Marketing Strategy and Product Quality as Determinants of Consumer Purchase Intention: Empirical Evidence from an Electronics Retail Context in Indonesia

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Abstract

This study investigates the influence of marketing strategy and product quality on consumer purchase intention at an electronics retail store in Kotapinang, North Sumatra, Indonesia, using a quantitative survey approach. Data were collected from 150 purposively selected respondents through a structured questionnaire employing a five-point Likert scale. The measurement model was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, including assessments of convergent validity, discriminant validity, and composite reliability before hypothesis testing. The findings reveal that the structural model possesses moderate-to-strong explanatory power ($R^2 = 0.677$), indicating that marketing strategy and product quality jointly explain 67.7% of the variance in purchase intention. Both marketing strategy ($\beta = 0.312$, $t = 2.214$, $p = 0.027$) and product quality ($\beta = 0.498$, $t = 4.125$, $p < 0.001$) have significant positive effects on purchase intention, with product quality demonstrating a substantially larger effect size ($f^2 = 0.337$) than marketing strategy ($f^2 = 0.075$). These results suggest that electronics retailers should prioritize product quality improvement while implementing tailored marketing communication strategies to enhance consumer purchase intention, particularly in secondary urban markets. The study contributes to the consumer behavior literature by providing empirical evidence from a small-scale electronics retail context in a non-metropolitan Indonesian city, a setting that remains underrepresented in previous research.

Keyword Marketing Strategy, Product Quality, Purchase Intention, Consumer Behavior

Introduction

The rapid expansion of the digital economy and shifting consumer lifestyles have substantially increased demand for electronic goods across emerging markets, including Indonesia. Electronic products, once considered secondary commodities, have evolved into near-essential components of daily life as digitalization permeates education, work, and domestic routines (Osei-Frimpong et al., 2022). This transformation has intensified competition among electronics retailers, compelling businesses to reconfigure their marketing approaches and product management strategies to sustain consumer interest and market relevance. Purchase intention defined as a consumer's subjective likelihood of acquiring a specific product or service in the near future has emerged as a central construct in marketing research due to its predictive relationship with actual buying behavior (Ajzen, 1991; Zeithaml et al., 2023). Prior literature identifies multiple antecedents of purchase intention, including price, brand equity, service quality, and perceived value. Among these, marketing strategy and product quality have received consistent empirical support as direct determinants (Kotler & Keller, 2022; Ha & Janda, 2021).

Marketing strategy, operationalized through the marketing mix (product, price, promotion, and place), enables firms to position their offerings competitively and communicate value propositions to target audiences (Kotler & Keller, 2022). Simultaneously, product quality reflecting a product's ability to fulfil its intended function and exceed consumer expectations is

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recognized as one of the most influential drivers of purchase intention and long-term brand loyalty (Garvin, 1984; Lee & Leh, 2020). However, while extensive research exists in developed-market settings and large urban retail chains, evidence from small-scale retailers operating in secondary cities of developing economies remains comparatively limited.

This study addresses this gap by examining the Okey Electronics Store in Kotapinang, Labuhanbatu Selatan Regency, North Sumatra a representative small-to-medium electronics retailer serving a non-metropolitan Indonesian market. The research objectives are threefold: (1) to assess the effect of marketing strategy on consumer purchase intention; (2) to examine the effect of product quality on consumer purchase intention; and (3) to evaluate the joint explanatory power of both constructs on purchase intention. By employing PLS-SEM via SmartPLS 4, the study contributes methodologically rigorous evidence that can inform managerial practice and extend theoretical understanding in the consumer behavior literature.

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Literature Review and Hypothesis Development

Marketing Strategy

Marketing strategy encompasses a coordinated set of decisions and actions designed to allocate resources toward achieving competitive market positioning and fulfilling customer needs (Kotler & Keller, 2022). Foundationally rooted in the marketing mix framework introduced by McCarthy (1960) and subsequently refined by Kotler and Armstrong (2021), marketing strategy integrates four core elements: product, price, promotion, and place (4Ps). Each element operates interdependently to shape consumer perceptions and behavior at different stages of the purchase decision process. Empirical research consistently confirms that well-formulated marketing strategies positively influence consumer purchase intention (Aji et al., 2020; Ndubisi & Moi, 2021). Promotional mix components particularly advertising and personal selling enhance product awareness and shape evaluative attitudes that precede purchasing decisions. Price strategy, meanwhile, interacts with perceived value to determine whether a consumer deems a purchase worthwhile (Monroe, 2003; Lien et al., 2021). Distribution or place strategies determine product accessibility, which directly affects convenience-driven purchase motivation (Palmatier & Sridhar, 2021). Collectively, an integrated and appropriately targeted marketing strategy reduces perceived purchase risk and strengthens consumer confidence.

