Analysis of The Influence of Product Design, Product Quality and Competitive Prices on Purchasing Decisions Through Brand Image (Study on Pekanbaru Sleepwalking Customers)

Jody Derwin Thomas[1], Sri Restuti[2], Tengku Firli Musfar[3]
[1,2,3]Department of Management, Faculty of Economics and Business, University of Riau

ABSTRACT

This study aims to determine the influence of product design, product quality and competitive prices on purchasing decisions through brand image (Study on Pekanbaru Sleepwalking Customers). The population in this study is all the customers of Sleepwalking who have visited more than 2 times, whose age 10 and over also has the intensity of visiting at least 1 time during the past year. Primary data was collected by questionnaire as an instrument to prove the results of the research, to test the hypothesis in this study using path analysis with Smart PLS ver. 3.0. The sampling method used a non-probability sampling method with a purposive sampling technique (100 people). The results of the study indicate that product design has a positive and significant effect on brand image. Product quality has a positive and significant effect on brand image. Competitive pricing has a positive and significant effect on brand image. Product design has a positive and significant influence on purchasing decisions. Product quality has a positive and significant influence on purchasing decisions. Competitive prices have a positive and significant effect on purchasing decisions. Brand image has a positive and significant influence on purchasing decisions. Product design has a positive and significant influence on purchasing decisions through brand image. Product quality has a positive and significant influence on purchasing decisions through brand image.And Competitive prices have a positive and significant influence on purchasing decisions through brand image.

Corresponding Author:

Name: Jody Derwin Thomas
Institution: University of Riau
e-mail: jody.derwin2643@student.unri.ac.id

1. INTRODUCTION

Along with the development of life stylepop culture, namely young people starting from high school teenagers and also students, one of the dominant developments seen in their life style is the way they dress or fashion. They start to pay attention to the latest appearance and clothing trends. This cannot be separated from the influence of social media which is growing rapidly. Most of them are starting to be influenced by the way influencers and artists they follow on social media dress.

This has led to the emergence of youth-style clothing shops and distros, and it is known that there are many clothing shops spread across Pekanbaru City and one of them

is Sleepwalking Pekanbaru. This indicates that the clothing shop business in Pekanbaru City is very promising.

Sleepwalking Pekanbaru is a shop that sells various clothing products targeting the youth segment. This shop is located at Jalan Dr. Sutomo, No. 60 Rintis, Kec. Fifty, Pekanbaru City. Products sold at Sleepwalking Pekanbaru include T-shirts, Hoodies, Boardshorts, Sidepockets, and Short Cargo Pants. Product marketing is not only carried out through offline stores, but also through online networks, namely via the official Instagram account with the name @sleepwalking.cloth, Tokopedia with the name SLEEPWALKING official, and Facebook with the name @sleepwalking.cloth.

However, based on initial observations and interviews conducted with the manager of Sleepwalking Pekanbaru on July 5 2022, it shows that there has been a decline in sales of Sleepwalking Pekanbaru products.

The following is sales data for Sleepwalking Pekanbaru for 2019-2021

Table 1: Sales Data for Sleepwalking Pekanbaru for 2019-2021

No	Year	Net Sales Revenue Results
1	2019	Rp. 79,000,000
2	2020	Rp. 67,280,000
3	2021	Rp. 55,120,000

Source: Sleepwalking Pekanbaru, 2022

Based on the table above, it is known that there has been a decline in sales figures for Sleepwalking Pekanbaru in 2020 and also in 2021. This indicates that customer purchasing decisions have decreased.

Based on the results of observations made, it is known that the number of busy visitors at Sleepwalking Pekanbaru is only on weekends and between midday and evening (13.00 WIB-21.00 WIB). Meanwhile, at other times, the number of visits tends to be lower, this illustrates low customer purchasing decisions due to the decreasing sales figures for Sleepwalking Pekanbaru. Next, we also look at the market segments for Sleepwalking Pekanbaru products, namely:

Table 2. Pekanbaru Sleepwalking Market Segment

No	Types of Market Segments	Information
1	Geographic Segmentation (Geographic Segmentation)	The location in Pekanbaru is a hot area so it is suitable for t-shirt products.
2	Demographic Segmentation (Demographic Segmentation)	The location is in Pekanbaru with many universities, both state and private, making it suitable for targeting the youth segment.
3	Behavioral Segmentation (Behavioral Segmentation)	A segment of young people who show a hobby of shopping are the targets of Sleepwalking Pekanbaru.

