Product attractiveness and promotional messages:
An analysis of their influence on consumer purchase volume

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Abstract

Companies in the automotive industry need to continually refine their marketing strategies to attract more customers and increase sales as competition intensifies. The goal of this study is to examine how advertising and product quality affect the number of Toyota Raize buyers at Agung Toyota Soetomo Pekanbaru. A quantitative method was applied utilizing an explanatory research design. We got the data by giving surveys to 98 people who had bought a Toyota Raize. We then used Structural Equation Modeling with the Partial Least Square approach to look at the data. The data reveal that promotion has a strong, favorable effect on both how people perceive the product's quality and how many they buy. Likewise, product quality strongly influences sales volume, particularly through performance, durability, and design characteristics. These results show that marketing not only helps people decide to buy something, but also changes how they think about the product's quality, leading to more sales. The corporation should step up its advertising that highlights the benefits of its products and ensure customers know more about them.

Keywords: Brand Image, Promotion, Purchase Decision.

INTRODUCTION

The automobile industry has grown a lot over the past few decades, making it one of the most competitive commercial sectors in the world, even in Indonesia. As a result of this change, people are still looking for cars that are safe, comfortable, and cheap. Sport Utility Vehicles (SUVs) are quite popular among different types of vehicles since they are practical, comfortable, and give users a sense of pride (Wang, 2023).

In Indonesia, the SUV market continues to expand, driven by consumer choices that are no longer exclusively dependent on vehicle performance but also on brand image, product quality, and the efficiency of promotional efforts carried out by automotive businesses (Li & Setiowati, 2023). It is hard for enterprises to keep their market share and reach their sales goals when there are so many different brands and models of vehicles in the same market sector (Tubalawony, 2024).

Using efficient marketing techniques is one of the most important things that businesses can do to make their products more competitive (Melović et al., 2021). Marketing is no longer simply about selling things; it's now a complicated process that includes getting people to know about your brand, changing how they think about it, and convincing them to buy something (Rahman, 2023). In this case, two crucial things that typically affect what people buy are how appealing the product is, which is shown by its quality, and advertising messages that can get people interested in the goods (Zhu, 2024).

Promotional activities are very important for getting products in front of the right people, telling them about the benefits of the products, and making emotional connections with customers (Sharma, 2023). Promotion is a marketer's effort to communicate with the target audience to influence their behavior and decisions. Companies may change how people think about the quality of their products by sending out well-planned and appealing promotional messages (Djuuna et al., 2024). This can make people more confident in the product and more likely to buy it.

Promotions alone won't guarantee sales success if the product quality isn't there to back them up. Product quality is a significant component that determines consumer trust and satisfaction. Kotler and Armstrong (2018) say that product quality is a strategic weapon that can determine a company's success in the long term. Consumers are more likely to buy products that are of higher quality, and these products can set themselves apart from their competition (Kotler & Armstrong, 2018).

In the automotive sector, product quality is judged not only by technical standards but also by things like performance, durability, reliability, design aesthetics, and after-sales service(Sheriff et al., 2020). Consumers tend to compare these elements before making a buying decision. To make a good impression and make things more appealing, corporations must make sure that the quality of the goods they sell meets or even exceeds what customers expect (Hendriana & Irawan, 2024).

The Toyota Raize, a type of SUV sold by PT Agung Toyota Soetomo Pekanbaru, is the subject of this study. Toyota Raize is one of the best SUVs on the market, and it has been very popular in Indonesia, especially in Pekanbaru, which is growing quickly and has a strong demand for private cars.

Toyota is a well-known brand, but PT Agung Toyota Soetomo Pekanbaru needs to keep improving its marketing methods because there is so much competition in the SUV industry. It is known from early observations that cashback schemes, eye-catching ads, product demos, and prize draws have all been used to get people's attention. However, we still need to find out how much these advertising efforts can change how people think about the quality of a product and, in the end, boost sales.

Also, not all customers have the same level of understanding or opinion of the Toyota Raize, even if it is known for being reliable and high-quality. How well the company can highlight the benefits of its products and how well the ads work are both very important in molding how people think about the brand. Therefore, it is vital to empirically analyze the relationship between promotional activities, product quality, and sales volume to provide a full understanding of the elements that influence consumer purchase decisions.