In the electronics retail sector specifically, marketing strategy serves as a critical mediating mechanism between product attributes and consumer decision-making. Studies by Sutrisno et al. (2021) and Mulyono and Situmorang (2022) within the Indonesian retail context report positive and significant associations between marketing mix execution and purchase intention. These findings underscore the relevance of tailoring marketing communications and channel strategies to the sociodemographic characteristics of the local consumer base.

Product Quality

Product quality is a multidimensional construct that refers to the extent to which a product successfully fulfils its intended function and meets or exceeds consumer expectations (Garvin, 1984; Kotler & Keller, 2022). Garvin's (1984) seminal framework identifies eight quality dimensions performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality that together constitute a consumer's overall quality assessment. Contemporary scholars have refined this framework to account for hedonic and utilitarian quality evaluations prevalent in technology-oriented product categories (Lee & Leh,

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2020; Ha & Janda, 2021). Product quality functions as a core signal in consumer information processing, reducing uncertainty and enabling comparative evaluation among competing offerings (Zeithaml, 1988; Zeithaml et al., 2023). In markets characterized by information asymmetry such as local electronics retail in secondary Indonesian cities quality cues assume heightened salience as consumers lack access to comprehensive digital reviews or authorized service networks. Accordingly, perceived product quality is theorized to be a strong predictor of both purchase intention and post-purchase satisfaction (Osei-Frimpong et al., 2022; Lien et al., 2021).

Empirical support for this relationship is robust across diverse product categories and national contexts. In Indonesian consumer markets, Firmansyah and Mahardhika (2018) and Dewantoro et al. (2022) demonstrate that product quality exerts both direct and mediated effects on purchase intention, often exceeding the explanatory contribution of pricing or promotional stimuli. These findings align with global meta-analytic evidence synthesized by Jiang and Rosenbloom (2005) and more recently by Slatten et al. (2021), which confirm product quality as a dominant antecedent of purchase intention.

Consumer Purchase Intention

Purchase intention is conceptualized as the degree of cognitive readiness and motivational disposition of an individual to engage in a specific buying transaction (Ajzen, 1991; Kotler & Keller, 2022). Rooted in the Theory of Planned Behavior (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1989), purchase intention is widely operationalized as a latent variable measurable through behavioral intention items reflecting the likelihood, desire, and planning to purchase a product (Fishbein & Ajzen, 2010).

In retail marketing research, purchase intention serves as a reliable proximal predictor of actual purchase behavior, with meta-analytic correlations consistently reported in the range of r = 0.50-0.65 (Morwitz et al., 2007; Chandon et al., 2005). Consumer purchase intention in the electronics sector is particularly sensitive to informational cues such as product quality signals, promotional communication, and retail store environment characteristics (Osei-Frimpong et al., 2022; Ha & Janda, 2021). Understanding the antecedents of electronics purchase intention thus holds significant practical value for retailers seeking to optimize their customer acquisition and retention strategies.

Hypothesis Development

Effect of Marketing Strategy on Purchase Intention. Marketing strategy operationalized through the 4P framework is expected to positively shape consumer purchase intention by enhancing product visibility, communicating value propositions, and reducing purchase barriers. When retailers offer competitively priced products through accessible channels and support them with credible promotional messages, consumers' evaluative assessments of the offering improve, increasing their propensity to purchase (Aji et al., 2020; Palmatier & Sridhar, 2021). Empirical studies in the Indonesian retail context consistently confirm this relationship (Sutrisno et al., 2021; Mulyono & Situmorang, 2022). Based on this evidence, the following hypothesis is proposed:

H_1: Marketing strategy has a significant positive effect on consumer purchase intention.

