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## THE INFLUENCE OF PRODUCT DESIGN AND PROMOTION ON PRODUCT PURCHASE DECISIONS IN TERUNE APPAREL DISTRO IN SEONG DISTRICT

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### ABSTRACT

The development of fashion and fashion in the international world has caused many demands in society to update fashion constantly. The magnitude of this fashion demand causes competition among clothing manufacturers. This research examined the influence of product design and promotion on purchasing decisions for distro *Terune* apparel products in the Selong sub-district. the purpose of this study was to determine the effect of the influence of product design and promotion on product purchase decisions in terune apparel distro in seong district. This study uses a quantitative-explanatory method with the data source from this study, namely consumers who use terune apparel distro in seong district. The results of this study indicate that product design and promotion variables influence respondents' purchasing decisions with positive and significant results. The implications of this research provide input so that the *Terune* apparel Distro can maintain and continue to improve its product design and promotion, as well as continue to make improvements and innovations so as not to be left behind by competitors.

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**Keywords:** Product Design, Promotion, Purchase Decision.

### INTRODUCTION

The development of fashion and fashion in the international world has constantly caused many demands in society to update fashion. Especially among young people who are still looking for identity and want to enter into broader society, they are always required to follow fashion developments to still look attractive among their social friends. Accuracy in the dress can also indirectly build the Indonesian people's mentality. According to the survey, psychologically, dressing appropriately and correctly also affects one's mood. Among workers, the correctness of dress is also a problem for employees who want to look attractive in front of their superiors or fellow employees, [Hidayat \(2021\)](#).

In Indonesia, fashion development has been relatively rapid with the support of the creativity and innovation of young designers, even though in previous years, it was controlled by the presence of foreign brands that entered Indonesia. So that makes Indonesians think that foreign brands, in terms of quality and design, are far better than domestic products. This made the fashion market in Indonesia weaken in previous years. Fashion is a necessity for the general public to use daily. For example, many people need quality clothes (branded) to ordinary clothes. Not infrequently, people buy or use quality or branded clothing, [Yassar \(2020\)](#).

Selong is one of the districts with the most significant number of distribution centers in West Nusa Tenggara. Various distributions in Selong appear from

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distributions whose segmentation starts from students and workers to children. Nevertheless, unfortunately, until now, distribution entrepreneurs in the Selong sub-district have yet to be confident and have walked alone.

This creative industry can only develop if the entrepreneurs engaged in it must gather in a forum and expand their business network. The development of fashion in Selong is very rapid. In recent years, the government, in collaboration with distribution entrepreneurs in Selong, has held well-known events such as the Selong sub-district annual exhibition, etc., and has become an annual event. Selong has several Distro that can be considered very supportive of the development of fashion in Selong.

Some examples of distributions in Selong, namely duck store, Ultra Store, teampolos.id, lovelar, Buck Store, Mats Store, and Terune apparel. Terune apparel is one of the distributions in Selong, East Lombok. Terune apparel was established in 2018. where Terune apparel carries the theme of Sasak culture as the theme or image on the clothes they produce, the aim is to keep Sasak culture remembered and preserved through clothing media that can be used by various groups and obtained at relatively affordable prices. Terune apparel has an identity and characteristics that can improve consumer purchasing decisions. By carrying out the traditional Sasak theme, Terune Apparel tries to combine the best quality materials with designs and sewing methods that are carried out by professionals so that each product produced is of high quality. This is done because customer satisfaction is a significant concern for Terune Apparel.

The secondary data that was successfully collected shows that total sales of distro terune apparel Terune Apparel Selong products for December (2021) – April (2022) continued to decline. The decrease in the sales of terune apparel products can indicate that consumer purchasing decisions for terune apparel products in the Selong sub-district have also decreased. Referring to the real problems found in the Terune Apparel distro, Selong sub-district, this research focuses on the effect of product design and promotion on

purchasing decisions for Terune Apparel distro products in the Selong sub-district.

## LITERATURE REVIEW

### The Influence of Product Design on Purchase Decisions of Terune Apparel Products

According to [Tjia \(2018\)](#), The design problem of a product has become one of the factors that need serious attention from management, especially the new product development team, because the intended target consumers are not a few who start to question the design problem of a product that can meet the needs and desires of consumers. The appearance and function of a product need to be considered in meeting customer needs ([Tjia, 2018](#)). With product designs that develop and suit the needs of consumers, consumers have natural wants and needs that are never satisfied. Thus the design will influence the decision to purchase Terune apparel distro products in Selong District, East Lombok Regency.

