

The Influence of Product Design, Price, and Promotion on Consumer Buying Interest (Case Study on Convection of Alvin Jaya Collection in Bandung Regency)

Dede Hertina*, Intan Dewi Yuli Yutika

Widyatama University

*Corresponding author: dede.hertina@widyatama.ac.id

ABSTRACT

This study aims to determine the influence of product design, price, and promotion on consumer buying interest. The object of this research is Alvin Jaya Collection Convection in Bandung Regency. This research method uses a descriptive method and the research uses quantitative data. The population in this study are consumers of Alvin Jaya Collection. The sampling technique uses non-probability sampling with accidental sampling techniques. This study used a sample of 60 respondents. The research result stated that product design variables partially did not effect on purchase intention. Meanwhile, the price, and promotion variables partially have a significant impact on purchase intention. Product design, price, and promotion variables have a significant effect on purchase intention, simultaneously.

Keywords: Product Design, Price, Promotion, Buying Interest

INTRODUCTION

Soreang District and Kutawaringin District are located in Bandung Regency. The areas popular for Muslim fashion clothing. Several areas, such as Padasuka Village, Karamat Mulya Village, and Parungserab Village are industrial areas or convection centers. Products produced in this area are robes, invitation dresses, koko shirts, jeans, and many more.

Alvin Jaya Collection is one of several convections in Bandung regency that focuses on making Muslim women's clothing or robes. The owners are Mrs. Yuyum, and Mr. Cucu. This convention has been established for about 13 years. The specific location of this convection at Parungserab Village, Soreang District, Bandung Regency. The Soreang area itself is indeed a center for Muslim fashion, and is known as "Kampung Gamis" because the majority of people's livelihoods are the gamis convection business. Not only robes in the afternoon, there are also many products such as jeans, jackets, children's clothing, etc.

Alvin Jaya Collection offers good quality products at affordable prices. The designs use follow current trends. Price, and product design are crucial factors for consumers to buy a product. The following is a table of prices, and designs from Alvin Jaya collection.

Table 1.
Design Name, and Product Price of Alvin Jaya Collection Convection

No	Product/Design Name	Product Wholesale Prices	Retail Product Prices
1	Aneta Dress	IDR 80,000	IDR 90,000
2	Midi Dress	IDR 80,000	IDR 90,000
3	Alisa Dress	IDR 80,000	IDR 90,000
4	Shafiyya Dress	IDR 80,000	IDR 90,000
5	Setcel Crinkle	IDR 80,000	IDR 90,000
6	Kerah Double	IDR 80,000	IDR 90,000
7	Full Kancing	IDR 80,000	IDR 90,000

Source: Alvin Jaya Collection (2022)

Based on table 1, it can be seen that the design, and price offered by Alvin Jaya Collection for wholesale prices is IDR 80,000. Meanwhile, for retail products is IDR 90,000. In addition to price and

design, promotion is also an important factor in running a business. Promotion can influence consumers to buy a product. The promotion carried out by Alvin Jaya Collection is by direct marketing, and using social media such as WhatsApp. In 2019-2021 sales of the Alvin Jaya Collection have decreased. This is due to problems with consumer buying interest. Based on this statement, it can be formulated that the problem in this research is how to increase consumer buying interest in the Alvin Jaya Collection. Therefore, the purpose of this research is to analyze the influence of product design, price, and promotion on the buying interest of Alvin Jaya Collection Convection consumers.

Literature Review

Buying Interest

Swastha & Irawan (2001) defines buying interest as consumer behavior that underlies a purchase decision to be made. According to Durianto (2008), buying interest is the intention to buy or planning to buy a product. Whereas, Kotler & Keller (2009) states that buying interest is a consumer response to objects that indicate a person's desire to buy a product. Based on the understanding of experts, it can be concluded that buying interest is consumer behavior that has the desire, and interest in buying a product by considering several things.

