THE INFLUENCE OF PRODUCT DESIGN AND PRODUCT VARIATION ON PURCHASING DECISIONS AT DISTRO KIDDROCK ARJAWINANGUN

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Abstract

This research aims to find out how much influence product design and product variations have partially and simultaneously. This research is quantitative, using associative quantitative data methods. This research uses primary data, namely a questionnaire distributed to 50 Kiddorck Arjawinangun consumers using a non-probability sampling technique with incidental sampling. Quantitative data was analyzed using validity tests, reliability tests, classical assumption tests, regression analysis, and hypothesis tests processed using the IBM Statistics SPSS 26 application. The results of testing product design variables partially had a positive and significant effect on purchasing decisions with a significance value of 0.003 < 0.05 and the calculated t value > t table or 3.106 > 1.677. The partial product variation variable also has a positive and significant effect on purchasing decisions with a significance value of 0.013 < 0.05 and a calculated t value > t table or 2.575 > 1.677. Simultaneously, product design variables and product variations have an influence of 41.8% on purchasing decisions. This is shown by the calculated F value of 18.584 which is greater than the F table of 3.191 and a significance value of 0.000 < 0.05.

Keywords: Product Design, Product Variations, Purchasing Decisions, Kiddrock Arjawinangun

INTRODUCTION

In this modern era, competition in the fashion business in Indonesia is increasingly fierce, many business actors are competing to maintain their existence so that they are not defeated by competitors, especially as fashion businesses must keep up with changing times, this is a guideline for business actors operating in the fashion sector must continue to update or innovate its products following trends that continue to develop (Himawan et al, 2023). Indonesian society has various trends and currently, West Java is still supported and contributed by three large subsectors, namely crafts, culinary, and fashion.

Table 1.
West Java Creative Economy Data

No	Subsector Name	Total Percentage
1	Craft	27.1%
2	Culinary	26.4 %
3	Fashion	16.7%
4	Other subsectors	29.8%

Source: Bandungklik, 2021

Table 1 shows that fashion occupies the third position compared to other subsectors in West Java and fashion has a fairly large contribution to West Java. West Java is one of the regions that is said to have a very rapid increase in fashion trends. According to the National Crafts Council of West Java Province in 2021 via Bisnis.com, it was revealed that West Java fashion trends are experiencing quite rapid development, including footwear, clothing and bags. This makes competition in the fashion business currently very tight because consumers are faced with a wider choice and variety of products.

Different people's tastes in fashion create a new market in the world of fashion, especially for young people who want to always appear up-to-date, which is why many clothing shops have sprung up in Indonesia, especially in West Java, Cirebon Regency, this research was conducted in Cirebon Regency, namely At Kiddorck Arjawinangun, which was founded in September 2009, Kiddorck Arjawinangun sells various types of clothing and product variations that are currently trending in Cirebon society with clothing designs on average having simple designs but still trendy following the development of young people's fashion tastes.

According to information from the owner, Ahlan Fauzi, the sales system implemented by Kiddorck Arjawinangun is carried out in a hybrid way, namely through social media and offline. Initially, sales only focused on the offline store, but the owner saw good potential online so he decided to market online through e-commerce and social media. Because according to Vries et al and Kim and Ko in (Jefry & Maulany, 2020)"By utilizing social media, business actors can not only market their production but also compare it with the results of similar products produced by other companies." Kiddorck Arjawinangun uses social media to offer its products by uploading photos or videos of the products it wants to market with various designs and variations to attract consumers.

Based on information obtained during an interview with the owner of Kiddorck Arjawinnangun, the owner revealed the problems that occurred including a decrease in turnover, this shows that there is a negative phenomenon that needs to be followed up immediately, namely consumer purchasing decisions, this is indicated by sales data which is increasingly decreasing and the target is not realized during In the last 4 years, this indicates that purchasing decisions at Kiddorck Arjawinangun have not been optimal. The following is presented in the table:

Table 2.
Sales Data and Complaints at Kiddorck Arjawinangun for 2022-2023

Year	Sale	Target	Presentation
2020	879 pcs	5,000	17.58%
2021	332 pcs	5,000	6.64%
2022	226 pcs	5,000	4.52%
2023	334 pcs	8,000	4.175%

Data Source: Kiddorck Arjawinangun in 2024

Based on table 2. above, it can be seen that Kiddorck Arjawinangun has not met its target and has experienced a decline in sales. This is an indication that purchasing decisions at Kiddorck Arjawinangun are not optimal. Then this is also because many competitors are superior in maintaining consumer purchasing decisions. The decline in sales at Kiddorck Arjawinangun is expected to continue if it is not resolved immediately.

