

The Influence of Product Design and Price on Purchase Decisions of “Gedogan” Weaving in Bima City

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ABSTRACT

The purpose of this study was to determine the effect of product design and price on purchasing decisions for gedoganweave in Bima City. This study uses a survey research method that used to generate data and explain how the influence of product design and price on purchasing decisions for gedoganweave in Bima City. This study uses quantitative analysis with multiple linear regression formulas. The sample technique used was purposive sampling with 104 respondents. From the results of the regression analysis, the results show that 1) there is a partial effect of product design variables on purchasing decisions of gedoganweave in Bima City, 2) there is a partial effect of price variables on purchasing decisions of gedoganweave in Bima City, 3) there is a simultaneous effect of product design and price on purchasing decisions of gedoganweave in Bima City.

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1. INTRODUCTION

Indonesia is very famous for having many handicrafts. Every region in Indonesia has its own handicrafts and represents the characteristics of that region. Indonesian handicrafts have gone global with a variety of uniqueness and particularities that highlight the original Indonesian culture. We can observe this with the increasing number of craft centers which in fact look much more developed which is also supported by the number of foreign tourist visits.

Indonesian handicrafts are one of the souvenirs that are in great demand by foreign tourists. That is one of the famous handicrafts in Bima-West Nusa Tenggara, namely weaving crafts. The weaving activity itself is a tradition or custom of the people who have existed in Bima for a long time, where these traditions have been passed down from generation to generation to the present day, and weave products are used as the livelihood of the people in Bima.

Bima weaving is a product that is highly favored by both local people and tourists visiting Bima. In making a purchasing decision for gedogan weave, the community will be faced with many factors. Purchasing decision is a stage or process where the buyer will actually make a decision to buy a product or service (Azany, 2014:17). One of the factors considered is the design of weave products. Design is anything that can affect how a product feels, looks or functions as perceived by consumers, in marketing activities design is one way to attract consumers to a product (Listyawati, 2016). Product design is an aspect that forms an image, a design that is unique and has an effective ability to attract consumers and will certainly leave a positive impression on a product. Product design is becoming increasingly important for consumers before they make a purchase, along with the development of the modern era. This makes it difficult for entrepreneurs to create designs that meet

the needs and references from consumers (Suari et al., 2019). In gedogan weaving in Kota Bima, there are various motifs or woven designs. Therefore the design of the motif or design of the craftsmen is very necessary because it is one of the important factors that can influence consumer desires for the motifs used, so that it can also influence consumer purchasing decisions.

Another factor that influences consumer purchasing decisions is price. Price is a variable that can be controlled and used to determine whether consumers want something or not to buy the goods or products. Price greatly influences consumer purchasing decisions in buying a product. The price offered to consumers is in accordance with the consumer's view of the value and benefits derived from the product.

From the results of the researchers' observations that the colors and designs of gedogan weave so far have been too monotonous and not too many innovations in terms of design, so that consumers feel dissatisfied with the colors and designs of these woven products. This is due to the ever-changing desire of consumers for the style and design of the weave itself. In addition to design problems, in terms of price, the gedogan weave itself is quite expensive for the people of Bima. Therefore, setting the right price requires great attention from the craftsmen to adjust the price of the woven product itself. Seeing this phenomenon, the researcher is interested in conducting research entitled "The Influence of Product Design and Price on Purchase Decisions of "Gedogan" Weave in Bima City

2. RESEARCH METHOD

This type of research is associative research. Associative research is a statement that shows conjecture about the relationship between two variables (Sugiyono: 2012). Associative research in this study was used to determine the effect of product design and price on purchasing decisions of Gedogan Weave in Bima City. To measure the relationship between the two independent and dependent variables, a questionnaire is used, where respondents are given alternative answer choices for each statement. Questionnaires were distributed to the number of respondents, and all variables were measured using a Likert scale.

According to Sugiyono (2016), population is a generalized area consisting of objects/subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study is all the people of Bima City who have bought gedogan weave cloth in Bima City. The sample to be used in this study was determined using the Ferninand formula (2014), namely the number of samples = the number of indicators x 5 to 10, because in this study there were 13 indicators, the total number of samples used was = $13 \times 8 = 104$ respondents.

Operational Definition Of Research

Based on the problems and hypotheses to be tested, this study uses independent variables and dependent variables. The definition of these variables is as follows:

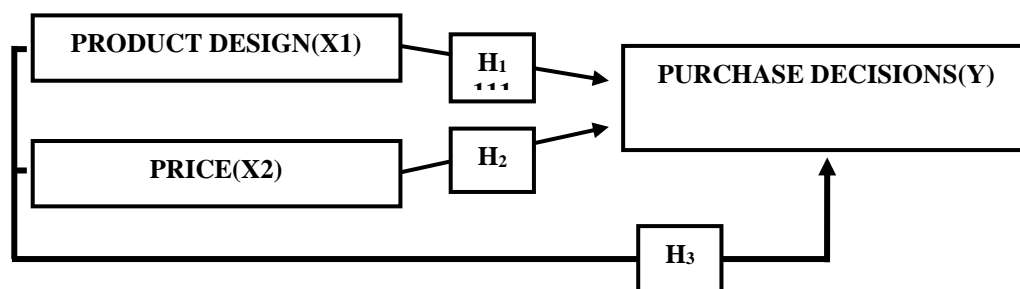
Tabel 1. Operational Definition Of Variable

