platforms became indispensable for both transactional and informational purposes, reinforcing the critical role of online engagement in consumer decision processes.

The managerial implications of these findings are substantial. SMEs operating in specialized industries like fire safety must pursue a dual strategy: (1) maintain rigorous product quality assurance, and (2) build a strong, deliberate digital presence. From a quality perspective, this involves implementing strict quality control measures, ensuring compliance with Indonesian National Standards (SNI), and obtaining credible certifications that can be highlighted in marketing materials. From a marketing perspective, SMEs should leverage tools such as search engine optimization (SEO) to improve visibility, WhatsApp Business for personalized and rapid communication, and targeted social media campaigns to reach retail customers. For example, practical strategies could include creating educational content about fire prevention, publishing customer testimonials, or offering interactive digital demonstrations of product usage. Compared to traditional methods such as word-of-mouth or offline exhibitions, these approaches require relatively modest investment but can significantly enhance consumer trust, brand awareness, and eventual sales.

Theoretically, this study contributes to the literature by examining product quality and digital marketing simultaneously rather than in isolation. Prior studies often addressed these variables separately, focusing on either the technological or product dimension. By integrating both, this research supports the notion that product credibility and digital visibility are interdependent drivers of purchasing behavior. Consumers may initially encounter the brand through digital channels, but their final decision is contingent on perceptions of product reliability. Conversely, even superior quality may not translate into market performance if the product lacks adequate digital presence to ensure visibility and consumer awareness. This synergy echoes the arguments of [Royle and Liang \(2014\)](#), who noted that digital marketing remains underexplored in niche or B2B sectors, despite its potential to complement traditional quality-based marketing strategies.

Despite its contributions, this study is not without limitations. First, the sample size was relatively modest (105 respondents), limiting the generalizability of the results. Larger-scale studies across multiple firms and geographic regions would strengthen the robustness of the findings. Second, the use of accidental sampling may introduce selection bias, as participants were primarily drawn from existing consumer networks. Third, because data collection was conducted online, the responses may not fully capture the perspectives of less digitally active consumers, who may still represent an important segment in the safety equipment market. These limitations, however, also offer opportunities for future research.

Future studies could explore additional variables that mediate or moderate the relationship between product quality, digital marketing, and purchasing decisions. For instance, factors such as

pricing perception, after-sales service, and brand reputation could provide richer insights into consumer decision-making. Comparative research across industries—such as construction, healthcare, or education—would also help identify whether the observed patterns are unique to fire safety equipment or generalizable to other high-involvement sectors. Moreover, longitudinal studies could examine how digital marketing effectiveness evolves over time, particularly as consumers become increasingly accustomed to digital-first interactions. Finally, policy-related research could evaluate how government programs, training initiatives, and subsidies may support SMEs in adopting digital tools while maintaining stringent quality assurance.

Overall, the findings highlight that consumer decision-making in the safety equipment industry cannot be reduced to a single dimension. Instead, it is shaped by the interplay of trust in product reliability and exposure through digital marketing. For practitioners, this implies that neither quality assurance nor digital visibility alone is sufficient; both must be strategically integrated. For scholars, the study underscores the importance of examining marketing strategies in under-researched industries, thereby broadening the theoretical scope of digital marketing and SME competitiveness.

Practical Implications

For SMEs like CV. Alfa Galuh Perkasa, the findings suggest that improving perceived product reliability and expanding digital engagement—particularly SEO and referral networks—can significantly enhance sales performance. This is especially relevant for individual consumers unfamiliar with technical safety products.

Comparison with Previous Studies

The findings align with [Luangrath et al. \(2022\)](#), who discussed the role of virtual product engagement in consumer perception. Similarly, [Pratminingsih et al. \(2022\)](#) showed digital touchpoints as enablers of ongoing consumer engagement. This study expands those findings by applying them to a relatively underserved segment — fire safety equipment — and highlighting how both product assurance and digital visibility influence buying behaviour.

Limitations and Cautions

This study employed a cross-sectional design, limiting causal inference. Additionally, the sample was drawn through accidental sampling, which may affect generalizability. Future studies should consider stratified or purposive methods and compare different market segments (e.g., B2B vs. B2C).

Recommendations for Future Research

Further research could explore the longitudinal impacts of brand familiarity and maintenance services, as well as the role of live chat, mobile marketing, or influencer-based digital strategies in niche industrial sectors.

CONCLUSION

This study demonstrates that both product quality and digital marketing significantly affect consumer purchasing decisions for safety equipment, with product reliability emerging as the most influential factor. Digital marketing—especially through SEO and affiliate channels—also plays a key role in connecting with individual buyers.

For SMEs in specialized industries, the findings highlight the importance of combining technical excellence with a strong digital presence to enhance competitiveness and market reach. Future research is encouraged to explore the long-term effects of digital strategies and product assurance, as well as to investigate additional digital marketing tools, such as live chat or influencer marketing, in niche sectors.

Ultimately, this study makes a unique contribution to the digital marketing literature by applying a dual-variable approach to the under-researched context of fire safety product distribution, offering new insights into how quality and digital engagement jointly drive consumer behavior in this sector.

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