# The Influence of Influencer Marketing and Product Quality on Purchase Decisions at The Don's House in Bandar Lampung

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**Abstract:** Social media serves as both a communication platform and a promotional tool, with influencer marketing playing a key role. At The Don's House in Bandar Lampung, local influencers significantly increased Insta Story views to over 300,000, highlighting their impact on brand promotion. Product quality is crucial in shaping purchase decisions, as high-quality products enhance customer satisfaction and loyalty. This study examines the combined influence of influencer marketing and product quality on purchase decisions at The Don's House. Data were collected through questionnaires and customer interviews and analysed using quantitative methods. The results indicate that both influencer marketing and product quality, individually and collectively, positively and significantly affect purchase decisions.

**Keywords:** Influencer Marketing, Product Quality, Purchase Decisions

## Introduction

Social media has become a crucial tool for marketing, not just for communication but also for promoting products and brands. In recent years, the rapid growth of social media platforms has attracted significant attention from marketers, who now recognise them as powerful tools for reaching and engaging audiences. One of the most notable trends in this regard is influencer marketing, where individuals with large followings, known as influencers, promote brands to their audiences. Influencers, often public figures or content creators on platforms like Instagram, can significantly influence the purchasing decisions of their followers (Dhavira Reynaldhia, 2024). This form of marketing has proven particularly effective for businesses like The Don's House in Bandar Lampung, where collaborations with influencers have expanded the brand's visibility and reach (Rohde, 2021).

Previous studies have shown the impact of influencer marketing on brand awareness and consumer engagement. For instance, Pratiwi and Rinova (2020) found that celebrity endorsers and product quality significantly influenced purchase decisions among female students using Wardah products at FISIP Universitas Bandar Lampung. This research highlights the joint effect of influencer endorsements and product quality on consumer behaviour. However, few studies have investigated the interaction between influencer

marketing and product quality in specific regional contexts, particularly in the restaurant industry. Although influencer marketing has been shown to increase consumer trust and brand visibility, its direct effect on purchase decisions, considering local consumer behaviour variations, remains insufficiently explored (Kim, 2024).

This gap in the literature provides an opportunity to explore how influencer marketing and product quality influence purchase decisions at The Don's House in Bandar Lampung (Sands, 2022). Consequently, this study aims to examine the combined effects of these factors on consumer behaviour and contribute to a broader understanding of digital marketing strategies in local market contexts (Acikgoz, 2021).

## Research Method

This section outlines the research design, population, sample selection, and analytical methods employed in this study. The approach ensures that the research is ethical and scientifically sound, with due consideration for validity and reliability (Zhang, 2023).

### Research Design

This research adopts a quantitative correlational approach to explore the relationships between the independent variables—Influencer Marketing (X1) and Product Quality (X2)—and the dependent variable, Purchase Decisions (Y). A quantitative design was selected because it provides statistical evidence regarding the associations between these variables (Behare, 2023). The study does not involve experimental manipulation but focuses on the natural relationships between influencer marketing, product quality, and consumer purchase behaviour. Survey-based data collection enables the analysis of these associations to gain insights into how influencer marketing and product quality influence purchase decisions in the context of The Don's House.

### Population, Sample, and Sampling

The population for this study consists of customers who purchased at The Don's House in Bandar Lampung between January and July 2024, totalling 375 individuals. A simple random sampling technique was used to ensure that every individual had an equal probability of being selected. The sample size was calculated using Slovin's formula, resulting in a sample of 40 respondents deemed adequate for the study with a 5% margin of error. The sample was carefully selected based on specific inclusion criteria, focusing on customers who purchased during the defined period. Individuals who did not meet these criteria were excluded from the sample (Basheer, 2024). This selection process ensures that the sample is relevant and representative of the target population.