Research conducted by [Albertus Husni, \(2019\)](#) (Telkom University). The title is "the influence of product design on purchasing decisions for specs shoe products in Bandung." The results of data processing on this variable are in a suitable category, so the majority of futsal shoe consumers in the city of Bandung consider product designs that are attractive, durable, comfortable, and easy to repair attractive to consumers.

Which is entitled Analysis of the influence of price, product design and brand image on purchasing decisions (a case study on Crooz products at the Ultraa Store Semarang distribution). This product design variable has a regression coefficient value of 0.194. This means that product design is a factor that can encourage consumers to decide to buy Crooz products. If the product design is improving, it will assist consumers in deciding how to obtain the highest benefits and uses expected of the product.

**H1:** The better the product design that is created, the higher the purchasing decision on Terune Apparel products.

# The Effect of Promotion on Purchase Decisions on Terune Apparel products

According to Augusty (2006), the definition of promotion is an effort made by the market to influence other parties to participate in exchange activities. Meanwhile, according to Yassar dan Rizkia (2020), promotion is an act of informing or reminding about product or brand specifications. Meanwhile, the purpose of promotion itself is to disseminate information and get attention, create and grow desires, and develop consumer desires to buy the products offered. Thus, promoting excellent and modern products for terune apparel distribution products in the Selong sub-district influences increasingly modern consumer thinking and convinces consumers in purchasing decisions in the East Lombok Regency area.

Previous research was conducted by (Sanjaya dan Rizky, 2028). With the title "The Influence of Product Quality, Price, and Promotion on the decision to purchase Tolak Angin candy in Semarang. The results showed that the independent variables of product quality, price, and promotion positively and

significantly impacted consumer purchasing decisions either simultaneously or partially.

The second study Muhammad Batu et al, (2020) was conducted with the title "The effect of promotion and price on purchasing decisions for the daily Suara Merdeka newspaper." The results of this study prove that promotion has a significant effect on purchasing decisions, giving an understanding that the higher and more attractive the promotion carried out by the company, the higher the consumer's decision to buy the product/service.

**H2:** The more attractive the promotion is, the higher the purchasing decision for Terune Apparel products

## Conceptual Framework

This study suspects that there is an influence between product design, promotion, and lifestyle on purchasing decisions. The variables contained in this study are product design ( $X_1$ ) and promotion ( $X_2$ ) as independent variables and purchasing decisions ( $Y$ ) as the dependent variable.

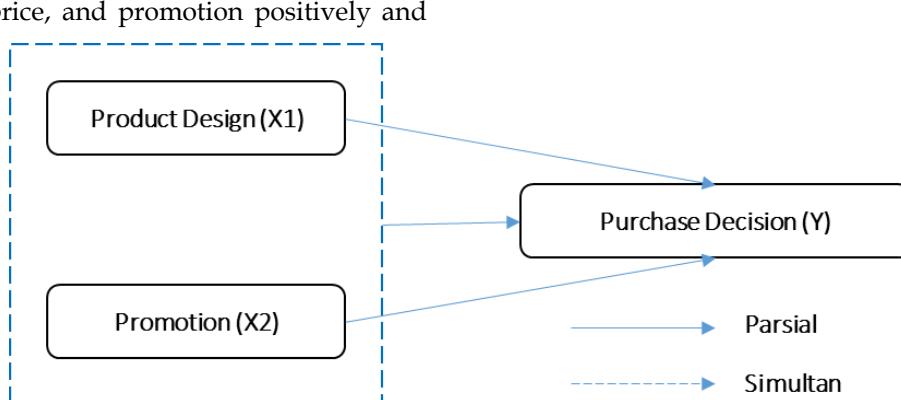


Figure 1. Conceptual Framework Design

## METHOD

In this study, the type of research used is associative research. This research was conducted in the District of Selong. The population in this study are consumers who will make purchases at Terune Apparel. The sample in this study amounted to 100 people. This study uses the Non-Probability Sampling technique. The data collection method used in this research is a survey sample method.

The data collection technique used in this study was a questionnaire. The source of the data used in this study is primary data in

the form of respondents' responses about product design and promotion of purchasing decisions for Terune apparel distribution products. Secondary data in this study are data related to Terune apparel distribution.

