The Moderating Effect of Content Quality on Promotion and Purchase Decisions at Guscio Fashion Brand

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Abstract: *Fluctuating sales revenue at the Guscio fashion brand during 2024–2025 indicates that consumer purchase decisions have not been consistently established. A preliminary survey found that although all respondents had seen Guscio's promotions, most had not purchased, considered the content unattractive or unconvincing, and felt that the promotions had not encouraged them to buy. This study describes promotion and purchase decisions, analyzes the effect of promotion on purchase decisions, and examines content quality as a moderator. A quantitative method was used, involving 176 Guscio customers selected by purposive criteria. Data were collected via a Likert scale questionnaire and analyzed using Hayes' PROCESS Macro Model 1 with bootstrapping at a 95% confidence level. The results show that promotion has a positive and significant effect on purchase decisions, and that content quality significantly moderates this effect by acting as an enhancing moderator, meaning that higher content quality strengthens the influence of promotion on purchase decisions. These findings suggest that Guscio should pair its promotional activities with relevant, informative, and attractive content to improve consumer purchase decisions.*

INTRODUCTION

The rapid development of digital technology has transformed consumer behavior, especially in the way consumers search for information, assess alternatives, and make purchasing decisions. Purchase decisions are an important component of marketing outcomes because they reflect consumers' responses to a company's efforts in creating interest and maintaining relationships. According to Kotler and Armstrong (2018), a purchase decision is the final stage in the consumer decision-making process, shaped by various marketing stimuli as well as internal consumer factors. In the digital era, consumers have broad access to information, product reviews, and alternative choices available in the market, which makes them more selective and critical when determining which products to buy.

Empirically, the growing use of the internet and social media has influenced consumer purchase decision patterns. According to DataReportal (2025), internet users in Indonesia reached more than 212 million people, or around 77% of the total population, while active social media users reached approximately 167 million. This high level of social media use indicates that consumers increasingly rely on digital information when making purchase decisions. However, easy access to information does not always translate directly into purchasing behavior, since many consumers who have seen a product's promotion do not necessarily proceed to purchase it.

This phenomenon is also evident in the fashion industry, which is highly competitive and characterized by dynamic consumer behavior. Fashion consumers tend to weigh multiple aspects before purchasing, such as product design, price, quality, and brand image. In addition, the abundance of brand alternatives available through social media makes consumers more selective, so the purchase decision process becomes more complex and does not always culminate in an actual purchase.

This phenomenon is also apparent for the Guscio fashion brand, located in Soreang, Bandung Regency. Guscio sales revenue data for 2024–2025 show considerable fluctuation: sales rose sharply and peaked in April 2024 before declining significantly in subsequent months, while in 2025 a sales spike occurred in June, followed again by a sharp decline. This pattern indicates that increases in sales have not been consistent or sustained, suggesting that consumer purchase decisions toward Guscio products have not been firmly established. Such fluctuation may result from low consumer interest, limited trust in the product, and a promotional strategy that has not yet optimally sustained consumer buying interest.

To strengthen this phenomenon, the results of the pre-survey conducted by the researcher indicate that although consumers were familiar with Guscio promotional activities, several consumers had not proceeded to purchase the products. The findings also indicate that promotional content quality may influence the effectiveness of promotional activities in encouraging purchase decisions.

In this context, content quality becomes a decisive factor in determining whether the influence of promotion on purchase decisions is strong or weak. Content quality helps strengthen the effect of promotion by providing clear, convincing information, particularly when consumers still doubt a product or lack sufficient trust in a brand. Conversely, when the content presented is unappealing and unconvincing, the influence of promotion weakens and fails to drive consumers toward a purchase.

Several previous studies have examined the relationship between digital marketing activities, content quality, and consumer purchase decisions. Erkan and Evans (2016) demonstrated that information quality and credibility in digital environments influence consumer trust and purchase intention. Yadav and Rahman (2017) showed that social media marketing activities shape consumer perceptions and behavioral responses. Bilgin (2018) further confirmed that social media marketing activities contribute to brand-related consumer outcomes.

