

Factors Influencing The Decision To Buy Cigarettes In South Tangerang

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ABSTRACT

This study aims to analyze the influence of television advertising, price, and product quality on the purchase decisions of SM cigarette consumers in South Tangerang City. The three variables were selected based on observations of the dynamics of the cigarette market in urban areas, which have a high level of spending on tobacco products, as well as diverse consumer characteristics in terms of age, occupation, and income. This study uses a quantitative approach with a survey method involving 200 respondents who are active consumers of SM cigarettes. The sampling technique used was *purposive sampling*, with respondent criteria including being domiciled in South Tangerang, at least 18 years old, and having purchased cigarettes in the last three months. Data analysis was carried out using the *Structural Equation Modeling* model based on *Partial Least Squares (PLS-SEM)*. The results of the analysis show that television advertising has a positive and significant influence on purchasing decisions. This indicates that clear television advertisements, attractive messages, and the establishment of trust play a role in encouraging consumers to choose specific cigarette brands. The price of cigarettes has also been proven to have a significant influence on the decision to buy cigarettes, especially if the price is perceived as commensurate with the value offered. Product quality is the third significant factor that influences consumer decisions, particularly in terms of packaging, clarity of information, and taste excellence. This study reinforces the relevance of the *Theory of Consumer Behavior*, which states that purchasing decisions are influenced by a combination of cognitive, affective, and external environmental factors. This research contributes to cigarette companies by providing insights for developing effective marketing strategies based on actual consumer preferences.

KEYWORDS

Television Advertising, Price, Product Quality, Purchase Decision, Consumer Behavior, SM Company, South Tangerang.



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INTRODUCTION

South Tangerang is one of the urban areas that is experiencing rapid growth both economically and socio-culturally (Wahyudi, Diki, Somantri, Lili, & Nandi, 2023). As a buffer area of the capital city with a high level of mobility and

interaction, South Tangerang is inhabited by people with very diverse economic, educational, and lifestyle backgrounds (Syahid & Fauzi, 2024). This heterogeneity forms a complex segment of the consumer market, including in the consumption preferences of products such as cigarettes. Differences in social class and purchasing power cause variations in consumer behavior, both in terms of brand choice, quality perception, and price sensitivity (Wahyudi et al., 2023).

The latest data from the Central Statistics Agency (BPS, 2024) published by Katadata shows that the expenditure of people in South Tangerang City to buy cigarettes is still relatively high despite the decline. In 2023, the average expenditure of South Tangerang City residents for filtered clove cigarettes was recorded at IDR 14,720 per capita per week, down from the previous year which reached IDR 17,680 per capita per week. This type of cigarette is the group with the highest expenditure compared to other types of cigarettes such as white cigarettes (IDR 3,344), unfiltered clove cigarettes (IDR 1,905), cigarettes and other tobacco (IDR 514), and pure tobacco (IDR 40) per week. This decrease in spending indicates a change in consumption behavior, which can be caused by various factors such as rising cigarette prices, government regulations, or shifts in consumer preferences (Darmawan, 2023).

Based on the results of initial interviews with 10 active consumers, especially cigarettes (SM) domiciled in South Tangerang City, consisting of men aged 21-40 years old with a work background as private employees, entrepreneurs, and students, it can be seen that the decision to purchase this brand of cigarettes is not solely based on the need for nicotine, but also as a symbol of status, lifestyle preferences, and perception of brand image. SM cigarette consumers, for example, emphasize the quality aspect and premium image as the main reasons for choosing products. They are willing to pay more to get a smoking experience that is considered more refined, lightweight, and prestigious.

The high expenditure figure for SM brand filter clove cigarettes shows that this product has a stable level of demand among the urban community of South Tangerang. In such conditions, marketing strategies such as placing advertisements on television, adjusting selling prices, and consistency of product quality are decisive factors in influencing purchase decisions (Goli et al., 2022). Television advertising, although now competing with digital media, still plays an important role as a marketing communication tool that can reach various consumer segments massively.

