

THE INFLUENCE OF PRODUCT DESIGN, PRODUCT PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF CURVA BOYS STORE PRODUCTS

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Article Info	ABSTRACT
<p>Keyword: <i>Product Design; Product Price; Product Quality; Purchase Decision</i></p>	<p>Currently, Indonesian football in the modern era has begun to move forward into a large industry. This study uses quantitative, with a sample of 95 respondents who are customers of Curva Boys store. The results showed that product design had a negative and insignificant influence on purchase decisions, price had a negative and significant influence on purchase decisions, product quality had a positive and significant influence on purchase decisions, and from testing the three variables, the relationship between product design (X1), product price (X2), and product quality (X3) on purchase decisions (Y), obtained a result of a most significant influence. The dominant factor in the purchase decision (Y) is product quality (X3).</p>

INTRODUCTION

Currently, Indonesian football in the modern era has begun to move forward into a large industry. However, the existence of the club cannot be separated from the support of fans, the more fans certainly make the club's selling value higher in the eyes of sponsors and investors. Curva Boys Store is the official merchandise outlet of Curva Boys 1967 which was established in 2011. As the official sales center of Curva Boys 1967, which means that every purchase of merchandise at the Curva Boys Store, directly supports and contributes to the financial of Curva Boys 1967.

Design is a perfection that greatly affects the benefits and usability of a product that can meet consumer desires (Kotler, 2005). This concept helps consumers to make decisions in purchasing a product. With an attractive design, it is hoped that consumers can give a positive response to a product (Sopiah & Sangadji, 2016). Product design that is good for companies can be shown from designs that are easy to make and design, while for consumers design that is baik merupakan desain yang indah serta bagus, mudah digunakan, mudah dipasang, dan mudah diperbaiki (Kotler & Keller, 2012).

Price is an element of value that can generate income and generate expenses (Hasan, 2008). It can be said that price is the amount of money needed to get a certain product (Private, 2000). The price of the product also includes the cost that is set after producing a product (Fure, 2013). Setting the selling price of a product can be a problem because it can make the company experience profits and losses. The company must set the selling price at or higher than the cost that the company has incurred to produce a certain product.

Product quality is the ability of the product to carry out its functions which includes durability, strength, convenience, product progress and other characteristics (Machfoedz, 2005). Quality is also consumer satisfaction with a product that according to the consumer's view has various dimensions in it (Wahyuningtias, 2013). The ability of product quality itself, for example, provides benefits and satisfaction for consumers. In this case, the company will pay more attention to the field of product quality because this is one of the main factors used to attract consumer interest (Kotler, 2005).

Purchase decisions are a stage in the purchase decision-making process, where consumers actually buy products. Before purchasing products, consumers compare various factors such as brands, advantages, disadvantages, and benefits or functions of products (Sopiah & Sangadji, 2016).

The Relationship of Product Design to Purchase Decisions According to Rianty Buana Pertiwi, Yuyu Rahayu (2020) said that Product Design has a significant influence simultaneously on Purchase Decisions. Meanwhile, according to Djoko Hananto (2021), Product Design has a insignificant effect on Purchase Decisions.

The Relationship of Product Price to Purchase Decisions According to Muhammad Ridwan, Sintia Desi (2021) said that Product Prices have a Positive and Significant Effect on Purchase Decisions. Meanwhile, according to Irfan Rizqullah Ariella (2020), the Product Price variable is not significantly accepted for the Purchase Decision.

The Relationship of Product Quality to Purchase Decisions according to Dwi Murtini (2023) said that the Product Quality variable has a positive and significant effect on Purchase Decisions. Meanwhile, according to Djoko Hananto (2021), the Product Quality variable has a insignificant effect on Purchase Decisions.

Based on the background, phenomena and gaps above, the author is interested in taking the title of the research, namely "THE INFLUENCE OF PRODUCT DESIGN, PRODUCT PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF CURVA BOYS STORE PRODUCTS (Case Study on Persela Lamongan Fans Who Are Members of Curva Boys 1967)".

RESEARCH METHODS

The type of research used is quantitative, with the consumer population of Curva Boys Store products. The sample taken in this study was 95 respondents. The data analysis method used is SPSS, which is useful for ascertaining the relationship between two or more variables.