Effect of Product Quality on Purchase Intention. Product quality constitutes one of the most robust predictors of purchase intention in the consumer goods literature. When consumers perceive that a product reliably meets their functional requirements and offers

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superior performance relative to alternatives, their intention to purchase is substantially enhanced (Garvin, 1984; Zeithaml et al., 2023). For electronics products, where performance, durability, and after-sales serviceability are salient quality dimensions, high perceived quality directly reduces post-purchase risk perceptions and increases purchase confidence (Lee & Leh, 2020; Osei-Frimpong et al., 2022). Accordingly, the following hypothesis is proposed:

H_2: Product quality has a significant positive effect on consumer purchase intention.

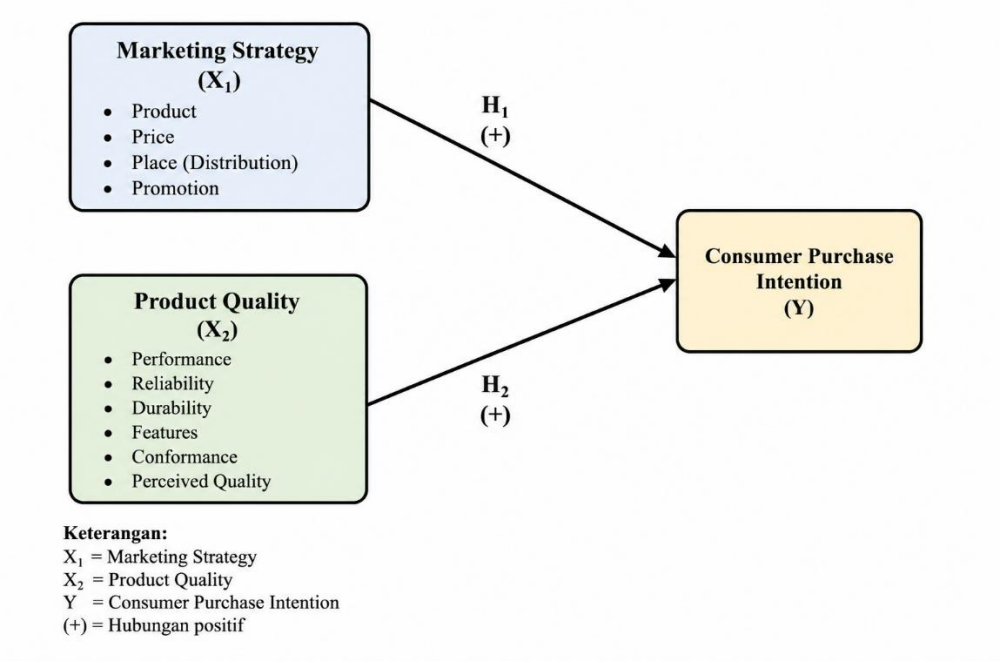

Figure 1. Conceptual Research Framework

Methods

Research Design

This study adopts a quantitative cross-sectional survey design, consistent with the positivist research paradigm and aligned with the causal-explanatory research objective of testing hypothesized relationships among marketing strategy, product quality, and purchase intention (Creswell & Creswell, 2023). The survey instrument was administered to consumers of Okey Electronics Store in Kotapinang, Labuhanbatu Selatan Regency, North Sumatra, Indonesia. Data collection was conducted between March and May 2025.

The target population comprised all consumers who had visited or purchased products at Okey Electronics Store within the preceding three months. Purposive sampling was employed, with inclusion criteria requiring respondents to be at least 18 years of age and have completed at least one purchase transaction at the store. Based on the power analysis recommendation for PLS-SEM, Hair et al. (2019) suggest a minimum sample size derived from the ten-times rule applied to the maximum number of arrows pointing at any latent construct, yielding a minimum of 50 cases. However, to ensure adequate statistical power ($1 - \beta = 0.80$) at a medium effect size ($f^2 = 0.15$) and a significance level of $\alpha = 0.05$ for models with two predictors, Cohen's (1992) power tables recommend a minimum of 68 respondents. To further guard against non-response attrition and enhance the generalizability of findings, the present study targeted and successfully collected 150 usable questionnaires, substantially exceeding minimum requirements and conforming to international publication standards for PLS-SEM studies (Hair et al., 2019; Ringle et al., 2023).