The decision-making process is an integrative process that combines information to evaluate two or more alternative behaviors and choose one of them (Setiadi, in Sangadji et al., 2013). Many factors can influence purchasing decisions, including product design and

product variations. Good product design and product variations will make consumers more interested in making purchases and can have a positive impact on purchasing decisions so that Kiddorck Arjawinangun can achieve predetermined sales targets.

The product design at Kiddorck Arjawinangun is not in accordance with what consumers expect, because Kiddorck Arjawinangun has not researched product designs that are most popular with consumers according to the latest fashion developments. Researchers conducted brief interviews with 15 potential consumers who entered Kiddorck Arjawinangun and obtained information on the reasons why they did not buy, on average giving answers that the product design was seen as not following the wishes of potential consumers.

Product design is a critical factor and influences purchasing decisions because product design can give an impression such as the physical design of the product following consumer expectations, Kiddorck Arjawinangun product specifications following established standards, quality of Kiddorck Arjawinangun product materials, attractive appearance of Kiddorck Arjawinangun products.

Apart from product design, another factor that can influence purchasing decisions is product variety. The following is presented in a diagram regarding product variations at Kiddorck Arjawinangun:

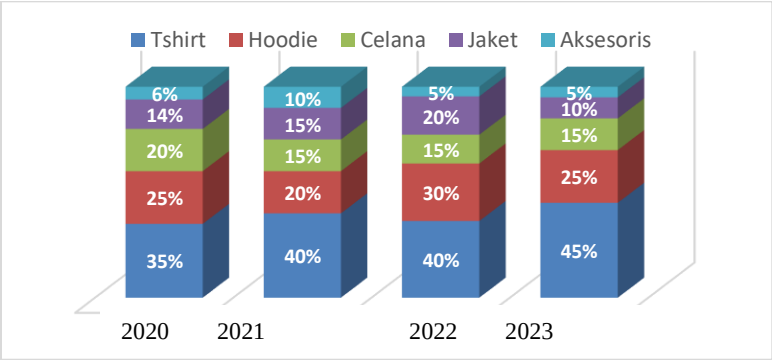

Figure 1.
Diagram of the Most Popular Product Variations at Kiddorck Arjawinangun 2019-2022
Source: Kiddorck Arjawinangun; Processed in 2022

Based on the graphic data above, it can be seen that the variety of products sold by Kiddorck Arjawinangun has changed from year to year. In 2020, T-shirt product variations have the largest percentage of sales, while in 2023, the highest sales percentage will be in T-

shirt and pants product variations. Meanwhile, the percentage of sales for various jacket and accessory products has decreased from year to year.

The variety of products that consumers are interested in greatly influences their satisfaction. Therefore, companies need to pay attention to sales trends and consumer needs when developing product variations. If a company can provide product variations that suit consumer needs and tastes, it can increase consumer satisfaction and expand market share. The trend in product variations at Kiddorck Arjawinangun is identical to the diversity of product types and product designs provided by Kiddorck Arjawinangun. Product varieties refer to separate business units within a brand or product line, differentiated by factors such as size, price, appearance, or features (Kotler et al., 2009:72).

REVIEW OF LITERATURE

Product

Kotler (2017:244) defines a product as anything offered on the market to attract attention, be obtained, used, or consumed to satisfy consumer needs or desires. Products are not only limited to physical objects such as cars, clothes, or cell phones, but also include services, events, people, places, organizations, ideas, or a combination of these (Gao & Astillero, 2022).

