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## **DETERMINING THE FACTORS TO INCREASE BUYING DECISIONS AMONG FASHION DISTRO CONSUMERS**

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### **ABSTRACT**

*This study aims to determine the effect of product design, brand image, and religiosity on purchasing decisions. This study uses a quantitative method by processing primary data through a questionnaire (questionnaire) given to people who understand distro fashion with the brand name is Maternal Disaster. The sample of this study was 96 respondents with a purposive random sampling technique. The data obtained were then processed using the SPSS 20 analysis tool. The results showed that product design had no effect on purchase intention, brand image and religiosity had an effect on purchase intention. Product design, brand image influence purchasing decisions, while religiosity doesn't affect purchasing decisions. Brand image and religiosity have a significant effect on purchasing decisions through purchase intention, and product design has no significant effect on purchasing decisions through purchase intention.*

*Keywords: Product Design, Brand Image, Religiosity, Purchase Decision.*

### **INTRODUCTION**

In the current era, fashion is a major need among teenagers. The development of the fashion world that continues to increase also gives people an increase in choosing the desired fashion. Fashion trends also function as a reflection of social and economic status, namely a function that explains popularity. Fashion and fashions are increasingly becoming lucrative industries in the international world as a result of the emergence of world-famous fashion houses and fashion magazines (The Shonet, 2020).

Fashion is also one of the needs of the Indonesian people today. One of the factors that can attract a consumer's attention in choosing fashion is the product design of the brand. Product design is considered as a benchmark or benchmark for a consumer to buy a product. The design aspect of marketing activities is one of the formers of attractiveness to the product. Design can give attributes to the product so that it can become a characteristic of the product. This distinctive feature can ultimately differentiate it from similar products with other brands (Kotler & Armstrong, 2001). Product design can affect various things, one

of which is the brand image. Consumers see a brand image as an important part of a product, and brand image can be an added value to the product (Kotler, 2008).

Purchasing decisions are not only influenced by product design and brand image. However, religiosity is also a factor in someone choosing a product. This religiosity attitude is a complex integration between religious knowledge, feelings, and religious actions within a person. According to Glock and Stark, religiosity is the appreciation of one's religion which involves symbols, beliefs, values, and behavior that are driven by spiritual forces (Shafrani, 2017). The higher a person enters religion into their identity, the greater the impact on one's beliefs in making decisions to choose a product.

This research was conducted on the Maternal Disaster brand which has a distinctive feature on the logo with the letter "M" which is combined with elements that some people think are contradictory and make it something interesting and make it pro and con. A product design that always has character, makes it unique. Carrying the concept that clothing is not just what is worn, but becomes a marker of one's identity and also a statement of attitude. Maternal Disaster produces unusual products such as ashtrays, insulation, piggy banks, high school uniforms headscarves, and sarongs bearing the Maternal Disaster logo.

Based on the above problems, the following problems can be formulated—first, the effect of product design on purchasing decisions with purchase intention as an intervening variable. Second, the influence of brand image on buying decisions with purchase intention as an intervening variable. Third, affect religiosity purchasing decisions with purchase intention as an intervening variable.

## METHOD

The method used in this study uses quantitative methods which aim to analyze how much influence product design, brand image, and religiosity have on purchasing decisions through purchase intention.

The population in this study are people who use maternal disaster products who live in Central Java, aged 17-45 years. This study uses primary data sources, which are obtained from distributing questionnaires with a Likert scale.

The sampling used was the purposive random sampling technique. Those who have sample criteria are people who use maternal disaster products, and people who use maternal disaster products who live in Central Java. Because the population of users of maternal food products is unknown, the sampling uses the formula (Riduwan, 2010), as follows:

$$n = \left( \frac{Z\alpha/2\sigma}{\varepsilon} \right)^2$$

Information:

N = Sample size

Z $\alpha$ /2 = Z-score is confidence level 95% equals 1,96

$\sigma$  = Population deviation standart (0,5 x 0,5 = 0,25)

$\varepsilon$  = Error level 5% (0,05)

This is count of sample size from formula.

$$n = \left( \frac{Z\alpha/2\sigma}{\varepsilon} \right)^2$$

$$n = \left( \frac{(1,96).(0,25)}{0,05} \right)^2$$

$$n = 96,4$$

Then the sample in this study was rounded to 96 respondents. Product design indicators include designs that vary, are not outdated, design characteristics, and trend-following design (Rachman & Santoso, 2015). Brand image indicators are easily recognized symbols, recognized brand reputation, trust in the quality of the brand, keeping up with the times, and ease of maintenance (Kotler & Keller, 2008). The indicators of religiosity are the dimension of belief, dimensions of religiosity practice, the experience dimension, and dimensions of religious knowledge (Anwar et al., 2019). Purchasing decision indicators, namely stability on a product, customs in buying products, and providing recommendations (Dewi, 2019). Interest in buying indicators namely transactional interest, referential interest, preferential interest, and exploratory interest (Tambunan, 2019).