Recent empirical studies highlight the importance of digital content and online engagement in consumer decision-making. Lou and Yuan (2019) found that content value and credibility influence consumer trust toward branded content. Appel et al. (2020) emphasized the strategic role of social media in modern marketing activities, while Dwivedi et al. (2021) explained that digital marketing activities influence consumer engagement and decision-making processes. Koay et al. (2021) also demonstrated that perceived social media marketing activities strengthen consumer-based brand equity.

However, previous studies have mostly examined promotion, social media marketing, or content marketing as direct predictors of consumer responses. Limited studies have examined content quality as a moderating variable that strengthens or weakens the relationship between promotion and purchase decisions, particularly in local fashion brand contexts.

The novelty of this study lies in examining the role of content quality as a moderating variable in the relationship between promotion and purchase decisions. This study not only analyzes the direct effect of promotion on purchase decisions, but also investigates how content quality can strengthen or weaken that effect, particularly when consumers are at the stage of considering a purchase. Based on the issues and phenomena described above, this study is titled "The Effect of Promotion on Purchase Decisions with Content Quality as a Moderating Variable in the Guscio Fashion Brand," and is expected to provide empirical insight into how promotional activities influence consumer purchase decisions, as well as serve as a consideration for Guscio in developing a more effective marketing strategy.

LITERATURE REVIEW

Promotion

Promotion functions as a marketing communication strategy that enables businesses to introduce products, interact with consumers, and encourage purchasing responses. In digital marketing environments, promotional effectiveness depends on the ability of brands to communicate valuable and relevant messages through digital platforms (Appel et al., 2020; Koay et al., 2021).

According to Khotimah et al. (2024), the objectives of promotion can generally be grouped into four categories: informing consumers about new products, features, and benefits; persuading consumers to purchase and shaping brand preference; reminding consumers about a product's existence and keeping the brand relevant in their minds; and reinforcing consumers' existing purchase decisions to build loyalty toward the brand.

This study adopts the 4C framework of social media promotion proposed by Chris Hauer (as cited in Suparnoto & Setiobudi, 2021): (1) Context: how a message is framed and presented to the audience, including clarity of language and alignment with the content displayed; (2) Communication: the process of conveying messages and interacting with the audience, including responses such as comments or reposts; (3) Collaboration: cooperation between the company and other parties or the audience to make promotional activities more efficient and effective; and (4) Connection: the company's ability to build and sustain a long-term relationship with its audience through continuous interaction and responsiveness.

Purchase Decision

A purchase decision describes the consumer's process of selecting a product after considering available information, perceived benefits, and several possible alternatives. In digital environments, consumer decisions are increasingly influenced by information quality, electronic word of mouth, and digital interactions between consumers and brands (Erkan & Evans, 2016; Dwivedi et al., 2021).

This study measures purchase decisions using the indicators proposed by Kotler and Armstrong (2016): (1) product choice, in which consumers select among available product alternatives that best suit their needs; (2) brand choice, reflecting how each brand carries a distinct image that consumers weigh before deciding; (3) dealer choice, referring to consideration of access, convenience, availability, and price at the point of purchase; (4) purchase timing, or the point at which consumers decide to buy based on need, financial condition, or available offers; (5)

purchase amount, concerning how much of a product consumers decide to buy; and (6) payment method, concerning consumers' preference between cash and non-cash transactions.

Content Quality

Content quality describes the ability of marketing materials to deliver information that is relevant, useful, trustworthy, and appealing to the target audience. Previous studies indicate that content value and credibility influence consumer trust and purchase intention, while high-quality digital content strengthens consumer responses toward brands (Lou & Yuan, 2019; Zhang & Mao, 2022).