Source: Research Data, 2023

One of the brand images can be seen from the Sleepwalking Pekanbaru logo. Below is a look at the Sleepwalking Pekanbaru logo.
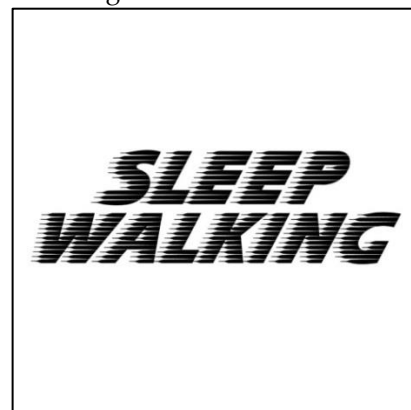
Figure 1 Pekanbaru Sleepwalking Logo
Source: Sleepwalking Pekanbaru, 2022

Observations were carried out on July 6 2022 by distributing a pre-research questionnaire containing 3 statements about brand image which were distributed to 25 consumers of Pekanbaru Sleepwalking Shop.

Based on the motivation assessment questionnaire above, it shows that the level of brand image at the Pekanbaru Sleepwalking Store is still low, this can be seen from the answers of many respondents who answered "Disagree".

The next factor is product design which is the totality of features that influence how a product looks, feels and functions for consumers. Design offers three things, namely function, aesthetics and attractiveness [9]. The following is an example of a product design.

Figure 2 Pekanbaru Sleepwalking Product Design
Source: Sleepwalking Pekanbaru, 2022

Based on the image above, it shows that the t-shirt product design from Sleepwalking looks minimalist and simple, the combination of image color and basic clothing color also only combines 2 colors, namely black and white. Minimalist product design with small image sizes is a characteristic of Sleepwalking Pekanbaru product design.

Observations were carried out on July 6 2022 by distributing a pre-research questionnaire containing 3 statements about product design which were distributed to 25 consumers of Pekanbaru Sleepwalking Shop.

Based on the motivation assessment questionnaire above, it shows that the level of product design at the Pekanbaru Sleepwalking Store is still low, this can be seen from the answers of respondents who mostly answered "Disagree".

The next factor is the quality of the product which is the advantages possessed by the product [5]. Quality consists of a number of product features that fulfill customer desires thereby providing satisfaction with product use [12].

Based on an interview with the manager of Sleepwalking Pekanbaru, he stated that the clothing products sold are clothing made from good quality materials and also images or clothing motifs using good screen-printing techniques so that they are guaranteed not to peel off easily or the color of the clothing is guaranteed not to fade quickly.

Observations were carried out on July 6 2022 by distributing a pre-research questionnaire containing 5 statements about product quality which were distributed to 25 consumers of the Pekanbaru Sleepwalking Shop.

Based on the motivation assessment questionnaire above, it shows that the level of product quality at the Sleepwalking Pekanbaru Store is still low, this can be seen from the answers of respondents who mostly answered "Disagree".

The next factor is competitive prices, namely prices that are able to compete with competitors. Price is something that consumers pay attention to when making a purchase. Some consumers even identify price with value. Consumers' assessment of the price of a product greatly influences their buying interest in that product, therefore setting an appropriate and competitive price for a product needs to receive great attention from the company [13].

The following is data comparing product prices at the Pekanbaru Sleepwalking Shop with competitor products, in this case the Warnhosz Pekanbaru brand, which is located at Jalan Selindit No. 9, Sukajadi, Pekanbaru.

