

APPAREL PURCHASE DECISIONS: THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND DESIGN

Hairil Nurdin , Syahril Masri², Ardi M. Jusuf³

¹Politeknik Negeri Kupang

²Universitas Hasanuddin

³Universitas Bosowa

Abstract

This research aims to determine the influence of product quality, promotion and design on purchasing decisions for Manzone distro clothing. This research uses quantitative methods with a survey approach. The sample in this study was 100 respondents. Sampling used the Slovin technique with a non-probability sampling technique. The results of this research show that product quality has a positive and significant influence on purchasing decisions, promotion has a positive and significant influence on purchasing decisions, design has a positive influence on purchasing decisions, and simultaneously product quality, promotion and design have a significant influence on purchasing decisions for Manzone distro clothing.

Keywords: *Product Quality, Promotion, Design, Purchasing Decisions*

INTRODUCTION

In the era of globalization, competition in the business world is getting tighter. Competitive and dynamic market conditions will result in every company having to always monitor competition in its business. The stronger and tighter the competition, the more companies are required to be able to optimize their resources in order to increase the competitiveness of their products in the market. This is important for companies to do to be successful in business competition, namely trying to build a company strategy to achieve the goal of increasing and retaining consumers (Halik et al., 2021). In order for this goal to be achieved, every company must strive to produce goods and services that suit the needs and desires of consumers, because consumers have a crucial role in the existence of a business entity. Almost every company activity is carried out to position the product so that it can be accepted by consumers. The diversity of consumer desires and needs forces producers to observe what consumers want. The increasingly fierce competition in the business world makes entrepreneurs look for the right strategy to market their products. Purchase interest is obtained from a learning process and a thought process that forms a perception. This purchase interest creates a very strong motivation and desire which ultimately causes a buyer to actualize the needs that exist in his mind (Rachman et al., 2023).

The development of increasingly sophisticated technology makes consumers' appearance increasingly trendy by continuing to follow the latest fashion. Not only that, consumers also prioritize product quality and design according to their wishes. Based on the level of life of the people which continues to increase day by day, the people's need for clothing will also continue to increase. Competition in the business world is increasingly fierce, making entrepreneurs look for the right strategy to market their products (Fatma et al., 2023). This will influence their behavior when choosing clothes to buy, or what they think is most suitable, and can truly meet their needs.

In this case, smart distribution will try to control the entire consumer decision-making process, and all their experience in learning to choose, let alone use, products. Between the substitution process and decision making, there is consumer attention. Quality can be measured from the consumer's perspective on the quality of the product itself, so consumer tastes here are very influential. Kotler (2012) "In managing the quality of a product, of course it must be in accordance with the uses desired by consumers." Of course, in this case, one of the important factors is maintaining the consistency of product output at the quality level that consumers want or expect.

Manzone is a brand of distro clothing products that provides real evidence in Indonesia that shows that local products can compete with foreign products. Quoted in the media <https://www.kompasiana.com> Manzone is currently focusing on consumers aged 16-45 years for men's fashion, and Manzone is also easy for consumers to get because it is widely distributed in department stores such as Matahari Dept Store. Apart from making products easy to find, Manzone also focuses on updated service and product quality at competitive prices. Product quality is the ability of a product to perform its functions which include durability, reliability, accuracy, convenience, operation and repair and other attributes. If a product can carry out its functions, it can be said to be a product of good quality (Ilyas et al., 2023).

Quality must be measured from the consumer's point of view regarding the quality of the product itself, so consumer tastes here are very influential. So in managing the quality of a product it must be in accordance with the use desired by consumers. In this case, what is

important is maintaining the consistency of product output at the quality level that consumers want and expect. In this way, good product quality can help consumers in making purchasing decisions, so that consumers can be interested in a product produced by a company, which will encourage consumers to purchase the product with the quality offered (Herison et al., 2022).

Promotion is also important to support purchasing decisions at Chargecity Cloth because promotion is the art of seducing customers and potential consumers to buy more company products. Meanwhile, the definition of promotion according to Alma (2006: 179) is a type of communication carried out by Chargecity Cloth to provide explanations and convince potential consumers about goods with the aim of getting attention, educating, reminding and convincing potential consumers. Along with current technological advances, it has at least made it easier for fashion business people to increase the frequency of company promotions. Distros in Indonesia tend to only carry out operational activities, not holding many promotional events on a regular basis. So over time the public doesn't pay attention to existing distributor outlets.

Apart from product quality and promotion, design is of course very important in supporting buyer decisions (Zulfikar Yusya Mubarak et al., 2023). Regarding the design of a product, it is one of the factors that needs serious attention from management, especially the new product development team, because quite a few of the target consumers are starting to question the design of a product that is able to meet consumer needs and desires (Indriasari et al., 2023). The brand selection carried out by House of Smith aims to ensure that brands that sell their products at House of Smith have product designs that are not outdated. Design is the totality of features that influence the look, feel, and function of a product based on customer needs.