## RESULTS AND DISCUSSION

The validity test is a test to determine whether the questionnaire is valid or not. The questionnaire is said to be valid if the correlation value between r count r table. The R table in this study is  $df = N-2$ , that is,  $df = 96-2$ , and it is found that the results of  $96 = 0.2826$  are the r table.

Table 1. The result of the validity test

Variable	Question Item	r count	r table	Information
<b>Product Design</b>	Item 1	0,748	0,2826	Valid
	Item 2	0,831		Valid
	Item 3	0,626		Valid
	Item 4	0,770		Valid
<b>Brand Image</b>	Item 1	0,639	0,2826	Valid
	Item 2	0,853		Valid
	Item 3	0,818		Valid
	Item 4	0,855		Valid
	Item 5	0,847		Valid
<b>Religiosity</b>	Item 1	0,848	0,2826	Valid
	Item 2	0,672		Valid
	Item 3	0,900		Valid
	Item 4	0,920		Valid
<b>Buying decision</b>	Item 1	0,763	0,2826	Valid
	Item 2	0,849		Valid

	Item 3	0,881		Valid
	Item 4	0,695		Valid
<b>Intention to buy</b>	Item 1	0,848	0,2826	Valid
	Item 2	0,828		Valid
	Item 3	0,863		Valid
	Item 4	0,940		Valid

Reliability decision making is based on the Cronbach alpha ( $\alpha$ ) value. A variable is said to be reliable if the Cronbach alpha  $> 0.60$  (Bawono, 2006). Based on the results of product design tests with Cronbach's alpha  $0.793 > 0.60$ , brand image Cronbach's alpha  $> 0.60$ , religiosity Cronbach's alpha  $0.827 > 0.60$ , buying interest with Cronbach's alpha  $0.834 > 0.60$  and purchasing decisions with Cronbach's alpha  $0.815 > 0.60$ . So it can be concluded that the variables used in this study are reliable.

**Classic assumption test**

**Normality test**

The normality test serves to find out whether the question instrument is normally distributed or not. Based on decision making, the probability value (Asymp Sig)  $< 0.05$  is not normally distributed, while the probability value (Asymp.Sig)  $> 0.05$  can be said to be normally distributed. The test results in this study the probability value (Asymp. Sig) of  $0.963 > 0.05$ , it can be concluded that the distribution is normal.

**Heteroscedasticity test**

A heteroscedasticity test is used to test the regression model, and there is a similarity in variance from the residuals of one observation to another. Decision making if there is homoscedasticity seen with a sig value  $> 0.05$ . In this study, the sig value of model 1 product design equation is  $0.360$ , and brand image is  $0.368$ , religiosity is  $0.153$  and equation model 2 is product design is  $0.188$ , brand image is  $0.096$ , religiosity is  $0.380$ , and buying interest is  $0.532 > 0.05$ .

**Multicollinearity test**

Multicollinearity test is used to test whether the regression model found a correlation between the independent variables. Decision-making does not have multicollinearity symptoms if the VIF value is  $> 10$ , and the tolerance is  $< 0.1$ . In this study, there were no symptoms of multicollinearity.

Table 2. The result of T-test (Model 1)

No	Variable	<i>Unstandardized Coefficients (B)</i>	<i>Unstandardized Coefficients (Std. Error)</i>	t-count	Significance
1	Constant	-4,722	2,001	-2,348	0,021

2	Product Design (X1)	0,155	0,166	0,93	0,355
3	Brand Image (X2)	0,624	0,122	5,105	0*
4	Religiosity (X3)	0,212	0,065	3,266	0,002*

Based on the results of the relationship between variables in the table above, it can be stated that product design has no significant effect on purchase intention because  $t$  count  $0.930 < t$  table and a significance value of  $0.355 > 0.05$  so that the hypothesis (H1) is not accepted, for the brand image has a significant effect on the intention to buy because  $t$  count  $5.105 > t$  table and a significance value of  $0 < 0.05$  so that the hypothesis (H2) is accepted, religiosity has a significant effect on buying interest because  $t$ -count is  $3.266 > t$  table and a significance value is  $0.002 < 0.05$ , then hypothesis (H3) be accepted.

