

# The Effect of Product Quality, Brand Image, and Promotion on Sportwatch Purchase Intention Among Millennials

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**Abstract.** The development of wearable technology such as sportwatches has driven an increase in purchasing interest, especially among millennials. This study aims to analyze the effect of product quality, brand image, and promotion on the purchase intention of sportwatches in the millennial consumer segment in Indonesia. This study uses a quantitative approach with an associative method. The sample consisted of 100 millennial respondents who were selected purposively, with an instrument in the form of a Likert scale closed questionnaire. Data were analyzed using multiple linear regression, F test, t test, and coefficient of determination. The results of the analysis show that the three independent variables, both simultaneously and partially, have a significant effect on the purchase intention of sportwatches. The product quality variable is the dominant factor in influencing purchase intention, followed by brand image and promotion. The coefficient of determination (Adjusted R Square) of 66.3% indicates that the combination of the three variables is able to explain most of the variation in consumer purchase intention. These findings provide strategic implications for manufacturers in designing a more adaptive marketing approach to millennial preferences that prioritize quality, brand reputation, and digital promotional interactions.

**Keywords:** Product Quality, Brand Image, Promotion, Purchase Intention, Sportwatch.

## 1. INTRODUCTION

The development of digital technology and healthy lifestyle trends are driving increasing demand for wearable devices such as sportwatches. **Sportwatches** not only function as time indicators, but also as health monitoring tools with features such as heart rate detection, activity trackers, and connectivity with fitness applications. This product is increasingly in demand by the active, tech-savvy millennial generation, who care about health and appearance.

According to Statista (2023), the global market value of wearable devices is estimated to reach USD 64 billion in 2024 and will **continue** to experience significant growth until 2027, with Asia being one of the fastest growing markets. In Indonesia, based on data from the International Data Corporation (IDC) Indonesia (2022), wearable sales growth increased by 25% compared to the previous year, with the largest contribution coming from the smartband and sportwatch categories.

The millennial generation is a demographic group that is very responsive to technological developments, and has a strong preference for products that reflect their lifestyle. According to data from the Central Statistics Agency (2022), the millennial generation dominates around 33% of the total productive population in Indonesia. With relatively high purchasing power and dependence on digital media,

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this generation is the main target in marketing **strategies** for various technology products, including sports watches.

Meanwhile, the Nielsen report (2021) states that the Indonesian millennial generation (aged 25–40 years) are consumers who are most exposed to digital marketing, have wide access to product information, and tend to do online **research** before making a purchase. These characteristics make millennials a very potential segment for sportswatch manufacturers. In addition, the YouGov report (2022) also shows that 61% of Indonesian millennials use wearable devices to support their sports or fitness activities.

In the context of consumer behavior, purchase intention is one of the important indicators that shows a person's tendency to buy a particular product. Purchase intention is influenced by various factors, including product quality, brand image, and promotion. Product quality that includes aspects of reliability, comfort, and the latest technology plays a major role in determining satisfaction and purchasing decisions. A strong brand image forms a positive perception of the product's excellence and reputation, while attractive promotions, especially through social media and influencer endorsements, can expand market reach and build emotional closeness with consumers.

Several previous studies support the importance of these variables. A study by Rizki and Hidayatullah (2023) showed that digital marketing and brand image have a significant influence on purchasing decisions for wearable products. Meanwhile, research by Lestari and Aprilyanti (2020) emphasized that product quality plays a dominant role in shaping purchasing **intentions** for consumer technology products. Sportwatches not only function as time indicators, but are also equipped with advanced features such as heart rate monitoring, pedometers, and connectivity with smartphones. This product is now positioned as part of a healthy and modern lifestyle identity. Therefore, it is important for manufacturers to understand the factors that influence millennial consumers' purchasing decisions for sportwatches.

Based on this background, this study aims to determine how much influence product quality, brand image, and promotion have on the purchase intention of sportwatches among millennials. This study is expected to provide theoretical contributions in the development of marketing science and become a practical reference for industry players in designing relevant and effective wearable product marketing strategies.

## **2. LITERATURE REVIEW**

### **Product Quality**

Product quality is a crucial factor in influencing consumer purchase intention. According to Kotler and Keller (2016), product quality reflects the product's ability to meet consumer needs and desires. In the context of sportwatches, product quality includes functional reliability, durability, and advanced features that support user activities.

