

The Influence of Product Quality, Brand Image, and Promotion on Purchase Decisions of Teh Gelas Products in Surabaya

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ABSTRACT

This study aims to analyze the influence of product quality, brand image, and promotion on purchasing decisions of Teh Gelas products in Surabaya. This research is a quantitative study with a descriptive and associative approach. Data were collected through questionnaires distributed via Google Forms to 112 respondents who had purchased Teh Gelas products in Surabaya. The sampling technique used was purposive sampling, while data were analyzed using the Partial Least Squares (PLS) method with the help of SmartPLS 3.0 software. The results of the study indicate that product quality and promotion have a positive and significant effect on purchasing decisions, meaning that the better the taste quality of Teh Gelas, the higher the consumers' purchasing tendency. However, brand image has a negative and insignificant effect on purchasing decisions. This study confirms that product quality and promotion are the main factors influencing purchasing decisions for Teh Gelas in Surabaya, while brand image does not have a significant effect.

INTRODUCTION

The advancement of science and technology has driven industrial growth, particularly in the economic sector, where every business actor is required to continuously innovate and compete optimally. One of the sectors that contributes significantly to Indonesia's Gross Domestic Product (GDP) is the food and beverage industry, fueled by the high level of public consumption of ready-to-eat products. The food and beverage industry recorded the highest non-oil and gas GDP contribution, reaching 40.33% in the second quarter of 2024 (Ministry of Industry, 2024).

Tea is one of Indonesia's key export commodities and the most widely consumed beverage after water. Data from the Ministry of Agriculture show that tea production increased by 3% and productivity rose by 4% in 2022–2023 (Rinawati, 2025). According to Hosea in Natasha Angeline (2023), tea is classified into three types: loose tea, tea bags, and ready-to-drink (RTD) packaged tea. The increasing public consumption of RTD tea has encouraged many companies to produce packaged tea, as the high demand has intensified competition among producers in maintaining their market share.

The Indonesian Soft Drink Industry Association (ASRIM) recorded a 3.1% year-on-year (YoY) increase in national sales of soft drinks, including RTD tea, in 2023 (Kontan.co.id). This highlights the growing popularity of packaged tea as a top consumer choice. The high demand for packaged tea in Indonesia has driven market expansion and intensified competition. To remain competitive, companies are required to continuously innovate and develop their products to meet consumer needs and face the emergence of numerous packaged tea brands, including those from micro, small, and medium enterprises (MSMEs).

Teh Gelas is a product of PT Orang Tua, which pioneered RTD (Ready-to-Drink) tea in cup packaging since 2007 and began developing bottled variants in 2014. The product offers various flavors and sizes, focusing on quality, taste, and hygiene. PT Orang Tua consistently maintains the quality, flavor, and cleanliness of Teh Gelas by utilizing PET Aseptic Cold Filling and Ultra High Temperature technology. This process not only preserves the natural taste but also makes the product more environmentally friendly (Teh Gelas, 2020).

Table 1. Ready-to-Drink (RTD) Tea Brands in Packaging, 2020–2024

Brand Name	2020	2021	2022	2023	2024
Teh Pucuk Harum	34,70%	36,80%	32,60%	30,60%	29,60%
Teh Botol Sosro	17,50%	18,60%	20,10%	18,80%	20,00%
Frestea	10,40%	11,80%	10,40%	11,00%	12,00%
Teh Gelas	13,00%	12,50%	10,50%	9,30%	6,20%

Source: Top Brand Index

Based on the Top Brand Index data from 2020 to 2024, Teh Gelas has experienced a continuous decline in market share, dropping from 13.00% in 2020 to only 6.20% in 2024. Meanwhile, other brands such as Teh Pucuk Harum, Teh Botol Sosro, and Frestea have shown more stable or even increasing trends,

indicating that Teh Gelas is beginning to lag behind in the packaged tea market competition. The significant decline of Teh Gelas reflects the intense competition within the RTD tea industry, particularly from brands like Teh Botol Sosro and Teh Pucuk Harum. Without immediate innovation and stronger marketing strategies, Teh Gelas risks continuing to lose its market share due to declining consumer perceptions of its product quality, brand image, and promotional effectiveness.

According to Kotler (as cited in Cyrilla Wilda Rizani, 2022), product quality refers to the extent to which a product can deliver performance that meets or even exceeds customer expectations. To achieve the desired level of product quality, the implementation of clear quality standards is essential. Teh Gelas has received negative reviews on social media platforms regarding a decline in taste and inconsistent aroma. These complaints reflect product quality issues that fail to meet consumer expectations and may influence purchasing decisions.