Many studies show that factors influence purchasing decisions. Research by Bangsawan et al., (2022), showing that from the factors studied influencing purchasing decisions, television advertising has a significant influence on consumer purchase decisions compared to social media factors, direct promotions, and word-of-mouth recommendations, because of its ability to convey messages visually and

audibly simultaneously that are able to build a deep impression, strengthen brand memory, and create an emotional association with the advertised product (Noble, 2023). These findings are reinforced by Miklosik et al., (2020) and Mustafa & Al-Abdallah, (2020) which states that *Exposure* Advertising through conventional media such as television can influence purchase intent and behavior.

Research conducted by Curana, et al., (2022) tests the influence of television ads, Instagram social media, and brand image on new product purchase decisions. The results showed that television advertising did not have a significant influence, while Instagram social media and brand image had a significant effect on purchasing decisions. Similar findings were obtained from research conducted by Nova & Nurdin, (2020) who examined the influence of television advertising, *celebrity endorser*, and product quality to the purchase decision of halal cosmetics "Wardah". The study showed that television advertising had no significant influence, while celebrity endorsers and product quality had a positive and significant influence on consumer purchase decisions.

Furthermore, research by Halim & Sutami, (2024) which examines the influence of promotion, product quality, and *customer value* Cosmetic product purchase decisions also show that product quality does not have a significant effect, while promotion and customer value have a significant influence. Other research by Kevin & Simon, (2024) which examines the influence of price perception, service quality, store atmosphere, and *word of mouth* to the purchasing decision found that the quality of service and *word of mouth* has a significant influence, while the perception of the price and the atmosphere of the store is insignificant. Supporting findings were also conveyed by Levrini and dos Santos (2021) who revealed that in the context of retail products, prices do not have a significant effect on purchasing decisions, and consumer decisions are more determined by convenience factors and shopping experience.

In addition to television advertising, price is an important variable in influencing consumer behavior. Study by Riwu et al., (2024) stating that price has a significant effect on purchasing decisions. Support for these findings was also provided by Iedmu'ammam & Madiawati, (2024) and Lukiyana et al., (2023) which found that consumer perception of price is directly proportional to purchase intent. However, not all studies show similar results. Research Levrini & Jeffman dos Santos, (2021) and Kevin & Simon, (2024) mentioning that price is not always the main consideration, especially when consumers are more concerned with other factors such as quality or brand loyalty.

Consumers tend to judge quality based on user experience, brand image, and physical attributes such as taste or packaging (Kotler, Armstrong, Swee-Hoon, Siew-Meng, & Tan Chin-Tiong, 2022). Research by Mbete & Tanamal, (2020) stating that the quality of the product has a direct effect on the purchase decision.

Research Tran et al., (2020) It even shows a strong positive relationship between quality perception and purchase loyalty. However, these findings are not uniform. Tobing et al., (2022) It shows that product quality has no significant influence on consumer purchasing decisions.

Based on these studies, there is a research *gap* regarding the influence of television advertising, price, and product quality on purchase decisions. Some studies showed a positive effect, while others showed no significant effect. This disagreement of results is an important basis for researchers to conduct follow-up studies to confirm the extent to which these three variables are simultaneously able to influence consumer behavior, especially in the context of cigarette consumption.

The novelty of this study lies in an integrative approach, namely by combining the three variables (television advertising, price, and product quality) in one analysis model of purchasing decisions. Previous research has tended to test these variables partially or limited to just two variables. With this comprehensive approach, the research is expected to provide a more comprehensive understanding of effective marketing strategies in the midst of increasingly stringent government regulations on tobacco products.

Based on the background that has been described above, the author will conduct a research entitled "The Influence of TV Advertising, Price and Product Quality on the Purchase Decision of SM Cigarette Consumers in South Tangerang".