The three variables that will be discussed in this study consist of 2 independent variables, namely (X1) Product design and (X2) Promotion, and one dependent variable, namely Purchase Decision (Y), on purchasing decisions for Terune Distro products Apparel. Each variable studied can be measured using a

score that refers to using a Likert scale of 1-5. The research instrument was tested for its validity and reliability. The data were then analyzed using multiple linear regression tests. This study suspects that there is an influence between product design, promotion, and lifestyle on purchasing decisions. The variables contained in this study are product design (X1) and promotion (X2) as independent variables and purchasing decisions (Y) as the dependent variable.

## RESULTS AND DISCUSSION

### A general description of the company

In 2018 there was a clothing distribution called Terune Apparel which Riza Maulana S.pd, Egi Ranzani, S.AP, Sanul Samiadi, S.Kom, and Ahmad Fauzi, SE founded. This Terune Apparel Distro is located in the Selong district. Where Terune apparel carries the theme of Sasak culture as a theme or image on

the clothes they produce, the aim is to keep Sasak culture remembered and preserved through the medium of clothing that can be used by various groups and can be obtained at relatively affordable prices.

Terune apparel has an identity and characteristics that can improve consumer purchasing decisions. By carrying out the traditional Sasak theme, Terune Apparel tries to combine the best quality materials with designs and sewing methods that are carried out by professionals so that each product produced is of high quality and consistent promotions are carried out almost every day by Terune apparel itself. This is done because customer satisfaction is a significant concern for Terune apparel.

### Characteristics of Respondents

The following are the characteristics of respondents based on gender which are presented in Table 1.

**Table 1 Identity of Respondents by Gender**

No	Gender of Respondents	Respondents (People)	Percentage (%)
1	Man	50	50
2	Woman	50	50
	Total	100	100

The table above shows that 50% of the respondents with male gender from the total number of samples that have been determined, and the remaining 50% female gender from the determined number of respondents. In this study, male and female respondents were said to be equally balanced at 50% percentage. This happened because when distributing the online questionnaire, the researchers involved many fellow students, students, and office employees in the Selong sub-district area so that the

respondents in this study were not dominant from any circle, either male or female.

Apart from that, from this data, it is also known that the existence of Terune Apparel Distro products among the Selong people is widespread because they know about Terune Apparel products even though some respondents have never bought products from Terune Apparel. Any characteristics of respondents based on Age which are presented in Table 2.

**Table 2 Identity of Respondents by Age Group**

No	Age of Respondents	Respondents (People)	Percentage (%)
1.	15 years to 20 years	21	21
2.	21 years to 30 years	60	60
3.	31 years to 40 years	12	12
4.	>40 years	7	7
	Total	100	100

The table above shows that the majority of respondents aged 21 to 30 years account for

60% of the total sample size, and the rest were aged 15 to 20 years (21%), 31 years to 40 years

(12%), and age >40 years (7%). Young respondents dominated this study because when distributing online questionnaires, researchers involved many fellow students distributing questionnaires, so the

respondents in this study were more dominant from young people, namely in the age range of 21 years to 30 years. Any characteristics of respondents based on Education which are presented in Table 3.

**Table 3 Identity of Respondents Based on Last Education Level**

No.	Education	Respondents (People)	Percentage (%)
1.	Junior High School	4	4
2.	Senior High School	27	27
3.	College/graduate	69	69
	<b>Total</b>	<b>100</b>	<b>100</b>

The table above shows that more than half of the total respondents in this study had higher education/graduate degrees, with a total of 69 respondents out of 100 respondents. Respondents dominated this research with

higher education/graduate degrees because the majority of these respondents were still students and employees. The characteristics of respondents based on work can be seen in Table 4.

**Table 4 Identity of Respondents by Occupation**

No.	Work	Respondents (People)	Percentage (%)
1.	civil servant	13	13
2.	Student	52	52
3.	Private sector employee	21	21
4.	Self-employed	14	14
	<b>Total</b>	<b>100</b>	<b>100</b>

The table above shows that most of the respondents in this study were of student status, with a total of 52 respondents. Student respondents dominated this study. This happened because when the online questionnaire was distributed, the researchers involved many fellow students distributing the questionnaires so that the respondents in

this study were more dominant than the students.

#### Validity Test Results

Based on the results of the calculation of the product design validity test (X1), Promotion (X2), and Purchase decisions (Y) are presented in table 5.