According to to Tjiptono, (2019:231), a product can also be understood as a producer's subjective understanding of "something" that can be offered as an effort to achieve organizational goals by meeting consumer needs and desires, in line with the organization's competence and capacity as well as market purchasing power.

According to Sudaryono (2016: 207) in Sartika & Bastiani (2018) states that: A product is an object or service offered to the market to meet consumer needs or desires, which can be used, owned, consumed, or enjoyed. This is done to provide satisfaction to consumers.

Product Design

According to Kotler and Armstrong (2012:332), in Hananto (2021): Product design is the totality of various features that influence the appearance, feel, and function of a product

that is tailored to consumer needs. Product design is not just about external appearance but also considers function and use.

Tjiptono (2010:78), in Hananto (2021)states that: Product design is a relationship with a distinctive style to increase the value of the product in the eyes of consumers, which can be in the form of additional function and usefulness.

Kotler and Keller (2017: 396) state that: Product design includes all the features that influence the view, perception, and performance of the product by consumers. Product design includes the values contained in it, such as a distinctive and attractive appearance that differentiates the product from its competitors.

Dimensions According to Kotler and Armstrong (2012, 410), in Hananto (2021), Product design has several dimensions which include design parameters, namely:

1. Form

   Where products can be defined in terms of shape or size

2. Feature

   Where most products can be offered with different features that complement the basic function of the product.

3. Quality

   Consumers expect that the products they purchase conform to high standards and specifications.

4. Durability

   Consumers expect the expected lifespan of the product to operate under normal conditions.

5. Reliability

   Consumers will buy more to get more reliable products.

6. Easy to fix

   Consumers buy products that are easy to repair.

7. Style

It is the appearance and feeling that the product evokes in consumers.

Product Variations

Product variety is a marketing strategy that aims to increase the variety of products offered to consumers Kotler (2009): Products include everything that can be offered to the market to meet consumer needs and desires, whether in the form of physical goods, services, experiences, events, people, places, property, organizations and ideas. Each type of product has a hierarchical relationship with other products. In this case, product variations can attract consumer interest because they provide more diverse choices.

Mikell P. Groover (2010:6) in Krismonanda & Iskandar, (2021) explains that: Product variations refer to products that have different designs or types and are produced by a company. Product variety is a factor that differentiates products from one company from similar products from other companies.

Hastuti (2012:145) in Fatmawati et al., (2020) defines: Product variation as a product mix, also called product selection, which is a collection of all products and goods offered and sold by a particular seller. The product mix consists of various product lines.

Kotler and Keller in Indrasari (2019:31) illustrate:

1. Wide

Refers to how many product lines the company has.

2. Depth

Refers to the number of all items in the mix.

3. Spaciousness

Refers to how many types are offered

Each product in the line.

4. Product mix consistency

Refers to how closely related various product lines are in end use, production terms, distribution channels, or others.

Purchase Decision

Human life cannot be separated from buying and selling. Before making a purchase, someone will usually make a purchase decision first about a product. Purchasing decisions are the activities of someone who is directly involved in deciding to purchase goods provided by the seller.

According to Setiadi 2003, in Sangadji et al., (2013) define that the essence of consumer decision-making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice that is presented cognitively as a behavioral desire.

According to Alma, and Buchari (2020:103)defining a person's purchasing decision which is originally influenced by the environment, culture, and so on will form an attitude in the individual, then make a purchase.

According to Firmansyah, (2019:81) defining Purchasing Decisions is the process of formulating various alternative actions to choose one particular alternative for making a purchase.

Based on the definitions from several experts above, it can be concluded that purchasing decisions are the decision-making process in choosing the product or service to be used.

Dimensions of purchasing decisions according to Sangadji et al., (2013:36) explain that the dimensions of consumer decisions are as follows:

1. Recognition of needs

   Recognition of needs arises when consumers face a problem, namely a situation where there is a difference between the desired state and the actual situation.

2. Information search

Information searches begin when consumers perceive that these needs can be met by purchasing and consuming a product. Consumers will search for information stored in their memory (internal search) and seek information from outside (external search).