According to Kotler and Armstrong (as cited in Sakti, 2020), brand image is the impression or perception that arises in the minds and feelings of consumers when they see or hear a brand's name. Teh Gelas has also received various negative reviews on social media platforms, leading to a decline in its brand image. Consumers have expressed that the taste of Teh Gelas has changed and is not as good as it used to be; some even stated their intention to switch to other brands perceived to have superior quality and greater reliability. This situation indicates that the brand image of Teh Gelas is deteriorating in the eyes of consumers, which can directly affect their purchasing decisions.

According to Kotler and Armstrong (as cited in Tanjung, 2020), promotion is an activity carried out by a company to communicate the advantages of a product and persuade consumers to become interested and make a purchase. Teh Gelas has implemented various promotional strategies to maintain its market position, such as offering direct prize promotions on its packaging that provide consumers with the opportunity to win cash rewards worth up to billions of rupiah for purchasing Teh Gelas products. However, numerous negative reviews have appeared on social media, where consumers complained about purchasing large quantities of the product without receiving the promised prizes. This situation indicates that Teh Gelas's promotional implementation has not fully met consumer expectations.

This study was conducted to empirically analyze the influence of product quality, brand image, and promotion on purchasing decisions for Teh Gelas products in Surabaya. By understanding the relationship among these variables, the results of this research are expected to provide a theoretical contribution to the development of marketing science, particularly in understanding the factors that influence consumer behavior in the ready-to-drink beverage industry, as well as a practical contribution for companies in formulating more effective marketing strategies to enhance purchasing decisions and maintain competitiveness in the market.

THEORETICAL REVIEW

Product Quality

According to Kotler (as cited in Sakti Riana Fatmaningrum, 2020), product quality is the ability of a product to perform its functions, which includes durability, reliability, precision, ease of use and maintenance, as well as other related attributes. Furthermore, Kotler and Armstrong (as cited in Eka Adi Dharma, 2025) state that in today's digital era, product quality remains a key element influencing consumers' purchasing decisions, even amid declining sales figures. Consumers tend to make purchasing decisions when they find a product that they perceive as meeting their needs (Safarudin Baihaky, 2022).

This statement is supported by research conducted by Merchelly & Ugy (2022), which shows that product quality has a positive and significant effect on consumer purchasing decisions. The findings are consistent with a study by Khoirunnisa & Ugy (2022), which also indicates that product quality exerts a positive and significant influence on purchasing decisions.

Brand Image

According to Kotler and Keller (as cited in Edi Sucipto Tanady, 2020), brand image is a representation of a name, term, symbol, design, or a combination of these elements that serves to identify a product or service offered by an individual or group of sellers and to differentiate it from products or services owned by competitors. Furthermore, Armansah and Yosepha (as cited in Rizky Agung Wicaksono, 2023) define brand image as the overall perception or impression embedded in the public's mind about a company.

A strong and positive brand image can encourage more consumers to make purchasing decisions, as the brand serves as an essential element that builds trust and becomes one of the main reasons consumers choose to buy a product (Dinda Puji Lestari, 2023). This statement is supported by research conducted by Merchelly & Ugy (2022), which shows that product brand image influences consumer purchasing decisions. The findings are consistent with a study by Debito & Hery (2022), which demonstrates that brand image has a positive and significant effect on purchasing decisions.

Promotion

Kotler and Keller in (Muchamad Ichsan Maulana, 2025) state that sales promotion is a form of communication between sellers and potential consumers or other parties within the distribution channel, aimed at influencing their attitudes and behaviors toward a product. According to Tjiptono in (Mita Sari Tolan, 2021), promotion is one of the components of the marketing mix that plays a role in delivering information, persuading, and reminding consumers about the brand and products offered by the company. Through promotional activities, consumers can understand the usefulness and benefits of a product, which can influence their attitudes and encourage purchasing decisions (Solihin, 2020). This is supported by research conducted by Amalia & Pontjo Bambang (2023), which shows that promotion has a positive and significant effect on purchasing decisions. This finding is consistent with the research of Dini Rachma (2021), which also indicates that promotion positively influences purchasing decisions.