Research Variables	Operational Definition	Indicator
Product Design	Kotler & Keller (2016) design is the totality of features that affect the appearance, feel and function of a product based on customer needs.	Rachman and Santoso (2015) 1. Varied designs 2. Not outdated 3. Design characteristics 4. Design follows the trend
Price	Kotler & Keller (2016) price is one of the elements of the marketing mix that generates income, other elements generate costs. price is the amount of money the customer has to pay for the product to be purchased	Fure (2013) in Anwar and Satrio (2015) is as follows: 1. Prices that match the benefits 2. Prices of goods are affordable 3. Price competition 4. Conformity of price and quality
Purchase Decisions	Azany (2014:17) purchasing decision is a stage or process	1. Problem recognition, 2. Search for information,.

where the purchaser will actually make a decision to buy a product or service

3. Evaluation of alternatives,
4. Purchase decision,
5. Post-purchase behavior.

Conceptual Framework



3. RESULTS AND DISCUSSIONS

Validity Test

In testing this validity using a significant level of 0.05 with N = 104 produces an R table of 0.162. It is said to be valid if R count > R table. For more details, see the table below:

Table I2. Validity Test

Variable	Indicator	R hitung	R tabel	Information
PRODUCT DESIGN (X1)	X1.1	0.636	0.162	Valid
	X1.2	0.589	0.162	Valid
	X1.3	0.519	0.162	Valid
	X1.4	0.601	0.162	Valid
	X1.5	0.632	0.162	Valid
	X1.6	0.417	0.162	Valid
	X1.7	0.742	0.162	Valid
	X1.8	0.669	0.162	Valid
PRICE (X2)	X2.1	0.499	0.162	Valid
	X2.2	0.480	0.162	Valid
	X2.3	0.689	0.162	Valid
	X2.4	0.728	0.162	Valid
	X2.5	0.599	0.162	Valid
	X2.6	0.853	0.162	Valid
	X2.7	0.223	0.162	Valid
	X2.8	0.675	0.162	Valid
PURCHASE DECISIONS (Y)	Y1	0.577	0.162	Valid
	Y2	0.604	0.162	Valid
	Y3	0.360	0.162	Valid
	Y4	0.490	0.162	Valid
	Y5	0.606	0.162	Valid
	Y6	0.617	0.162	Valid
	Y7	0.726	0.162	Valid

Variable	Indicator	R hitung	R tabel	Information
	Y8	0.677	0.162	Valid
	Y9	0.432	0.162	Valid
	Y10	0.479	0.162	Valid

Sumber: Output SPSS Versi 16

Reliability Test

In this reliability test, the reliability standard is said to be reliable if the Cronbachs alpha value > 0.60 can be seen in the table below:

Tabel 3. Reliability Test

Variabel dan Indikator	Cronbachs Alpha	StandarReliabilitas	Keterangan
DesainProduk (X1)	0.734	> 0.60	Reliabel
Harga (X2)	0.766	> 0.60	Reliabel
KeputusanPembelian (Y)	0.751	> 0,60	Reliabel

Sumber : Output SPSS Versi 16

Based on table above, the Cronbach alpha value for each variable is greater than 0.60, so it can be concluded that the data is reliable or constant.

Multiple Linear Regression Test

Tabel 4. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.942	4.457		3.353	.001
PRODUCT DESIGN	.491	.133	.342	3.688	.000
PRICE	.316	.094	.310	3.346	.001

a. Dependent Variable: PURCHASE DECISIONS

Sumber: output SPSS Versi 16

Based on table above, the multiple linear regression equation is obtained as follows:

$$Y = 14.942 + 0.491 X1 + 0.316 X2 + e$$

1. a (constanta) = 14.942 is positive, meaning that if the product design and price are constant or equal to 0 then the buying decision on gedogan woven fabric in Bima City is 14.942.
2. B1 = 0.491 has a positive sign, meaning that if the product design increases by 1% where the price is constant, then the purchase decision for gedogan fabrics in Bima City increases by 0.491.
3. B2 = 0.316 has a positive sign, meaning that if the price increases by 1% where the product design is constant, the purchase decision for gedogan woven fabric in Bima City will increase by 0.316.

This shows that product design and price variables have a positive and significant influence on purchasing decisions for gedogan weaving in Bima City.

