



The effect of persuasive communication on purchase decisions and Customer satisfaction in Sport Fashion products

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ABSTRACT

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Fashion in Indonesia is currently experiencing a very exciting growth. E-commerce has been increasing Persuasive communication is one of the important strategies in influencing consumer behavior, especially in the process of making purchasing decisions and achieving customer satisfaction. Speaking of the fashion sports industry, intense competition demands the implementation of effective marketing communications to attract consumer attention while building customer loyalty, so as to provide strategic insights for brand managers in improving competitiveness and service quality. The aims to this study analyze the effect of persuasive communication on purchasing decisions for sports fashion products. Quantitative research using the explanatory survey method. The research was conducted at Sogo Department Store outlets in Grand Indonesia from January to June 2024. The sampling technique used probability sampling and non-probability sampling with the number of samples used as many as 100 respondents. The independent variable in this study is persuasive communication, while the dependent variable is purchasing decisions and customer satisfaction. Univariate and bivariate data analysis. Statistical tests using product moment correlation test and multiple linear regression. Regression tests show that persuasive communication has a significant effect on purchasing decisions (p-value 0.001; coefficient 0.364) and customer satisfaction (p-value 0.001; coefficient 0.222), so that each increase of one unit of persuasive communication increases purchasing decisions by 0.364 and customer satisfaction by 0.222. There is significance between the influence of persuasive communication and customer satisfaction on purchasing decisions for fashion sport products.

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1. Introduction

The use of the internet in information and communication technology is increasing, covering all age groups from children to adults, and now affects almost all aspects of modern life (Harahap et al., 2023). The ability to access the internet, distance and national borders are no longer an obstacle to finding information. Unlike books and libraries, the internet allows for the rapid dissemination



of knowledge and data, which also affects economic growth (Curea & Ciora, 2013). Transactions, which were previously limited to in-person interactions, are now increasingly easy to conduct online. More than 30 million children and teenagers in Indonesia are internet users, with digital media as their main communication channel. A study showed that 80% of respondents are internet users, prioritizing a significant digital divide between users in more affluent urban areas and those in less affluent rural areas (Octoriviano et al., 2022).

The rapid advancement of technology opens up opportunities for online businesses, one of which is the online shop business which is increasingly popular in the Indonesian industry, especially in Jakarta. Online stores are attractive because they are easily accessible and offer a variety of choices (Lailia & Dwiridotjahjono, 2023). The life of an online system, people can save time compared to shopping in person, because the process can be done anytime and anywhere (Rerung, 2018). This opportunity is seen as positive for the Indonesian economy. Over time, the product and service industry has experienced significant growth in the Indonesian economy (Choiriyah et al., 2017).

In the increasingly modern digital era, E-commerce has grown rapidly and become an important part of the daily lives of people around the world. With the help of e-commerce, people can sell, buy and exchange products or services without geographical restrictions, thus opening up vast business opportunities for business actors (Blut et al., 2018).

According to the Indonesian Internet Service Providers Association (APJII), the internet penetration rate in the country in 2024 will reach 79.5%. This means that the ratio of people connected to the internet has reached 79.5% of the total national population. Indonesia internet penetration rate is recorded to continue to rise every year, reaching a new record high in 2024 (Indonesia, 2024). This phenomenon has gradually led to changes in the behavior of buying and selling transactions between consumers and producers, which were previously carried out directly (offline) are now shifting to online transactions. According to data released by Bank Indonesia in 2023, E-commerce transactions increased from IDR 106 trillion in 2018 to IDR 476 trillion in 2022, although this figure has not yet reached the target of IDR 498 trillion.

The basic difference between online shopping and offline shopping is that both are buying products. With online shopping, people can freely search for the items they need anytime and anywhere through smartphones as long as there is an internet connection so there is no need to go to the store. Offline sales are often considered a less efficient way because to make purchases consumers must visit the store, making it very difficult for consumers who are located far from the store. Alternative choices of online and offline shopping provide their own differences for consumers, especially regarding consumer satisfaction itself (Jaas, 2022).