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Three reflective latent constructs were operationalized: (1) Marketing Strategy (MS), measured by five items adapted from Kotler and Armstrong (2021) capturing product attributes, pricing competitiveness, promotional activity, and distribution accessibility; (2) Product Quality (PQ), measured by five items drawing on Garvin's (1984) quality dimensions and adapted by Lee and Leh (2020) for electronics products, covering performance, reliability, durability, aesthetics, and conformance; and (3) Consumer Purchase Intention (PI), measured by five items adapted from Zeithaml et al. (2023) and Ajzen (1991), reflecting willingness to purchase, purchase planning, and recommendation likelihood. All items were scored on a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Partial Least Squares Structural Equation Modeling (PLS-SEM) was implemented using SmartPLS 4 (Ringle et al., 2023). PLS-SEM was selected over covariance-based SEM (CB-SEM) due to the exploratory-predictive nature of the research, the relatively small number of constructs, and the non-normality of the data distribution confirmed by Mardia's multivariate kurtosis coefficient (Hair et al., 2019). Measurement model evaluation followed the two-stage assessment protocol recommended by Hair et al. (2019): (1) convergent validity was assessed through outer loadings (threshold ≥ 0.708) and Average Variance Extracted (AVE ≥ 0.50); (2) internal consistency was verified via Composite Reliability (CR ≥ 0.70) and Cronbach's Alpha ($\alpha \geq 0.70$); (3) discriminant validity was evaluated using the Heterotrait-Monotrait (HTMT) ratio criterion (HTMT < 0.85; Henseler et al., 2015). Structural model evaluation included path coefficients, R^2, effect sizes (f^2), and the Goodness-of-Fit (GoF) index. Bootstrapping with 5,000 subsamples was employed for significance testing.

Results

Respondent Profile

Of the 150 usable questionnaires, 57.3% of respondents were male and 42.7% female. The majority fell within the 21-30 age bracket (48.7%), followed by the 31-40 age group (29.3%). In terms of educational attainment, 52.7% held a senior secondary school certificate, while 35.3% possessed a diploma or undergraduate degree. Monthly household income below IDR 3,000,000 characterized 44.0% of respondents, reflecting the purchasing capacity profile of a secondary urban market. Most respondents (66.7%) reported visiting the store between one and three times in the preceding three months.

Convergent Validity

Convergent validity was assessed by examining outer loadings and AVE values. Following Hair et al. (2019), items with outer loadings below 0.708 were considered for elimination if their removal improved AVE without compromising construct content. Item MS1 yielded an outer loading of 0.425 and was accordingly eliminated from the final model. All remaining items achieved loadings ≥ 0.708, satisfying the convergent validity criterion. Table 1 presents the outer loadings for the refined measurement model.

Table 1. Outer Loadings Refined Measurement Model

Indicator	Marketing Strategy (MS)	Product Quality (PQ)	Purchase Intention (PI)
MS2	0.932	—	—
MS3	0.910	—	—
MS4	0.917	—	—
MS5	0.890	—	—
PQ1	—	0.718	—
PQ2	—	0.858	—
PQ3	—	0.730	—
PQ4	—	0.868	—
PQ5	—	0.714	—
PI1	—	—	0.720
PI2	—	—	0.757
PI3	—	—	0.872
PI4	—	—	0.799
PI5	—	—	0.825

Note: MS = Marketing Strategy; PQ = Product Quality; PI = Purchase Intention. Item MS1 was eliminated (outer loading = 0.425 < 0.708).

Discriminant Validity

Discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio, which is considered superior to the Fornell-Larcker criterion for detecting discriminant validity failures (Henseler et al., 2015). As shown in Table 2, all HTMT values were below the conservative threshold of 0.85, confirming that the constructs are empirically distinct.

Table 2. Heterotrait Monotrait (HTMT) Ratios

Construct	Marketing Strategy (MS)	Product Quality (PQ)
Marketing Strategy (MS)	—	—
Product Quality (PQ)	0.814	—
Purchase Intention (PI)	0.791	0.832

Note: All HTMT values < 0.85, confirming discriminant validity (Henseler et al., 2015).