The Influence of Product Design, Price, and Promotion on Buying Interest

Kotimah (2017), Alfiani (2019), and Marinda (2021) states that there is a significant relationship between product design, price, and promotion variables on buying interest. Meanwhile, a research conducted by Susanto (2019), Halim (2019), and Mulyandi (2020) states that product design, price, and promotion had no effect on buying interest.

The Influence of Product Design on Buying Interest

Product Design

Kotler, and Keller (2012) mention that “*Design is the totality of features that affect how a product looks, feels, and useful to consumer*”. According to Pramono (2012) Product design is the value contained in a product in the form of an attractive appearance characteristic so that it becomes a differentiator from other products, and has its own allure. Based on Kotler, and Amstrong (2008) , product design is the process of designing the form, and function of a product so that it has the characteristics of a particular product. From this definition it can be concluded that product design is the process of designing a form so that the product looks attractive, and becomes a differentiator from competing products.

Results of research conducted by Mufroni (2016), Pangesti & Susanto (2020), and Irvanto & Sujana (2020) states that product design variables significantly influence consumer buying interest. While research conducted by Susanto (2019) , Hardiyanti et al. (2020) states that product design variables have no effect on buying interest.

The Influence of Price on Buying Interest

Price

Kotler and Keller (2012) defines price as the amount of money exchanged to buy an item or service by setting the price through a bargaining process between consumers, and sellers or having set the same price for all consumers. Price is one element of the marketing mix that can generate income while others generate costs. The marketing mix is often known as the 4P namely *Price, Product, Place, and Promotion*. Price for a business/company generates income while other marketing mixes such as *product, place, and promotion* produce costs that must be borne by the business entity. Tjiptono (2008) defines price as a unit of monetary or unit of measure exchanged for goods or services. While the definition of price according to Kotler, and Amstrong (2008) is the amount of value charged for a product or service. Prices are *flexible*, which they can change.

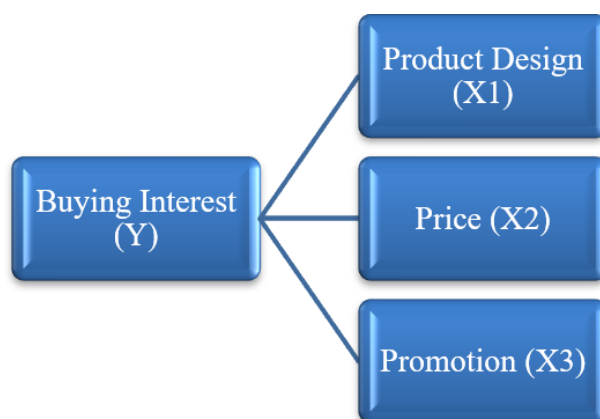
The results of research conducted by Septiani (2017) , Bakti et al., (2020), and Wirayanthi (2019) states that there is a positive, and significant influence between the price variable on buying interest. Nevertheless, the research conducted by Aptaguna & Pitaloka (2016), Powa et al., (2018) states that the price variable has no effect on buying interest.

The Influence of Promotion on Buying Interest *Promotion*

Kotler, and Amstrong (2008) states that promotion is a form of marketing communication. The definition of marketing communications is an activity that provides information to buyers about the advantages of a product.

Tjiptono (2008) states that promotion is a marketing activity aimed at disseminating information, influencing/convincing buyers to buy, and be loyal to the company. Promotion is an effort to inform or offer products or services that aim to attract consumers to buy a product.(Hertina et al., n.d.)