Several studies that came before this one have proven that product quality and advertising have a good effect on sales. For instance, Arvi (2024) research showed that good advertising might boost sales of a product (Arvi & Pammuji, 2024). Other studies have also shown that the quality of a product has a big impact on whether or not people buy it and how well it sells over time (Piippo et al., 2022). But there isn't much study that looks at both the effect of advertising and product quality on sales volume in the automobile sector at the same time, especially for the Toyota Raize product at PT Agung Toyota Soetomo Pekanbaru.

This work is vital to fill that research gap and provide practical implications for business operators, notably in the automotive sector. This study is meant to give real-world proof of how much advertising and product quality can affect sales. Also, organizations can use the results of this study to look at and improve their marketing methods so that they are more focused and effective at selling more products.

This study is based on the Stimulus–Organism–Response (S-O-R) Theory, which explains that marketing stimuli such as promotions (stimulus) affect consumer perceptions and attitudes (organism), leading to specific behavioral outcomes such as purchasing decisions or sales (response). This theory, proposed by Mehrabian and Russell (1974), is widely applied in consumer behavior research to understand how external marketing efforts influence internal consumer evaluation and behavioral intentions. In this research, promotion represents the *stimulus*, product quality represents the *organism* response in perception, and sales volume represents the *behavioral response*.

Several previous studies have discussed the effect of promotion and product quality on consumer behavior. For example, Suyatno and Zain (2022) found that both variables positively affect purchasing decisions for Toyota Agya products. Similarly, Piippo et al. (2022) emphasized that product quality significantly influences customer satisfaction and repurchase intention. Meanwhile, Arvi and Pamuji (2024) highlighted that online advertising effectively increases sales volume in e-commerce products. However, few studies have simultaneously examined how promotion shapes consumer perceptions of product quality and how this interaction affects sales volume in the automotive sector. Therefore, this study aims to fill that gap by analyzing the interrelationships among promotion, product quality, and sales volume in the context of Toyota Raize consumers in Pekanbaru.

So, the major goal of this study is to look at how product appeal, which is shown by product quality, and advertising messages affect people's decisions to buy things, especially how to boost sales of the Toyota Raize at PT Agung Toyota Soetomo Pekanbaru. The exact goals that need to be met are:
1. To look at how advertising affects how people think about the quality of a product.
2. To assess the influence of promotional activities on the sales volume of Toyota Raize.
3. To look at how the quality of a product affects how many Toyota Raize are sold.

This study should help people who work in the automotive industry better understand how important it is to combine marketing strategies with efforts to keep and improve product quality in order to get the best sales results. Also, the outcomes of this study should help to improve our understanding of marketing management, especially when it comes to how consumers behave and what aspects affect their buying decisions.

METHOD

This study took place at PT Agung Toyota Soetomo Pekanbaru, an official Toyota dealership in the city of Pekanbaru, Riau Province, Indonesia. The study was carried out over a period of three months, from March to May 2024. This location was chosen because PT Agung Toyota Soetomo Pekanbaru is one of the primary distributors of the Toyota Raize in Pekanbaru and has done a lot of marketing to boost sales.

The goal of this study is to look at how advertising and the quality of the product affect the number of Toyota Raize sales at PT Agung Toyota Soetomo Pekanbaru. The main goal of this study is to look at how promotional activities affect how people think about the quality of a product and how many people buy it, as well as how the quality of a product affects how many people buy it.

This study uses a quantitative method with an explanatory research design to look at how promotion and product quality (the independent variables) affect sales volume (the dependent variable). The method employed is a survey method with data collecting carried out through the distribution of structured questionnaires to clients who have purchased Toyota Raize at PT Agung Toyota Soetomo Pekanbaru.

The data collection procedure was carried out in three stages. First, the researcher coordinated with the management of PT Agung Toyota Soetomo Pekanbaru to obtain permission and access to the customer database. Second, questionnaires were distributed both online (via Google Form) and offline at the dealership's showroom. Third, follow-up verification was done to ensure that all respondents met the inclusion criteria (having purchased Toyota Raize, aged over 20 years, and filling out the questionnaire completely). The process took approximately four weeks from March to April 2024.

The people in this study are all the people who bought a Toyota Raize at PT Agung Toyota Soetomo Pekanbaru between January 2023 and December 2023. The sample method is purposive sampling, which means that the people who answer the questions must be consumers who have made a purchase, be at least 20 years old, and be prepared to fully fill out the questionnaire. We got 98 valid responses and utilized them to analyze the data.