This study measures content quality using the indicators proposed by Chaffey and Ellis-Chadwick (2019): (1) Content Relevance: the extent to which the information conveyed matches consumers' needs and conditions; (2) Content Engagement: a content's ability to capture attention and encourage consumer interaction, such as liking, commenting, or sharing; (3) Content Value: the extent to which content provides benefits, whether informational, educational, or as a solution to consumer needs; and (4) Content Appeal: a content's ability to attract consumer attention through visual, creative, and presentation quality.

Promotion, Content Quality, and Purchase Decision

This study is grounded in Marketing Theory (Kotler & Armstrong, 2018), which views marketing activities as aimed at creating value and influencing consumer behavior, with promotion serving as a stimulus that a company uses to inform, persuade, and attract consumer interest. It is further supported by the Consumer Decision-Making Process (Kotler & Keller, 2016), which explains that purchase decisions are formed through problem recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior. Within this process, promotional information becomes one of the key inputs that consumers process before determining their final choice.

In digital marketing, however, the effectiveness of promotion depends not only on the intensity of message delivery but also on how that message is packaged as content. Content quality is therefore positioned in this study as a moderating variable that can strengthen or weaken the effect of promotion on purchase decisions: when consumers are still uncertain about a product, high-quality content can clarify information and build trust, thereby strengthening the effect of promotion, whereas unappealing and unconvincing content weakens that effect. Based on this framework, the following hypotheses are proposed:

H1 = Promotion has a positive effect on Purchase Decisions in the Guscio Fashion Brand.

H2 = Content Quality moderates the effect of Promotion on Purchase Decisions in the Guscio Fashion Brand.

METHOD

This research applied a quantitative approach, as it aimed to analyze the effect of promotion on purchase decisions while considering the role of content quality as a moderating variable in the Guscio fashion brand (Creswell & Creswell, 2018; Sugiyono, 2023). The required data were obtained through questionnaires distributed to Guscio customers and analyzed using statistical techniques to determine the extent to which promotional activities, particularly through social media, influence consumer purchase decisions, and how content quality strengthens or weakens that effect.

The subjects of this study were Guscio customers who had previously purchased the brand's products and who owned a social media account, particularly Instagram. The population consisted of all 314 Guscio customers. Because reaching the entire population was not feasible, the sample size was determined using the Slovin formula with a 5% margin of error:

$$n = N / (1 + Ne^2)$$

where n is the sample size, N is the population size, and e is the tolerated margin of error. Substituting N = 314 and e = 0.05 yields $n = 314 / (1 + 314(0.05)^2) = 314 / 1.785 = 175.91$, which was rounded up to 176 respondents. Respondents were selected purposively based on the following criteria: (1) had purchased a Guscio product, (2) were at least 17 years old, and (3) had seen Guscio's promotions on social media.

The primary data collection instrument was a questionnaire distributed through Google Forms, using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Promotion (X) was measured with 12 statement items covering Context, Communication, Collaboration, and Connection; Purchase Decision (Y) was measured with 15 items covering product choice, brand choice, dealer choice, purchase timing, purchase amount, and payment method; and Content Quality (Z) was measured with 12 items covering Content Relevance, Content Engagement, Content Value, and Content Appeal.

Instrument validity was assessed using the Corrected Item-Total Correlation, with items considered valid if their correlation exceeded the r-table value. Reliability was assessed using Cronbach's Alpha, with a threshold of ≥ 0.70 (Ghozali, 2021). Both validity and reliability were first examined in a pilot study involving 30 respondents and were subsequently re-examined post hoc using the full sample of 176 respondents.

Data were analyzed descriptively to portray respondents' tendencies for each variable, following the categorization procedure of Azwar (2012), which classifies scores into low, moderate, and high categories based on the ideal mean and ideal standard deviation. Prior to hypothesis testing, classic assumption tests were conducted, comprising a Kolmogorov-Smirnov normality test, a multicollinearity test (Tolerance and Variance Inflation Factor), and a Glejser heteroscedasticity test.