**Table 5 Test the Validity of Product Design Variables.**

Statement Items	R <sub>count</sub>	R <sub>table</sub>	Information
<b>Product Design (X1)</b>			
Durable design and fit	0.733	0.196	Valid
Unique and diverse designs	0.794	0.196	Valid
Easy in terms of maintenance	0.817	0.196	Valid
An affordable price	0.747	0.196	Valid
The design is full of Sasak cultural meaning	0.781	0.196	Valid
<b>Promotion (X2)</b>			
Frequency of promotions	0.504	0.196	Valid
Promotional activities are well done	0.366	0.196	Valid
Done over a long period of time	0.365	0.196	Valid
Get promotional activities	0.223	0.196	Valid
Promotion quantity	0.389	0.196	Valid

Buying decision (Y)			
The choice of unique and diverse Sasak cultural designs	0.317	0.196	Valid
Famous brand	0.463	0.196	Valid
Strategic location and affordable price	0.381	0.196	Valid
No hassle while shopping anytime	0.325	0.196	Valid
Flexibility in the number of product purchases	0.700	0.196	Valid
Easy payment	0.440	0.196	Valid

Based on table 5, it can be seen that all the questions contained in all questionnaires from all variables in this study have a correlation coefficient (Rcount) that is greater than the standard correlation value (Rtable), namely 0.196. This shows that the instrument used from all variables is valid.

#### Reliability Test Results

A reliability test is a trusted instrument that is used as a tool to collect data because the

instrument is good. This reliability test produces a Cronbach's Alpha value. This study used a technique to measure Cronbach's Alpha coefficient. If Crobanch's alpha value is more significant than 0.60, the instrument can be said to be credible or reliable to use. The results of the reliability test can be seen in table 6.

**Table 6. Variable Reliability Test Results**

Variable	Cronbach Alpha	Standard	Information
Product design	0.800	0,60	Reliable
Promotion	0.689	0,60	Reliable
Buying decision	0.771	0,60	Reliable

Based on the table above, it can be seen that the reliability coefficient of the Product Design variable (X1) is 0.800. The promotion variable (X2) is 0.689, and the purchase decision variable (Y) is 0.771. The research instrument for each variable was declared reliable and worthy of being used as a variable in measuring this study.

#### Normality Test Results

The normality test aims to test whether, in the modal regression, the dependent variable and independent variable both have a normal distribution or not. A good regression model has normal or close-to-normal data distribution. One of the easiest ways to see normality is to look at a histogram that compares observational data with a

distribution close to a normal distribution. A good regression model has normal or close-to-normal data distribution. This means that the criteria are typically distributed if the graphic display shows a distribution pattern around the diagonal line and follows the direction of the diagonal line (Wahyono et al, 2001).

The normality of the data can also be seen from the Kolmogorov-Smirnov normality test based on the unstandardized residual value (e). Data were analyzed with the help of the SPSS 16.0 computer program. Essential decision-making is based on probability. If the probability  $> 0.05$ , then the research data is usually distributed (Qona'ah, 2015). The normality test results are presented in table 7.

**Table 7 Normality Test Results**

Effect	Sig.	Information
Product design + Promotion ->Buying decision	0.243	Normal

The Kolmogorov-Smirnov approach has a criterion of the Asymp. Sig (2-tailed)  $>$

0.05, the data is normally distributed. The results of the Normality Test with the

Kolmogorov-Smirnov in the table show the Asymp. Sig. (2-tailed) of 0.243, which means the data has a normal distribution.

### Linearity Test Results

According to [Cashbac \(2021\)](#), Linearity testing was carried out to find out which

**Table 8 Linearity Test Results**

Variable	Sig.	Alpha	Information
Product Design (X1) -> Purchase Decision (Y)	0,064	0,05	Linear
Promotion (X2) -> Purchase Decision (Y)	0,388	0,05	Linear

From table 8 the results of the linearity calculation in the table above it can be concluded that the significance value for the product design variable (X1) is 0.064 and the promotion variable (X2) is 0.388. From these results it can be seen that the sig value  $> 0.05$ , which means the data is from this population. linear.

### Multicollinearity Test Results

A multicollinearity test is needed to find out whether there are independent variables

model was proven to be a linear model or not. The linearity test is carried out using a curve estimate, which describes the linear relationship between variables X and Y. If the significance value f d "is 0.05, then the X variable has a linear relationship with Y.

that have similarities with other independent variables in a regression model. If there is a correlation, it is stated that the regression model has a multicollinearity problem. The following can be seen as how to detect multicollinearity by analyzing the correlation matrix between independent variables and calculating the Tolerance Value and Variance Inflation Factor (VIF) as in table 9.