Fashion in Indonesia is currently experiencing a very rapid development. There are several factors that influence this development, one of which is modernization, where modern society is very concerned about fashion or style of dress (Vernuccio & Ceccotti, 2015). The negative impact faced by Fashion business owners is a decrease in the number of consumers. The trend of online sales shows a reduction in the availability of Fashion products. To maintain competition with online Fashion companies and attract customers, offline Fashion store owners can implement effective marketing strategies and provide the best customer service (Regina & Berlianto, 2022).

Sportswear is a type of clothing that is used when doing sports activities. This type of sportswear is experiencing rapid development in the clothing industry. In the past two years or so, the global trend has been filled with athleisure or sportswear, just like the fashion trend in general. The increasing awareness of the importance of maintaining health by exercising makes it one of the factors for the development of the sportswear trend (Cuong, 2020).

Based on Shopee's sales data, sales of sports products in the E-commerce tripled in 2018 when compared to the 2017 trend. Seeing the rapid growth in the Fashion industry, Soulactiv, which focuses on this subsector, sees a great opportunity by developing the Fashion sport category through their brand, the Soulactiv brand. In a Media Indonesia article, PT Mingala, which oversees the Soulactiv brand, revealed that they have adopted the use of Supplex and Lycra sports materials, which are usually found in sportswear products from well-known brands.

Soulactiv demonstrates its commitment to deliver high quality products to consumers that can compete with products from international brands, but with a unique local touch. This step not only increases consumer confidence in the Soulactiv brand but also proves that local products can meet international standards. Innovation and attention to detail, Soulactiv continues to meet market needs and maintain its position as a leader in the local sportswear industry. Talking about marketing communication, this is important because it is closely related to how companies communicate themselves to their consumers, strengthen their brand characteristics so that they can create certain values and perceptions in their consumers.

Persuasion is a communication process that invites or persuades others with the aim of changing attitudes, beliefs and opinions according to the wishes of the communicator, in this definition invitation or persuasion is without an element of threat/coercion (Duc, 2022). Elaboration Likelihood Model (ELM) theory to explain how a person processes the communication message he sees so that it creates an attitude after processing the message (Duc, 2022).

Product quality is the ability of a product to meet or exceed customer expectations, so many consumers consider this before buying. Soulactiv, for example, uses high-quality materials such as Supplex and Lycra to meet international standards and attract consumers (Dristyan et al., 2023).

Service quality as an intangible action offered to consumers. Soulactiv shows their commitment by providing products that are anti-odor and anti-bacterial and ensuring high comfort, which increases customer satisfaction and business continuity (Febrian & Ahluwalia, 2020).

Product quality and service are the main factors that influence consumer purchasing decisions. Positive consumer attitudes can result in satisfaction, so customer value will influence their decisions about what to buy and how to use a product. Customer value is an estimate of the total benefits that consumers receive from a product, based on their beliefs and experiences and what is provided by the producer (Soliha et al., 2021). Although many previous studies have investigated the impact of persuasive communication on purchase decisions and customer satisfaction, most of these studies emphasize the digital and online marketing context (Deiss & Henneberry, 2020). This research identifies a gap in the literature that addresses the role of persuasive communication in an offline context, specifically in the sports fashion industry. With increasing competition between online and offline channels, it is crucial to understand how different communication strategies can influence consumer behavior in both environments.

This research gap becomes all the more important given the changing consumer behavior that tends to shift towards online shopping, although many still choose to shop in physical stores. This research makes a unique contribution by integrating insights from persuasive communication across both channels, thus providing a more comprehensive understanding of how communication elements can be optimized to improve purchase decisions and consumer satisfaction. By analyzing data from consumers shopping at Sogo Department Store, this study not only emphasizes the importance of persuasive communication in an offline context, but also compares it with findings from previous studies focusing on online channels (Ying-Yen, 2023). This research makes a significant contribution to the existing literature, by offering practical guidance for marketers to design more effective and integrated communication strategies, which can link offline and online shopping experiences.

