


The Influence of Product Design, Price and Online Marketing Communication on Purchasing Decisions

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Article Info	ABSTRACT
Keywords: Product Design Price Online, Marketing Communication, Against Purchase Pornography	This study aims to determine the effect of product design, price and online marketing communication on purchasing decisions for woven fabrics at the Glora store in Tatumbar Islands Regency. This study is a survey study using a quantitative method, so the number of samples determined is 115 respondents who are consumers of Toku Gluta products. To collect research data using a questionnaire and distributed via Google Form, and Bu data analysis using descriptive analysis and multiple linear regression analysis. Based on our analysis, this research proves that product design does not have a graphical effect on purchasing decisions, Price does not have a significant effect on purchasing decisions, Online marketing communication has a negative effect on purchasing decisions for woven fabrics at Glora Store in Tatumbar Islands Regency.
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INTRODUCTION

The development of business in the industrial sector currently has a role in economic development in Indonesia, one of which is small and medium enterprises, in accordance with Law of the Republic of Indonesia Number 20 of 2008 concerning small and medium enterprises. It is clear that small businesses are the most important part of the national economy that have a position, potential and strategy in realizing a solid national economic development, small businesses need to be empowered to become successful and independent businesses. One of them is Indonesian crafts that must be developed.

The success of a business if consumers like products that suit their desires and needs. With quality products, it will attract consumers to make purchases. In accordance with the factors that influence purchases, namely product design. Product design is one of the differentiators of product image. Every business will pay attention to the design of the product to be sold, especially the appearance design as a very important part of marketing. Basically, it has a good influence on purchasing decisions. In addition, product design is also a product development to meet consumer needs. From data from the Ministry of

Cooperatives, the total number of MSMEs in Indonesia is 60 million, even those who have unboarded have reached a cumulative total of 22.68 million in 2023.

Tanimbar Islands Regency is one of the regencies in Maluku Province. Maluku, which consists of 11 regencies/cities, certainly has many very unique MSMEs, and will certainly attract local and national consumers to look at it depending on what the marketing strategy is like. So it is not surprising that Maluku Province, which is known for its thousand islands, certainly has many resources and even many things that are beyond human reason.

Tanimbar woven cloth is one of the UMKM located in the Tanimbar Islands Regency, which usually focuses on traditional customs and culture that have been passed down from generation to generation in the Tanimbar Islands Regency. However, woven cloth has now become popular in some parts of Maluku and even Indonesia. Even at the August 17th ceremony yesterday, Tanimbar woven cloth was worn by our President, Mr. Jokowi, at the ceremony. Of course, this is a matter of pride for us, the people of the Tanimbar Islands.

The woven fabric sales business is growing in Indonesia, especially in Tanimbar. This development is supported by the Regional Government regulation which aims to preserve the local wisdom of Tanimbar woven fabric in the area known as Bumi Duan Lolat. This support is also strengthened through the Circular Letter. (SE) of the Regent Number: 025-58-Year 2017, dated July 7, 2017 concerning the use of uniforms/work clothes with Tanimbar Woven motifs for all employees/staff in Regional Government Work Units (SKPD), leaders of BUMN, BUMD, Private Companies, Cooperatives, Foundations, PT, CV, Fa, Hotels, Restaurants/Eating Houses and shops to use work clothes with Tanimbar Ikat Woven motifs every Thursday on weekdays.

Glora shop is the name of one of the businesses in Tanimbar that only sells special Tanimbar woven fabrics. The purpose of this shop is to maintain Tanimbar woven fabrics and survive from generation to generation. Because in addition to selling, this shop also produces its own and then sells them to consumers in Maluku and even throughout Indonesia. Based on interviews that I conducted with several people in Saumlaki, there are several factors that have caused a decrease in purchases of woven fabrics at this shop. The product design is no longer in accordance with the actual motif, the price is not appropriate, in this case it is getting more expensive, and the marketing strategy is not right in this case the lack of promotion so that many people do not know that Tanimbar woven fabrics sold in this shop exist.

To measure the level of purchasing decisions at the Glora Store, it can be seen from consumers to prepare product design, price, and digital marketing and so on, so that in the competition it can be superior and profitable. Product Design is one of the main factors that consumers consider in choosing and buying a product, because product design will indirectly affect the appearance of a product offered. According to Khotler and Keller 2009, product design is a totality of features that affect the appearance and function of the product, which is based on customer needs. In buying woven fabrics, consumers will pay attention to the model, color, and original patterns and motifs that are truly in accordance with the customs

of the Tanimbar people, because these factors will affect the decision to purchase the woven fabric product.