The sample size of 98 respondents was determined based on the rule of thumb proposed by Hair et al. (2019), which states that in Structural Equation Modeling (SEM), the minimum sample should be at least five to ten times the number of observed indicators. As this study involved 10 indicators, the number of 98 respondents is considered sufficient to ensure model stability and statistical validity.

The research tool is a closed-ended questionnaire with five response alternatives on a Likert scale, from 1 (strongly disagree) to 5 (strongly agree). There are three groups of statements in the questionnaire. The first group asks people what they think about promotional efforts, the second group asks people what they think about the quality of the products, and the third group asks people what they think about the sales volume indication.

Promotions include things like cashback programs, product demonstrations, prize draws, and ads. The product quality variable comprises things like how well the product works, what features it has, how long it lasts, how reliable it is, how easy it is to maintain, and how well it is designed. On the other hand, price perceptions, service quality, and how well promotional sales work are used to measure the sales volume variable.

The data received were evaluated using the Structural Equation Modeling (SEM) approach with the assistance of the SmartPLS 3.0 software. We chose the SEM method because it lets us look at all the ways that variables are related to each other and test complicated models that include both direct and indirect effects. We assessed the research tools' validity and reliability before doing the structural model analysis. We did this by using convergent validity, discriminant validity, composite reliability, and Cronbach's alpha.

Table 1. Operational Definition

Variable	Indicators	Measurement Scale	Reference Source
Promotion	Cashback, Ads, Sweepstakes, Product Demonstrations	Likert 1–5	Kotler & Armstrong (2018)
Product Quality	Performance, Durability, Design, Reliability	Likert 1–5	Sheriff et al. (2020)
Sales Volume	Price, Quality of Service, Sales Promotion	Likert 1–5	Suyatno & Zain (2022)

The results of this research are expected to provide an empirical explanation of how promotional efforts and product quality simultaneously and partially affect the sales volume of Toyota Raize at PT Agung Toyota Soetomo Pekanbaru.

RESULTS AND DISCUSSION
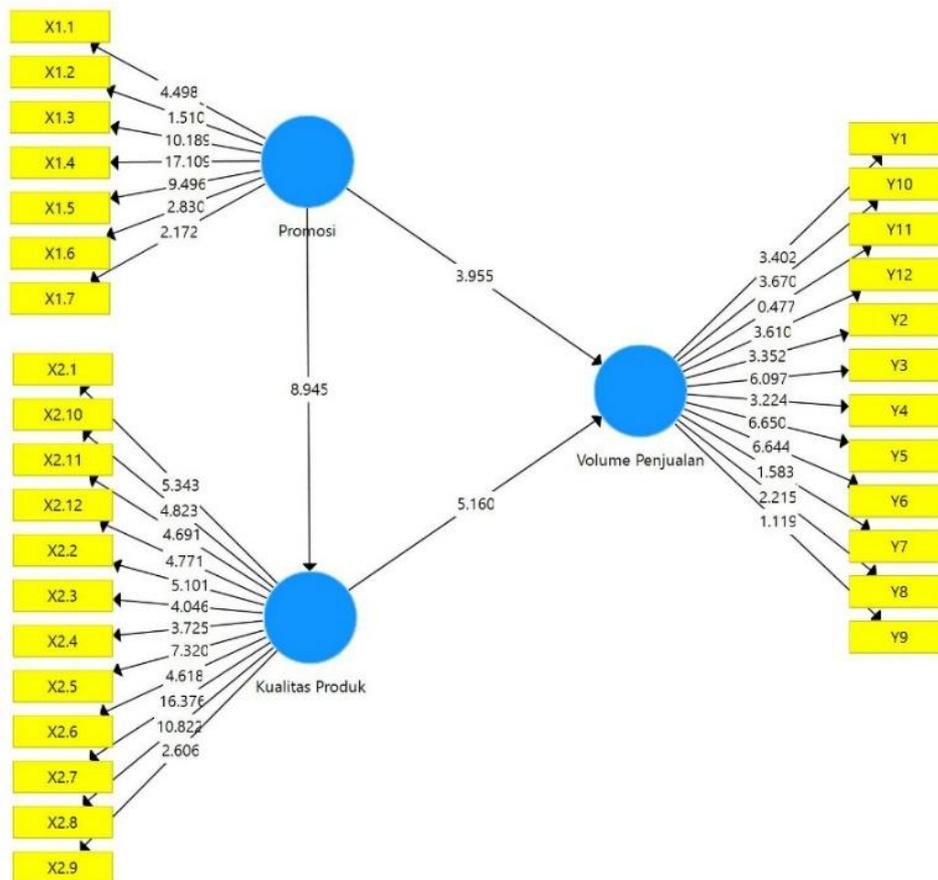**Main Result**

Figure 1. Bootstrapping Results of Research Model
Source: SmartPLS Output, 2025

The study's findings show that both advertising and the quality of the product have a big effect on how many Toyota Raize cars are sold at PT Agung Toyota Soetomo Pekanbaru. We used the Partial Least Square (PLS) method and the Structural Equation Modeling (SEM) approach to do the statistical analysis. This let us fully look at the direct and indirect links between the variables we looked at.