The results of research conducted by Nasution (2014), and Satria (2017) states that the promotion variable has a significant effect on purchase intention, whereas Hidayah & Apriliani (2019) states that the promotion variable has no effect on buying interest. This opinion is consistent with the statement which promotion also has no effect on buying interest in research conducted by (Marinda, 2021)



Picture 1.
Framework

H₁ : Product design, price, and promotion affect consumer buying interest

H₂ : Product design affects consumer buying interest

H₃ : Prices affect consumer buying interest

H₄ : Promotion affects consumer buying interest

METHOD

Research Method

This research method uses a descriptive method that is used to describe problems that occur in the present or that are ongoing to describe what happens as it should. This research uses quantitative data. The location of this research is in Parungserab Village, Soreang District, Bandung Regency. Source of data used is primary data. Primary data is data obtained from distributing questionnaires to consumers of Alvin Jaya Collection convection.

Data Measurement Technique

This study used questionnaire data collection methods, and interviews. The collection of this questionnaire is to find data regarding product design, prices, promotions, and consumer buying interest in Alvin Jaya Collection convection products. This questionnaire uses a Likert scale. In addition to the questionnaire, the researcher also used the interview method to find out in-depth information about the owner or consumer of the Alvin Jaya Collection.

Population, Sample, and Sampling Technique

The population in this study are consumers of Alvin Jaya Collection. The sampling technique in this study used a non-probability sampling technique with *accidental sampling*, namely the sample was taken based on the respondents who bought the Alvin Jaya Collection product. This study used a sample of 60 respondents.

RESULT

Respondent Profile

Respondents in this study amounted to 60 respondents with the following characteristics:

Table 2.
Respondent Age

<i>Age</i>	<i>Percent (%)</i>
17-22	13,3 %
23-29	23,3 %
30-35	13,3 %
>35	50 %
<i>Total</i>	100

Source: Data Processing Results (2022)

The age of the respondents is divided into several types of age. They are respondents aged 17-22 were 13.3%, respondents aged 23-29 were 23.3%, respondents aged 30-35 were 13.3% while respondents aged > 35 were 50% .

Table 3.
Gender of Respondents

<i>Gender</i>	<i>Percent (%)</i>
<i>Female</i>	71,7 %
<i>Male</i>	28,3 %
<i>Total</i>	100

Source: Data Processing Results(2022)

Table 3. above shows that the majority of respondents are female respondents with Percentage 71,7 %.

Validity and Reliability

Table 4.
Validity and Reliability Test Results

No	Variable	Indicator	R count	R Table	Validity	Cronbach's Alpha	Desc
1.	Product Design	DP1	0,751	0,254	Valid	0,813	Reliable
		DP2	0,752	0,254	Valid		
		DP3	0,773	0,254	Valid		
		DP4	0,729	0,254	Valid		
		DP5	0,777	0,254	Valid		
2.	Price	HR1	0,740	0,254	Valid	0,804	Reliable
		HR2	0,749	0,254	Valid		
		HR3	0,797	0,254	Valid		
		HR4	0,781	0,254	Valid		
		HR5	0,765	0,254	Valid		
		HR6	0,628	0,254	Valid		
3.	Promotion	PR1	0,719	0,254	Valid	0,859	Reliable
		PR2	0,848	0,254	Valid		
		PR3	0,809	0,254	Valid		
		PR4	0,826	0,254	Valid		
4.	Buying Interest	MB1	0,808	0,254	Valid	0,798	Reliable
		MB2	0,778	0,254	Valid		
		MB3	0,828	0,254	Valid		
		MB4	0,787	0,254	Valid		

Source: Data Processing Results (2022)

Based on Table 4, all research instruments are declared valid, and reliable. Statement items are declared valid if $r_{count} > r_{table}$. Obtained r Table of 0.254 with a significance level of 5%. An instrument is declared Reliable if Cronbach's Alpha coefficient > 0.70 . So it can be said that the Product Design (X1), Price (X2), Promotion (X3), and Buying Interest (Y) variables are declared Reliable.