3. Evaluation of alternatives

   Alternative evaluation is the process of evaluating product and brand options and selecting them according to consumer desires. In this process, consumers compare various selected brands that can provide benefits to them and the problems they face.

4. Buying decision

   After the stages above have been carried out, the buyer will determine their attitude in deciding whether to buy or not. If they choose to buy a product, in this case, the consumer is faced with several decision-making alternatives such as product, brand, seller, quantity, and time of purchase.

5. Post-purchase behavior

   After purchasing a product, consumers will experience some level of satisfaction or dissatisfaction. This stage can provide important information for the company on whether the products and services that have been sold can satisfy consumers or not.

Conceptual Framework

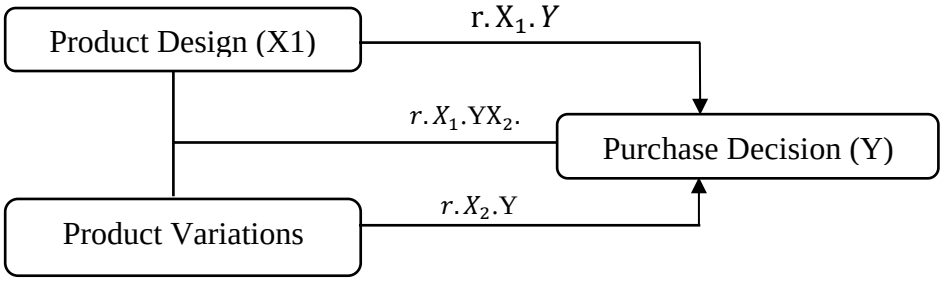

Figure 1.
Conceptual Framework

Hypothesis

H_1: Product design has a positive and significant effect on purchasing decisions for Kiddrock Arjawinangun.

H_2: Product variety has a positive and significant effect on purchasing decisions at Kiddrock Arjawinangun.

H_3: Product design and product variations have a positive and significant effect on purchasing decisions at Kiddrock Arjawinangun.

RESEARCH METHOD

This research carries a quantitative approach with an associative nature, which aims to understand the relationship between the variables studied. The population in focus is consumers who have purchased products from Kiddrock Cirebon Distro. Considering that population characteristics cannot be calculated with certainty, this research faces challenges in determining a representative sample size. Therefore, the incidental sampling method was chosen as an appropriate approach, where respondents were selected based on availability and ease of access.

In determining the sample size, this research refers to recommendations from Roscoe mentioned in the book "Research Methods For Business" (1982: 253 in Sugiyono, 2020:164). The formula applied to calculate the sample size is 3 times the number of variables studied, namely 3 variables so that an initial sample size of 30 respondents is obtained. However, to strengthen the validity of the results and avoid generalization errors, the sample size was then increased to 50 respondents.

The selection criteria for respondents as consumers of Kiddrock Distro in Cirebon Regency, who have made at least one previous purchase, aims to ensure that respondents have direct experience with the products and services offered by the distro. This is expected to increase the credibility of the data collected, as well as minimize bias that may arise in the analysis of research results.

Thus, it is hoped that these steps will produce a representative sample and represent the population more accurately so that the conclusions drawn from this research can be relied

upon to provide relevant recommendations in overcoming the problems and challenges faced by the Kiddrock Arjawinangun Cirebon Distro.

RESULTS AND DISCUSSION

Respondent Characteristics Based on Gender

The characteristics of consumer respondents at Kiddrock Arjawinangun in this study according to gender are shown in the table below:

Table 3.
Characteristics of Respondents Based on Gender

No	Gender	Amount Respondent	Percentage
1	Man	31	62 %
2	Woman	19	38 %
Amount		**50**	**100%**

Source: Research results processed in 2024

Based on table 3 above, it shows that the respondents who were the object of this research consisted of 31 men, or 62% of the total number of respondents, while there were 19 women, or 38% of the total number of respondents. So, it can be concluded that the largest number of consumers at Kiddrock Arjawinangun are men, namely 31 people from all respondents.