RESULTS AND DISCUSSION

Validity and Reliability Test

Table 1 Results Validity and Reliability Test

Variabel	Item	Validitas			Reliabilitas	
		$r_{calculated}$	r_{table}	Description	Cronbach'Alpha	Description
Product Design (X1)	X1.1	0,906	0,200	Valid	0.803	Reliabel
	X1.2	0,895	0,200	Valid		
	X1.3	0,728	0,200	Valid		
Product Pricing (X2)	X2.1	0,858	0,200	Valid	0.808	Reliabel
	X2.2	0,832	0,200	Valid		
	X2.3	0,695	0,200	Valid		
	X2.4	0,801	0,200	Valid		
	X3.1	0,252	0,200	Valid	0.669	Reliabel

Product Quality (X3)	X3.2	0,830	0,200	Valid		
	X3.3	0,866	0,200	Valid		
	X3.4	0,863	0,200	Valid		
	X3.5	0,319	0,200	Valid		
	X3.6	0,345	0,200	Valid		
Purchase Decision (Y)	Y.1	0,922	0,200	Valid	0.973	Reliabel
	Y.2	0,950	0,200	Valid		
	Y.3	0,921	0,200	Valid		
	Y.4	0,940	0,200	Valid		
	Y.5	0,949	0,200	Valid		
	Y.6	0,948	0,200	Valid		

In the table of validity and reliability test results, it can be seen in the column of the value r calculation and cronbach alpha it is known that each item has a count of > r table and has a coefficient of >0.6, then it can be implied that all items are declared valid and reliable.

Normality Test

**Table 2 Results Normality Test
One-Sample Kolmogorov-Smirnov Test**

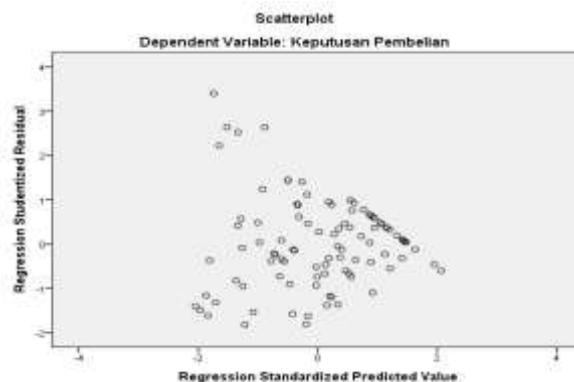
		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	4.73878719
	Absolute	.064
Most Extreme Differences	Positive	.064
	Negative	-.039
Kolmogorov-Smirnov Z		.627
Asymp. Sig. (2-tailed)		.827

a. Test distribution is Normal.

b. Calculated from data.

The output results of the table above, show that the value of Asymp. Sig (two tailed) is 0.827. Therefore, > 0.05, in this study it can be stated that the data is distributed normally.

Heteroskedastisitas Test



Picture 1 Uji Heteroskedastisitas

Based on the results of the output of the image above, it can be seen that the regression model does not occur with heteroscedasticity symptoms because there is no clear pattern, the dots spread above and below zero, and the dots do not form a certain irregular pattern (wavy, wider, narrow, or shrink).

Multicolony Test

Table 3 Results Multiconaryity Test

Variabel	Tolerance	VIF	Keterangan
Product Design (X1)	0.978	1.022	There are no symptoms of multiconaryity
Product Pricing (X2)	0.964	1.037.	There are no symptoms of multiconaryity
Product Quality (X3)	0.977	1.024	There are no symptoms of multiconaryity

The table above is able to show that the three variables used in this study do not have a symptom of multicolony. The test results on the independent variable showed a tolerance value of > 0.10 and a VIF value of < 10.

Linier Berganda Analysis

Table 4 Multiple Linear Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	12.053	4.921		2.449	.016
1 Product Design	-.390	.207	-.139	-1.884	.063
Product Pricing	-.625	.195	-.238	-3.205	.002
Produk Quality	1.157	.120	.710	9.625	.000

Based on the table above, it can be seen that the three-variable multiple regression equation is as follows:

$$Y=12.053X1+-390X2+-0.625X2+1.157X3$$

The regression equation can be explained:

- α : If the product design, price, and product quality) affect = 0, then the result obtained from the purchase decision is 12,053.
- β1: If the product design has an increase of 1 unit or 1 unit, it will be able to increase the purchase decision by 0.289.
- β2: If the price increases by 1 unit or 1 unit, then the purchase decision variable will decrease by -390.
- β3 : If the quality of the product increases by 1 unit or 1 unit, then the variable of the purchase decision will decrease by 1,157.

Coefficient of Determination

Table 5 Determination Coefficient Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.516	.500	4.816

- a. Predictors: (Constant), Kualitas Produk, Desain Produk, Harga
- b. Dependent Variable: Keputusan Pembelian

From the value on the R square variable independent of product design, haega and purchase decision obtained a value of 0.516 or 51.6%. Therefore, it is concluded that product design, price, and product quality have an influence of 51.6% on purchasing decisions, while the other 48.4% are influenced by other independent variables that are not discussed in this study.