Hypothesis testing was carried out using Moderated Regression Analysis (MRA) with Hayes' (2022) PROCESS Macro Model 1, which is designed to test simple moderation models involving one independent variable, one moderator, and one dependent variable. The regression model used in this study can be expressed as follows:

$$Y = a + b_1X + b_2Z + b_3(XZ) + e$$

where Y is Purchase Decision, X is Promotion, Z is Content Quality, XZ is the interaction between Promotion and Content Quality, a is the constant, b_1, b_2, and b_3 are the regression coefficients, and e is the error term. Prior to forming the interaction term, Promotion and Content Quality were mean-centered to reduce multicollinearity between the main-effect and interaction terms.

Analysis was conducted using the Ordinary Least Squares (OLS) method with 5,000 bootstrap resamples at a 95% confidence level, processed with IBM SPSS Statistics version 29 integrated with the PROCESS Macro. According to Hayes (2022), a moderation effect is considered significant if the interaction coefficient between promotion and content quality has $p < 0.05$ and its bootstrap confidence interval (LLCI to ULCI) does not include zero. The PROCESS Macro also produces conditional effects, indicating the effect of promotion on purchase decisions at low, moderate, and high levels of content quality, which is used to determine whether content quality strengthens or weakens the relationship between promotion and purchase decisions.

RESULT AND DISCUSSION

Validity and Reliability Test

Post hoc validity testing, based on the final data from 176 respondents, compared each item's Corrected Item-Total Correlation against the r-table value of 0.148 ($\alpha = 0.05$, $n = 176$). All items proved valid: Promotion (X, 12 items) ranged from 0.703 to 0.809, Purchase Decision (Y, 15 items) ranged from 0.681 to 0.789, and Content Quality (Z, 12 items) ranged from 0.701 to 0.816. Overall, all 39 statement items in the research instrument met the validity criteria.

Table 2. Reliability Test Results (Post Hoc)

Variable	Reliability Standard	Number of Items	Cronbach's Alpha	Description
Promotion	0.70	12	0.950	Reliable
Purchase Decision	0.70	15	0.955	Reliable
Content Quality	0.70	12	0.952	Reliable

Source: SPSS Data Processing Results, 2026

All three variables recorded Cronbach's Alpha values well above the 0.70 threshold (Ghozali, 2021), indicating a very high level of internal consistency and confirming that the instrument was suitable for the main data collection and analysis.

Descriptive Statistics

The descriptive analysis classifies Promotion at Guscio as high, with a mean score of 47.40 (categorization threshold: score ≥ 44 = high). Of the 176 respondents, 132 (75.0%) fell into the high category, 28 (15.9%) into the moderate category, and 16 (9.1%) into the low category. Among the four promotion indicators, Connection recorded the highest index score (4.05), reflecting Guscio relative strength in building and maintaining relationships with its audience, while Collaboration recorded the lowest index score (3.89), indicating room for improvement in promotional partnerships that broaden product reach.

Table 3. Distribution of Respondents by the Promotion Variable

Category	Frequency	Percentage (%)
High	132	75.0
Moderate	28	15.9
Low	16	9.1
Total	176	100.0

Source: SPSS Data Processing Results, 2026

Purchase Decision was likewise categorized as high, with a mean score of 59.19 (categorization threshold: score ≥ 55 = high). Of the 176 respondents, 125 (71.0%) fell into the high category, 41 (23.3%) into the moderate category, and 10 (5.7%) into the low category. Among the purchase decision indicators, Purchase Amount recorded the highest index score (4.02), suggesting that respondents were confident in determining the quantity of products purchased according to their needs and purchasing power.