RESEARCH METHODS

This type of research is quantitative research to analyze the influence of television advertising, price, and product quality on the purchase decisions of SM Cigarette consumers in South Tangerang. Furthermore, this research period was carried out in January 2025 - May 2025. The population of SM Cigarette consumers in this location was not obtained information so the sampling method in the form of a method was used *non-probability sampling* with techniques *purposive sampling* with the criteria: domiciled in South Tangerang, at least 18 years old, an active consumer in the last three months, and have seen cigarette advertisements on television. The number of samples used was 200 respondents (Hair et al. 2014).

To collect data, questionnaires were given to 200 respondents. The questionnaire was distributed in person and online via *Google Form* to respondents who met the criteria. All respondents filled out the questionnaire completely and validly.

The questions in the questionnaire included 1 non-free variable, namely the purchase decision, and 3 independent variables, namely television advertising, price, and quality of SM cigarette products. Each indicator of each variable is shown

in Table 1. The indicator is used as a statement in a questionnaire and measured on a Likert scale of 1 to 5.

- 1 = strongly disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly agree.

Table 1. Variables, Definitions of Variables and Indicators

No.	Variabel	Definition	Indicator	Scale
1	Television Commercials (X1)	Television advertising is a form of promotion with a series of impressions that are displayed through television media to convey messages, product promotions or simply provide certain announcements to the target audience (Kaur & Mehra, 2022)	1. Cigarette commercials on television convey an honest message. (X1.1) 2. The music, animation, characters that appear in cigarette commercials have an interest. (X1.2) 3. Cigarette advertisements on television provide clear information about the product. (X1.3) 4. The information in cigarette advertisements on television is trustworthy. (X1.4)	Likert 1-5
2	Price (X2)	Price is the value of a good or service expressed in monetary form, reflecting the amount that must be paid by the consumer at a given time and market (Zhao, Yao, Liu, & Yang, 2021)	1. Concern for low prices and quality. (X2.1) 2. Price comparison between brands. (X2.2) 3. Efforts to maximize quality over price. (X2.3) 4. Certainty of purchase value. (X2.4) 5. Price comparison per unit. (X2.5) 6. Price check in store. (X2.6) 7. Price search is cheaper with quality in mind. (X2.7) 8. Willingness to visit more than one store. (X2.8) 9. Time and effort efficiency assessment. (X2.9) 10. A reluctance to sacrifice time or effort for a low price. (X2.10)	Likert
3	Product Quality (X3)	Product quality is the level of suitability of a good or service in meeting the needs and desires of consumers, so that it can attract attention, use, or consumption (Sihombing, 2021)	1. The products are easy to find in the market. (X3.1) 2. Attractive packaging design. (X3.2) 3. The language and information are easy to understand. (X3.3) 4. Complete specifications and as needed. (X3.4) 5. Product quality standards are met. (X3.5) 6. Additional useful product features. (X3.6)	Likert

No.	Variabel	Definition	Indicator	Scale
			7. Customer service ability to assist consumers. (X3.7)	
			8. Reliability and uniqueness compared to other brands. (X3.1)	
4	Purchase Decision (Y)	Purchasing decisions are the process that involves individuals in making decisions to purchase products offered by sellers (Song, Ruan, & Jeon, 2021)	1. Brand Selection. (Y1) 2. Product Selection. (Y2) 3. Time of purchase. (Y3) 4. Recommendations. (Y4) 5. Repurchase Intent. (Y5)	Likert

After the questionnaire data is collected, the data is analyzed using pls-sem. The stages in conducting the pls-sem analysis consist of two stages of analysis. First, the analysis of the Outer Model to validate the model through convergent and discriminant validity. The second stage is the analysis of the Inner Model to test the cause-and-effect relationship between latent variables, hypothesis testing.