T Test

Table 6 Result t Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.053	4.921		2.449	.016
1 Product Design	-.390	.207	-.139	-1.884	.063
Product Pricing	-.625	.195	-.238	-3.205	.002
Produk Quality	1.157	.120	.710	9.625	.000

Based on the table above, it can be explained as follows:

- 1) Product design has a negative and insignificant influence on purchasing decisions because the significant value is $0.063 > 0.05$ and the t value shows $-1.884 < 1.986$.
- 2) Price has a negative and significant influence on purchasing decisions because the significant value is $0.002 < 0.05$ and the t value shows $-3.205 < 1.986$.
- 3) Product quality has a positive and significant influence on purchasing decisions because the significant value is $0.000 < 0.05$ and the t value shows $9.625 > 1.986$.
- 4) From the testing of the three variables, the relationship between product design (X1), price (X2), and product quality (X3) to the purchase decision (Y), obtained a result that the most dominant influence on the purchase decision (Y) is product quality (X3) seen from the high value of the coefficient and calculation of the other variables, namely 0.000 and 9.625.

F Test

Table 7 Result F Test

Model	Df	Mean Square	F	Sig.
1 Regression	3	24.540	1.428	.239 ^b
Residual	96	17.190		
Total	99			

From the table above, the calculation obtained $F_{table} = 2.70$, so that $F_{calculus} > F_{table}$ ($87.179 > 2.70$). This result shows that the statement H_0 is rejected and H_1 is accepted. So that in the end, it can be concluded that product design, price, and product quality together or simultaneously affect the purchase order

DISCUSSION

H1 : The Influence of Product Design on the Purchase Decision of Curva Boys Store Products.

The results of the study show that product design has a negative and insignificant influence on purchasing decisions. This indicates that product design does not make a strong enough contribution in influencing consumers' decision to buy products. The negative influence that emerges shows that the

higher the assessment of product design tends to lower purchasing decisions, although this effect is not statistically significant.

This can be due to several factors, such as consumer preferences that focus more on other aspects, such as price, quality, or product benefits, rather than design. Product design that does not match the tastes of the target market, so it is not the main consideration in the purchase decision-making process. As well as functional products, where consumers emphasize more on function than aesthetics or design form. These findings are not in line with research conducted by Muhammad Ridwan, Sintia Desi (2021), which shows that product design results have a positive and significant effect on purchasing decisions.

H2 : The Effect of Product Price on the Purchase Decision of Curva Boys Store Products.

The results of the study show that price has a negative and significant influence on purchasing decisions. This indicates that the price variable has a significant effect on the purchase decision, but the direction of the influence is negative. This means that the higher the consumer's perception of the price (for example, considered expensive), the lower the consumer's tendency to make a purchase.

On the other hand, if consumers consider the price of a product to be affordable or in accordance with the quality offered, then the decision to buy tends to increase. These results show that consumers in the context of this study are quite sensitive to prices, so setting prices that are too high can reduce buying interest. These findings are not in line with research conducted by Djoko Hananto (2021) and Dwi Murtini (2023), which shows that price results have a positive and significant effect on purchasing decisions.

H3 : The Effect of Product Quality on the Purchase Decision of Curva Boys Store Products.

The results show that the product quality variable has a positive and significant influence on purchasing decisions. This indicates that the higher the quality of the product perceived by consumers, the more likely they are to make a purchase. Good product quality typically includes durability, functionality, design, and reliability that are able to meet or even exceed consumer expectations.

When consumers feel that a product is of adequate or superior quality, it increases their trust and satisfaction, which ultimately drives the decision to buy. Good quality is able to create added value for consumers and strengthen a positive image of the brand or product offered. These findings are in line with research conducted by Muhammad Ridwan, Sintia Desi (2021) and Dwi Murtini (2023), which shows that price results have a positive and significant effect on purchasing decisions.

H4 : Among the variables of product design, product price and product quality are the most dominant to the purchase decision of Curva Boys Store products.

Based on the results of tests conducted on the three independent variables, namely product design (X1), price (X2), and product quality (X3), on the dependent variables of purchasing decisions (Y), it is known that all three have a significant influence. However, of the three variables, the product quality variable (X3) showed the most dominant influence.

These findings show that product quality is a key consideration in purchasing decisions by consumers. High product quality reflects reliability, durability, and conformity with consumer expectations, so as to build trust and encourage consumers to make purchases.

While product design and price also affect purchasing decisions, the effect is not as great as the quality of the product. Attractive design and competitive pricing remain important, but it will not have the maximum impact if it is not supported by good product quality

CONCLUSION

Based on the results of the analysis and discussion related to the problems and objectives of the study, several conclusions can be drawn, including product design has a negative and insignificant influence on purchasing decisions, price has a negative and significant influence on purchasing decisions, product quality has a positive and significant influence on purchasing decisions, and from testing the three variables, the relationship between product design (X1), price (X2), and product quality

(X3) on purchasing decisions (Y), obtained a result that the most dominant influence on purchasing decisions (Y) is product quality (X3).

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