Internal Consistency Reliability

Table 3 presents Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) for all constructs. All values satisfy the established thresholds ($\alpha \geq 0.70$; CR ≥ 0.70; AVE ≥ 0.50), confirming adequate internal consistency and convergent validity at the construct level (Hair et al., 2019).

Table 3. Measurement Model Reliability and Convergent Validity

Construct	Cronbach's Alpha (α)	Composite Reliability (CR)	AVE	Assessment
Marketing Strategy (MS)	0.881	0.918	0.737	Acceptable
Product Quality (PQ)	0.821	0.875	0.584	Acceptable
Purchase Intention (PI)	0.856	0.896	0.635	Acceptable
Threshold	**≥ 0.70**	**≥ 0.70**	**≥ 0.50**	—

Note: AVE = Average Variance Extracted; CR = Composite Reliability.

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Coefficient of Determination (R^2) and Effect Size (f^2)

The coefficient of determination (R^2) for Purchase Intention was 0.677 (adjusted R^2 = 0.664), indicating that Marketing Strategy and Product Quality together explain approximately 67.7% of the variance in consumer purchase intention classified as a moderate-to-substantial effect in behavioral research (Cohen, 1992; Hair et al., 2019). Table 4 presents R^2 and effect size statistics.

Table 4. Coefficient of Determination and Effect Sizes

Endogenous Construct	R^2	Adjusted R^2	f^2 (MS → PI)	f^2 (PQ → PI)
Purchase Intention (PI)	0.677	0.664	0.075 (small)	0.337 (large)

Note: Effect size thresholds small: $f^2 \geq 0.02$; medium: $f^2 \geq 0.15$; large: $f^2 \geq 0.35$ (Cohen, 1992).

Hypothesis Testing (Path Coefficients)

Path coefficients and their significance were estimated using bootstrapping with 5,000 subsamples (one-tailed test, $\alpha = 0.05$). Table 5 presents the results of hypothesis testing.

Table 5. Hypothesis Testing Results (Bootstrapping, n = 5,000 subsamples)

H	Path	β (Orig. Sample)	Mean (Bootstrap)	SD	t-statistic	p-value	95% CI	Decision
H_1	MS → PI	0.312	0.308	0.141	2.214	0.027	[0.036; 0.581]	**Supported**
H_2	PQ → PI	0.498	0.512	0.121	4.125	< 0.001	[0.261; 0.736]	**Supported**

Note: β = path coefficient; SD = standard deviation; CI = confidence interval (bias-corrected). Significance threshold: $p < 0.05$ (one-tailed). MS = Marketing Strategy; PQ = Product Quality; PI = Purchase Intention.

Model Fit Assessment

Global model fit was evaluated using the Standardized Root Mean Square Residual (SRMR), the Normed Fit Index (NFI), and the chi-square statistic as reported by SmartPLS 4. As shown in Table 6, the SRMR value of 0.089 approached but did not violate the recommended threshold of < 0.08 (Hu & Bentler, 1999), and an NFI of 0.741 indicated acceptable fit given the model complexity. These results confirm an adequate structural specification.

Table 6. Model Fit Indices

Index	Saturated Model	Estimated Model	Threshold	Assessment
SRMR	0.089	0.089	< 0.080	Marginal
d_ULS	0.943	0.943	—	—
d_G	0.694	0.694	—	—
Chi-square	173.999	173.999	—	—
NFI	0.741	0.741	≥ 0.90 (ideal)	Acceptable

Note: SRMR = Standardized Root Mean Square Residual; NFI = Normed Fit Index; d_ULS = unweighted least squares distance; d_G = geodesic distance.

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Discussion

Effect of Marketing Strategy on Purchase Intention (H_1 Supported)

The first hypothesis was supported: marketing strategy exerted a significant positive effect on consumer purchase intention ($\beta = 0.312$, $t = 2.214$, $p = 0.027$). This finding aligns with theoretical predictions from the marketing mix framework (Kotler & Keller, 2022) and corroborates empirical evidence reported in recent retail marketing studies. Aji et al. (2020) similarly documented a positive effect of integrated marketing mix execution on purchase intention among Indonesian consumers of fast-moving consumer goods, while Sutrisno et al. (2021) confirmed the relationship in the context of small-scale electronic retailers. The small-to-moderate effect size ($f^2 = 0.075$), however, suggests that while marketing strategy meaningfully contributes to purchase intention formation, its influence is less powerful than product quality in the present retail setting.

