Quality, Design, Price, and Purchase Decisions for MSME Furniture Products in Kediri City

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Article Info

ABSTRACT

The purpose of this study was to examine the effect of quality, design, and price on purchasing decisions of furniture products partially and simultaneously. The population in this study were all customers of Jati Indah Furniture. The research sample was taken using a purposive sampling technique. The number of samples is 38 respondents. Data collection techniques using questionnaires, observations, and interviews. Data analysis used classical assumption tests, multiple linear regression tests, and hypothesis testing. The value of the multiple linear regression equation is $Y = 0.715 + 1.060(X1) + 0.108(X2) + (0.199)(X3)$. The results of this study indicate that: (1) product quality has a positive and significant effect on purchasing decisions for furniture products; (2) product design has a positive and significant effect on purchasing decisions for furniture products; (3) product prices have a positive and significant effect on purchasing decisions for furniture products; (4) quality, design, and price have a significant effect on purchasing decisions for furniture products; The implication of the results of this study is to provide managerial information, especially on the marketing aspect of furniture products. The results of this study can be used as the basis for making decisions by the manager of Jati Indah Furniture about the variables that influence purchasing decisions for furniture products, namely: product quality, product design, and product price. Suggestions for further researchers are to examine other variables that might influence the decision to purchase furniture products such as promotion, product innovation, service quality, and consumer trust.

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INTRODUCTION

Furniture products from Indonesian manufacturers are also widely favored by foreign markets, and the export potential of this product is also very large. According to the Big Indonesian Dictionary (KBBI), furniture is defined as all useful furniture to complement a home or office. The furniture business is mostly run by industry players, both large and small. The furniture industry is engaged in processing raw materials or semi-finished materials from wood, bamboo, rattan and other similar raw materials to be processed into finished products in the form of household furniture [1]. Furniture products such as tables, chairs, cabinets, and bookshelves, have important functions as home appliances. Nowadays, the competition in the furniture business is getting tougher, in addition to competition with national-level furniture players, many competitors come from abroad and present various innovations in furniture products that attract the attention of consumers.

The furniture products offered have superior quality, attractive product designs, and affordable pricing strategies for consumers. There is also a lot of multifunctional furniture, for example, the design of a cot with a dual function, besides being able to be used as a couch, it can also be used as a chair by changing the special settings that have been designed by the manufacturer. This phenomenon is a challenge for furniture entrepreneurs in Indonesia, especially for SMEs. Every furniture manufacturer must continue to improve production and marketing knowledge and skills so that they can keep up with business competition developments. The development of furniture business competition is getting tighter, this is a challenge for MSME actors to continue to innovate in aspects of quality, design, and product prices to increase consumer buying interest. One of the micro business actors who run the furniture business is Jati Indah Furniture which is located at Adi Sucipto street number 130 Ngadirejo district of Kediri City. To realize the mission of the business, furniture craftsmen continue to strive to improve the quality of the furniture products they produce. As for the efforts carried out, for example: choosing the best raw materials, using superior production technology, and adding various carving designs to furniture products.