RESULT AND DISCUSSION

PLS Outer Model Analysis Results

Convergent *validity* is one of the important indicators in assessing measurement quality. In this study, the convergent validity was analyzed through several parameters, including the reliability of individual indicators, internal consistency, and average variance extracted (AVE). One of the main benchmarks for assessing the validity of convergences is the loading factor value (*standardized loading*), which shows the extent to which the indicator correlates with its latent variable. The results of the outer model analysis are given in Figure 1 and table 2.

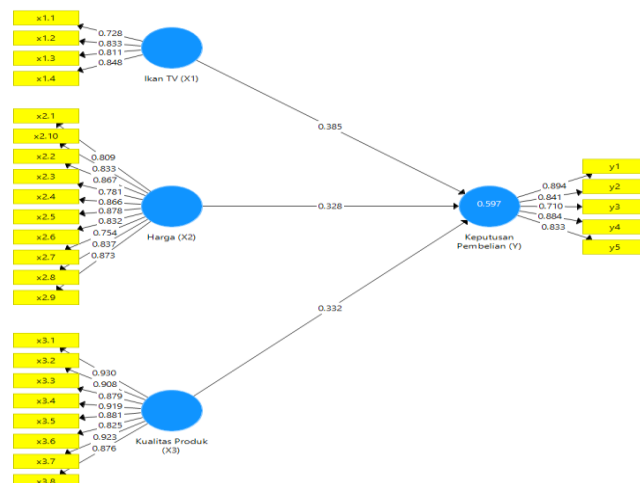


Figure 1. Measurement Model Calculation Results (*Outer Model*)

Based on the results of data processing using *SmartPLS* software version 3.0, as shown in Figure 1, all indicators in the variables of TV Advertising, Price,

Product Quality, and Purchase Decision have a loading factor value greater than 0.50, which is above 0.70. This means that all indicators used are declared valid and can be maintained in the model. These findings indicate that all indicators have strong validity in measuring their constructs, so they are still maintained in the model and do not need to be eliminated. Thus, the measurement model used in this study can be declared worthy of further analysis at the next stage.

Table 2. Outer Loading Value

	Price (X2)	TV Commercials (X1)	Purchase Decision (Y)	Product Quality (X3)
X1.1		0.728		
X1.2		0.833		
X1.3		0.811		
X1.4		0.848		
X2.1	0.809			
X2.10	0.833			
X2.2	0.867			
X2.3	0.781			
X2.4	0.866			
X2.5	0.878			
X2.6	0.832			
X2.7	0.754			
X2.8	0.837			
X2.9	0.873			
X3.1				0.930
X3.2				0.908
X3.3				0.879
X3.4				0.919
X3.5				0.881
X3.6				0.825
X3.7				0.923
X3.8				0.876
Y1			0.894	
Y2			0.841	
Y3			0.710	
Y4			0.884	
Y5			0.833	

Based on Table 2, all indicators on each variable show an outer loading value above 0.70, which means that they have met the convergence validity requirements. Indicators with codes X1.1 to X1.4 are items that measure the variables of television advertisements (X1), X2.1 to X2.10 measure the price variable (X2), X3.1 to X3.8 measure the product quality variable (X3), and Y1 to Y5 are indicators of the purchase decision variable (Y). The high outer loading value of all these indicators indicates that each item is able to represent its construct validly, so that the entire indicator can be maintained in the measurement model and is suitable for use for the next stage of structural analysis.

Reliability in research serves to show the extent to which measurement instruments produce consistent and reliable results (Ghozali, 2019). In the context of testing using the Partial Least Squares (PLS) approach, *Composite Reliability* and *Cronbach's Alpha* are two commonly used measures to test the reliability of latent constructs. A construct is said to have good internal reliability if the *value of Composite Reliability* and *Cronbach's Alpha* is greater than 0.70 each.

Based on the results of data processing as shown in Table 3, all variables in this study, namely TV Advertising (X1), Price (X2), Product Quality (X3), and Purchase Decision (Y) have *Cronbach's Alpha* and *Composite Reliability* values higher than 0.70, with values ranging from 0.822 to 0.964 for *Cronbach's Alpha* and 0.881 to 0.969 for *Composite Reliability*.