Respondent Characteristics by Age

The characteristics of consumer respondents in Kiddrock Arjawinangun in this study according to age are shown in the table below:

Table 4.
Characteristics of Respondents Based on Age

No	Respondent's Age	Amount Respondent	Percentage
1	< 25 Years	27	54%
2	25-35 Years	15	30%
3	36-45 Years	5	10%
4	> 45 Years	3	6%
Amount		**50**	**100%**

Source: Research results processed in 2024

Based on table 4. above, it shows that the respondents who were the object of this research consisted of 27 or 54% of the total number of respondents aged < 25 years, 15 or 30% of the total number of respondents aged 25-35 years, 36 - 45 years old. as many as 5 or 10% of the total number of respondents, aged > 45 years as much as 3 or 6% of the total number of respondents, so it can be concluded that the majority of Kiddrock Arjawinangun consumers are < 25 years old.

Respondent Characteristics based on Domicile

The characteristics of consumer respondents in Kiddrock Arjawinangun in this study according to age are shown in the table below:

Table 5.
Characteristics of Respondents Based on Domicile

No	Respondent Domicile	Amount Respondent	Percentage
1	In Cirebon City and Regency	39	78%
2	Outside Cirebon City and Regency	11	22%
Amount		**50**	**100%**

Source: Research results processed in 2024

Based on table 5 above, it shows that the respondents who were the object of this research consisted of respondents who were domiciled within the City and Regency of Cirebon totaling 39 respondents or 78% of the total number of respondents, while respondents who were domiciled outside the City and Regency of Cirebon were 11 respondents or 22%, so it can be concluded that the majority of Kiddrock Arjawinangun consumers live in the City and Regency of Cirebon.

Validity Test

A valid instrument means that the measuring instrument used can reveal data from the variables studied accurately (Ghozali, 2018):

Criteria:

1. if rcount > rtable, then the statement is valid.
2. if rcount ≤ rtable, then the statement is invalid.

Where for Df = n – 2, it means Df = 50 – 2 = 48. So the value of r in the table with a significance of 0.05 is 0.2353.

Table 6.
Validity Test Results

Product Design				Product Variations				Purchase Decision			
No.	**rCount**	**rTable**	**Status**	**No**	**rCount**	**rTable**	**Status**	**No**	**rCount**	**rTable**	**Status**
1	0.318	0.235	VALID	1	0.480	0.235	VALID	1	0.547	0.235	VALID
2	0.519	0.235	VALID	2	0.329	0.235	VALID	2	0.381	0.235	VALID
3	0.396	0.235	VALID	3	0.634	0.235	VALID	3	0.492	0.235	VALID
4	0.496	0.235	VALID	4	0.330	0.235	VALID	4	0.468	0.235	VALID
5	0.332	0.235	VALID			0.235	VALID	5	0.432	0.235	VALID
6	0.493	0.235	VALID			0.235	VALID	6	0.410	0.235	VALID
7	0.320	0.235	VALID			0.235	VALID	7	0.363	0.235	VALID
8	0.395	0.235	VALID			0.235	VALID	8	0.370	0.235	VALID
9	0.463	0.235	VALID			0.235	VALID	9	0.475	0.235	VALID
10	0.442	0.235	VALID			0.235	VALID			0.235	VALID
11	0.503	0.235	VALID			0.235	VALID			0.235	VALID
12	0.541	0.235	VALID			0.235	VALID			0.235	VALID
13	0.329	0.235	VALID			0.235				0.235	VALID

Source: 2024 Data Processing Results, SPSS 26

Based on table 6. above, it shows that r count > t table, which means that all statements for the variables Product Design (X1), Product Variation (X2) and Purchase Decision (Y) are valid for use in the data analysis process.

Reliability Test

A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data. An instrument is said to be reliable if it has a Cronbach Alpha value > 0.70 (Ghozali, 2018).

Table 7.
Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Product Design (X1)	0.868	13
Product Variations (X2)	0.884	4
Purchase Decision (Y)	0.718	9

Based on the reliability output results, it shows that the Cronbach Alpha value is > 0.70 so the Product Design (X1), Product Variation (X2), and Purchase Decision (Y) variables can be said to be reliable.