**Table 9. Multicollinearity Test Results**

Variable	Tolerance	VIF	Information
Product Design	0.773	1.293	Multicollinearity Does Not Occur
Promotion	0.773	1.293	Multicollinearity Does Not Occur

Based on the table above, it can be seen that the Tolerance Value of each variable is  $\geq 0.1$ , which means that there is no multicollinearity in the tested data, as evidenced by the value of each Tolerance Value in the independent variables, namely product design (0.773) and promotion (0.773). Then the VIF of each variable  $\leq 10$ , which means that there is no multicollinearity in the data being tested as evidenced by the respective Tolerance Value values on the independent variables, namely product

design (1,293) and product innovation (1,293). So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

### Multiple Linear Test Results

Multiple linear analysis is used as a test to find out whether there is an effect of product design and promotion on purchasing decisions for Distro Terune Apparel products in Selong District, which can be seen in Table 10.

**Table 10 Multiple Linear Regression Coefficients and Significance Values**

Model	Unstandardized Coefficients		Beta	T	Sig.
	B	Std. Error			
(constant)	0.175	2.261	-	0.077	0.938
Product Design	0.504	0.118	0.354	4.273	0.000
Promotion	0.567	0.104	0.453	5.462	0.000

Based on the table above shows the results of statistical data processing. The data

used is in the Unstandardized Coefficient column. and mathematically written as follows.

$$Y = 0,175 + 0,504 + 0,567$$

Based on the equation above, the product design variable coefficient (X1) is positive at 0.504. this means that for every increase in product design per unit, consumer purchasing decisions at Terune apparel will increase by 0.504, assuming the other variables are constant. Thus, if Terune apparel's product design is good, it will impact consumer purchasing decisions that increase. Based on the multiple linear regression equation above, the promotion variable coefficient (X2) is also positive at 0.567. this means that for every increase in promotion per one unit, consumer buying interest in Terune apparel will increase by 0.567, assuming the other variables are constant. Thus, the promotion will increase

consumer purchasing decisions if the promotion is good.

### Test Results t

Hypothesis testing with the t-test (partial regression coefficient test) was carried out to partially test the independent variables consisting of product design (X1) and promotion (X2), which have a significant or not significant effect on consumer purchasing decisions (Y). The t-count value will be obtained by using a statistical program. Then it will be compared with the ttable value at the level  $\alpha = 5\% (0.05)$ , obtained from degrees of freedom = df-k (df = some samples and k = the total number of variables) and obtained from the result is 97. The tcount test performed is a two-way test, so the ttable used is 5% or  $t_{0.05} (97) = 1.985$ . The results of the t-test are presented in table 11.

**Table 11 t- test results**

Model	t-count	t-table	Sig.	Information
Product Design (X1) -> Purchase Decision (Y)	4,273	1,985	0.000	Influential
Promotion (X2) -> Purchase Decision (Y)	5,462	1,985	0.000	Influential

Based on table 11, it is known that product design variables have a partial influence on consumer purchasing decisions in the Selong sub-district for Terune apparel. This can be seen from the significant value of the product design, which is 0.000 < 0.050, and the t-count value is 4.273 > from the ttable, which is 1.985, then Ha is accepted, and H0 is rejected. The promotion variable partially affects consumer purchasing decisions in Selong sub-district for Terune apparel. This can be seen from the significant value of the promotion, which is 0.000 < 0.050, and the t-

count value is 5.462 > from the ttable, which is 1.985, then Ha is accepted, and H0 is rejected.

### F test results

The F test was conducted to see whether the model being analyzed has a high level of model feasibility, namely that the variables used can explain the phenomena being analyzed. The model used in testing the hypothesis of this model is as follows. F-count values will be obtained using the help of statistical software. Then it is compared with the Ftable value at the level  $\alpha = 5\% = 3.09$ . the results of the F-test are presented in Table 12.

**Table 12 F Test Results**

Model	F-count	F-table	Sig.	Information
X1 + X2 -> Y	45.229	3.09	0.000	Influential

Based on the table above, it shows that the Fcount value is 45,229 with a significance level of 0.000 while the Ftable is 3.09. Because in both calculations, namely Fcount of 45,229  $\geq$  Ftable of 3.09 and a significance level of 0.000  $\leq 0.05$ , so that H0 is rejected and Ha is accepted, it can be concluded that this

regression model can be said to fulfill the assumption of the feasibility of a research model.