Therefore design is very important, especially in the manufacture and marketing of retail services, clothing, packaged goods and durable equipment. Designers must find out how much to invest in terms of feature development, performance, fit, durability, reliability, repairability, and style. For companies, a well-designed product is one that is easy to manufacture and distribute. For customers, a well-designed product is one that is pleasing in appearance and easy to open, install, use, repair and put away. Designers must pay attention to all of these factors. Getting a good design is especially rewarding for smaller consumer products companies and startups that don't have large advertising budgets (Hardiyono et al., 2023).

Purchasing decisions are one of the main components of consumer behavior. Consumer purchasing decisions are the steps used by consumers when purchasing goods and services. Purchasing decisions are a problem solving approach to human activities to purchase goods or services to fulfill their desires and needs which consists of recognizing needs and desires, searching for information, evaluating purchasing alternatives, purchasing decisions and behavior after purchase (Pahlawan et al., 2019).

METHODOLOGY

Research design is all the systematic processes required in planning and implementing research, which uses scientific methods and applicable rules. Research design is a guideline in carrying out the research process in determining data collection instruments, determining samples, data collection and data analysis. In this research, the design used refers to quantitative methods with a survey approach.

Quantitative research is a form of scientific research that examines one problem of a phenomenon, and looks at possible links or relationships between variables from the problem being determined. Quantitative methods are a type of research based on the philosophy of

positivism. This method is used to research certain populations or samples through data collection using research instruments which are then analyzed quantitatively to test predetermined hypotheses.

This research uses a survey approach where the survey method is a method that aims to see the situation that is the object of research as it is, by looking at data and information from the sample, without providing special treatment. The survey method can be carried out using research instruments such as interviews, questionnaires both directly and online or telephone surveys.

In this research, data collection techniques were chosen by conducting observations, interviews, and distributing online questionnaires to respondents. The data obtained was processed using the Statistical Product And Service Solution (SPSS) version 26 application both descriptively and statistically.

This research was conducted at Panakukang Mall, Makassar City with 100 respondents and was carried out in September 2023 until the required data was complete for collecting the data required by the researcher.

RESULTS AND DISCUSSION

The characteristics of respondents made in this study are illustrated in the questionnaire that the author distributed to respondents, where the characteristics include: gender, age, and recent education. So the author will describe the gender, age, and last education of the respondents and the sample used in this study as many as 100 people as follows:

Gender

Based on gender, the study has respondent criteria to distinguish Male and Female respondents. The following is the presentation of respondent data based on gender which can be seen from table 1:

Table 1. Respondent Data by Gender

Gender	Frekuensi	Persen
Male	68	68%
Female	32	32%
Total	100	100%

Source: Data processed, 2023

Based on descriptive data from table 1, it can be seen that the percentage of respondents who are male is 68 people with a percentage of 68%, while women are 32 people with a percentage of 32%. Shows that most of the respondents in this study were men. This can be used as an indication that enthusiasts of purchasing manzone distro clothing decisions are more done by men than women.

Respondents By Age

Based on Age in the study has criteria to distinguish age from respondents. The following is the presentation of respondent data based on age which can be seen from table 2 as follows:

Table 2. Respondent Data by Age

Age	Frekuensi	Persen
18-20 Years	10	10%
20-30 Years	40	40%
30-40 Years	34	34%
>40 Years	16	16%
Total	100	100%

Source: Data Processed 2023

Based on table 2 data, it can be seen the characteristics of respondents based on the age of 18-20 years as many as 10 respondents or 10%, aged 20-30 years as many as 40 respondents or 40%, 30-40 years as many as 34 people or 34%, and over 40 years as many as 16 respondents or 16%. Through these data, it can be concluded that out of 100 respondents as a large number of interested in purchasing manzone distro clothing decisions from teenagers and adults, namely 20-30 years.

Hypothesis testing

To prove the hypothesis partially, the T test is used, namely to determine the magnitude of the influence of each independent variable partially or individually in explaining the dependent variable so that it is known which variable is the most dominant in influencing the dependent variable, namely the work of the three independent variables studied in this study. The T test can be known based on the data in the table below:

Table 4. T Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.514	.986		-4.576	.000
	Product Quality (X1)	.810	.053	.640	15.337	.000
	Promotion (X2)	.177	.041	.163	4.335	.000
	Design (X3)	.388	.051	.307	7.648	.000

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS Processed Data version 26, 2023

The results of the T Test analysis above are as follows:

1. First hypothesis testing (H1)

The calculated t value on the product quality variable (X1) is 15.337 with a significance level of 0.000. Because the calculated t value is $15.337 >$ the table t value is 1.6605 and

the significance level is $0.000 < \text{the probability of significance } \alpha = 0.05$, then partially the quality of the product (X1) has a positive and significant effect on the purchase decision (Y).

Hypothesis 1 is accepted.