Classic Assumption Test

Normality Test

If the probability value is significant or Asymp.Sig is far below α = 0.05 then Ho is rejected or the data is not normally distributed Ghozali, (2018:158).

Table 8.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		50
Normal Parameters, b	Mean	,0000000
	Std. Deviation	2.52008428
Most Extreme Differences	Absolute	,101
	Positive	,101
	Negative	-,072
Statistical Tests		,101
Asymp. Sig. (2-tailed)		,200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: IBM SPSS Statistics 26 for Windows Output

Residual variable data has an Asymp value. Sig (2-tailed) is 2.00, which means it has a value > 0.05, so it can be concluded that all variables are normally distributed.

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model, a correlation is found between the independent variables. A good regression model does not correlate with the independent variables.

To detect whether there are symptoms of multicollinearity between independent variables, the variance influence factor (VIF) is used.

Table 9.
Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,611	5,214		1,460	,151		
	PRODUCT DESIGN	,341	,110	,410	3,106	,003	,681	1,469
	PRODUCT VARIATIONS	,643	,250	,340	2,575	,013	,681	1,469
a. Dependent Variable: PURCHASE DECISION								

Source: IBM SPSS Statistics 26 for Windows Output

The coefficient of the dependent variable can be seen for the two independent variables, the VIF = 1.469 figure is below 10 and the tolerance figure is 0.681 or 0.681 > 0.10. Thus, it can be concluded that the regression model does not contain symptoms of multicollinearity.

Multiple Regression Analysis

Multiple Regression Analysis was carried out to determine the magnitude of the influence of several independent variables simultaneously on the dependent variable, in this research namely Product Design (X1) and Product Variation (X2) on Purchasing Decisions (Y). The following results are shown in the following table:

Table 10.
Multiple Regression Analysis Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,611	5,214		1,460	,151
	PRODUCT DESIGN	,341	,110	,410	3,106	,003
	PRODUCT VARIATIONS	,643	,250	,340	2,575	,013
a. Dependent Variable: PURCHASE DECISION						

Source: IBM SPSS Statistics 26 for Windows Output

Based on the table above, it is known that the constant value is 7.611, while the Product Design value (X1) is 0.341 and the Product Variation value (X2) is 0.643, the regression equation can be seen, namely:

$$\mathbf{Y = 7.611 + 0.341\ X1 + 0.643\ X2}$$

As for reading the equation from the multiple linear regression above, it is explained as follows:

1. From the equation above it can be seen that the Product Design and Product Variation variables on Purchasing Decisions have a positive value of 7.611 so that if the Product Design offered is appropriate and the Product Variations are complete then the Purchasing Decision will remain.
2. From the equation above it can be seen that the Product Design variable has a positive value of 0.341 so that if the Product Design matches consumer desires, purchasing decisions will increase.
3. From the equation above, it can be seen that the Product Variation variable has a positive value of 0.643 so if the product variety available is complete and good, purchasing decisions will increase.

Coefficient of Determination

The results of the Determination Coefficient Test for the Product Design instrument (X1) and Product Variation (X2) using SPSS 26.0 are as follows:

Table 11.
Coefficient of Determination Test Results

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,665a	,442	,418	2,573
a. Predictors: (Constant), PRODUCT VARIATIONS, PRODUCT DESIGN				
b. Dependent Variable: PURCHASE DECISION				

Source: IBM SPSS Statistics 26 for Windows Output

Adjusted R Square is 0.418 indicating the magnitude of the influence of Product Design (X1) and product Variation (X2) simultaneously on Purchasing Decisions is 41.8% while the remaining (100% - 41.8%) of 58.2% is influenced by other variables not included. thorough.

T Test (Partial)

The first hypothesis proposed is H1: It is suspected that there is a positive and significant influence between product design on purchasing decisions at Kiddrock Arjawinangun. The second hypothesis proposed is H2: It is suspected that there is a positive

and significant influence between product variations on purchasing decisions at Kiddrock Arjawinangun.