Analysis of the Coefficient of Determination (R Square)

Table 5.
Results of Analysis of the Coefficient of Determination (R Square)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790 ^a	.624	.604	1.397	1.507

a. Predictors: (Constant), Promosi, Desain Produk, Harga

b. Dependent Variable: Minat Beli

Source: Data Processing Results(2022)

Based on Table 7, the value of Adjusted R Square = 0.604 means that the contribution of the Product Design, Price, and Promotion variables to Buying Interest is 60.4% while the remaining 39.6% is influenced by variables not examined.

Hypothesis Test

F test

Table 6.
Result of F test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.485	3	60.495	30.976	.000 ^b
	Residual	109.365	56	1.953		
	Total	290.850	59			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Promotion, Product Design, Price

Source: Data Processing Results(2022)

Based on Table 8, the value is obtained F_{count} value is 30,976 with a value of Sig. of $0.000 < 0.05$, so it can be concluded that there is a significant influence between Product Design, Price, and Promotion on Buying Interest.

t Test

Table 7.
Result of t Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.350	1.992		-.176	.861		
	Product Design	.240	.128	.230	1.881	.065	.447	2.236
	Price	.276	.112	.356	2.463	.017	.321	3.118
	Promotion	.221	.082	.307	2.681	.010	.513	1.949

a. Dependent Variable: Buying Interest

Source: Data Processing Results(2022)

Statistical test results show that the calculated t value of the Product Design variable is 1.881 with a sig value of 0.065 > 0.05 so it can be concluded that the Product Design variable has no significant effect on Buying Interest.

The statistical test results show that the calculated value of the price variable is 2.463 with a sig value of 0.017 < 0.05 so it can be concluded that the price variable has a significant effect on buying interest.

Statistical test results show that the calculated t value of the Promotion variable is 2.681 with a sig value of 0.010 < 0.05 so it can be concluded that the Promotion variable has a significant effect on Buying Interest.

Analysis of Multiple Linear Regression

Table 8.
Result of Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.350	1.992		-.176	.861		
	Product Design	.240	.128	.230	1.881	.065	.447	2.236
	Price	.276	.112	.356	2.463	.017	.321	3.118
	Promotion	.221	.082	.307	2.681	.010	.513	1.949

a. Dependent Variable: Buying Interest

Source: Data Processing Results(2022)

The results of the multiple linear regression equation:

$$Y = -0,350 + 0,240 DP + 0,276 HRG + 0,221 PRM$$

1. The regression coefficient for the product design variable is 0.240. That is, if the product design variable (X1) increases by 1%, then Alvin Jaya Collection consumer buying interest increases by 0.240. the regression coefficient is positive, meaning that when the product design increases, buying interest will also increase.
2. The regression coefficient for the price variable is 0.276. This means that one unit price (X2) will increase buying interest by 0.276
3. The regression coefficient for the promotion variable is 0.221. That is, if the increase in the promotion variable (X3) is 1%, then the buying interest of Alvin Jaya Collection consumers increases by 0.221. the regression coefficient is positive, meaning that when the promotion goes up, consumer buying interest will also increase.

Discussion

The Influence of Product Design, Price, and Promotion on Buying Interest of Alvin Jaya Collection Consumers

The results of the study stated that there was a simultaneous influence between product design, price, and promotion on the buying interest of Alvin Jaya Collection consumers in Bandung Regency with sig. of 0.000 < 0.05, therefore H₁ accepted.

The results of this study are supported by research conducted by Marinda (2021b) which states that there is an influence between product design, price, and promotion on consumer buying interest. However, the results of this study are not in line with the results of research conducted by Susanto (2019b), Halim (2019), and Mulyandi (2020) which state that product design, price, and promotions have no effect on purchase intention.

The Influence of Product Design on Consumer Buying Interest Alvin Jaya Collection

The research results state that there is no influence between Product Design on Buying Interest of Alvin Jaya Collection consumers with a t-count value of 1.881 with a significance value of 0.065 > 0.05. Therefore, H₂ which is submitted is rejected. The results of this study are in line with Susanto's

research (2019b) which states that the Product Design variable has no effect on Buying Interest. However, the results of this study are not in line with the results of research conducted by (Nf Mufreni, 2016) which states that the Product Design variable affects Buying Interest.