Table 2. Path Coefficients (Mean, STDEV, T-Value)

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H 1 Promotion -> product quality	0,526	0,554	0,059	8,945	0.000
H 2 Promotion -> sales volume	0,376	0,381	0,095	3,955	0,000
H 3 Product Quality -> Sales Volume	0,446	0,456	0,086	5,160	0,000

Source: SmartPLS Output, 2025

The first test of the hypothesis demonstrates that advertising has a big effect on how people think about the quality of a product. The t-statistic value for the link between promotion and product quality is 8.945 (p < 0.05), and the path coefficient value is 0.526. This research demonstrates that well-designed and targeted promotional efforts, such as cashback programs, product demos, attractive advertising, and prize drawings, effectively boost consumer confidence in the product quality of Toyota Raize.

The second hypothesis testing suggests that promotional activities also have a substantial direct effect on sales volume, with a path coefficient of 0.376 and a t-statistic value of 3.955 (p < 0.05). This means that the intensity and efficacy of promotions carried out by PT Agung Toyota Soetomo Pekanbaru have a significant role in driving customer purchase decisions and boosting the number of units sold.

The final hypothesis test demonstrates that product quality has a big effect on sales volume, with a path coefficient value of 0.446 and a t-statistic value of 5.160 (p < 0.05). This finding shows that how consumers think about a product's performance, durability, features, reliability, simplicity of maintenance, and design aesthetics are all important elements that affect their decision to buy and the increase of sales.

Measurement Model (Construct Reliability and Validity)

Before testing the structural model, the measurement model was first evaluated to ensure that each construct in this study met the requirements of reliability and validity. The assessment included the values of Cronbach's Alpha, rho_A, Composite Reliability, and Average Variance Extracted (AVE). The results are shown in Table 5.

Table 3. Construct Reliability and Validity

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Product Quality	0.785	0.824	0.828	0.713
Promotion	0.637	0.710	0.750	0.623
Sales Volume	0.716	0.745	0.776	0.761

Source: Data Processed, 2025

Based on Table 3, all constructs meet the reliability and validity criteria. The values of Cronbach's Alpha and Composite Reliability for all variables are above 0.70, indicating that the measurement items are internally consistent and reliable. The Average Variance Extracted (AVE) for all variables is also greater than 0.50, confirming that each construct explains more than half of the variance of its indicators. Therefore, the measurement model in this study can be considered valid and reliable for further structural analysis.

Coefficient of Determination (R^2)

After confirming that the measurement model met the validity and reliability criteria, the next step was to evaluate the structural model. The coefficient of determination (R^2) was used

to assess how much variation in the endogenous variables could be explained by the exogenous variables. The results are presented in Table 4.

Table 4. R^2 Values

Variable	R Square	R Square Adjusted
Product Quality	0.477	0.407
Sales Volume	0.516	0.506

Source: Data Processed, 2025

Table 4 shows that the R^2 value for *Product Quality* is 0.477, meaning that 47.7% of the variance in product quality can be explained by the promotional variable. Meanwhile, the R^2 value for *Sales Volume* is 0.516, which indicates that 51.6% of the variance in sales volume can be explained by promotion and product quality. According to Hair et al. (2019), R^2 values between 0.33 and 0.67 indicate a **moderate explanatory power**. Therefore, the model in this study has a moderate level of predictive accuracy and can be considered acceptable for further interpretation.