Table 3. The result of the T-test (Model 2)

No.	Variable	<i>Unstandardized Coefficients (B)</i>	<i>Unstandardized Coefficients (Std. Error)</i>	t-count	Significance
1	Constant	-0,382	1,030	-0,371	0,712
2	Product Design (X1)	0,217	0,083	2,602	0,011*
3	Brand Image (X2)	0,156	0,069	2,26	0,026*
4	Religiosity (X3)	-0,05	0,034	-1,469	0,145
5	Intention to buy (Z)	0,668	0,052	12,881	0*

Based on the results of the relationship between variables in the T-test table of equation 2, it is found that product design affects purchasing decisions with a  $t$  value of  $2.602 > t$  table and a significance value of  $0.011 < 0.05$ , then the hypothesis (H4) is accepted. Brand image affects purchasing decisions because the  $t$  value is  $2.260 > t$  table, and the significance value is  $0.026 < 0.05$ , so the hypothesis (H5) is accepted. Religiosity does not affect purchasing decisions with a value of  $t$  count  $-1.469 < t$  table and a significance value of  $0.145 > 0.05$ . Purchase interest has an effect on purchasing decisions with  $t$  count  $12.881 > t$  table and a significance value of  $0 < 0.05$ .

### **The effect of product design on purchase intention**

In this research, the product design on the t-test t count 0.930 is smaller than the t table, with a significance level of 0.355 greater than 0.05. This shows that product design does not have a significant effect on buying interest in Maternal Disasters, so H1 is rejected. This shows that product design does not have a significant effect on consumer buying interest in Maternal Disaster products.

The results of this study are supported by previous research conducted by (Susanto, 2019). The results of this study state that product design does not have a significant effect on purchase intention because the design used is less attractive and there is no characteristic of the product, so it is less accepted by the public. To encourage consumers to buy a product, the seller should create an attractive and different product design or have certain characteristics with competitors. The better the product design, the more easily accepted by consumers.

### **The influence of brand image on purchase intention**

In this study, the brand image on the t-test, t-count 5.105 is greater than the t table, with a significance level of 0 less than 0.05. This shows that brand image has a significant effect on the purchase interest of Maternal Disaster products so that H2 is accepted. This shows that the better the Maternal Disaster brand image, the more buying interest will be carried out by consumers. Thus, H2 states that brand image has a significant effect on consumer purchase interest in Maternal Disaster in Central Java.

The results of this study are supported by previous research which states that the brand image variable has a significant positive effect on purchase intention (Tutia & Najib, 2019). In addition, the brand image variable is a more important factor in buying interest. Previous research has also shown that the brand image variable has a significant positive effect on buying interest (Salfina & Gusri, 2018). Consumers think because a good brand image can provide added value to consumers. Therefore, consumers will be willing to pay a premium to get the product. Brand image is a good asset for a store and gives a positive impression and impact on consumers.

### **The influence of religiosity on purchase intention**

In this study, the religiosity in the t-test, t count 3,266 was greater than the t table, with a significance level of 0.002 less than 0.05. This shows that brand image has a significant effect on buying interest in Maternal Disaster products so that H3 is accepted. This shows that the greater the level of one's religiosity, the greater the influence on consumer buying interest. Thus, H3 states that religiosity has a significant effect on consumer buying interest in Maternal Disaster in Central Java. The results of this study are supported by previous research which states that the variable of religiosity has a positive and significant effect on purchase intention (Vristiyana, 2019). This research is also supported by previous research which also states that if a person's level of religiosity is higher, the assessment of a product will also increase (Sudarti & Ulum, 2019).

### **Effect of product design on purchasing decisions**

In this study, the product design on the t-test t count 2.602 is greater than the t table, with a significance level of 0.011, which is smaller than 0.05. This shows that the product

design has a significant effect on the decision to purchase Maternal Disaster products so that H4 is accepted. This shows that the more attractive the product design from Maternal Disaster is, the more purchasing decisions made by consumers will be increased. Thus, H4 states that product design has a significant effect on consumer purchasing decisions. Maternal Disaster in Central Java is acceptable.

This research is in line with previous research, which states that the better the product design, the more a person's purchasing decisions will increase (Reven & Ferdinand, 2017). These results are in line with previous research which also found a positive and significant relationship with product design on purchasing decisions (Ansah, 2017). This means that product design is not a consideration for consumers in buying a product.