Based on the various problems above, researchers are interested in deepening the factors that can cause reduced purchases through offline stores. Researchers want to examine The Effect of Persuasive Communication on Purchasing Decisions and Customer Satisfaction on Fashion Sport Products.

2. Method

Quantitative research using the explanatory survey method (Creswell, 2009). The research was conducted at Sogo Department Store outlets in Grand Indonesia from January to June 2024. Sogo's reputation and popularity, product variety, relevant offline context, access and diversity of respondents, and unique shopping experience at the venue. This is certainly part of the selection of

Sogo stores as a source of primary and secondary data in my research. The sampling technique uses probability sampling and non-probability sampling with the number of samples used as many as 100 respondents calculated using the slovin formula (Purwono et al., 2019). The independent variable in this study is persuasive communication, while the dependent variables are purchasing decisions and customer satisfaction. Inclusion criteria include customers who have purchased fashion sport products, individuals who understand and have been exposed to persuasive communication, such as promotions, advertisements, or direct marketing communications of fashion sport products including sportswear, shoes, or sports accessories, as well as products sold through physical stores. Exclusion criteria included respondents who did not understand persuasive communication or had never been exposed to marketing strategies and individuals who were not willing to provide data through surveys or interviews.

The data collection technique was carried out by questionnaire. Persuasive communication was obtained with a 27-question questionnaire about persuasive messages, beliefs and attitudes, and behavioral intentions. Statements are expressed with 5 answer choices, namely, strongly disagree, disagree, hesitate, agree and strongly agree. Purchasing decisions are obtained with a questionnaire totaling 16 questions about product choice, brand choice, supplier choice, purchase amount and payment method (Hadiwitanto, 2017). The statement is expressed with 5 answer options, namely, strongly disagree, disagree, hesitate, agree and strongly agree.

The selection of Sogo Department Store in Grand Indonesia as the research location was based on several key considerations that support the relevance of this research to persuasive communication in the fashion retail industry. One of the main factors is the suitability of visitor demographics to the research focus. Sogo Grand Indonesia is known as a shopping destination that is visited by consumers from the middle to upper class who have high purchasing power and awareness of fashion trends (Pratana, 2014). These characteristics make Sogo an ideal place to understand purchasing decision patterns in the sports fashion product category.

In addition, the high level of consumer visits at Sogo Grand Indonesia is also a strong reason for choosing Sogo as a research location. As one of the largest shopping centers in Indonesia, Sogo attracts thousands of consumers every day, allowing this study to obtain an adequate sample size and increase the validity of the findings. The high customer traffic also reflects the intense competition in the retail sector, where persuasive communication is an important element in the marketing strategies used by brands (Pratana, 2014).

Then, in the era of e-commerce dominance, understanding consumer behavior in physical stores has become increasingly important. Sogo Department Store remains one of the top destinations for customers who prefer in-person shopping experiences over online transactions (Ying-Yen, 2023).

Therefore, this study not only highlights the effectiveness of persuasive communication in an offline environment, but also provides a broader perspective on how marketing strategies can be adjusted to maintain the competitiveness of conventional retail amidst changes in consumer shopping behavior. For this reason, the selection of Sogo as a research site is believed to make a significant contribution in understanding the role of persuasive communication on purchasing decisions and consumer satisfaction in the sports fashion industry.

Customer satisfaction is obtained with a questionnaire which consists of 12 questions about expectations, perceived product or service delivery, confirmation or disconfirmation and complaining behavior. Statements are expressed with 5 answer options, namely, strongly disagree, disagree, hesitate, agree and strongly agree. Univariate and bivariate data analysis. Statistical tests using product moment correlation tests and multiple linear regression to determine the effect of persuasive communication on purchasing decisions and customer satisfaction on fashion sport products.