Table 3. Cronbach's Coefficient Alpha and Composite Reliability (CR) values

	Cronbach's Alpha	rho A	Composite Reliability
Price (X2)	0.951	0.955	0.958
Fish TV (X1)	0.822	0.844	0.881
Purchase Decision (Y)	0.890	0.897	0.920
Product Quality (X3)	0.964	0.971	0.969

Source: Results of researcher data processing (2025)

In addition to using loading factor values, convergent validity can also be evaluated through the value of *Average Variance Extracted (AVE)*. The AVE value indicates how much variance of the indicators (manifest variables) can be explained by the latent construct being measured. The higher the AVE value, the greater the contribution of the indicator in representing the construct. According to Hair et al., (2022) value _The AVE that is considered to meet the convergent validity criteria is > 0.50.

Tabel 4. Nilai Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Price (X2)	0.695
Fish TV (X1)	0.650
Purchase Decision (Y)	0.697
Product Quality (X3)	0.798

Table 4 shows that all variables—namely TV Ads (X1), Price (X2), Product Quality (X3), and Purchase Decision (Y)—have AVE values above 0.60. The highest value is found in the Product Quality variable of 0.798, while the lowest value in the TV Advertisement variable is 0.650, which still meets the minimum requirements.

Discriminant validity measures the extent to which a construct is completely different from other constructs in the model. To test the validity of the discriminant, a cross loading value analysis was carried out, namely by comparing the correlation between each indicator to the measured construct with the correlation of the indicator to other constructs.

Table 5. Discriminant Validity Test Results

	Price (X2)	Fish TV (X1)	Purchase Decision (Y)	Product Quality (X3)
X1.1	0.337	0.728	0.320	0.111
X1.2	0.379	0.833	0.528	0.164
X1.3	0.236	0.811	0.431	0.122
X1.4	0.262	0.848	0.513	0.194
X2.1	0.809	0.301	0.450	0.412
X2.10	0.833	0.329	0.561	0.318
X2.2	0.867	0.276	0.511	0.378
X2.3	0.781	0.286	0.470	0.287
X2.4	0.866	0.379	0.560	0.355
X2.5	0.878	0.342	0.572	0.389
X2.6	0.832	0.244	0.434	0.360
X2.7	0.754	0.265	0.428	0.250
X2.8	0.837	0.347	0.520	0.333
X2.9	0.873	0.320	0.525	0.344
X3.1	0.417	0.210	0.555	0.930
X3.2	0.314	0.113	0.441	0.908
X3.3	0.409	0.192	0.445	0.879
X3.4	0.405	0.215	0.549	0.919
X3.5	0.333	0.110	0.440	0.881
X3.6	0.373	0.152	0.399	0.825
X3.7	0.385	0.222	0.539	0.923
X3.8	0.290	0.098	0.441	0.876
Y1	0.518	0.520	0.894	0.475
Y2	0.530	0.480	0.841	0.486
Y3	0.483	0.383	0.710	0.321
Y4	0.505	0.515	0.884	0.468
Y5	0.506	0.469	0.833	0.481

Table 5 shows the results of the discriminant validity test using *the cross loading method*, where each indicator is compared to its loading value against the original construct and other constructs. The results show that all indicators have the highest loading on their respective original constructs compared to values on other constructs, suggesting that each indicator consistently represents the variable in question.

Although there are some loading values for other constructs that are above 0.30 such as X1.2 for the Purchase Decision variable (0.528), or X2.5 for the Purchase Decision (0.572), the value is still lower than the loading for the main construct, which is 0.833 and 0.878, respectively. On the other hand, none of the indicators have a loading value above 0.70 against any other construct, other than the original construct. This indicates that there is no overlap between constructs, as well as proving that each construct is unique and can be clearly distinguished from other constructs.