Price is also a factor that influences purchasing decisions. Price is the basis for profit formation. While the approach from the consumer side, price will have an economic and psychological impact. According to Basu Swastha (2010:147), price is the amount of money (plus some products if possible) needed to get a number of combinations of goods and services. At Toko Glora, price suitability is very important according to the quality and quality of the product, the better the quality of the design and fabric used, the more expensive the price set. The price game carried out by the company will greatly affect sales where if the price set is too high, the interest will be low, conversely if the price set is too low, the company will not make a profit. With the determination of competitive prices and in accordance with the standards offered, it will invite consumers to make purchases of the product because according to consumers the price applied is cheaper than competing products. So that the relative price applied by Toko Glora will indirectly affect the decision to purchase Tanimbar woven cloth.

Online Marketing Communication is also an important point in the marketing strategy of this fabric in introducing it widely so that the Indonesian people can know and are interested in buying Tanimbar woven fabric. This marketing strategy activity can be carried out as an effort to increase sales of the products owned, if the marketing strategy implemented is good then it will be in line with the desired goals (Assauri in Atmoko, 2018:15).

Based on the description above, the objectives to be achieved in this study are: 1. To determine the effect of product design on the decision to purchase woven fabrics at the Glora store in the Tanimbar Islands Regency. 2. To determine the effect of price quality on the decision to purchase woven fabrics at the Glora Store in the Tanimbar Islands Regency. 3. To determine the effect of Online Marketing Communication on the quality of purchasing woven fabrics at the Glora Store in the Tanimbar Islands Regency

RESEARCH METHOD

The research method used is a quantitative research method, an effort to collect data to test hypotheses or answers to questions related to the latest conditions of the research subjects. The scope of the study is focused on product design, price and online marketing communication as independent variables, with purchasing decisions as dependent variables. Data were obtained through filling out questionnaires by consumers from the Glora store in the Tanimbar Islands district, which was the focus of the study with a population of 115 people.

To overcome the limitations of the population, this study applies a saturated sampling technique, involving 115 people as research samples. Respondents' responses will be evaluated using a Likert scale, covering assessments from strongly disagree to strongly agree. To ensure the superiority of the data and the relationship between research variables, validity, reliability, and class assumption tests related to data consistency were carried out.

To examine the influence and relevance of each factor on the dependent variable, a multiple linear analysis approach is used as the main method, with data to be processed using the SPSS application. The summary of multiple linear regression in this study can be presented as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information:

Y = Purchase decision

X1 = Product Design (X1),

X2 = Price (X2)

X3 = Online Marketing Communication

α = Constant.

b = Regression coefficient of each

e = error

RESULT AND DISCUSSION

Validity Test

In this study, validity measurement is carried out by looking at the total value of Pearson correlation with the criteria: if the calculated r value is greater than the table r value and the value is positive for degree of freedom (df) = n-2. In this case, n is the number of samples, then df = 115- 2 = 113

Judging from the df value is 113 with a significance level of 5% then the r table value = 0.18. If r count is greater than r table at a significance level of 5% and a positive value then the question item or indicator is said to be valid and vice versa if the significance of the correlation result is less than 0.05 then it is declared invalid (Ghozali, 2018). The following is a summary of the validity test results, including:

Table 1. Product Design Variable Validity TEST (X1)

Question Items	R count	R table	conclusion
X1.1	720	0.18	Valid
X1.2	796	0.18	Valid
X1.3	789	0.18	Valid
X1.4	799	0.18	Valid
X1.5	823	0.18	Valid
Product Design			
X2.1	760	0.18	Valid
X2.2	899	0.18	Valid
X2.3	851	0.18	Valid
X2.4	854	0.18	Valid

X2.5	863	0.18	Valid
Price			
X3.1	824	0.18	Valid
X3.2	735	0.18	Valid
X3.3	849	0.18	Valid
X3.4	839	0.18	Valid
X3.5	836	0.18	Valid
Online Marketing Communication			
Y1	781	0.18	Valid
Y2	833	0.18	Valid
Y3	801	0.18	Valid
Y4	767	0.18	Valid
Y5	843	0.18	Valid
Buying decision			

Source: IBM SPSS data processing results, 2024

Based on the validity test, all items in the questionnaire using the variable values of Product Design Capacity (X1), Price (X2), Online Marketing Communication (X3) and Purchase Decision (Y) are valid where all the calculated t-value indexes are greater than the r table, which is 0.18. From this data, the results of the validity test of all the variables above are in accordance with the statement in the data analysis method according to Ghozali (2016).