Table 3. Comparison of Product Prices at the Pekanbaru Sleepwalking Store with Competitor Products

No	Product	Sleepwalking Pekanbaru	Warnhosz Pekanbaru	Katze	Minor Morals

1	Shirt	Rp. 169,999	Rp. 150,000	Rp. 160,000	Rp. 165,000
2	Long-sleeved T-shirt	Rp. 189,999	Rp. 165,000	Rp. 190,000	Rp. 185,000
3	Long Cargo Pants	Rp.249,000	Rp. 210,000	Rp. 260,000	Rp. 225,000

Source: Processed Data, 2023

Based on the price comparison data above, it shows that the price of Sleepwalking Pekanbaru products is more expensive than the price of similar products from competing brands. This is thought to influence consumer purchasing decisions.

2. LITERATURE REVIEW

2.1 Marketing

The essence of marketing is identifying and fulfilling consumer needs and desires. According to [9] marketing is something that is done to fulfill every consumer's needs and desires in a way that benefits all parties.

Another definition put forward by the America Marketing Association (AMA) quoted in the book [9] states: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large". What can be interpreted as marketing is a company's activities and processes, to create, communicate, deliver and offer exchanges that provide value to consumers, clients, colleagues and the wider community.

2.2 Marketing Management

To carry out good marketing, companies need to make arrangements in their marketing process so that the goals a company wants to achieve can be achieved. In this case, the regulatory process required by the company is marketing management. According to [9], marketing management is the art and science of selecting target markets, obtaining, retaining and increasing the number of customers by creating, delivering and communicating superior customer value.

2.3 Product Design

According to [9] product design is the totality of features that influence how a product looks, feels and functions for consumers. The design offers three, namely function, aesthetic appeal.

Define that product design is the totality of features that influence the appearance, feel and function of a product based on customer needs [8]. Product design seeks to increase sales through product improvements or developing current products [3]. Product design is the development of products (goods) designed to meet consumer satisfaction [2].

According to Kotler & Keller (2016) product design indicators are as follows:
a. Product Color
b. Product striping
c. Product Form

2.4 Product quality

Product quality is the overall characteristics and characteristics of a product or service in terms of its ability to satisfy stated or implied needs [9].

Product quality is the advantage that the product has [5]. Quality consists of a number of product features that fulfill customer desires thereby providing satisfaction with product use [12]. Quality reflects all dimensions of product offerings that produce benefits for customers [16].

If a company wants to maintain its competitive advantage, it needs to pay attention to product quality indicators. The product quality indicators are: [10]
1. Performance
2. Conformity to specifications
3. Feature
4. Aesthetics
5. Quality impression

2.5 Competitive Prices

Price is one element of the marketing mix that generates revenue, other elements generate costs [11]. Price is the only element of the marketing mix that provides income or income for the company [16].

Competitive prices are prices that are able to compete with competitors. Price is

something that consumers pay attention to when making a purchase [16]. Some consumers even identify price with value. Consumers' assessment of the price of a product greatly influences their buying interest in that product, therefore setting an appropriate and competitive price for a product needs to receive great attention from the company.

Competitive price indicators are: [11]
1. Price Affordability
2. Price match with product quality
3. Matching price with benefits
4. Prices according to ability or price competitiveness

2.6 Brand Image

Brand image is the consumer's perception of the brand of a product which is formed from information obtained by consumers through experience using the product. According to [8], brand image is a consumer's response to a brand which is based on the good and bad qualities of the brand that consumers remember. Brand image is a belief formed in the minds of consumers about the product object that they have experienced.

Brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories [11]. A strong brand image can provide major advantages for banks, one of which can create competitive advantages. Brand image is a consumer's perception of the brand of a product which is formed from information obtained by consumers through experience using the product. Based on this understanding, it shows that a brand will be strong if it is based on experience and has a lot of information.

Explains that brand image indicators consist of three parts, namely [15]:
1) Maker Image
2) User Image
3) Product Image

2.7 Buying decision

The purchasing decision process is a consumer behavior to determine a decision development process in purchasing a product

[9]. Consumer decision making is a goal-directed problem solving process. Purchasing decisions are a person's attitude to buy or use a product in the form of goods or services that they believe will satisfy them and their willingness to bear the risks that may arise [14].