### Test Results for the Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination R<sup>2</sup> is basically used to measure the ability of the

independent variable to influence the dependent variable. The test results of the

coefficient of determination in this study can be explained in the following table.

**Table 13 Test Results for the Coefficient of Determination**

Model	R Square	Adjusted R Square	Std. Error
X1 + X2 -> Y	.485	.474	3.112

Based on table 4.24 above, the coefficient of determination (Adjusted R square) is 0.474. This shows that consumer purchasing decisions are influenced by product design and promotions by 47.4%. At the same time, the remaining 52.6% of the purchasing decision variable is influenced by other variables not explained in this study.

#### **Effect of Product Design on Purchasing Decisions**

Good product design contributes to both product benefits and appearance. Terune Apparel Distro has a unique and attractive appearance, the first distro in the Selong sub-district. It carries the theme of Sasak culture as an image of the clothes produced and is one of the big attractions for consumers to buy products from Terune Apparel. The benefits range from meeting the clothing needs to increasing self-confidence etc.

Based on the descriptive analysis of product quality in table 4.9, the average value of the percentage of respondents' attitudes is 3.91 and is in a suitable category. Of the 5 product design variable statement items, the highest average value was obtained on item X1.5 with the statement "the design on terune apparel products is full of Sasak cultural meanings" with an average value of 4.26. This result is expected that Terune apparel will maintain the quality of its product design both from the usability and appearance of its products. In the same variable, the lowest average score was obtained for item X1.2 with the statement "I buy terune apparel products because of the unique and varied designs," with an average value of 3.68, and this result is still in the excellent category.

Then from the results of this study, it was found that product design variables influence consumer purchasing decisions. This can be seen in the results of the T-test (partial test) that has been carried out, which is significant for product quality 0.000 <0.050 and a t-count value of 4.347 > from the t-table

which is 1.985 which means that the first hypothesis proposed is accepted, namely the influence of the design product on purchasing decisions of Terune apparel. This study's results align with previous studies that discuss product design and purchasing decisions. A product design with good results will generate interest and increase purchasing decisions through product quality ([Imansyah, 2021](#)). Terune apparel is one of the distros with a unique product design, has been around for a long time, and has survived to this day.

#### **The Effect of Promotion on Purchasing Decisions**

Promotion is generally an effort by companies to influence consumers to buy products sold or offered by sellers. Terune Apparel itself carries out promotions in cyberspace and the real world. In cyberspace, Terune Apparel has created several social media accounts as a means of promotion and buying and selling transactions, with the account name Terune Apparel on Instagram and Twitter. On social media, Terune Apparel is very active in providing information on the latest products and discounts on certain days. Furthermore, in the real world, Terune Apparel has a store on Jl. Pattimura No. 36. Terune apparel also often takes part in several significant events in East Lombok, such as the annual Lapnas exhibition and others.

The promotion variable has a significant value of 0.000 <0.050 and a t-count value of 5.349 > t-table, which is 1.985, which means that the promotion variable influences the purchasing decision variable. This means that the second hypothesis proposed is accepted. This study's findings align with several previous studies that discussed promotions. Promotion affects consumer purchasing decisions; the better the company performs the promotion, the better the company's performance through increasing purchasing decisions ([Hidayat, 2021](#)).

Promotional variables also influence consumer purchasing decisions. Based on the descriptive analysis in table 4.10, the total average of respondents' attitudes towards Terune apparel promotions is 3.94, so they are included in the excellent category. Of the five total question items, the average respondent assessed Terune apparel in the excellent category. From this description, the promotion variable influences the purchasing decision of Terune apparel products.

## CONCLUSION

The analysis results in this study show that product design influences consumer purchasing decisions in the Selong District for Terune apparel products. The first hypothesis is accepted. A product with an attractive design will generate interest and increase purchasing decisions. Finally, the second independent variable states that promotion influences consumer purchasing decisions in Selong District for Terune apparel products, so the second hypothesis is accepted. Promotion affects consumer purchasing decisions. The better the company carries out promotions, the better the performance and sales of the company through increasing purchasing decisions.

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### Author Declarations

#### Author contributions and responsibilities

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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#### Availability of data and materials

All data is available from the author.

#### Competing interests

The authors declare no competing interests.

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