Product quality indicators proposed by Garvin (1987) and developed in subsequent studies include:

1. Performance: the ability of a sports watch to show the time, count steps, heart rate, and other features.
2. Reliability: consistency of product performance over a period of time.

3. Durability: the technical life of the product under regular use.
4. Conformance: the extent to which a product conforms to technical standards or user requirements.
5. Aesthetics: the visual appearance and attractive design of the product.
6. Perceived quality: perception of quality based on brand reputation and experience.

Research by Kusumo (2018) shows that 60% of millennial respondents are interested in buying Apple Watch because of the superior quality of features compared to other products, such as GPS, memory, and internet speed. This shows that perceptions of product quality have a significant effect on consumer purchasing intentions.

### **Brand Image**

Brand image is a consumer's perception of a brand that is formed from the experience and information received. According to Shimp in Lestiowati (2018), brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. A positive brand image can increase consumer trust and loyalty.

Brand image indicators according to Tjiptono (2020) include:

1. Brand association strength: how strongly consumers associate a product with a particular feature or benefit.
2. Brand uniqueness: the distinctive characteristics of a brand compared to competitors.
3. Brand favorability: the extent to which consumers like and have positive perceptions of a brand.
4. Lifestyle fit: the suitability of brand values to consumers' lifestyle preferences.

Research by Kusumo (2018) also shows that brand image and brand trust influence the purchase intention of Apple Watch among millennials. This confirms the importance of brand image in influencing consumer purchase intention.

### **Promotion**

Promotion is a company's effort to inform, persuade, and remind consumers about the products offered. According to Kotler and Keller (2016), effective promotion can increase consumer awareness and purchasing interest. Research by Kusumo (2018) shows that promotion through social media and influencer endorsement has a significant effect on the purchase intention of Apple Watch among millennials. This shows that the right promotional strategy can increase consumer purchase intention for sportwatch products.

Promotion indicators according to Fandy Tjiptono (2017) include:

1. Advertising: the effectiveness of commercial messages in digital or print media.
2. Sales promotion: discounts, bundling, and giveaways.
3. Direct marketing: personal promotion via email, social media, or apps.
4. Personal selling: direct interaction between seller and consumer.
5. Public relations: brand publicity through events, sponsorships, or social campaigns.

### **Purchase Intention**

Purchase intention is the tendency of consumers to buy a particular product based on consideration and evaluation of the product. According to Schiffman and Kanuk (2014), purchase intention is influenced by factors such as product quality, brand image, and promotion.

Purchase intention indicators commonly used in research (Ajzen, 2005; Ferdinand, 2014) include:

1. Interest to search: the desire to find out more about a product.
2. Intention to try: the intention to try the product if given the opportunity.
3. Intention to buy: a strong tendency to make a purchase.
4. Intention to recommend: readiness to recommend a product to others.

Research by Kusumo (2018) shows that product quality, brand image, and promotion have a significant effect on the purchase intention of Apple Watch among millennials. This confirms that the three factors interact with each other in influencing consumer purchase intention towards sportwatch products.

### **Research Hypothesis**

Based on theoretical studies and previous studies, the hypothesis proposed in this study is as follows:

H1: Product quality has a significant effect on the intention to purchase sportwatches among millennials.

H2: Brand image has a significant influence on the intention to purchase sportwatches among millennials.

H3: Promotion has a significant influence on the intention to purchase sportwatches among millennials.

H4: Product quality, brand image, and promotion simultaneously have a significant effect on the intention to purchase sportwatches among millennials.

## **2. RESEARCH METHODS**

This study uses a quantitative approach with an associative research method to test the influence between variables. The independent variables in this study are product quality (X1), brand image (X2), and promotion (X3), while the dependent variable is purchase intention (Y).

The population in this study were millennial consumers in Makassar City who knew or had considered buying sportwatch products. The sampling technique used was purposive sampling, with the criteria of respondents aged 27–40 years and actively using digital media. The number of samples in this study was 100 respondents.

Data were collected through the distribution of questionnaires with a Likert scale of 1–5 that measured respondents' perceptions of the indicators of each variable. In addition, documentation was used as complementary data. The data obtained were analyzed with the help of SPSS software.