Purchasing decisions can be defined as a process in which consumers evaluate various alternative choices and choose one or more of the required alternatives based on certain considerations. Purchasing decisions made by consumers describe the level of influence of marketing efforts on a product, so marketers must know consumer behavior in determining purchasing decisions [1].

Purchasing decision indicators are: [11]
1. Product Selection (Product Choice)
2. Brand Selection (Brand Choice)
3. Selection of Purchase Channels (Dealer Choice)
4. Determining Purchase Timing
5. Payment method

2.8 Hypothesis

The hypotheses in this research are:

H1 : It is suspected that product design has a positive effect on brand image.

H2 : It is suspected that product quality has a positive effect on brand image.

H3 : It is suspected that price has a positive effect on brand image.

H4 : It is suspected that product design has a positive influence on purchasing decisions.

H5 : It is suspected that product quality has a positive influence on purchasing decisions.

H6 : It is suspected that competitive prices have a positive effect on purchasing decisions.

H7 : It is suspected that brand image has a positive influence on purchasing decisions.

H8 : It is suspected that product design has a positive influence on purchasing decisions through brand image.

H9 : It is suspected that product quality has a positive influence on purchasing decisions through brand image.

H10 : It is suspected that competitive prices have a positive effect on purchasing decisions through brand image.

3. METHODS

The research location is Pekanbaru City, Riau. The population in this research is Sleepwalking consumers in Pekanbaru.

The method used is Probability Sampling, namely a sampling technique in which each member of the population has the same chance of being selected as the sample. With the same chance of being selected as the sample.

The number of samples taken in the research was taken according to the opinion of [6], namely the number of indicators multiplied by 5 to 10. The number of indicators in this study was 20 x 5 = 100 respondents. The types and sources of data used in this research are primary data and secondary data.

In this research the author used data collection methods through: kquestionnaire, documentation, literature study. The data analysis tool used for hypothesis testing is path analysis with the Partial Least Square (PLS) approach using the SmartPLS ver 3.0 M3 software application. PLS is a reliable tool for testing prediction models because it has advantages over LISREL, AMOS and OLS, namely that it is not based on various assumptions, can be used to predict models with a weak theoretical basis, can be used on data that has problems with classical assumptions (such as data that does not normally distributed, multicollinearity problems and autocorrelation problems), can be used for small sample sizes and can be used for formative and reflective constructs [7].

4. RESULTS AND DISCUSSION

This research began by distributing a questionnaire in the form of a list of questions to consumers at Sleepwalking Pekanbaru.

4.1 Research Instrument Test Results
Validity test

Validity testing is testing the linkage or relationship between question items in one variable. The validity test is used to measure whether the questionnaire is valid or not. A questionnaire is said to be valid if the statement items are able to reveal something that the questionnaire wants to measure.

The test results show the following information:

Table 4. Instrument Validity Test Results

Variable	Items	r count	r table	Decision
Product Design(X1)	X1.1	0.863	0.197	Valid
	X1.2	0.912	0.197	Valid
	X1.3	0.913	0.197	Valid
Product quality(X2)	X2.1	0.759	0.197	Valid
	X2.2	0.798	0.197	Valid
	X2.3	0.857	0.197	Valid
	X2.4	0.879	0.197	Valid
	X2.5	0.801	0.197	Valid
Competitive Price (X3)	X3.1	0.879	0.197	Valid
	X3.2	0.860	0.197	Valid
	X3.3	0.808	0.197	Valid
	X3.4	0.892	0.197	Valid
Brand Image (Z)	Z1	0.865	0.197	Valid
	Z2	0.876	0.197	Valid
	Z3	0.852	0.197	Valid
Buying decision (Y)	Y1	0.821	0.197	Valid
	Y2	0.766	0.197	Valid
	Y3	0.812	0.197	Valid

Y4	0.790	0.197	Valid
Y5	0.830	0.197	Valid

Source: Processed Data, 2023

Based on Table 4 above, it can be seen that each statement item is valid. This can be identified if the correlation value is greater than r table then the data is valid. In this way, the statement items used are declared valid and can be used.