### Instrument

The research employed a structured questionnaire as the instrument, designed to assess the variables of influencer marketing, product quality, and purchase decisions. The items in the questionnaire were adapted from established scales in prior studies to ensure

their relevance to the research objectives. The instrument's validity was evaluated through expert judgment and content validity, ensuring the items accurately and appropriately measured the intended constructs (Abell, 2023). Reliability was tested using Cronbach's Alpha, with a threshold value of 0.70, which was deemed acceptable for this study. Respondents were asked to rate their perceptions of influencer marketing, product quality, and purchase decisions using a Likert scale, with appropriate scoring to quantify their responses (Abhishek, 2021). This approach ensures that the data collected is reliable and valid for further analysis.

## Result and Discussion

A total of 40 respondents participated in the survey, all of whom completed it in its entirety. The table below summarises the demographic characteristics of the respondents.

### Descriptive Analysis

The demographic characteristics of the respondents, categorised by gender and education, are presented below.

**Table 1.** Distribution of Respondents Based on Gender

| Description | Frequency | Percentage |
|---|---|---|
| Male | 16 | 60.0% |
| Female | 24 | 40.0% |
| Total | 40 | 100% |

Source: Processed Data, 2025

Table 1 shows that 60% (24 out of 40) of respondents were female, while 40% (16 out of 40) were male.

**Table 2.** Distribution of Respondents Based on Education

| Description | Frequency | Percentage |
|---|---|---|
| High School | 13 | 32.5% |
| D3 | 4 | 10.0% |
| Bachelor's Degree (S1) | 17 | 42.5% |
| Master's Degree (S2) | 6 | 15.0% |
| Total | 40 | 100 % |

Source: Processed Data, 2025

Regarding education, most respondents had completed their S1 (Bachelor's degree), accounting for 42.5% of the sample. This is followed by SMA (High School) graduates (32.5%), S2 (Master's degree) graduates (15%), and D3 (Diploma) graduates (10%).

**Table 3.** Reliability Test

| Variable | Alpha Value | R Table at 95% Confidence Level | Description |
|---|---|---|---|
| X1 | 0.813 | 0.312 | Reliable |
| X2 | 0.758 | 0.312 | Reliable |
| Y | 0.735 | 0.312 | Reliable |

Source: Processed Data, 2025

The results indicate that all research variables are reliable, as the Alpha values exceed the critical r values.

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 40 |
| Normal Parameters[a,b] | 4.2575000 | .0000000 |
| | .26449388 | .21164357 |
| Most Extreme | .106 | .203 |
| Differences | .106 | .090 |
| | -.084 | -.203 |
| Kolmogorov-Smirnov Z | | .106 |
| Asymp. Sig. (2-tailed) | | .200[d] |

a. Test distribution is Normal.
b. Calculated from data.

**Figure 1.** Normality Test

The results presented in Figure 1 show the Kolmogorov-Smirnov normality test with an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the 0.05 significance level. This suggests that the data follows a normal distribution, satisfying the normality assumption for the regression model (Valmohammadi, 2024). Since the normality assumption is met, the regression analysis can proceed without concerns about the data distribution. This supports the analysis's validity and enhances the results' reliability (Fernando, 2021).

## Conclusion

This study's conclusion reveals that Influencer Marketing and Product Quality significantly and positively impact purchase decisions at The Don's House in Bandar Lampung. This research advances the current understanding by emphasising these two factors' pivotal role in shaping consumer behaviour, particularly within the restaurant industry (Chan-Olmsted, 2022). The findings suggest businesses can enhance consumer

confidence and drive sales by strategically utilising influencer marketing while ensuring high product quality (Arzhanova, 2022). These insights contribute to the broader marketing field by highlighting the interplay between digital marketing strategies and product offerings (Harambašić, 2024). Future research could explore additional marketing strategies, such as digital advertising or customer service, and their combined effects with influencer marketing on consumer decisions. Similar studies in other regions or industries could further validate these findings and broaden their applicability (Zekan, 2024).

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