2. Testing the second hypothesis (H2)

The calculated t value on the promotion sanction variable (X2) is 4.355 with a significance level of 0.000. Because the calculated t value is $4.355 > \text{the table t value is } 1.6605$ and the significance level is $0.000 < \text{the probability of significance } \alpha = 0.05$, the promotion partial (X2) has a positive and significant effect on the purchase decision (Y).

Hypothesis 2 is accepted.

3. Third hypothesis testing (H3)

The calculated t value in the design variable (X3) is 7.648 with a significance level of 0.000. Because the calculated t value is $7.648 > \text{the table t value is } 1.6605$ and the significance level is $0.000 < \text{the probability of significance } \alpha = 0.05$, the partial design (X3) has a positive and significant effect on the purchase decision (Y).

Hypothesis 3 is accepted.

Test Simultaneously (Test – F)

The F test aims to test whether the population variants of the two samples are the same or significantly different. To show whether all independent variables have an effect on non-free variables, the formulation of the hypothesis is:

Table 5. F Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	503.665	3	167.888	288.351	.000 ^b
	Residual	55.895	96	.582		
	Total	559.560	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Design (X3), Promotion (X2), Product Quality (X1)

Source: SPSS Processed Data version 26, 2023

Based on the output above, it is known that the significance value for the simultaneous influence of X1, X2, and X3 on Y is $0.000 < 0.05$ and the calculated F value is $288.351 > F \text{ table } 3.09$, so it can be concluded that H4 is accepted which means that there is a positive influence of product quality (X1), promotion (X2) and desoign (X3) simultaneously on purchasing decisions (Y).

Hypothesis 4 is accepted.

Influence of Product Quality on Purchasing Decisions

Product quality is the ability of a product to perform its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Purchasing

decision is a person's attitude to buy or use a product in the form of goods or services that have been believed to satisfy him and the willingness to bear the risks that may be caused. The purchase decision taken by the buyer is actually a collection of a number of organized decisions. From the results of the T test, it is known that the calculated t value on the product quality variable (X1) is 15.337 with a significance level of 0.000. Because the calculated t value is $15.337 >$ the table t value is 1.6605 and the significance level is $0.000 <$ the probability of significance $\alpha = 0.05$, then partially the product quality (X1) has a positive and significant effect on the purchase decision (Y).

The Effect of Promotions on Purchase Decisions

Promotion is a short-term incentive to encourage desire and to try or buy a product/service. Purchasing decision is a person's attitude to buy or use a product in the form of goods or services that have been believed to satisfy him and the willingness to bear the risks that may be caused. The purchase decision taken by the buyer is actually a collection of a number of organized decisions. From the results of the T Test, it is known that the calculated t value on the promotion sanction variable (X2) is 4.355 with a significance level of 0.000. Because the calculated t value is $4.355 >$ the table t value is 1.6605 and the significance level is $0.000 <$ the probability of significance $\alpha = 0.05$, the promotion (X2) partially has a positive and significant effect on the purchase decision (Y).

The Influence of Design on Purchasing Decisions

Kotler and Keller (2012:332) define "*Design is the totality of features that affect how a product looks, feels, and functions to a consumer.*". That means that design is the totality of features that affect how a product looks, feels, and functions for consumers. Furthermore, according to Kotler and Keller (2012), good design for companies refers to ease of manufacture and distribution. As for consumers, good design is a product that is beautiful or nice to look at, easy to open, install, use, repair, and dispose of. Purchasing decision is a person's attitude to buy or use a product in the form of goods or services that have been believed to satisfy him and the willingness to bear the risks that may be caused. The purchase decision taken by the buyer is actually a collection of a number of organized decisions (Aldi: 2012). From the results of the T test, it is known that the calculated t value on the design variable (X3) is 7.648 with a significance level of 0.000. Because the calculated t value is $7.648 >$ the table t value is 1.6605 and the significance level is $0.000 <$ the probability of significance $\alpha = 0.05$, the partial design (X3) has a positive and significant effect on the purchase decision (Y).

The Influence of Product Quality, Promotion, Design on Purchasing Decisions

From the results of the study above, it is known that the significance value for the influence of X1, X2, and X3 simultaneously on Y is $0.000 < 0.05$ and the calculated F value is $288.351 >$ F table 3.09, so it can be concluded that H4 is accepted which means there is a positive influence of product quality (X1), promotion (X2) and desoign (X3) simultaneously on purchasing decisions (Y).

CONCLUSION

Based on the results of research and studies that have been described earlier, it can be concluded into several things as follows:

1. Product Quality has a positive and significant influence on the Purchasing Decision of Manzone distro clothing.
2. Partial Promotion has a positive and significant effect on the Purchasing Decision of Manzone distro clothing.
3. Partially Design has a positive and significant effect on the Purchasing Decision of Manzone distro clothing.
4. Simultaneously Product Quality, Promotion, and Design have a significant influence on the Purchasing Decision of Manzone distro clothing.

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