Reliability test

According to Sugiono (2017:130) states that the reliability test is the extent to which the measurement results using the same object will produce the same data. Using the IBM SPSS Program, it is stated as reliable if it has a Cronbach's Alpha value > 0.7 (Priyatno, 2013:30) The results of the reliability test can be seen in the following table.

Table 2. Reliability Test

Variables	Cronbach's Alpha	Number of Questions	information
Product Design	.843	5	Reliable
Price	.899	5	Reliable
Online Marketing Communication	.873	5	Reliable
Purchase Decision	.862	5	Reliable

Source: Processed IBM SPSS data, 2024

Based on table 2 above, it can be seen that each variable has a Cronboch Alpha > 0.70 so that from this data it can be concluded that the questions in the questionnaire

distributed to respondents have a good level of reliability so that the questions in the questionnaire can be used as a research instrument.

Normality Test

Normality Test is a test that is carried out and aims to assess the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. The normality test in this study uses the Kolmogorov-Smirnov statistical test with the provision that the significance value (sig) is greater than 0.05, then the research data is normally distributed. The results of the normality test can be seen in table 4.10

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			115
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.04596972
Most Extreme Differences	Absolute		.077
	Positive		.067
	Negative		-.077
Test Statistics			.077
Asymp. Sig. (2-tailed) ^c			.090
Monte Carlo Sig. (2-tailed) ^d	Sig.		.089
	99% Confidence Interval	Lower Bound	.081
		Upper Bound	.096

From the test results in table 3, the significant value in this study is 0.090, so it can be concluded that the research data is normally distributed because the significant value is greater than Cronbach's alpha 0.05.

Multicollinearity test

To find out whether or not there is multicollinearity, it can be seen from the tolerance and VIF values. The results of the multicollinearity test can be seen in the following table.

Table 4. Multicollinearity Test Results

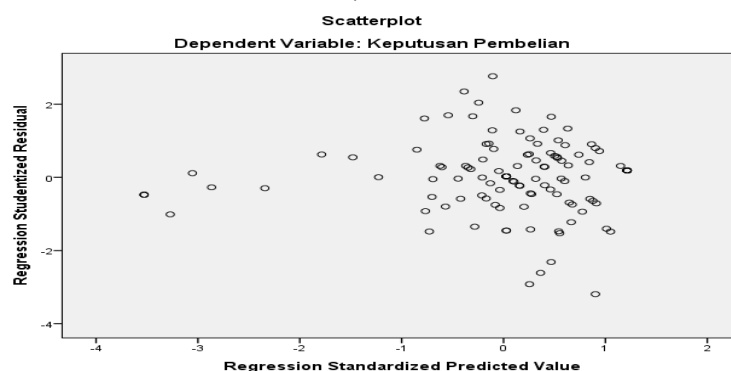
		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,634	.927		1,763	.081		
	Product Design	.258	.109	.252	2,362	.020	.169	5,925
	Price	.099	.141	.100	.704	.483	.095	10,551
	Online Marketing Communication	.557	.135	.558	4,120	.000	.105	9,531

a. Dependent Variable: Purchase Decision

Heteroscedasticity Test

The heteroscedasticity test aims to test for the existence of inequality of variance from the residual of one observation to another. If the variance of one observation to another observation remains constant, it is called homoscedasticity, and if it is different, it is called heteroscedasticity. A good regression model is one that is homoscedastic.

Heteroscedasticity can result in inefficient estimation of regression coefficients. The interpretation results will be less than they should be. Heteroscedasticity contradicts one of the basic assumptions of linear regression, namely that the residual variation is the same for all observations or is called homoscedasticity.



The image above shows that all the points are spread above and below the number 0 on the Y axis. From this explanation, it can be concluded that the existing model does not experience heteroscedasticity.

Multiple linear regression analysis test

Multiple linear regression test This analysis is conducted to determine the effect of independent variables on dependent variables. In this study it is known that $n = 54$ at a significance level of 5%. The test results can be seen in the table below