Table 4. Distribution of Respondents by the Purchase Decision Variable

Category	Frequency	Percentage (%)
High	125	71.0
Moderate	41	23.3
Low	10	5.7

Total	176	100.0

Source: SPSS Data Processing Results, 2026

Content Quality was also categorized as high: of the 176 respondents, 133 (75.6%) fell into the high category, 28 (15.9%) into the moderate category, and 15 (8.5%) into the low category. This finding indicates that most respondents perceived Guscio content as relevant, engaging, and valuable, supporting its potential to strengthen the relationship between promotion and purchase decisions.

Table 5. Distribution of Respondents by the Content Quality Variable

Category	Frequency	Percentage (%)
High	133	75.6
Moderate	28	15.9
Low	15	8.5
Total	176	100.0

Source: SPSS Data Processing Results, 2026

Classic Assumption Tests

Prior to hypothesis testing, three classic assumption tests were conducted. The Kolmogorov-Smirnov normality test produced a statistic of 0.064 with a significance value of 0.078 (> 0.05), indicating that the regression residuals were normally distributed. The multicollinearity test showed Tolerance values of 0.650 and VIF values of 1.539 for both Promotion and Content Quality well within the acceptable range (Tolerance > 0.10; VIF < 10) confirming the absence of multicollinearity between the independent variables. Finally, the Glejser heteroscedasticity test produced a significance value of 0.998 (> 0.05) for the Promotion variable, indicating that the regression model did not exhibit heteroscedasticity. Together, these results confirm that the regression model met the assumptions required for moderated regression analysis.

Hypothesis Testing (PROCESS Macro Model 1)

Hypothesis testing was conducted using Hayes' PROCESS Macro Model 1 with 5,000 bootstrap resamples at a 95% confidence level. The model summary in Table 6 shows an R value of 0.9711 and an R^2 of 0.9431, indicating that Promotion, Content Quality, and their interaction jointly explain 94.31% of the variance in Purchase Decision, while the remaining 5.69% is explained by factors outside the research model. The overall model was significant, $F(3, 172) = 950.1913$, $p < 0.001$. The addition of the interaction term produced a significant R^2-change of 0.0030 ($p = 0.0030$), confirming that the interaction between promotion and content quality contributes a significant additional explanatory power to the model.

Table 6. Model Summary (Hayes PROCESS Macro)

Model	R	R^2	R^2-Change	MSE	F	df1	df2	p
Moderation Model	0.9711	0.9431	–	8.7520	950.1913	3	172	< 0.001
Promotion × Content Quality	–	–	0.0030	–	9.0677	1	172	0.0030

Source: SPSS Data Processing Results, 2026

Table 7 presents the regression coefficients. Promotion showed a positive and significant effect on Purchase Decision ($b = 0.4296$, $SE = 0.0692$, $t = 6.2069$, $p < 0.001$, 95% CI [0.2930, 0.5662]), since the confidence interval does not include zero. This supports Hypothesis 1 (H1): Promotion has a positive and significant effect on Purchase Decision at Guscio.

Table 7. Regression Coefficients

Variable	B	SE	t	p	LLCI	ULCI
Constant	5.6816	2.5603	2.2191	0.0278	0.6280	10.7352
Promotion (X)	0.4296	0.0692	6.2069	< 0.001	0.2930	0.5662
Content Quality (Z)	0.4721	0.0650	7.2659	< 0.001	0.3439	0.6004
Promotion × Content Quality (XZ)	0.0046	0.0015	3.0113	0.0030	0.0016	0.0077

Source: SPSS Data Processing Results, 2026

The interaction term between Promotion and Content Quality (XZ) was positive and significant ($b = 0.0046$, $SE = 0.0015$, $t = 3.0113$, $p = 0.0030$, 95% CI [0.0016, 0.0077]), indicating that Content Quality significantly moderates the relationship between Promotion and Purchase Decision. Because the interaction coefficient is positive, the moderation is classified as an enhancing moderation: the higher the content quality, the stronger the effect of promotion on purchase decision. This supports Hypothesis 2 (H2): Content Quality moderates the effect of Promotion on Purchase Decision at Guscio.