4.2 Reliability Test

The reliability test is carried out by calculating the Cronbach's Alpha value of each instrument in a variable. The value for determining the reliability of an instrument is Cronbach's Alpha value > 0.60. The results of reliability testing are shown in the table below:

Table 5 Instrument Reliability Test Results

Variable	Cronbach's Alpha	Mark Critical	Decision
Product Design(X1)	0.877	0.60	Reliable
Product quality(X2)	0.878	0.60	Reliable
Competitive Prices(X3)	0.883	0.60	Reliable
Brand Image (Z)	0.831	0.60	Reliable
Purchase Decision (Y)	0.863	0.60	Reliable

Source: Processed Data, 2023

Based on Table 5 above, it shows that the Cronbach alpha coefficient value for all variables (variables x and y) has a value > 0.60. So all variable statements are valid and reliable and all statement items on all variables can be used for measurement in the context of data collection.

4.3 Evaluation Results of Measurement Models (Outer Model and Inner Model)

Measurement model testing is used to validate the research model that is built. The two main parameters that were developed were construct validity testing (convergent and discriminant validity) and construct internal consistency (reliability) testing.

The measurement model for this research can be seen in the following picture:
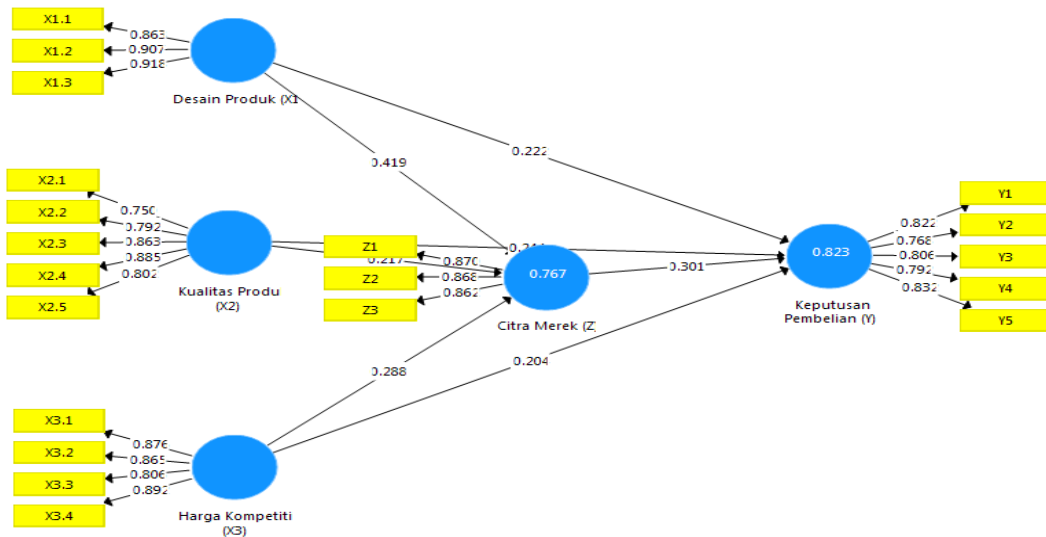
Figure 3. Outer Model
Source: Processed Data, 2023

Based on the Outer Model image above, it shows that the outer loading value of each statement item for all variable loading values greater than 0.6 has a high level of validity, so it meets convergent validity.

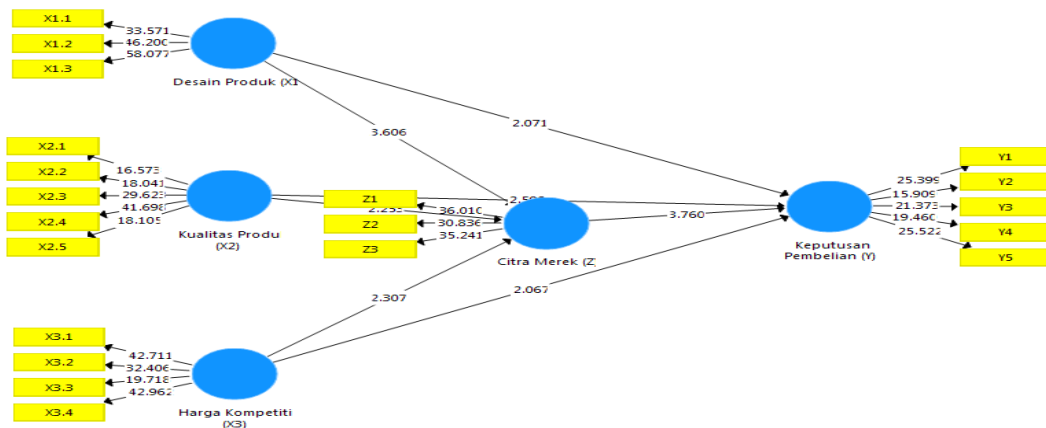Next, the following are the results of the inner model.