3. Result and Discussion

Table 1. FREQUENCY DISTRIBUTION OF RESPONDENT CHARACTERISTICS (N=100)

Variable	Result
<20	3/3.0
21-30	39/39.0
31-40	45/45.0
>40	13/13.0
Gender (n/%)	
Male	5/5.0
Female	95/95.0
Education (n/%)	
SMA	3/3.0
Students	14/14.0
S1	64/64.0
S2	19/19.0
Employment (n/%)	
Students	9/9.0
Civil servants	9/9.0
Entrepreneur	6/6.0
Self-employed	25/25.0
Private employee	50/50.1
Not yet working	1/1.0
Purchase quantity (n/%)	
Never	1/1.0
1-2	54/54.0
>2	45/45.0

SOURCE: FINDINGS IN SPSS, 2025

Table 1. Shows that most respondents were aged 31-40 years as many as 45 (45%). The majority of respondents were male 95 (95%). Most respondents completed their education at the S1 level

64 (64%) and the majority worked as private employees as many as 50 (50%). Most respondents have made 1-2 purchases 54 (54%).

Table 2. KOLMOGOROV SMIRNOV TEST

Variable	Significant	Result
Purchase decision	0.200	Normal
Customer satisfaction		

SOURCE: FINDINGS IN SPSS, 2025

Based on table 2. Shows the results of the kolmogorov-smirnov normality test showing a sig value of 0.200, this value > 0.05 so that the value is normally distributed.

Table 3. PRODUCT MOMENT CORRELATION TEST OF PERSUASIVE COMMUNICATION

Variable	Pearson Correlation	Sig (2-tailed)
Purchase decision	0.634	0.001
Customer satisfaction		

SOURCE: FINDINGS IN SPSS, 2025

Table 3. Shows that persuasive communication has a significant relationship with purchasing decisions and customer satisfaction with a p-value of 0.001. The Pearson Correlation value of 0.634 shows a high relationship in accordance with the correlation guidelines, where the value of 0.60 - 0.799 is included in the strong relationship category. This means that the better the persuasive communication is carried out, the greater the influence on purchasing decisions and customer satisfaction.

Table 4. THE RESULTS OF THE LOGISTIC REGRESSION TEST ANALYSIS OF PERSUASIVE COMMUNICATION ON PURCHASING DECISIONS

Variable	B	SE	Beta	t	Sig
Persuasive Communication	0.364	0.045	0.634	8.115	0.001

SOURCE: FINDINGS IN SPSS, 2025

Table 4. Shows a p-value of 0.001, meaning that the Persuasive Communication variable has a significant effect on Purchasing Decisions partially. The regression coefficient value of Persuasive Communication of 0.364 indicates that each increase of one unit of Persuasive Communication will increase the Purchasing Decision by 0.364.

Table 5. RESULTS OF LOGISTIC REGRESSION TEST ANALYSIS OF PERSUASIVE COMMUNICATION ON CUSTOMER SATISFACTION

Variable	B	SE	Beta	t	Sig
Persuasive Communication	0.222	0.29	0.605	7.522	0.001

SOURCE: FINDINGS IN SPSS, 2025

Table 5. Shows a p-value of 0.001, meaning that the Persuasive Communication variable has a significant effect on customer satisfaction. The regression coefficient value of Persuasive Communication of 0.222 indicates that each increase of one unit of Persuasive Communication will increase Purchase Satisfaction by 0.222.

Respondent characteristics

95% of respondents were female, while 5% were male. The majority of respondents, 58%, are above 30 years old. Soulactiv consumers are generally mature women who have a steady income and make frequent repeat purchases to fulfill their lifestyle needs. Most consumers are familiar with

Soulactiv from their visits to Sogo Dept Store Grand Indonesia, while others learned about the brand through promotions on various online and offline platforms.

Data Analyst

The results of data analysis show that persuasive communication affects purchasing decisions and customer satisfaction. The correlation coefficient between persuasive communication and purchasing decisions and customer satisfaction is 0.634. This result shows a fairly strong positive relationship between persuasive communication and these two variables. On one of the indicators of persuasive communication, respondents stated, "I would recommend Soulactiv products to my friends and relatives." This result shows that the persuasive communication implemented by Soulactiv is quite successful in increasing purchasing decisions and customer satisfaction. This can be seen from the high desire of consumers to recommend products to others, which is an indication that they are satisfied with the quality of the product.