## **3. RESULTS AND DISCUSSION**

### **Respondent Profile**

The respondent profile in this study includes demographic characteristics such as gender, age, education level, and occupation.

**Table 1. Respondent Characteristics**

Characteristics	Category	Frequency	Percentage
Gender	Man	45	45%
	Woman	55	55%
Age	27–30 years	42	42%
	31–35 years	38	38%
	36–40 years	20	20%
Last education	High School/Equivalent	28	28%
	Diploma/Bachelor	66	66%
	Postgraduate	6	6%
Work	Private sector employee	40	40%
	Self-employed	35	35%
	Students/Students	25	25%

Source: Primary Data Processing Results (2025)

From the table above, the majority of respondents are women at 55%, while men are 45%. Most respondents are in the age range of 27-30 years (42%) and 31-35 years (38%), which shows that the early to mid-millennial age group is the dominant segment in this study. The level of education is dominated by Diploma/Bachelor graduates at 66%, which reflects that respondents have a higher educational background that allows them to better understand the technological features of wearable products such as sportwatches.

In terms of employment, private employees dominate with a proportion of 40%, followed by self-employed 35%, and students 25%. This composition indicates that most respondents already have independent income and sufficient purchasing power to purchase technology products.

### Multiple Linear Regression Results

**Table 2. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	0.215	0.162	
Product Quality (X1)	0.302	0.074	0.328
Brand Image(X2)	0.198	0.089	0.160
Promotion (X3)	0.351	0.063	0.436

Source: Primary Data Processing Results (2025)

The multiple linear regression equation obtained:

$$Y = 0.215 + 0.302X_1 + 0.198X_2 + 0.351X_3$$

The constant value of 0.215 indicates that if the variables of product quality, brand image, and promotion are considered non-existent (zero value), then the purchase intention still exists at 0.215 units. This means that there are other factors outside the model that also affect purchase intention.

The coefficient of the product quality variable of 0.302 shows a positive influence on purchase intention. This means that if the perception of product quality increases, then consumer purchase intention will also increase.

The brand image coefficient of 0.198 also shows a positive influence on purchase intention. The better the brand image formed in the minds of consumers, the higher their purchase intention for the sportwatch.

The promotion coefficient of 0.351 indicates that promotion has the greatest positive influence compared to the other two variables. This confirms that the intensity and quality of effective promotion can significantly increase purchase intention.

### F Test Results (Simultaneous)

Table 3. F Test Results

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<b><i>Regression</i></b>	27,834	3	9,278	72,456	0.000
<b><i>Residual</i></b>	12,299	96	0.128		
<b><i>Total</i></b>	40,133	99			

Source: Primary Data Processing Results (2025)

The Fcount value of 72.456 is greater than Ftable (2.14) with a significance value of  $0.000 < 0.1$ . So it can be concluded that H04 is rejected and Ha4 is accepted. This means that there is a significant simultaneous influence between product quality, brand image, and promotion on the intention to buy sportwatches among millennials.

### t-Test Results (Partial)

Table 4. Results of t-Test (Partial)

<i>Model</i>	<i>Unstandardized Coefficients</i>	<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>	
(Constant)	0.215	0.162	1,327	0.189	
Product Quality (X1)	0.302	0.074	0.328	4,081	0,000
<i>Brand Image</i> (X2)	0.198	0.089	0.160	2,224	0.028
Promotion (X3)	0.351	0.063	0.436	5,571	0,000

Source: Primary Data Processing Results (2025)

Based on the results of the partial t-test:

The Product Variable (X1) has a t-value of  $4.081 > t$ -table 1.660 and a significance value of  $0.000 < 0.1$ , so H01 is rejected and Ha1 is accepted. This means that product quality has a significant effect on the intention to purchase sportwatches.

The Brand Image variable (X2) has a t-value of  $2.224 > t$ -table 1.660 and a significance value of  $0.028 < 0.1$ , so H02 is rejected and Ha2 is accepted. This means that brand image has a significant effect on purchase intention.