The quality of furniture products is the most important factor that consumers consider before making a decision to buy a product. Certain aspects of benefits and uniqueness will attract consumers to buy the product. Product quality is all product characteristics and additional features that are able to meet consumer needs and satisfaction (Kotler and Keller, 2009:143). The quality of the furniture products provided by Jati Indah Furniture according to customer information is of good quality. Many customers claim to be satisfied with the quality of the products they have purchased. Quality furniture according to consumer ratings, has a standard that varies according to the specifications of consumer tastes. Jati Indah Furniture has special standards that are given to consumers to support the vision and mission of the business. Today, the quality standard here is not only to meet the needs of the usefulness aspect of furniture, for example for sleeping, sitting, or storing clothes, but consumers are increasingly raising quality standards for good furniture based on aspects of comfort, neatness, beauty, ease of use, practicality, or providing impression that confirms a person's social status. The results of previous studies suggest that product quality has a positive and significant effect on purchasing decisions [2]. In addition to product quality, product design is an important factor that manufacturers must consider in the furniture production process. Product design is a consumer's consideration to determine purchasing decisions. Kotler and Keller (2009:10), define product design as the totality of features that affect the appearance, taste, and function of the product based on customer needs. Jati Indah Furniture has a variety of product designs that are in line with current trends. Customers often order furniture products according to their own designs. This encourages furniture manufacturers to continue to innovate designs, based on materials, models, and production techniques. Product design is one of the factors that influence consumer purchasing decisions. This is in line with Kotler's theory (2007), that the elements possessed by a product that can influence consumer purchasing decisions include: Product Variety, Product Design, Product Features, Product Brand, Product Packaging, Product Service Level, Product Warranty, Product Size, and Product Returns. The results of previous studies concluded that there was a positive and significant influence between product design on purchasing decisions [3]. Product designs that are more attractive than similar products can encourage consumers to buy these products. In addition to product design elements, price is an important aspect that is considered by consumers in making purchases. The price of a product often reflects the quality of the product, the higher the price of the product, the higher the quality of the product, this applies vice versa, the lower the price of a product, the lower the quality. Kotler & Armstrong (2008:345) define price as the total money given by the buyer to the seller to get all the benefits of the product or service. Based on the results of previous studies, it is known that product prices have a positive and significant effect on purchasing decisions [2]. This proves that the price of the product offered by the manufacturer must be adjusted to the benefits or quality provided. Kotler (2002: 204), suggests that consumers will judge whether the product purchased is by their needs, pay attention to activities before buying, pay attention to the situation while using the product, and assess feelings after buying. Furniture manufacturers should understand the stages that consumers will take before buying a product, to anticipate problems that arise before, during, and after purchasing the product. The results of previous studies concluded that the factors of quality, design and product price have a positive and significant effect on purchasing decisions [2]. Afandi (2017), also suggests that together price, design, and product quality have a positive and significant effect on purchasing decisions. Based on the background that has been described, the research problem can be formulated, namely how the influence of quality, design, and price on purchasing decisions for furniture products at Jati Indah Furniture partially or simultaneously. The purpose of this study was to determine the effect of product quality, product design, and product prices on purchasing decisions for furniture products at Jati Indah Furniture partially or simultaneously.

Literature Review

1. Product Quality (X1)

Kotler and Armstrong (2008:272), state that product quality is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs. Quality is a characteristic of a product in its ability to meet consumer needs. According to Tjiptono (2008:3), quality reflects all dimensions of product offerings that generate benefits for customers. Dimensions of product quality according to Tjiptono (2008: 3) are: 1) Performance of the product, 2) Durability of the product or its economic age, 3) Conformance to specifications and no product defects, 4) Features or additional advantages of the product, 5) Reliability or product reliability, 6) Aesthetics or the beauty of product appearance, 7) Perceived quality, 8) Serviceability, including speed and ease of repair, as well as competence and friendliness of service staff. Indicators to measure product quality in this study are as follows.

1) Durability
2) Reliability
3) Accuracy
4) Guarantee
5) Ease of repair

The results showed that product quality had a significant effect on purchasing decisions for Mazelnid products [4]. Product quality has a significant effect on consumer purchasing decisions for Adidas futsal shoes [5]. Product quality has a significant positive influence on the purchase decision of Honda Beat at AHASS MPM Larangan [6].

2. Product Design (X2)

Product design is the value of a product in the form of appearance or product characteristics that attract consumers' interest (Rian Pramono, 2012). Product design forms the attributes of a product so that it can become a characteristic of the brand of a product. This characteristic can distinguish a product from similar products of other brands from competitors (Kotler and Armstrong, 2001). Product design is the result of a creative process, either in the form of plans, proposals, or real objects [7]. Product design is a product feature that affects its appearance and use value for consumers, and the appearance of the product is a product that differentiates a brand from other brands [8]. Each producer must continue to develop product designs by exploring creative ideas so that they can produce product innovations that are of interest to consumers. Product design is very important to achieve the goal of creating a product. According to Philip Kotler (2008:78), the objectives of product design include: 1) producing quality products and having high selling points; 2) producing products according to their time; 3) producing products efficiently in terms of raw materials and costs without reducing the selling value of the product. Indicators to measure product design in this study are as follows.

