

THE INFLUENCE OF PRODUCT DESIGN ON PURCHASING DECISIONS WITH BRAND IMAGE AS A MODERATING VARIABLE

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Abstract

This research is a quantitative study with an explanatory approach, namely an approach that relies on a number of previous studies as the main reference for analyzing, varying, and refining the research being conducted. The data in this article is primary data that researchers obtained from a number of credible sources, namely Suzuki Sales Marketing spread throughout Indonesia as many as 500 people. The data were analyzed using the smart PLS 4.0 analysis tool with the following hypothesis. The result in this article show that the results go hand in hand with the hypothesis because the P-Values are positive and are at a significance level of 0.05, namely 0.014. This indicates that the better the Product Design, the more consumers will be attracted to decide to make a Purchase Decision. Next, in the next line, it can be concluded that the Brand Image variable can moderate the influence of the Product Design variable on Purchasing Decisions because the same thing is that the P-Values are positive and below the significance level of 0.05, namely 0.00. Thus, it can be concluded that the first and second hypotheses in this article can be accepted.

Keywords: *Product Design, Purchasing Decisions, Brand Image*

1. INTRODUCTION

Producing products according to human needs is what is desired from the design process. One way is to design and orientate towards customer desires and needs. The ability to identify customer needs, then precisely create products that can meet those needs at a low cost is the key to a company's success in maintaining its existence. Good design can contribute to product usability and appearance (Arianty 2016).

The Industrial Designers Society of America (IDSA) defines product design as a stage in creating and developing concepts and specifications to optimize the functions, value and appearance of a product. (Keller 2016) state that product design is the totality of features that affect the appearance, feel and function of a product based on customer needs. In addition to the importance of product quality, product design offers an important competitive advantage for certain products (P. T. Kotler 2017). Good product design can contribute to the usefulness of a product in addition to its appearance, because design reaches the core of a product. Therefore, product design can be an excellent competitive tool in marketing carried out by companies (P. Kotler 2008).

According to (Philip 2013) "Product design is the totality of features that affect the appearance, feel and function of a product based on customer needs. The parameters are style, durability, reliability, easy to repair". In Padmantyo and Purnomo (2013, p. 165). Product design is: Product design is the totality of features that affect the appearance and function of a product in terms of customer needs. With increasingly tight competition, design will be one of the most powerful ways to differentiate and position a company's products and services. According to Stanton in (Kotler 2019) "Product design is one aspect of forming a product image. Companies are also increasingly aware of the importance of the marketing value of product design, especially its appearance design". Two factors related to product design are color and product

quality. Choosing the right color is an advantage for marketing a product. The accuracy of management in choosing what color is appropriate and when to change the color of the product (P. Kotler 2009).

(Kotler 2019) mention the dimensions of product design as follows: 1) Form, many products can be distinguished in shape, size, model or physical structure of the product. 2) Features, most products can be offered with different features that complement the basic function of the product. 3) Conformity quality, is the level of conformity and fulfillment of all units produced to the promised specifications. Products are designed and operated based on characteristics that approach product standards to meet the requested specifications. 4) Durability, a measure of the expected life of the product under normal operating conditions. 5) Reliability, a measure of the likelihood that a particular product will not be damaged or fail within a certain period of time. A product is said to be good if it has reliability so that it can be used for a long time. 6) Style, describes the appearance and feelings caused by the product for the buyer. Style only describes the appearance of the product. Sensational styles can attract attention and produce beautiful aesthetics, but these styles do not really increase product performance. 7) Ease of repair, a measure of the ease of repairing a product when the product is damaged, the size of which can be seen through the value and time used.

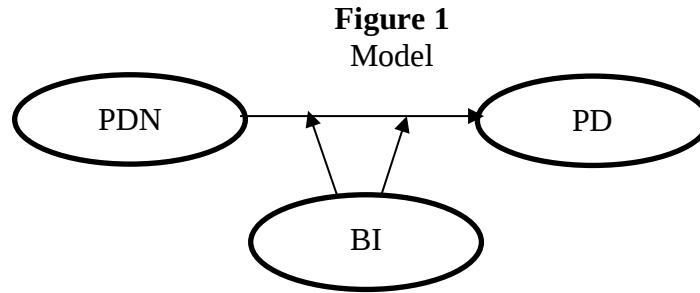
Consumers in choosing products are always changing, both in the long term and the short term. Thus, companies to produce products must be observant and have knowledge of consumer behavior every day. With companies always following consumer behavior, automatically the company also always produces products with the latest innovations continuously (Arianty 2016).

Customer satisfaction is the key to success in running a business. Various responses from customers need to be accepted as valuable input for the development and formulation of the company's next strategy. Therefore, in achieving its goals, companies, especially marketers, must know what their customers want and need, by studying how their customers perceive, prefer and behave. According to Swastha in (Triana and Sayuti 2022) as follows: "consumer behavior can be interpreted as an individual activity that is directly involved in obtaining and using goods and services, including the decision-making process in the preparation and implementation of consumer behavior activities will determine the decision-making process in their purchases".