Supporting Results

Table 5. Description of promotion variables

Consumer Promotion			
Item Code	Description	Average	Category
X1.1	PT. Agung Toyota Soetomo Pekanbaru has a good ability to promote the Toyota Raize SUV.	3.98	High
X1.2	PT. Agung Toyota Soetomo Pekanbaru provides cashback on purchases of Toyota Raize SUV.	4.01	High
X1.3	PT. Agung Toyota Soetomo Pekanbaru plans prize draws after purchasing the Toyota Raize SUV.	3.11	Medium
X1.4	PT. Agung Toyota Soetomo Pekanbaru conducts product demonstrations of the Toyota Raize SUV to consumers.	3.3	Medium
X1.5	PT. Agung Toyota Soetomo Pekanbaru provides a money-back guarantee if customers are dissatisfied with the Toyota Raize SUV.	2.3	Low
Average	Average Score for Consumer Promotion Dimension	3.34	Medium
Advertising Cooperation			
Item Code	Description	Average	Category
X1.6	PT. Agung Toyota Soetomo Pekanbaru manages attractive advertisements for the Toyota Raize SUV.	2.44	Low
X1.7	PT. Agung Toyota Soetomo Pekanbaru maintains good relationships with consumers to create positive perceptions.	3.64	High
Average	Average Score for Advertising Cooperation Dimension	3.04	Medium
Variable: Promotion			
Item Code	Description	Average	Category
Average	Average Variable: Promotion	3.19	Medium

Source: Data processed, 2025

The descriptive analysis results further confirm the statistical conclusions. The average score for the promotion variable is 3.19 on a Likert scale of 1 to 5, which means that 98 Toyota Raize customers in Pekanbaru agree to a modest degree that the promotional activities have been done well. Consumers liked the rebate program and product demonstration the most out of all the promotional indicators.

Table 6. Description of product quality variables

Performance

Item Code	Description	Average	Category
X2.1	The Toyota Raize SUV provides direct benefits to consumers.	3.65	High
X2.2	The Toyota Raize SUV has good performance.	3.63	High
Average	Average Score for Performance Dimension	3.64	High

Features

Item Code	Description	Average	Category
X2.3	The Toyota Raize SUV is well-known to consumers over time.	3.59	High
X2.4	The Toyota Raize SUV has unique characteristics that differentiate it from competitors.	3.24	Medium
Average	Average Score for Features Dimension	3.42	High

Durability

Item Code	Description	Average	Category
X2.5	The Toyota Raize SUV is durable and long-lasting.	3.43	High
X2.6	The Toyota Raize SUV has satisfactory insurance.	3.46	High
Average	Average Score for Durability Dimension	3.44	High

Reliability

Item Code	Description	Average	Category
X2.7	The Toyota Raize SUV meets consumer needs well.	2.46	Low
X2.8	The Toyota Raize SUV has top-level safety.	2.45	Low
Average	Average Score for Reliability Dimension	2.45	Low

Serviceability

Item Code	Description	Average	Category
X2.9	Provides a dedicated service center for the Toyota Raize SUV.	3.57	High
X2.10	The Toyota Raize SUV can be serviced without long waiting times.	3.29	Medium
Average	Average Score for Serviceability Dimension	3.43	High

Aesthetics

Item Code	Description	Average	Category
X2.11	The Toyota Raize SUV has a distinctive design.	3.84	High
X2.12	The Toyota Raize SUV receives annual model updates.	3.74	High
Average	Average Score for Aesthetic Dimension	3.79	High

Variable: Product

Item Code	Description	Average	Category
Average	Average Variable: Product	3.36	Medium

Source: Data Processed, 2025

The average score for the product quality variable is 3.36, which means that most people think the quality of the Toyota Raize is good. The highest-rated things were the design of the vehicles and how long they last. The lowest-rated things were how reliable the products are, especially on rough roads. This is useful information for PT Agung Toyota Soetomo Pekanbaru to use to help customers learn more about the vehicle's technical benefits.

Table 7. Description of sales volume variables

Price			
Item Code	**Description**	**Average**	**Category**
Y1	The Toyota Raize SUV is sold at an affordable price.	3.24	Medium
Y2	The Toyota Raize SUV is sold at a lower price than competitors.	3.26	Medium
Y3	The Toyota Raize SUV has a price aligned with its high product quality.	2.67	Medium
Average	Average Score for Price Dimension	3.06	Medium
Service Quality			
Item Code	**Description**	**Average**	**Category**
Y4	PT. Agung Toyota Soetomo Pekanbaru has responsive service personnel.	2.37	Low
Y5	PT. Agung Toyota Soetomo Pekanbaru is proactive in providing services.	4.09	High
Y6	PT. Agung Toyota Soetomo Pekanbaru has staff who are ready and responsive.	4.1	High
Y7	PT. Agung Toyota Soetomo Pekanbaru has staff who quickly provide service information.	2.35	Low
Average	Average Score for Service Quality Dimension	3.23	Medium
Sales Promotion			
Item Code	**Description**	**Average**	**Category**
Y8	Purchase influenced by attractive sales promotions.	4.1	High
Y9	Offers cashback promotions.	3.6	High
Y10	Provides free lottery coupons with other product prizes.	2.99	Medium
Y11	Offers test drives to consumers.	3.41	High
Y12	Compensation for defective products is provided.	3.28	Medium
Average	Average Score for Sales Promotion Dimension	3.48	High
Variable: Sales Volume			
Item Code	**Description**	**Average**	**Category**
Average	Average Variable: Sales Volume	3.25	Medium