The proposed research hypothesis is transformed into an operational statistical hypothesis as follows:

H0 : There is no positive and significant influence of product design on purchasing decisions

H1 : There is a positive and significant influence of product design on purchasing decisions

H0 : There is no positive and significant influence of product variations on purchasing decisions

H2 : There is a positive and significant influence of product variations on purchasing decisions

The criteria for accepting or rejecting the hypothesis are as follows:

a. If tcount < ttable or significance value > 0.05 then it can be said that the independent variable partially does not affect the dependent variable.
b. If tcount > ttable or significance value < 0.05 then it can be said that the independent variable partially influences the dependent variable.
c. Calculating ttable numbers with α = 0.05 and dk = n-2
   50 – 2 = 48 so ttable is 1.677.

Table 12.
T Test Results (Partial)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,611	5,214		1,460	,151
	PRODUCT DESIGN	,341	,110	,410	3,106	,003
	PRODUCT VARIATIONS	,643	,250	,340	2,575	,013
a. Dependent Variable: Purchase Decision						

Source: IBM SPSS Statistics 26 for Windows Output

Based on the results of calculations using the SPSS 26 program as seen in the table above, the Product Design variable (X1) has a t-count value of 3.106 > 1.677 and a significant value of 0.003 < 0.05, so H_0 is rejected and H1 is accepted, thus Product Design partially influences positive and significant on purchasing decisions at Kiddrock Arjawinangun. This shows that the proposed H1 has been tested.

Based on the results of calculations using the SPSS 26 program as seen in the table above, the Product Variation variable (X2) has a t-count value of 2.575 > 1.677 and a significant value of 0.013 < 0.05, so H_0 is rejected and H2 is accepted, thus product variation partially influences positive and significant on purchasing decisions at Kiddrock Arjawinangun. This shows that the proposed H2 has been tested.

F Test (Simultaneous)

The third hypothesis proposed is H3: It is suspected that there is a positive and significant influence between product design and product variety together on purchasing decisions at Kiddrock Arjawinangun. The proposed research hypothesis is transformed into an operational statistical hypothesis as follows:

H0 : There is no positive and significant influence of product design and product variations on purchasing decisions.

H3 : There is a positive and significant influence of product design and product variations on purchasing decisions.

With the following test criteria:

1) If Fcount > Ftable means it is significant, then H0 is rejected and H3 is accepted.
2) If Fcount < Ftable means it is not significant, then H3 is accepted and H0 is rejected

Calculating the size of the calculated F number with α = 0.05 and Df2 = n – k – 1 = 50 – 2 – 1 = 47 so the value is 3.20. To test the hypothesis (H3), the data will be analyzed through multiple regression and the data will be processed through the SPSS 26 program as follows: F_{tabel}

Table 13.
F Test Results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246,090	2	123,045	18,584	,0.05b
	Residual	311,190	47	6,621		
	Total	557,280	49			

A. Dependent Variable: Purchase Decision

B. Predictors: (Constant), Product Variations, Product Design

Source: IBM SPSS Statistics 26 for Windows Output

Based on the table, the Fcount value is 18.584 > Ftable 3.20 and the significant value is 0.000 < 0.00. This means that the proposed hypothesis is acceptable, meaning that there is

a positive and significant impact simultaneously between the product design variables and product variations on purchasing decisions at Kiddorck. Arjawinangun. This shows that the proposed H3 has been tested.

The Influence of Product Design on Purchasing Decisions

Based on the results of the H1 test, the calculated t value for the Product Design variable is 3.106 with a t table value of 1.677 and a significance value of 0.003, it can be seen that the calculated t > t table with a significance value of 0.05, meaning that the Product Design variable partially has a positive and significant effect. regarding the Purchase Decision of Kiddorck Arjawinangun.

Product design is a very important factor and influences purchasing decisions because product design can give an impression such as the physical design of the product in accordance with consumer expectations, product specifications following established standards, quality Kiddorck Arjawinangun product materials, attractive appearance of Kiddorck Arjawinangun products.