Table 5. Multiple Linear Regression Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,634	.927		1,763	.081
	Product Design	.258	.109	.252	2,362	.020
	Price	.099	.141	.100	.704	.483
	Online Marketing Communication	.557	.135	.558	4.120	.000

a. Dependent Variable: Purchase Decision

$$Y = 1.226 + (0.253)X_1 + (0.138)X_2 + (0.545)X_3$$

Based on the linear regression data above, it can be explained as follows. The constant value (a) is 1.226 so that it can show the capacity of Product Design X₁, Price X₂, and Online Marketing Communication. (X₃) that all variables are constant, then the Purchase Decision is 1.226. Based on the regression test equation which shows that the Product Design variable X₁ has a positive regression coefficient with a value of 0.253. This shows that if Product Design increases by 1%, the Purchase Decision value will increase by 25.3% with the assumption that the independent variables do not change (constant). Based on the regression test result equation which shows that the price variable X₂ has a positive regression coefficient with a value of 0.138. This shows that the internal control system increases by 1%, the Purchase Decision value will increase by 1.38% with the assumption that the other independent variables do not change (constant). Based on the similarity of the regression test results which show that the Digital Marketing variable X₃ has a regression coefficient with the Purchase Decision, namely 0.545, this shows that the value of the purchase decision has increased by 1%, which means it has increased by 54.5%. assuming that the independent variable does not change (constant)

T-Test (Test)Partial)

The t-statistic test is used to determine whether or not each variable individually has an influence on the dependent variable. The significance level in this study uses 5%, meaning that the risk of error used in making decisions is 5%. This explains that the level of error in decision making is 5% (Ghozali, 2013).The calculation results show that the value of the

product design variable has a significant value of $0.012 > 0.05$. So it can be concluded that product design does not have a significant effect on purchasing decisions, so H1 is rejected. Price Variable (X2). From the calculation results above, it shows that the value of the Price variable has a significant value of $0.28 > 0.05$. So it can be concluded that the Price variable does not have a positive effect on the value of the purchase decision, so H2 is rejected. Online Marketing Communication (X3). From the calculation results above, it shows that the value of the digital marketing variable with a significant value of $0.000 < 0.05$. So it can be concluded that the digital marketing variable has a positive effect on the value of purchasing decisions, then H3 is accepted.

Determination Consistency

The coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation of the dependent variable. A small R^2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.887a	.787	.781	2.07343

a. Predictors: (Constant), Digital Marketing, Product Design, Price

The Adjusted R-square value in the table above is 0.789 or 78.7%, which means that the independent variable (Online Marketing Communication, Pricing, Product Design) can explain the dependent variable (purchase decision) by 78.9% while the remaining 21.1% is explained by other factors that were not studied.

Discussion

The Influence of Product Design on Purchasing Decisions

Product design variables with significant values $0.012 > 0.05$ Based on the results of the hypothesis, H1 is rejected. This can be seen in the calculated t value so that it can be said that the product design variable does not positively affect the purchasing decision variable. Based on the testing of this study, it shows that consumers at the Glora store do not consider product design too much in making their purchasing decisions, or the design factor is not strong enough to influence the overall purchasing decision in this study. Product design is considered standard or good enough in the market, so it does not have too much influence on purchasing decisions at the Glora store.

From the discussion above, it can be concluded that product design does not have a significant effect on purchasing decisions. This study supports the results of previous research conducted by (Irfan Rizqullah Arella, 2018)

The Influence of Price on Purchasing Decisions

Price variable with a significant value of $0.28 > 0.05$. The results of the H2 hypothesis test are not accepted, which indicates that price has no effect on purchasing decisions. The results of this study indicate that if the price is increased or decreased, it will not affect consumer purchasing decisions at the Glora store. This study supports the results of previous research conducted by (Likiana, 2018). Which found a relationship between price does not affect purchasing decisions,

The Influence of Online Marketing Communications on Purchasing Decisions

Online marketing variables with a significant value of $0.000 < 0.05$. The results of the H3 hypothesis test are accepted, which shows that the Role of Online Communication has an influence on Purchasing Decisions. This certainly shows that an effective Online Marketing Communication strategy can directly influence consumer purchasing behavior. Online marketing communication allows for more precise targeting where the Glora store can increase sales. Other things that also influence are social media users, and online advertising can increase the brand awareness of the Glora store and build strong relationships with customers.

From the discussion above, it can be concluded that online marketing communication at the Glora store can influence purchasing decisions. This study supports the results of previous research conducted by (Anggeun famelia2021)

CONCLUSION

From the results of research and discussion on the Influence of Product Design, Price, and Online Marketing Communication on Purchasing Decisions, the following conclusions can be drawn: 1) Partially, product design has a significant value of $0.012 > 0.05$. There is no positive influence Product design on purchasing decisions for woven fabrics at the Glora Store in the Taimbar Islands Regency. 2) Partially Price with a significant value of $0.28 > 0.05$, there is no positive influence price on the decision to purchase woven fabric at the Glora Store in the Tanimbar Islands Regency. 3) Partially Online Marketing Communication with a significant value of $0.000 < 0.05$. There is a positive influence on digital marketing on purchasing decisions for woven fabrics at the Glora Store in the Tanimbar Islands Regency

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