The Influence of Price on Consumer Buying Interest Alvin Jaya Collection

The results of the study state that there is a significant influence between Price, and Buying Interest of Alvin Jaya Collection consumers with a t-value of 2.463, and a significance value of 0.017 <0.05. Therefore H₃ which submitted is accepted. The results of this study are supported by Septiani (2017) which states that there is an influence between the variable Price, and Buying Interest. However, the results of this study are not in line with the results of research conducted by (Aptaguna & Pitaloka, 2016) which states that the Price variable has no effect on Buying Interest.

The Influence of Promotion on Buying Interest of Alvin Jaya Collection Consumers

The results of the study state that there is a significant influence between Promotion on Buying Interest of Alvin Jaya Collection consumers with a t-value of 2.681, and a significance value of 0.010 <0.05. Therefore, H₄ which submitted is accepted. The results of this study are supported by Satria (2017) which states that there is influence between the Promotion variable, and Buying Interest. However, the results of this study are not in line with the results of the research conducted by Hidayah & Apriliani (2019) which states that the Price variable has no effect on Buying Interest.

CONCLUSION

Based on the results of the above research it can be concluded as follows:

1. Product Design, Price, and Promotion affect Consumer Buying Interest in Alvin Jaya Collection.
2. Product Design has no effect on consumers' Buying Interest in Alvin Jaya Collection.
3. Price affects consumers' Buying Interest in Alvin Jaya Collection.
4. Promotion has an effect on consumers' Buying Interest in Alvin Jaya Collection.

REFERENCES

- Alfiani, S. R. (2019). *Pengaruh Desain Produk, Harga dan Promosi Terhadap Minat Beli Konsumen Produk Tunecca*. Institut Agama Islam Negeri Ponorogo.
- Aptaguna, A., & Pitaloka, E. (2016). Pengaruh Kualitas Layanan Dan Harga Terhadap Minat Beli Jasa Go-Jek. *Widyakala*, 3, 49–56.
- Bakti, U., & Septijantini Alie, M. (2020). Pengaruh Kualitas Pelayanan, Produk dan Harga Terhadap Minat Beli Pada Toko Online Lazada di Bandar Lampung. In *Jurnal Ekonomi* (Vol. 22, Issue 1). <https://mediakonsumen.com/2018/05/14/sur>
- Durianto. (2008). *Inovasi Pasar Dengan Iklan Yang Efektif*. PT. Gramedia Pustaka Utama.
- Halim, N. R., & Iskandar, A. (2019). Pengaruh Kualitas Produk, Harga Dan Persaingan Terhadap Minat Beli. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 4(3), 415–424. <https://doi.org/10.36226/jrmb.v4i3.291>
- Hardiyanti, & Prabantoro, G. (2020). Analisis Pengaruh Harga, Desain Produk, Citra Merek (Brand Image), Dan Bintang Iklan (Celebrity Endorser) Terhadap Minat Beli Kosmetik Focallure “Studi Kasus : PT Hexindo Adi Perkasa, Tbk.” *Sekolah Tinggi Ilmu Ekonomi Indonesia*.
- Hertina, D., Sahid, A., Aidil, Y., & Kadiman, B. (n.d.). Pengaruh kepercayaan media sosial dan promosi terhadap penjualan sepatu akasafootstore Bandung. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(9), 2022. <https://journal.ikopin.ac.id/index.php/fairvalue>
- Hidayah, S. A., & Apriliani, R. A. E. P. (2019). Analisis Pengaruh Brand Image, Harga, Kualitas Produk, Dan Daya Tarik Promosi Terhadap Minat Beli Ulang Konsumen Batik Pekalongan (Studi Pada Pasar Grosir Setono Batik Pekalongan). *Journal of Economic, Business and Engineering*, 1(1).
- Irvanto, O., & Sujana. (2020). Pengaruh Desain Produk, Pengetahuan Produk, Dan Kesadaran Merek Terhadap Minat Beli Produk Eiger (Survey Persepsi Komunitas Pecinta Alam di Kota Bogor). *JIMKES : Jurnal Ilmiah Manajemen*, 8(2), 105–126.
- Kotimah, K. (2017). *Analisis Pengaruh Kualitas Produk, Desain Produk, Promosi dan Persepsi Harga Terhadap Minat Beli Pada Produk Fashion Hardware Semarang*. Universitas Diponegoro.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*. Erlangga.

- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (Edisi Ketiga). Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Prentice Hall.
- Marinda, T. (2021). *Pengaruh Desain Produk, Harga dan Promosi Terhadap Minat Beli Konsumen Mobil Honda di PT.Honda Maju Mobilindo Cabang Palembang*. Universitas Tridinanti Palembang.
- Mulyandi, M. R., & Sani, E. P. (2020). Pengaruh E Marketing Mix Terhadap Minat Beli Konsumen (Studi Kasus Pada E Commerce Di Indonesia). *Jurnal IKRA-ITH Ekonomika*, 41–49.
- Nasution, M. F. R., & Yasin, H. (2014). Pengaruh Promosi Dan Harga Terhadap Minat Beli Perumahan Obama Pt. Nailah Adi Kurnia Sei Mencirim Medan. *Jurnal Manajemen Dan Bisnis*, 14(2).
- Nf Mufreni, A. (2016). Pengaruh Desain Produk, Bentuk Kemasan Dan Bahan Kemasan Terhadap Minat Beli Konsumen (Studi Kasus Teh Hijau Serbuk Tocha). *Jurnal Ekonomi Manajemen*, 2(2), 48–54. <http://jurnal.unsil.ac.id/index.php/jem>
- Pangesti, I., & Susanto, R. (2020). Pengaruh Desain Produk Terhadap Minat Beli Konsumen Produk Sepeda Motor Matic Yamaha NMAX. *JABE (Journal of Applied Business and Economic*, 6(2), 165–172.
- Powa, G. A., Lopian, S. L. H. V. J., & Wenas, R. S. (2018). The Influence Of Quality Products, Prices And Word Of Mouth To Interest In Buying Consumers Handphone On Student Unsrat Feb. *Jurnal EMBA*, 6(3), 1188–1197.
- Pramono, R. (2012). *Analisis Pengaruh Hargakompetitif, Desain Produk, Dan Layanan Purna Jual Terhadap Minat Beli Konsumen Sepeda Motor Yamaha*. Universitas Diponegoro.
- Satria, A. A. (2017). Pengaruh Harga, Promosi, Dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Perusahaan A-36. *Performa: Jurnal Manajemen Dan Start-Up Bisnis*, 2(1).
- Septiani, F. (2017). Pengaruh Harga Terhadap Minat Beli (Studi Kasus Pada Pt Asuransi Jiwa Recapital Di Jakarta). *J. Mandiri*, 1(2), 274–288.
- Susanto, A. (2019). Pengaruh Merek, Desain Produk Dan Lokasi Terhadap Minat Beli Konsumen Pada Persebaya Store Gresik. *JRE: Jurnal Riset Entrepreneurship*, 2(2), 62–67. <http://journal.umg.ac.id/index.php/jreJRE>
- Swastha, B., & Irawan. (2001). *Manajemen Pemasaran Modern*. Liberty.
- Tjiptono, F. (2008). *Strategi Pemasaran* (3rd ed.). Bayu Medi Publishing.
- Wirayanthi, N., & Santoso, S. (2019). Pengaruh Harga Terhadap Minat Beli Produk Private Label. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 2(1). <http://ejournal.stiedewantara.ac.id/index.php/JMD/issue/view>