The strong positive relationship between persuasive communication with purchasing decisions and customer satisfaction, it can be concluded that a good communication strategy is one of the main factors in maintaining customer loyalty in the midst of intense competition. Efforts to improve the quality of product information can be one of the important steps for Soulactiv to strengthen their position in the market (Finne & Grönroos, 2017). Soulactiv at Sogo Dept Store Grand Indonesia needs to focus on improving the quality of information provided, ensuring that it is more relevant, detailed, and meets consumer needs. This step, if done in conjunction with persuasive communication strategies that have proven effective, will strengthen the brand's position in the market and maintain customer loyalty (Huzangi & Astuti, 2020).

The regression results show that the persuasive communication variable has a significant effect on purchasing decisions with a p-value of 0.001 and a regression coefficient of 0.364, which means that each increase of one unit of persuasive communication increases purchasing decisions by 0.364. Regression analysis also shows a significant effect of persuasive communication on customer satisfaction with a p-value of 0.001 and a regression coefficient of 0.222, so that each increase of one unit of persuasive communication increases customer satisfaction by 0.222.

The results of the analysis show that persuasive communication affects purchasing decisions and customer satisfaction. Persuasive communication helps potential buyers understand products and meet their needs, which supports purchasing decisions. Persuasive communication aims to persuade people to take certain actions. In addition, persuasive communication also affects customer satisfaction, which is achieved when customer needs and expectations are met (Kumar & Reinartz, 2016). Persuasive communication has a significant effect on library user satisfaction, explaining 58.4% of the effect on satisfaction. These two studies confirm that persuasive

communication plays an important role in influencing customer satisfaction (Linardi & Rahyuda, 2019).

Another interesting finding from the results of this study is that it proves the applicability of the Elaboration Likelihood Model (ELM). This theory was developed by Richard E. Petty and John T. Cacioppo, where this theory explains where a person processes the communication message he sees so that it creates an attitude after processing the message. There are three types of argument elaboration that are important to know in structuring or shaping persuadee arguments according to the persuader's wishes, namely strong arguments, neutral arguments and weak arguments. This research uses ELM theory to explore persuasive messages, beliefs and attitudes, behavioral intentions (Luxton et al., 2017). Previous research on ELM focused on changes in attitudes and intentions towards information and products, this approach is rarely used because marketing tends to focus more on indirect strategies, such as the use of social media or digital advertising, compared to direct communication to communicants. Direct communication requires greater resources, both in terms of time, manpower, and cost, to reach each individual personally (Nurhidayah & Fadillah, 2024). Indirect strategies are often considered more effective in reaching a wider audience with a consistent message (Gomes & Meisen, 2023).

The study shows that communicators play an important role in persuading users through central and peripheral routes. Our empirical findings suggest that both central and peripheral routes are effective ways to influence consumers in their decision-making about purchasing SoulActiv products. Consumers engage in the processing of arguments relevant to the benefits or advantages of the product described through the promotional message, such as details of quality, technology, or specific benefits offered (Ikmalina Faza & Fikrani Deslia, 2024). Consumers pay more attention to additional cues such as the reputation of the SoulActiv brand, customer testimonials, or the credibility of influencers who recommend the product. This mechanism of influence shapes the consumer's purchase intention by modifying key perceptions, such as confidence in product quality and a positive attitude towards the brand. The results of our study confirm that both routes of influence are moderated by the motivation and ability of consumers to process the information provided (Porcu et al., 2017).

Consumers with higher motivation and comprehension capabilities tend to be more influenced by central routes, such as technical explanations of the advantages of SoulActiv products, while consumers with lower Motivation and capabilities tend to be affected by peripheral routes, such as promotions from influencers or attractive discounts. The study also showed that the central route resulted in a more stable perception of product quality and brand image compared to The Peripheral Route, thus having a more significant long-term impact on loyalty and repurchase decisions of SoulActiv consumers (Afandi et al., 2021).