Figure 4. Inner Model
Source: Processed Data, 2023

Based on Figure 4, the Inner Model above is the result of testing using the bootstrapping method from SEM PLS analysis. In PLS, testing each relationship is carried out using simulation with the bootstrapping method on the sample. This test aims to minimize the problem of non-normality of research data. This test is also intended to obtain test results for each hypothesis.

4.4 Convergent Validity Test

The validity test aims to determine the validity of each relationship between the indicator and the construct or latent variable. The validity test of the measurement model with reflexive indicators is assessed based on the correlation between item scores or component scores estimated by the smartPLS program. The following is a picture of the smartPLS model calculation results, then look at the factor loading values of the indicators for each variable.

Table 6. Outer Loading Values

Variable	Items	Outer Loading	Critical Value	Information
Purchase Decision (Y)	Y1	0.822	0.6	Valid
	Y2	0.768	0.6	Valid
	Y3	0.806	0.6	Valid
	Y4	0.792	0.6	Valid
	Y5	0.832	0.6	Valid
Brand Image (Z)	Z1	0.870	0.6	Valid
	Z2	0.868	0.6	Valid
	Z3	0.862	0.6	Valid
Product Design (X1)	X1.1	0.863	0.6	Valid
	X1.2	0.907	0.6	Valid
	X1.3	0.918	0.6	Valid
Product Quality (X2)	X2.1	0.750	0.6	Valid
	X2.2	0.792	0.6	Valid
	X2.3	0.863	0.6	Valid
	X2.4	0.885	0.6	Valid
	X2.5	0.802	0.6	Valid
Competitive Price (X3)	X3.1	0.876	0.6	Valid
	X3.2	0.865	0.6	Valid
	X3.3	0.806	0.6	Valid
	X3.4	0.892	0.6	Valid

Source: Processed Data, 2023

From the results of data processing with PLS shown in the table above, it can be seen that the majority of indicators for each variable in this study have a loading value greater than 0.6. This shows that variable indicators that have a loading value greater than 0.6 have a high level of validity, so they meet convergent validity. Meanwhile, variable indicators that have a loading value smaller than 0.6 have a low level of validity, so these variable indicators need to be eliminated or removed from the model.

Table 7. Average Variance Extracted (AVE) Test Results

Variable	*Average Variance Extracted* (AVE)	Information
Product Design(X1)	0.804	Valid
Product quality(X2)	0.672	Valid
Competitive Prices(X3)	0.740	Valid
Brand Image (Z)	0.751	Valid
Purchase Decision (Y)	0.647	Valid

Source: Processed Data, 2023

Table 7 shows that the variables product design (X1), product quality (X2), competitive price (X3), brand image (Z), and purchasing decisions (Y) have AVE values above 0.5, meaning these variables are valid.

4.5 Test Composite Reliability

Construct reliability is measured by Cronbach's alpha and composite reliability values. A construct is reliable if the Cronbach's alpha value is above 0.60, and the composite reliability value is above 0.70, the indicator is said to be consistent in measuring the latent variable.

Table 8. Composite Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Product Design(X1)	0.878	0.881	0.925
Product quality(X2)	0.877	0.885	0.911
Competitive Prices(X3)	0.882	0.884	0.919
Brand Image (Z)	0.835	0.836	0.901
Purchase Decision (Y)	0.863	0.864	0.901

Source: Processed Data, 2023

The test results show that the constructs of all variables are reliable with Cronbach's alpha values above 0.60, and composite reliability greater than 0.7.