#### **The influence of brand image on buying decisions**

In this study, the brand image on the t-test t count 2.260 is greater than the t table, with a significance level of 0.026 less than 0.05. This shows that brand image has a significant effect on purchasing decisions for Maternal Disaster products so that H5 is accepted. This shows that the better the brand image of Maternal Disaster, the more buying decisions made by consumers.

Thus, H5 states that brand image has a significant effect on consumer purchasing decisions. Maternal Disaster in Central Java is acceptable. This study is in line with previous research which states that brand image has an impact on buying decisions (Soim et al., 2016). The formation of a positive brand image can be used as a strength to attract consumers and retain existing customers. A positive perception will form a positive brand image because consumers use the brand image as a reference before deciding to buy an item or product.

#### **The influence of religiosity on purchasing decisions**

In this study, the religiosity in the t-test, t-count -1.469 was smaller than the t table, with a significance level of 0.145 greater than 0.05. This shows that religiosity does not affect purchasing decisions. So H6 states that religiosity has an effect on consumer purchasing decisions for Maternal Disaster in Central Java, it cannot be accepted or rejected. This research is in line with previous research which states that religiosity has a negative and insignificant effect on purchasing decisions (Mansyuroh, 2019). People who have a high level of religiosity, the lower the person will decide to buy a product that is against their religious law. In research conducted by researchers, respondents to Maternal Disaster products in Central Java, the level of the respondent's religiosity was not a reason for buying the product.

#### **Effect of purchase intention on purchasing decisions**

In this study, buying interest in the t-test, t-count 12.881 is greater than the t table, with a significance level of 0.000 less than 0.05. This shows that buying interest has a significant effect on the purchase decision for Maternal Disaster products so that Z is accepted. This shows that the greater the purchase interest of a consumer, the more purchasing decisions made by consumers. Thus, Z stated that buying interest has a significant effect on consumer purchasing decisions. Maternal Disaster in Central Java is acceptable.

This research is in line with previous research which states that buying interest affects purchasing decisions (Darmawan & Prabawani, 2020). Because buying interest has a considerable influence on a person's behavior or consumer behavior. Purchase interest is a prison where consumers act before making a purchase decision.

### **The influence of product design, brand image, and religiosity on buying decisions with intention to buy as an intervening variable**

The magnitude of the direct effect of the product design variable is 0.217, and the indirect effect is 0.10354. And the total influence is 0.32054. The value of t count is 0.9206 < t table 1.66123. So product design does not affect purchasing decisions through purchase intention. This is supported by previous research which states that product design does not influence purchase intention (Susanto, 2019). If the impulse of consumer buying interest is low, it will have an impact on the consumer's purchasing decision. The product designs in Maternal Disaster are almost the same as those sold in other stores.

The magnitude of the direct influence of the brand image variable is 0.624, and the indirect effect is 0.416832. And the total influence is 0.572832. The t value is 4.5038 > t table 1.66123. So the brand image affects the purchase decision through purchase intention. This is supported by previous research which states that brand image affects purchase decisions through purchase intention (Tampubolo & Purba, 2017). This is because the brand in the store is good, then indirectly, buyers or consumers will trust and be interested in buying the product.

The magnitude of the direct influence of the religiosity variable is -0.05, and the indirect effect is 0.14161. And the total effect is -0.00708. The value of t count is 3.2140 > t table 1.66123. So religiosity affects purchase decisions through purchase intention. This is supported by previous research which states that religiosity affects purchasing decisions through buying interest (Augustinah & Dwijosusilo, 2018).

## **CONCLUSION**

The conclusion of this research is product design ( $X_1$ ) does not affect buying interest in Maternal Disaster products. In contrast, brand image ( $X_2$ ) and Religiosity ( $X_3$ ) affect purchase intention ( $Z$ ) of Maternal Disaster products. For the effect of product design ( $X_1$ ), brand image ( $X_2$ ), purchase intention ( $Z$ ) influences purchasing decisions ( $Y$ ) for Maternal Disaster products, while for the religiosity variable ( $X_3$ ) does not affect purchasing decisions ( $Y$ ) for Maternal Disaster products. Product design does not affect purchasing decisions. Maternal Disaster product purchase intention, brand image, and religiosity influence purchasing decisions through the purchase intention of Maternal Disaster products.

In this case, the suggestions from researchers for Maternal Disaster will further improve product designs that have more distinctive characteristics so that consumers are interested in their products. Meanwhile, the brand image must be improved so that the general public who are not familiar with Maternal Disaster are interested in buying.

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