If the perceived product design is as expected then the product design is said to be good, conversely, if the perceived product design is not as expected then the product design is said to be poor or does not satisfy consumers. Therefore, consumers will feel satisfied with the product that has been provided, if the better the product design that has been provided, the more purchasing decisions they will get.

This is supported by research conducted by (Sulistyo Bayu, 2023) that product design has a positive and significant influence on purchasing decisions for Erigo products in Semarang City, another research conducted by (Putra et al., 2023) has the result that product design has a significant influence on product purchasing decisions at the Myhem Store Distro in Denpasar.

The Influence of Product Variations on Purchasing Decisions

Based on the results of the H2 test, the calculated t value for the Product Variation variable is 2.575 with a t table value of 1.677 and a significance value of 0.013, so it can be seen that the t calculated > t table with a significance value smaller than 0.05, meaning that the Product Variation variable partially has a positive and significant effect. regarding the Purchase Decision of Kiddorck Arjawinangun.

Product variations influence purchasing decisions because product variations can be provided, as there are many variations provided by Kiddorck Arjawinangun. Each clothing category has an adequate number of products, because if the product variations provided are as expected then the product variations are said to be good, conversely if the perceived product variations do not match what consumers expect then the product variations are said to be not good or do not satisfy consumers. Therefore, customers will feel satisfied with the variations provided, if the better the product variations provided, the more purchasing decisions they will get.

This is supported by research conducted by (Oktaviani et al., 2023) which gives the result that the product variation variable (X1) partially has a significant effect on purchasing decisions (Y) at Via Busana Kediri, another research conducted by(Kojongian et al., 2022)that product variations influence Careofyou.id purchasing decisions on Instagram Social Media.

The Influence of Product Design and Product Variations on Purchasing Decisions

Based on the research results of H_3above simultaneously or together between Product Design (X1) and Product Variation (X2) on Purchasing Decisions (Y), the value Fcount > Ftable is obtained, namely 18.584 > 3.20 with a significance value smaller than 0.05, namely 0.00 (0.00 < 0.05) means that there is a positive and significant influence between Product Design and Product Variation together on Purchasing Decisions at Kiddorc Arjawinangun. in the coefficient of determination of the multiple linear regression model for the Product Design and Product Variation variables on Purchasing Decisions, an Adjusted R Square value of 0.418 or 41.8% is obtained, meaning that the Product Design and Product Variation variables together have a positive and significant effect on the Purchasing Decision variable, while the rest are amounting to 58.2% which was influenced by other factors outside the variables proposed by the researcher.

Together, appropriate Kiddrock product designs and complete Kiddrock product variations influence purchasing decisions because consumers' desires feel fulfilled, this is in line with research conducted by (Ulfami, 2020) which gives results that product design has a positive and significant effect on purchasing decisions at the Giyomi online shop via Shopee, another research conducted by (Wahyuningsih, 2019) gives results that the product

variation variable (X1) has a positive and significant influence on the purchasing decision variable (Y) for Honda Yamaha products in Wonogiri.

CONCLUSION

The results of partial testing of the Product Design variable (XI) can be concluded that there is a positive and significant influence between Product Design on Purchasing Decisions at Kiddrock Arjawinangun. This can be seen in the t-test results with a sig value of 0.003 < 0.05 with the calculated t being greater than the t table, namely 3.106 > 1.677, so Ho is rejected and Ha is accepted. The results of partial testing of the Product Variation variable (X2) can be concluded that there is a positive and significant influence between Product Variation on Purchasing Decisions at Kiddrock Arjawinangun. This can be seen in the results of the t-test with a sig value of 0.013 < 0.05 with the calculated t being greater than the t table, namely 2.575 > 1.677, so Ho is rejected and H is accepted. Based on the results of the simultaneous F Test of the Product Design (XI) and Product Variation (X2) variables on Purchasing Decisions (Y), together they have an influence of 41.8% on Purchasing Decisions at Kiddrock Arjawinangun. This can be seen in the F test with a calculated F value > F table, namely 18.584 > 3,191 with a sig value < 0.05 significance level, namely 0.000 < 0.05. So, if Ho is rejected and H is accepted, then the proposed hypothesis can be accepted.

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