Promotion variable (X3) has a tcount value of  $5.571 > t$ table 1.660 and a significance value of  $0.000 < 0.1$ , so H03 is rejected and Ha3 is accepted. Thus,

promotion has a significant effect on the intention to buy sportwatches among millennials.

### Coefficient of Determination ( $R^2$ )

**Table 5. Model Summary**

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.820	0.673	0.663	0.361

Source: Primary Data Processing Results (2025)

The coefficient of determination (Adjusted R Square) value of 0.663 indicates that 66.3% of the variation in purchase intention can be explained by three independent variables, namely product quality, brand image, and promotion. The remaining 33.7% is influenced by other factors not included in this research model.

## DISCUSSION

The results of the study show that the three independent variables, namely product quality, brand image, and promotion, have a significant influence on the intention to purchase sportwatches among millennials.

First, the product quality variable is proven to have a positive and significant influence on purchase intention. This strengthens the theory put forward by Kotler and Keller (2016) that product quality is the main factor in influencing consumer decisions. In the context of sportwatches, advanced features, technological reliability, and ease of use are the main attractions for millennial consumers who prioritize performance and function in choosing technology products. These results are also consistent with the findings of Lestari and Aprilyanti (2020) which show that good quality perceptions will increase consumer desire to buy lifestyle technology products.

Second, brand image also has a positive and significant influence on purchase intention. This finding is in line with Keller's theory (2003) which states that brand image can create positive associations in the minds of consumers, strengthen preferences, and increase purchase intentions. Millennials tend to be attracted to brands that have symbolic values that match their lifestyle. Sportwatches with brands that have a good reputation, are classy, and are relevant to modern health trends will more easily attract the attention and purchase interest of consumers.

Third, the promotion variable has the greatest influence on purchase intention compared to the other two variables. This shows that an effective marketing communication strategy, especially through social media, influencer endorsements, and digital promotions such as discounts and giveaways, is very influential in encouraging millennial consumers to buy sportwatches. These results support previous research by Rizki and Hidayatullah (2023) which showed that digital promotions greatly determine purchasing behavior among young consumers.

Simultaneously, the combination of the three variables explains 66.3% of the variation in purchase intention, which means that this model is quite strong in explaining the factors that influence purchase decisions. The remaining 33.7% likely comes from other factors such as price, brand ambassador, user reviews, and psychological factors. Thus, the findings of this study provide a comprehensive picture that superior product quality, strong brand image, and attractive promotions are the main strategies in building purchase intention for sportwatches, especially among millennials.

## 4. CONCLUSION

Based on the results of data analysis and discussion that have been done, it can be concluded that product quality, brand image, and promotion have a positive and significant influence on the purchase intention of sportwatches among millennials in Makassar City. Promotion is the most dominant variable in influencing purchase intention, followed by product quality and brand image. This research model is able to explain 66.3% of the variation in purchase intention, indicating that these three factors are important elements in influencing the decision of millennial consumers to buy sportwatches.

## **SUGGESTION**

Sportwatch manufacturers are advised to improve product quality, especially in terms of feature reliability, ergonomic design, and durability, in order to meet the expectations of millennial consumers.

Companies need to build a strong brand image through a branding approach that targets healthy lifestyle values, technology, and current trends that are close to millennial characteristics.

Attractive and innovative promotional strategies need to be strengthened, especially through digital platforms and social media which are the main communication channels for the millennial generation.

## **Implications**

The practical implication of this study is that companies need to prioritize the development of digital-based marketing strategies that emphasize personal and interactive promotions. In addition, these findings can also be used as a basis for more specific market segmentation based on millennials' preferences for wearable products.

The theoretical implication is that the results of this study strengthen the theory of consumer behavior and marketing mix which states that quality, image, and promotion are the main determinants in forming purchase intentions.

## **Limitations & Further Research**

This study has several limitations, including the geographical coverage which is only limited to Makassar City and the use of a purely quantitative approach. In addition, the number of samples used is relatively limited, so the results of the study cannot necessarily be generalized to a wider population.

For further research, it is recommended to conduct it in other regions or cities to see the differences in consumer behavior between regions. Research can also expand the variables by adding other factors such as brand trust, electronic word-of-mouth (e-WOM), or user experience. Qualitative or mixed methods approaches can also be considered to gain deeper insights into consumer preferences and motivations.

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