Purchasing Decisions

According to Kotler and Keller in (Ivania Alma Shanjaya, 2023), a purchasing decision is the action taken by consumers in selecting and buying the product they consider most suitable or preferable. Kotler and Armstrong in (James Prabowo Soetanto, 2020) define purchasing decisions as part of consumer behavior that describes the process by which individuals, groups, or organizations select, purchase, and use products, services, ideas, or experiences to satisfy their needs and desires. Similarly, Fandy Tjiptono in (Tanjung, 2020) explains that a purchasing decision is a process in which consumers recognize a need or problem, seek information about specific products or brands, evaluate how well each alternative can provide a solution, and ultimately decide to make a purchase. Based on these expert opinions, it can be concluded that a purchasing decision is a series of processes within consumer behavior that begins with the recognition of a need or problem, followed by information searching and evaluation of available product or brand alternatives, leading to the final decision to purchase the product deemed most suitable or preferred.

Conceptual Framework

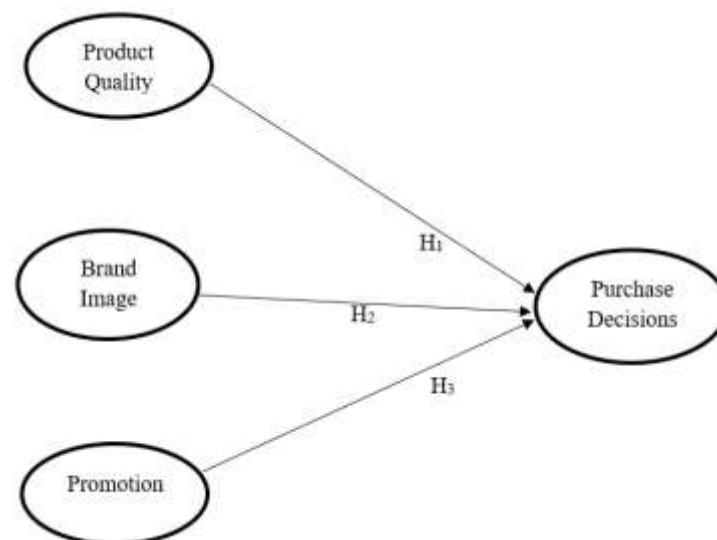


Figure. 1 Conceptual Framework

Hypothesized

1. H1: It is hypothesized that product quality has a positive effect on purchasing decisions for Teh Gelas products in Surabaya.
2. H2: It is hypothesized that brand image has a positive effect on purchasing decisions for Teh Gelas products in Surabaya.
3. H3: Promotion is presumed to have a positive effect on purchasing decisions for Teh Gelas products in Surabaya.

METHODOLOGY

This study employed a quantitative approach with a non-probability sampling technique using purposive sampling involving 112 respondents. Data were collected through a questionnaire distributed via Google Form to respondents aged at least 17 years who had purchased and consumed Teh Gelas in Surabaya. The responses were measured using a 5-point Likert scale to assess respondents' perceptions of the studied variables. The analyzed variables included product quality and brand image as independent variables, and repurchase intention as the dependent variable. The data were analyzed using the Partial Least Squares (PLS) method to examine the relationships among variables and test the proposed hypotheses.

RESULTS

Outer Model

Convergent Validity

Table 2. Outer Loadings

	Product Quality	Brand Image	Promotion	Purchase Decisions
X1.1	0.946			
X1.2	0.897			
X1.3	0.942			
X2.1		0.914		
X2.2		0.956		
X2.3		0.933		
X2.4		0.933		
X3.1			0.963	
X3.2			0.956	
X3.3			0.962	
Y1				0.901
Y2				0.963
Y3				0.848
Y4				0.928

The value of the loading factor is said to be qualified as a whole because all variables have values above 0,7.

Discriminant Validity

Table 3. The Cross Loadings Test

	Product Quality	Brand Image	Promotion	Purchase Decisions
KP.1	0.946	0.730	0.749	0.928
KP.2	0.897	0.749	0.753	0.759
KP.3	0.942	0.734	0.746	0.874
CM.1	0.709	0.914	0.793	0.709
CM.2	0.733	0.956	0.808	0.714
CM.3	0.751	0.933	0.830	0.742
CM.4	0.765	0.933	0.805	0.775
P.1	0.771	0.861	0.963	0.792
P.2	0.800	0.820	0.956	0.829
P.3	0.749	0.817	0.962	0.779
KP.1	0.800	0.732	0.760	0.901
KP.2	0.935	0.730	0.775	0.963
KP.3	0.739	0.696	0.769	0.848
KP.4	0.881	0.718	0.739	0.928

Based on the result of the cross loading test, all indicators are said to be eligible. The variables Product Quality (X1), Brand Image (X2), Promotion (X3) and Purchase Decisions (Y) have values above 0,70. This indicates that indicators is able to explain the relate variable dominantly, so that all indicators of this study can be said to meet the validity criteria well.