This result meets the criteria of discriminant validity, where each indicator is more representative of the variables it measures than the others. This supports the

reliability of the model in distinguishing between different constructs empirically, and shows that the measurement model used is worthy of further analysis at the structural stage.

Structural Model Test Results (*Inner Model*)

One of the tests on the structural model (inner model) is carried out through the evaluation of the R-Square (R^2) value to find out how much independent variables are able to explain the dependent variables in the research model. Based on table 6 seen in the table, the R-Square value is 0.597, which means that 59.7% of the variability of purchasing decisions can be explained by three independent variables tested, namely television advertising, price, and product quality, while the remaining 40.3% is explained by other variables outside the model. Thus, this model has a fairly strong level of clarity in the medium to high category, and can be used as a basis for further testing at the path analysis and hypothesis testing stages.

Table 6. *R Square Test Results*

	R Square	R Square Adjusted
Purchase Decision (Y)	0.597	0.591

The Goodness of Fit (GoF) test was conducted to evaluate the overall fit between the measurement model (outer model) and the structural model (inner model) in this study. GoF is calculated by combining *the Average Variance Extracted (AVE)* and *R-Square (R^2) values*, which reflect the predictive and representative quality of the model against the data. The GoF calculation is done using the following formula.

$$\text{GoF} = \sqrt{\text{AVE} \times R^2}$$

$$\text{GoF} = \sqrt{0,710 \times 0,597}$$

$$\text{GoF} = 0,651$$

According to the criteria put forward by the Hair et al., (2022), the interpretation of GoF values is categorized as follows:

1. Small GoF: 0.10
2. Medium GoF: 0.25
3. GoF besar: 0,36

Thus, the result of the GoF calculation of 0.651 shows that the model in this study has a high (large) modeling quality. This means that the combination of the validity of the indicators in the outer model and the predictive power in the inner model is very good, and is able to explain the phenomenon of SM cigarette consumers' purchasing decisions in South Tangerang as a whole.

Research Hypothesis Test

Table 7. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price (X2) -> Purchase Decision (Y)	0.328	0.328	0.050	6.509	0.000
Fish TV (X1) -> Purchase Decision (Y)	0.385	0.388	0.045	8.494	0.000
Product Quality (X3) -> Purchase Decision (Y)	0.332	0.331	0.039	8.502	0.000

After the model meets the criteria of construct validity and discriminant validity, the next stage is to test the research hypothesis through structural model analysis (*inner model*). This test was carried out to see the influence of each independent variable on the dependent variable, namely the purchase decision of SM Cigarette consumers in South Tangerang. The test results are presented in Table 7. The results showed that television advertising, price, and product quality all had a positive and significant effect on the purchase decision of SM Cigarettes, with a *p-value* of 0.000 on all three variables. It shows television advertising, price, and product quality influence consumer decisions in purchasing SM Cigarettes.

Discussion

This study aims to analyze the influence of Television Advertising, Price, and Product Quality on the Purchase Decisions of SM cigarette consumers in the South Tangerang area. Based on the results of quantitative analysis using *the Partial Least Square (PLS) approach*, it was found that the three independent variables simultaneously and partially had a positive and significant influence on purchase decisions. These findings are then further studied in relation to *the Theory of Consumer Behavior* as the main theoretical foundation.

Based on the results of data processing, the Television Advertisement variable (X1) has a coefficient value of 0.385 with a probability value of 0.000, which means that television advertising has a positive and significant effect on purchase decisions (Y). These findings indicate that television advertising has an effect on consumers' decision to buy SM cigarettes. These results are in line with *Theory of Consumer Behavior* which states that consumer behavior is influenced by external stimuli, such as advertising, that are received through the process of perception and interpreted according to the consumer's personal experience, motivation, and values (Schiffman & Leslie, 2019). Television advertising is a marketing stimulus that plays a role in creating attention, building interest, and shaping consumer perception of products. In this context, SM advertisements aired on television have been able to present a strong brand image, attractive visuals, and

narratives that affect the affective and cognitive aspects of consumers, thereby increasing the likelihood of consumers making purchases.