This research shows that persuasive messages, beliefs and attitudes, intentions are behavioural. indicates that consumers believe in SoulActiv products because of the persuasive message conveyed through several indicators. First, the quality of the argument in the promotional message of the product plays an important role. Information presented with strong and relevant arguments, such as the benefits of the product or the technological innovations used, is able to increase consumer confidence and encourage them to see the product as a useful solution. In addition, the popularity of product-related content, such as positive reviews or the number of people who like and share information about SoulActiv, also influences consumer perception (Putri et al., 2022). This popularity increases consumer confidence in the quality and excellence of the product. The attractiveness of the message conveyed, including an attractive visual design or a creative way of delivering information, is also a factor that influences consumer decisions, making them feel connected to the brand and have more confidence in the product (Safrina et al., 2023).

The results showed that consumers have positive knowledge and skills towards Soul Active products because they understand information that is widely accepted and relevant to their needs. This is one way to get the most out of personal or professional experience of promotions that are expected to help, both in making improvement decisions and when using the product. Consumers preferences for SoulActiv products are supported by their technology against information provided by friends or trusted parties (Šerić et al., 2020).

Finally, the study found that consumers ' behavioral intentions toward soul activ products are reflected through the act of liking and sharing those products. Liking a product shows support or positive recommendations from customers, which can increase the attractiveness of the product and attract the attention of more consumers. When many consumers show their support, this creates a social effect that reinforces the positive image of the brand. In addition, preferred products tend to be shared more, both through social media and direct recommendations. This act of sharing expands the range of information about the product, which in turn can influence other consumer decisions. The combination of liking and sharing shows a significant positive impact on consumer behavioral intentions in supporting and promoting SoulActiv products (Suriyanto, & Utami, 2021).

Unlike previous research, which focused on digital media and influencers influencing purchasing decisions, this study shows that persuasive communication remains relevant in offline markets. The results revealed that although consumers have easier access to online platforms, purchasing decisions in offline marketplaces, such as in Sogo Dept Store, are still influenced by factors such as product availability, strong brand image, and convenient shopping experience. This finding is important because it fills a literature gap related to the effectiveness of persuasive communication in the physical retail environment amid a shift in consumer preferences to digital platforms (Rozi & Khuzaini, 2021).

Another novelty is the finding that central routes (quality of arguments) and peripheral routes (visual appeal and credibility of influencers) can be effectively integrated to support marketing in offline markets. Central routes increase consumer confidence through in-depth information, peripheral routes attract consumer attention with visual and promotional elements. The study also emphasizes the importance of aspects of consumer loyalty in the physical retail environment, which can be reinforced through consistent and relevant persuasive communication. Not only does this research provide new insights into how persuasive communication can be applied in the context of an increasingly challenging offline marketplace, but it also offers strategies that can help local brands like SoulActiv compete in an era increasingly dominated by digital technology.

4. Conclusion

This study shows that there is a significant influence between persuasive communication on purchasing decisions and customer satisfaction in sports fashion products. The regression analysis results show that every one unit increase in persuasive communication can increase purchasing decisions by 0.364 and customer satisfaction by 0.222. This confirms that effective communication strategies are very important in influencing consumer behavior, especially in the highly competitive fashion industry. Increased Understanding, This research provides deeper insights into how persuasive communication can influence purchasing decisions and consumer satisfaction, which can serve as a reference for marketers in designing more effective communication strategies.

Practical Recommendations, The findings can be used by brand owners and marketing managers to develop more targeted communication strategies, focusing on elements that enhance product appeal and customer satisfaction. Valuable Literature, This research adds to the existing literature on marketing communications, particularly in the offline context, and shows that despite the shift to digital platforms, persuasive communications remain relevant in enhancing interactions with consumers in physical stores. Furthermore, this research study also has limitations that warrant further research, such as addressing with qualitative analysis, broader market segmentation, exploration of other variables, the influence of technology in social media for marketing and others. Thus, this study not only provides empirical evidence regarding the importance of persuasive communication, but also offers practical guidance for physical players, especially sports fashion products.

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