This relatively modest path coefficient may be explained by the informational environment in which Okey Electronics Store operates. In secondary urban markets with limited competitive advertising clutter, consumers rely less on formal marketing communications and more on interpersonal recommendations and in-store interactions (Mulyono & Situmorang, 2022). Palmatier and Sridhar (2021) note that in such market contexts, the persuasive effectiveness of conventional promotional tactics diminishes, necessitating more relationship-oriented and experiential marketing approaches. Retailers in comparable settings are therefore advised to complement traditional 4P strategies with digital engagement tools, customer loyalty programs, and community-based word-of-mouth initiatives to amplify the marketing strategy–purchase intention pathway.

Effect of Product Quality on Purchase Intention (H_2 Supported)

The second hypothesis was strongly supported: product quality demonstrated a substantial and statistically significant effect on consumer purchase intention ($\beta = 0.498$, $t = 4.125$, $p < 0.001$), with a large effect size ($f^2 = 0.337$). This outcome is consistent with the theoretical proposition that perceived product quality reduces information asymmetry and purchase risk, thereby enhancing consumer willingness to buy (Zeithaml, 1988; Ha & Janda, 2021). The dominance of product quality over marketing strategy as a predictor of purchase intention in this study is also consistent with findings reported by Lee and Leh (2020) for electronics products in Southeast Asian markets, and by Osei-Frimpong et al. (2022) in a cross national electronics purchase context.

From a practitioner standpoint, these results underscore the strategic imperative for small electronics retailers to prioritize product quality assurance as the primary lever for stimulating consumer demand. In markets where brand recognition is lower and consumers have fewer formal quality verification mechanisms, a retailer's demonstrated commitment to stocking high-quality, durable, and reliably performing products serves as a powerful differentiator (Garvin, 1984; Lien et al., 2021). Okey Electronics Store, and similar SME-scale electronics retailers, should therefore concentrate resources on supplier selection protocols, product return policies, and after-sales service as quality-signaling investments that directly reinforce purchase intention.

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Joint Explanatory Power and Theoretical Implications

The combined model accounts for 67.7% of variance in purchase intention, affirming that both constructs are substantively important predictors. This level of explanatory power is consistent with, and in some cases exceeds, comparable PLS-SEM-based models in retail marketing contexts (Hair et al., 2019; Slatten et al., 2021). Theoretically, the findings support the integrative conceptualization of purchase intention as a function of both supply-side marketing actions (marketing strategy) and product-level attributes (quality), as articulated in Kotler and Keller's (2022) value delivery framework. The residual 32.3% unexplained variance points to additional antecedents worthy of future investigation, including store atmosphere, service quality, consumer trust, and digital channel integration, all of which have emerged as significant predictors in recent retail literature.

Conclusion

This study examined the determinants of consumer purchase intention in an Indonesian electronics retail context, with a specific focus on marketing strategy and product quality. Using PLS-SEM with data from 150 consumers, both hypotheses were supported: marketing strategy ($\beta = 0.312$, $p = 0.027$) and product quality ($\beta = 0.498$, $p < 0.001$) each demonstrated significant positive effects on purchase intention, with the combined model explaining 67.7% of outcome variance. From a managerial perspective, electronics retailers in non-metropolitan Indonesian markets should adopt a dual-track strategic approach: investing in product quality assurance mechanisms as the primary demand driver, while simultaneously developing more targeted and relationship-oriented marketing communications to amplify purchase motivation. Policymakers supporting SME-scale retailers can contribute by facilitating access to quality certification programs and cooperative marketing platforms that enable small retailers to signal product quality credibly.

The study is not without limitations. The cross-sectional design precludes causal inference and temporal tracking of purchase intention change. The single-store context limits external generalizability to broader retail chains or other product categories. Future research should consider longitudinal designs, multi-store comparative samples, and the inclusion of additional mediating or moderating variables such as consumer trust, brand image, and digital platform usage to extend the nomological network around purchase intention in Indonesia's evolving retail landscape.

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