4.6 Discriminant Validity Test

The following are the results of discriminant validity in the form of cross loading values.

Table 9. Cross Loading Values

	Product Design (X1)	Product Quality (X2)	Competitive Price (X3)	Purchase Decision (Y)	Brand Image (Z)
X1.1	0.863	0.728	0.727	0.733	0.710
X1.2	0.907	0.735	0.739	0.767	0.763
X1.3	0.918	0.773	0.838	0.799	0.802
X2.1	0.544	0.750	0.587	0.575	0.557
X2.2	0.693	0.792	0.667	0.621	0.658
X2.3	0.749	0.863	0.687	0.784	0.710
X2.4	0.719	0.885	0.712	0.745	0.696
X2.5	0.685	0.802	0.693	0.681	0.650
X3.1	0.718	0.666	0.876	0.716	0.717
X3.2	0.751	0.724	0.865	0.737	0.764
X3.3	0.778	0.742	0.806	0.709	0.656
X3.4	0.709	0.684	0.892	0.737	0.699
Y1	0.661	0.668	0.677	0.822	0.669
Y2	0.649	0.644	0.647	0.768	0.654
Y3	0.668	0.677	0.668	0.806	0.773
Y4	0.704	0.668	0.668	0.792	0.637
Y5	0.753	0.706	0.726	0.832	0.693
Z1	0.743	0.692	0.749	0.769	0.870
Z2	0.718	0.671	0.643	0.679	0.868
Z3	0.740	0.718	0.748	0.765	0.862

Source: Processed Data, 2023

Based on Table 9 above, it shows that the loading value of each indicator item on the construct (X1, X2, X3, Z, and Y) is greater than the cross loading value. Thus you can It was concluded that all constructs or latent variables had good discriminant validity, where the indicators in the construct indicator block were better than the indicators in the other blocks.

4.7 R Square Test

The following are the results for the R square test from the Smart PLS output results.

Table 10.R Square Value

	R Square	R Square Adjusted
Brand Image (Z)	0.767	0.759
Purchase Decision (Y)	0.823	0.816

Source: Processed Data, 2023

Based on the data presented in Table 10 above, it can be seen that the R-Square value for the brand image variable (Z) is 0.767. Obtaining this value explains that the percentage of brand image (Z) can be explained by product design (X1), product quality (X2) and competitive price (X3) simultaneously at 76.7%, and the remainder (23.3%) is influenced by other factors.

The R-Square value for the purchasing decision variable (Y) is 0.773. Obtaining this value explains that the percentage of purchasing decisions (Y) can be explained by product design (X1), product quality (X2), competitive price (X3) and brand image (Z) simultaneously at 82.3%, and the remainder (17.7%) is influenced by other factors.

4.8 Hypothesis Testing Results

The following are the results of testing the hypothesis of direct influence and indirect influence in Table 11 and Table 12

Table 11:Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product Design (X1) -> Brand Image (Z)	0.419	0.422	0.116	3,606	0,000
Product Quality (X2) -> Brand Image (Z)	0.217	0.220	0.097	2,253	0.025
Competitive Price (X3) -> Brand Image (Z)	0.288	0.282	0.125	2,307	0.021
Product Design (X1) -> Purchase Decision (Y)	0.222	0.219	0.107	2,071	0.039
Product Quality (X2) -> Purchase Decision (Y)	0.244	0.245	0.094	2,598	0.010
Competitive Price (X3) -> Purchase Decision (Y)	0.204	0.208	0.099	2,067	0.039
Brand Image (Z) -> Purchase Decision (Y)	0.301	0.299	0.080	3,760	0,000

Source: Processed Data, 2023

Table 12. Indirect Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Product Design (X1) -> Brand Image (Z) -> Purchase Decision (Y)	0.126	0.130	0.058	2,180	0.030
Product Quality (X2) -> Brand Image (Z) -> Purchase Decision (Y)	0.065	0.064	0.031	2,130	0.034
Competitive Price (X3) -> Brand Image (Z) -> Purchase Decision (Y)	0.087	0.082	0.041	2,130	0.034

Source: Processed Data, 2023

Based on the data presented in Table 11 and Table 12 above, it can be seen that of the five hypotheses proposed in this research, all of them can be accepted because each effect shown has a P-Values < 0.05. So it can be stated that the independent and dependent variables have a significant influence.