Correlation Coefficient Test and Determination Test

Tabel 5. Correlation Coefficient Test and Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.556 ^a	.309	.295	3.175	1.792

a. Predictors: (Constant), PRICE, PRODUCT DESIGN

b. Dependent Variable: PURCHASE DECISIONS

Sumber; Output SPSS Versi 16

Based on the table above, the correlation coefficient is 0.556 or $r = 0.556$, so this number shows a moderate correlation because it is in the range of 0.40 to 0.59. Based on the table above, the coefficient determination value is 0.309 or 30.9% of the R square value. This means that the influence of product design (X1) and price (x2) on purchasing decisions of gedogan weave in Bimacity is 30.9%. While the remaining 69.1% is influenced by other factors not examined in this study, such as promotion, innovation, creativity and others.

T Test (Partial Test)

From the test results, based on table 4 above then:

1. The Effect of product design on buying decisions of gedoganweavelt is known that the value of t count X1 is 3.688 and t table is 1.983, then $3.688 > 1.983$ means that product design has a partial significant effect on purchasing decisions.
2. The effect of price on purchasing decisions of gedoganweavelt is known that the t value X2 is 3.346 and the t table value is 1.983, so $3.346 > 1.983$ means that price has a partially significant effect on purchasing decisions.

F Test (Simultan Test)

Tabel 6. F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	454.926	2	227.463	22.570	.000 ^a
Residual	1017.911	101	10.078		
Total	1472.837	103			

a. Predictors: (Constant), PRICE, PRODUCT DESIGN

b. Dependent Variable: PURCHASE DECISIONS

Sumber: output SPSS Versi 16

1. the significance value is 0.000, so $0.000 < 0.05$ means that product design and price have a significant simultaneous effect on the buying decision of gedogan weaving in Bima City
2. the calculated f value is 22.570, then $22.570 > 3.09$, meaning that product design and price have a significant simultaneous effect on purchasing decisions for gedogan weaving in Bima City.

Discussions

The influence of product design on purchasing decisions of gedoganweaving in Bima City

In this study, product design influences purchasing decisions for gedogan weaving in BimaCity, this is shown in the partial test table, where the calculated t value for the product design variable (X1) is 3.688, which means that product design influences purchasing decisions. Two-way testing alpha (α) /2 = $0.05/2 = 0.025$ and degrees of freedom (dk) = $n - k - 1$ where k is the number of independent and dependent variables, then (dk) = $104 - 2 - 1 = 101$ So that the T table value is 1.983. And the significant level (sig) > of 0.05, namely sig. 0.001 <0.05 means hypothesis testing 1 is ACCEPTED. The results of this study are in line with the results of previous research conducted by (Saraswati, 2013) which found that there was a positive and significant influence between product design and purchasing decisions in the wiradesa batik village, Pekalongan district.

The influence of price on purchasing decisions of gedoganweaving in Bima City

In this study, price has a significant effect on purchasing decisions for gedogan weaving in Bima City. This is shown from the partial test table above. It is obtained that the calculated t value for the price variable (x2) is 3.346, which means that price has an effect on purchasing decisions. Two-way testing alpha (α) /2 = $0.05/2 = 0.025$ and degrees of freedom (dk) = $n - k - 1$ where k is the number of independent and dependent variables, then (dk) = $104 - 2 - 1 = 101$ So that the t table value of 1.983 is obtained. And the significant level (sig) > of 0.05, namely sig 0.001 <0.05 means hypothesis testing 2 is ACCEPTED. The results of this study are in line with the results of previous research conducted by (Igir et al., 2018) which found that the price variable had a positive and significant effect on the decision to purchase a Daihatsu Gran Max Pick Up car at PT. Astra

International Tbk Daihatsu branch of malalayang and (Ernawati sri, et all, 2022) which found that the price variable had a positive and significant effect on the decision to purchase a onions ini Bima Regency.

The influence of product design and price on purchasing decisions of gedoganweaving in Bima City

From the results of this study, product design and price have an effect on purchasing decisions for gedogan weaving in Bima City, this is shown based on the simultaneous test table above, the calculated F value is 22,570. The formula for finding the value of f table is as follows $df1 = k-2$ and $df2 = n-k$. so $df1 = 2-1 = 1$, and $df2 = 104-2 = 102$. From this formula, the f table value is 3.09, so the calculated F value > F table, which means hypothesis 3 is ACCEPTED, with a significant value of $0.000 < 0,05$. So, together or simultaneously, the product design and price variables simultaneously influence the buying decision of gedogan fabrics in Bima City. Hasil penelitian ini sejalan dengan hasil penelitian sebelumnya yang dilakukan oleh Sandra Meiyunita, (2016) yang menemukan bahwa ada pengaruh harga dan desain produk terhadap keputusan pembelian mani-manik di desa Gambang Kecamatan Gudo Kabupaten Jombang.

4. CONCLUSION

From the above analysis it can be concluded as follows Partially, product design has a significant effect on purchasing decisions for gedoganweaving in Bima City. Price partially has a significant effect on the purchasing decision of gedogan weaving in Bima City. Product design and price simultaneously have a significant effect on purchasing decisions for Gedogan Weaving in Bima City.

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