The results of this study strengthen the results of the study conducted by Shukla & Singh, (2023), Miklosik et al., (2020) and Matharu & Singh, (2018) which states that television advertising has a significant influence on purchasing decisions. The Price variable (X2) also had a significant influence on the purchase decision, with a coefficient value of 0.328 and a P value of 0.000. This means that the price of SM cigarette products is in accordance with their perception of value, the more likely they are to make a purchase. These results affirm *Theory of Consumer Behavior*, particularly in the aspects of alternative evaluation and value preference.

In the consumer behavior model, purchasing decisions are based on an evaluative process of product attributes, including price. Consumers actively weigh the costs to be incurred with the benefits or quality obtained. If the price is considered to reflect the quality received, then the price is considered feasible and encourages the purchase decision (Pachauri, 2001). Consumers in this study showed sensitivity to price but still balanced it with an assessment of product quality and image.

These findings are in line with the study Riwu et al., (2024), Iedmu'ammam & Madiawati, (2024), Tanady & Firdausy, (2022) and Lukiyana et al., (2023) which states that price perception has a close correlation with purchase intention. However, these results also confirm that although consumers consider price as an important variable, they still consider the overall value of the product, not solely based on the lowest price nominal. In the context of SM consumers, many of them are willing to pay a premium price if the perceived quality is comparable, thus supporting the concept of perceived value (*perceived value*) in consumer behavior theory.

The results of the analysis also showed that Product Quality (X3) had a significant influence on Purchase Decision (Y) with a coefficient value of 0.332 and a significance value of 0.000. These results indicate that consumers' perception of the quality of SM cigarette products significantly encourages them to make purchases, both first-time and repurchase. In *the Theory of Consumer Behavior*, product quality is included in the category of product attributes that are the main consideration in the evaluation process before a purchase decision is made.

Consumers evaluate product quality based on user experience, information available on the packaging (such as tar and nicotine content), to sensory aspects such as taste and packaging design. Products of high quality will build consumer trust, create satisfaction, and encourage loyalty. This aspect was confirmed through previous research by Mbete & Tanamal, (2020) Tran et al., (2020) which states that product quality not only affects purchase decisions, but also becomes a determining variable for consumer loyalty in the long term.

In this study, SM consumers assessed that the product has advantages in terms of taste consistency, filter comfort, and packaging that reflects a strong brand image. This makes quality a factor that not only supports the initial purchase decision, but also *repurchase intention*, in accordance with the assumption in *the Theory of Consumer Behavior* that the purchase is the result of repeated evaluation of the product's benefits.

The findings of the three independent variables in this study Television Advertising, Price, and Product Quality support a model of consumer behavior that explains that purchasing decisions are the result of interactions between stimuli *external (stimuli)*, internal processes (perception, motivation, and attitude), as well as behavioral responses (purchases). Classic models such as those presented by Schiffman & Leslie, (2019) , states that the marketing stimulus will be processed through the psychological system of the consumer and produce an output in the form of a purchase decision. In this study, marketing communication strategies through television advertising, pricing policies that reflect the value received, and product quality consistency were proven to be the main factors influencing the purchasing decisions of SM cigarette consumers.

CONCLUSION

This study found that television advertising, price, and product quality each have a positive and significant impact on cigarette purchasing decisions among SM consumers in South Tangerang. To enhance the generalizability of these findings, future research should examine other regions or brands, as consumer behavior may vary according to geographical, social, and brand-specific factors. Additionally, incorporating variables such as brand image and digital promotion would enrich the research model, given their increasing importance in shaping consumer perceptions and influencing purchase decisions—especially with the shift toward digital platforms and personalized marketing messages. For producers, while television advertising remains relevant, it should be integrated with personalized digital strategies to maximize effectiveness. This research provides both theoretical and practical insights and serves as a valuable reference for future studies on consumer decision-making in cigarette purchases.

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