5. CONCLUSION

Based on the results of data analysis and discussion in the previous chapter, it can be concluded that product design has a positive and significant effect on brand image. This shows that the higher the product design, the higher the brand image, and conversely, the lower the product design, the lower the brand image. Product quality has a positive and significant effect on brand image. This shows that the higher the product quality, the higher the brand image, and conversely, the lower the product quality, the lower the brand image. Competitive prices have a positive and significant effect on brand image. This shows that the higher the competitive price, the higher the brand image, and conversely, the lower the competitive price, the lower the brand image. Product design has a positive and significant effect on purchasing decisions. This shows that the higher the product design, the higher the purchasing decision, and conversely, the lower the product design, the lower the purchasing decision. Product quality has a positive and significant effect on purchasing decisions. This shows that the higher the product quality, the higher the purchasing decision will be, and conversely, the lower the product quality, the lower the purchasing decision will also be. Competitive prices have a positive and significant effect on purchasing decisions. This shows that the higher the competitive price, the higher the purchasing decision, and conversely, the lower the competitive price, the lower the purchasing decision. Brand image has a positive and significant effect on purchasing decisions. This shows that the higher the brand image, the higher the purchasing decision will be, and conversely, the lower the brand image, the lower the purchasing decision will also be. Product design has a positive and significant effect on purchasing decisions through brand image. This shows that the higher the product design, the higher the brand image will be, and will influence or have an impact on increasing purchasing decisions. Product quality has a positive and significant effect on purchasing decisions through brand image. This shows that the higher the quality of the product, the higher the brand image will be, and will influence or have an impact on increasing purchasing decisions. Competitive prices have a positive and significant effect on purchasing decisions through brand image. This shows that the higher the competitive price, the higher the brand image will be, and will influence or have an impact on increasing purchasing decisions.

REFERENCES

[1] Amirullah, I., H. (2016). Introduction to Business. Yogyakarta: Graha Ilmu.

[2] Brutou & Margaret. (2017). The Psychology of Women. USA: Wadsworth.

[3] David, F.R. (2014). Strategic Management Concept. Jakarta: Salemba Empat.

[4] Ferdinand. (2021). The Influence of Price, Promotion and Product Quality on Affinois Purchase Decisions. International Journal on Social Science, Economics and Art, 11(3), 130-136.

[5] Garvin, D. A. (2018). Marketing Strategy. Yogyakarta: Andi.

[6] Hair, JF, Black, WC, Babin, BJ, Anderson, RE, & Tatham, R.L. (2006). Multivariate Data Analysis Pearson International Edition. Edition 6. New Jersey: Pearson Education.

[7] Jogiyanto. (2012). Management information System. Yogyakarta: Andi Publishers.

[8] Keller, K. K. (2013). Strategic Brand Management. New Jersey: Prentice Hall.

[9] Kotler, P. (2016). Marketing Management. Jakarta: PT Malanan Jaya Cemerlang.

[10] Kotler, P., & Armstrong, G. (2013). Marketing Basics. Jakarta: Intermedia.

[11] Kotler, P., & Keller, K. K. (2016). Marketing Management. Jakarta: Erlangga.

[12] Laksana, F. (2016). Marketing Management Practical Approach. Jakarta: Graha Ilmu.

[13]   Novianto & Bartono. (2016). How To Win In Competitive Market. Jakarta: Elex Media Komputindo.

[14]   Sangadji, E., M., & Sopiah. (2019). Consumer behavior. Yogyakarta: Andi.

[15]   Simamora, H. (2012). Human Resource Management. Yogyakarta: YKPN Yogyakarta.

[16]   Tjiptono, F. (2016). Marketing strategy. Yogyakarta: Andi.