The conditional effects presented in Table 8 further illustrate this pattern. The effect of Promotion on Purchase Decision increased from 0.6009 at low Content Quality ($Z = 36.9408$), to 0.6497 at moderate Content Quality ($Z = 47.4773$), and to 0.6985 at high Content Quality ($Z = 58.0000$), and remained statistically significant ($p < 0.001$) at all three levels. This confirms that as content quality increases, the strength of promotion's effect on purchase decision also increases.

Table 8. Conditional Effects of Promotion at Different Levels of Content Quality

Level of Content Quality	Z Value	Effect	SE	t	p	LLCI	ULCI
Low	36.9408	0.6009	0.0275	21.8805	< 0.001	0.5467	0.6551
Moderate	47.4773	0.6497	0.0281	23.1292	< 0.001	0.5943	0.7052
High	58.0000	0.6985	0.0367	19.0148	< 0.001	0.6260	0.7710

Source: SPSS Data Processing Results, 2026

Discussion

The obtained results support previous empirical evidence showing that digital marketing activities and social media communication influence consumer decision-making processes (Appel et al., 2020; Dwivedi et al., 2021).

The results also confirm that content quality acts as an enhancing moderator between promotion and purchase decision, meaning that promotional success depends not only on the frequency of message delivery but also on how that message is packaged and received by consumers. This finding aligns with Kotler and Keller (2016), who note that consumers require adequate information before making a purchase decision. It is further consistent with Yadav and Rahman (2017) and Bilgin (2018), who show that the quality of digital marketing content shapes consumer response and brand awareness, as well as with Sihombing and Febriansyah (2025), who found that content quality strengthens the effect of digital marketing activities on consumer response. Compared with Adriani and Eliza (2025), who examined content marketing's direct effect on purchase decisions, the present study extends this line of research by positioning content quality specifically as a moderator rather than a direct predictor.

For Guscio, these findings imply that its promotional strategy needs to be supported by careful content management. Content that is relevant, informative, appealing, and valuable to consumers can enhance the effectiveness of Guscio's marketing communication, helping consumers understand product information more easily, form positive brand perceptions, and gain greater confidence in their purchase decisions.

CONCLUSION

This study concludes that Promotion, Content Quality, and Purchase Decision among Guscio consumers are generally in the high category. Promotion functions as an effective marketing communication channel that helps consumers obtain product information and build interest in the brand, while content quality through relevant, engaging, and valuable information supports consumers in understanding Guscio products. Purchase decisions also show a positive tendency, reflecting that the information obtained through promotion and content contributes to consumers' evaluation before purchasing.

Promotion is proven to have a positive and significant effect on purchase decisions at Guscio: the more effective the promotional activity, the higher the consumer tendency to purchase. Promotion functions not merely as a channel for delivering product information but as a strategic factor in building positive perception, attracting attention, and encouraging consumer confidence prior to purchase.

Content quality is proven to act as a moderating variable that strengthens the effect of promotion on purchase decisions. The success of promotional activity depends not only on the message conveyed but also on how that message is packaged and received by consumers; content that is relevant, complete, accurate, appealing, and valuable enhances the effectiveness of promotion in influencing purchase decisions.

Based on these conclusions, Guscio is advised to continue developing more creative promotional strategies suited to its consumer characteristics, while also improving the quality of its marketing content through more appealing visuals, more complete product information, and content that provides added value to consumers. Other local fashion brands may likewise treat promotion and content quality as integral parts of their digital marketing strategy. Future researchers are encouraged to incorporate additional variables such as brand image, brand awareness, customer trust, electronic word of mouth, customer engagement, or perceived value, and to extend the scope of research to other fashion brands or alternative methodological approaches for a more comprehensive understanding of the factors influencing consumer purchase decisions in the fashion industry.

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