Source: Data Processed, 2025

The average customer perception score for the sales volume variable is 3.25, which is considered modest. The biggest reason people bought something was because of the effectiveness of promotional sales, such as cashback programs and special deals. Competitive price and the quality of after-sales service were also important.

Discussion

The results of this study are in line with what Suyatno (2022) and other studies have found. They show that promotional activities have a big impact on what people buy and how well sales do (Suyatno & Zain, 2022; Syahputra & Lilis Sugi Rahayu Ningsih, 2023). The study's finding that

there is a positive link between promotion and product quality supports the idea that promotion is not only a way to get people to buy things, but also a way to establish trust in consumers and make them think the product is great.

In the car industry, especially for a new product like the Toyota Raize, promotion is an important way to teach people about the car's benefits and unique features. PT Agung Toyota Soetomo Pekanbaru has used a number of different marketing methods, including as cashback programs, product exhibitions, and prize draws, to help people think more positively about the quality of Toyota Raize's products.

Also, the fact that product quality has a big impact on sales volume supports Kotler and Armstrong's (2023) ideas about how product quality can be used as a competitive weapon in the market (Armstrong & Kotler, 2023). People usually decide whether or not to buy anything based on how well they think it will satisfy their needs, how well it works, how reliable it is, and how it looks. This survey found that the sleek and compact design of the Toyota Raize and its fuel efficiency were two things that made people want to buy it.

This study also brings up a few significant points that managers should think about when making decisions. Promotional activities have been demonstrated to work, but there are still some things about the quality of the product that need to be better communicated to consumers and taught to them, especially when it comes to reliability and technical performance on rough roads. This is important to make sure that what customers expect from the product matches what it can actually do.

Also, even though sales are going up, the moderate consumer perception score demonstrates that there is still room for development, especially in after-sales service and how quickly salespeople respond to questions about products.

CONCLUSION

The findings of this study confirm that both advertising and product quality have a significant and positive influence on the sales volume of Toyota Raize at PT Agung Toyota Soetomo Pekanbaru. Promotional efforts not only increase consumer purchasing interest but also shape consumers' perception of product quality. Furthermore, product quality — particularly aspects such as performance, durability, reliability, and design — directly influences consumers' decision-making processes and encourages higher purchase volumes.

Overall, this study demonstrates that a company's marketing strategy and product development must operate synergistically. Effective promotion can attract consumer attention, but sustainable sales performance is achieved when the product quality consistently meets or exceeds customer expectations.

Implications

The practical implications of these results show that PT Agung Toyota Soetomo Pekanbaru needs to keep improving its marketing strategies by focusing on content that highlights product quality, especially features that consumers value highly, like design, durability, and modern features. After-sales service and product information distribution also need to be improved to boost consumer trust and help them make judgments about what to buy.

From an academic point of view, this study helps us comprehend how promotion, product quality, and sales volume are all connected in the automotive sector. It also underscores the necessity of considering promotion as a component that not only directly effects sales but also plays a role in molding consumer opinions of product quality.

Research Limitations

This study was only conducted at one dealership in Pekanbaru, so the results may not represent other regions. The data were collected through questionnaires, which depend on respondent honesty and understanding. Moreover, this study only focused on promotion and product quality, while other factors such as satisfaction or brand loyalty were not included.

Suggestion

PT Agung Toyota Soetomo Pekanbaru should keep improving its advertising techniques and teach customers about the benefits and technical reliability of the Toyota Raize to make them more confident in their purchases.

Future studies are expected to involve more research sites or different car brands, and include other variables such as customer satisfaction or brand trust. Using interviews or a mixed-method approach could also give deeper insights into consumer behavior.

The results imply that companies should strengthen their promotion strategies by focusing on messages that emphasize the advantages and reliability of their products. Product quality improvement and better after-sales service are also important to maintain consumer trust and increase sales performance.

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