Discriminant Validity

Table 4. The R-Square value

	R-Square
Purchase Decisions (Y)	0.877

Based on the R-square value in this structural model, it is used to assess how much influence free (exogenous) variables have on bound variables (endogenous) in the research model. In this case, the value for the job satisfaction variable is 0.877. This means that this model is able to explain the influence of organizational culture and career development on job satisfaction by 87.7%. The rest, which is 0,123 or equivalent to 12.3%, is influenced by other variables outside the variables being analyzed in the model.

Table 5. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0.723	0.729	0.059	12.242	0.000
X2 -> Y	-0.008	-0.010	0.078	0.108	0.914
X3 -> Y	0.258	0.254	0.098	2.639	0.008

The findings can be summarized as follows:

1. The product quality variable exerts a positive and significant influence on purchasing decisions.
2. The brand image variable shows a negative yet insignificant influence on purchasing decisions.
3. The promotion variable demonstrates a positive and significant influence on purchasing decisions.

DISCUSSION

The Influence of Product Quality (X1) on Purchasing Decisions (Y)

The results of data analysis using PLS show that product quality has a positive and significant effect on purchasing decisions for Teh Gelas products in Surabaya. In other words, the better the product quality of Teh Gelas, the higher the consumers' tendency to make a purchase. This finding confirms that product quality is one of the key factors supporting sales performance. A high-quality product can make an important contribution to the sustainability and growth of the company's business.

The Influence of Brand Image (X1) on Purchasing Decisions (Y)

The results of data analysis using PLS show that brand image has a negative and insignificant effect on purchasing decisions for Teh Gelas products in Surabaya. In other words, a better brand image of Teh Gelas in the eyes of consumers does not necessarily increase their tendency to make a purchase. This finding indicates that brand image is not a key factor in supporting sales. Consumers' purchasing decisions are more strongly influenced by other factors, such as taste quality, affordable prices, and product availability in the market.

The Influence of Promotion (X1) on Purchasing Decisions (Y)

The results of data analysis using PLS show that promotion has a positive and significant effect on purchasing decisions for Teh Gelas products in Surabaya. In other words, the more intensive and appealing the promotions conducted by Teh Gelas, the higher the consumers' tendency to make a purchase. This finding confirms that promotion is one of the key factors supporting sales performance. An effective promotional strategy can make a tangible contribution to increasing product attractiveness and driving the company's business growth.

CONCLUSIONS AND RECOMMENDATIONS

Based on the PLS analysis of the influence of product quality, brand image, and promotion on purchasing decisions for Teh Gelas products in Surabaya, the results indicate that product quality and promotion have a positive and significant effect, while brand image has a negative and insignificant effect on purchasing decisions. This means that the better the distinctive, delicious, and consistent taste quality, and the more attractive the promotional strategies—such as prize offers on the packaging—the higher the consumers' tendency to purchase Teh Gelas products. Conversely, although Teh Gelas has a good reputation as a safe and hygienic product, brand image is not the main factor driving purchasing decisions, as consumers tend to prioritize quality and promotion. Therefore, the company is advised to continuously maintain and improve its taste quality as the main attraction, uphold Teh Gelas's positive reputation as a safe and hygienic product to strengthen brand image, and develop creative and engaging promotional strategies to enhance consumer interest and expand market share.

Theoretically, this study provides an important contribution to the development of marketing science, particularly in the study of consumer behavior and marketing mix strategies. The results of this research emphasize that in the context of low-differentiation products such as ready-to-drink tea, consumers' purchasing decisions are more influenced by functional attributes such as product quality and promotional effectiveness rather than symbolic attributes such as brand image.

FURTHER STUDY

Future researchers are advised to include additional variables such as price perception, product innovation, and lifestyle, as these factors may influence purchasing decisions beyond the variables examined in this study. Furthermore, future studies should be conducted in different regions or with larger sample sizes to allow for broader generalization of the findings regarding consumer behavior in the ready-to-drink beverage market.

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