In (Triana and Sayuti 2022) Purchasing decisions are: Purchasing decisions are a problem-solving approach to human activities to buy goods or services to fulfill their desires and needs which consist of recognizing needs and desires, searching for information, evaluating alternative purchases, purchasing decisions and behavior after purchasing. According to (Peter 2013) "state that consumer behavior is the process of a customer in making decisions to buy, use and consume goods and services purchased, also including factors that influence the decisions of buyers and product users". Assael in (Yazid 2013) "developed a typology of consumer decision-making to buy which is based on two dimensions, namely: the level of decision-making and habits and the degree of involvement in purchasing".

There are several previous studies (Hartanty and Ratnawati 2018). (Novia Sari Siagian 2021); (Azmi Naufal 2021); (Elza 2021) & (Handayani, Deriawan, and Hendratni 2020) showing a positive relationship direction and significant influence on Purchasing Decisions. Unlike the five studies above, this article adds the Brand Image variable as a moderating variable.

2. RESEARCH METHODS



Noted:

PDN : Product Design

PD: Purchase Decision

BI: Brand Image

The three images above plus the arrows shown concretely above can be concluded that the researcher aims to analyze Product Design towards Purchase Decision. This objective is in line with previous studies, namely (Hartanty and Ratnawati 2018). (Novia Sari Siagian 2021); (Azmi Naufal 2021); (Elza 2021) & (Handayani, Deriawan, and Hendratni 2020). Unlike the five studies above, this article adds the Brand Image variable as a moderating variable which is believed to be able to moderate the influence of the Product Design variable on Purchase Decisions (Adrian, J.A., & zeplin 2017). This research is a quantitative study with an explanatory approach, namely an approach that relies on a number of previous studies as the main reference for analyzing, varying, and refining the research being conducted (Afandi et al. 2021). The data in this article is primary data that researchers obtained from a number of credible sources, namely Suzuki Sales Marketing spread throughout Indonesia as many as 500 people (Ustadriatul Mukarromah, Mirtan Sasmita, and Lilis Rosmiati 2022). The data were analyzed using the smart PLS 4.0 analysis tool with the following hypothesis.

Hypothesis:

H1: The Influence of Product Design on Purchase Decision

H2: Brand Image Can Moderates The Influence of Product Design on Purchase Decision

3. RESULT AND DISCUSSION

Background Analysis

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Validity Test

In this article, the researcher uses 10 questions distributed through an online questionnaire to 500 employees spread throughout Indonesia. The 10 questions referred to in this article are 4 questions on Product Design variables, 4 questions on Purchase Decision variables, and 2 questions on Brand Image variables. The data must be analyzed and tested for validity first, the results are in the table below. (Hair 2010):

Tabel 1
Validity Test

Variable	Question Item	Loading Factor
Product Design (X)	Product design can make the product look attractive	0.856
	Product design can make the product interested in deciding to buy	0.872
	Product design can make buyers loyal to the product	0.881
	Product design can increase product demand	0.895
Purchase Decision (Y)	Purchasing decisions can be influenced by Product Design	0.912
	Purchasing decisions can be influenced by Brand Image	0.925
	Purchasing decisions can be influenced by loyalty	0.941
	Purchasing decisions can be influenced by consumer loyalty	0.935
Brand Image (Z)	Brand Image can influence Purchasing Decisions	0.962
	Brand Image can help Product Design in influencing Purchasing Decisions	0.971

Valid > 0.70

Reliability Test

The next stage that must be passed after passing the validity test stage with the aim of ensuring that the data used in this study is valid. The next stage is to focus on the variables used in this article, namely the Product Design, Purchasing Decision, and Brand Image variables. The following are the results of the reliability test in this article (Ghozali 2016):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa
Product Design	0.895	0.852
Purchase Decision	0.912	0.961
Brand Image	0.975	0.933

Reliable > 0.70

Path Coefisien

The last stage is the Path Coefficient stage, this stage can be passed if the researcher has passed the validity test stage and the reliability test stage. The Path Coefficient test stage functions to prove that each hypothesis formulated in this article can be proven. The following are the results of the Path Coefficient in this article (Sarstedt et al. 2014):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	PDN->PD	0.014	Accepted
Indirect Influence	BI* PD->PD	0.000	Accepted

Significant Level < 0.05

This study uses two hypotheses, namely the first variable Product Design can have a positive relationship direction and a significant influence on Purchasing Decisions. Based on the results of the third table above, it can be concluded that the results go hand in hand with the hypothesis because the P-Values are positive and are at a significance level of 0.05, namely 0.014. These results are in line with a number of previous studies, namely (Hartanty and Ratnawati 2018). (Novia Sari Siagian 2021); (Azmi Naufal 2021); (Elza 2021) & (Handayani, Deriawan, and Hendratni 2020). This indicates that the better the Product Design, the more consumers will be attracted to decide to make a Purchase Decision. Next, in the next line, it can be concluded that the Brand Image variable can moderate the influence of the Product Design variable on Purchasing Decisions because the same thing is that the P-Values are positive and below the significance level of 0.05, namely 0.00. Thus, it can be concluded that the first and second hypotheses in this article can be accepted.

4. CONCLUSION

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