1) Model diversity
2) Characteristic
3) Design quality
4) Ease of use
5) Product attribute

The results showed that the Product Design variable partially influenced the Purchase Decision [9]. Product design has a significant effect on consumer purchasing decisions for Adidas futsal shoes [5]. Product design has a significant effect on purchasing decisions for motorized vehicles with the Honda brand Scooter Matic type in the community of Kudus Regency [10]. Product design has a partial effect on purchasing decisions for Cardinal Jeans at the Padjadjaran Department Store preferably [11]. Product design has a more dominant influence on purchasing decisions at Miniso Pacific Mall Tegal [12].

3. Product Price (X3)

According to Kotler and Armstrong (2001), price is the amount of money that is exchanged to get a product. Price is the amount of money spent by consumers to get the use, benefit, or ownership of an item or service [13]. Prices are determined by producers to achieve several goals, such as survival of a product in the market, achieving maximum current profit, achieving maximum market share, maximum market share, and product quality leadership. According to Kotler and Gary (2008:452), the price can be measured with several dimensions as follows.

1) Price affordability, is the actual price of a product that must be paid by the customer.
2) Price discount is an award given by the seller to the buyer in the form of a price reduction for the purchase of the product.
3) Payment Method, is a payment procedure for a product in accordance with existing provisions. Ease of making payments can be used as one of the considerations for consumers in making purchasing decisions.

Indicators for measuring product prices in this study refer to the theory of Kotler and Armstrong (2012:278), namely as follows.
1) Price Affordability
2) Price matches with quality
3) Price match with competitiveness
4) Worth the price with the benefits

The results of previous studies have tested the effect of the price variable on purchasing decisions. Price is the most important factor influencing the purchasing decisions of consumers who buy Crooz products at the Distro Ultra store in Semarang [14]. Product prices have a positive and significant effect on purchasing decisions Soleha Tofu, Gunung Sindur, Bogor [15]. Price has a positive and significant effect on purchasing decisions for Sumber Hikmah Jaya products [16]

4. Purchase Decisions (Y)
Purchasing decisions are actions from consumers to buy or not a product. Purchasing decision according to Schiffman and Kanuk (2011: 547) is a person's decision where he chooses one of several alternative options available. According to (Kotler & Kevin, 2009), purchasing decisions are consumer evaluations in determining several brand choices of a product. Purchase decisions by consumer behavior in considering certain aspects such as quality and price [17]. Indicators to measure purchasing decisions in this study are as follows.
1) Reliability
2) Guarantee
3) Model diversity
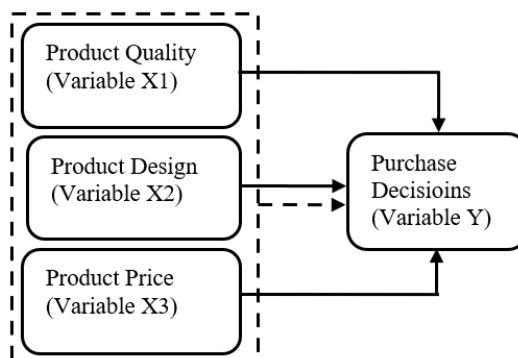4) High competitiveness
5) Affordable

Figure 1. Theoretical Framework

The hypotheses formulated in this study are as follows:
H1 : It is suspected that there is a significant influence between product quality on decisions buying furniture at Jati Indah Furniture.
H2 : It is suspected that there is an influence between product design on purchasing decisions furniture at Jati Indah Furniture.
H3 : It is suspected that there is an influence between the price of the product on the decision buying furniture at Jati Indah Furniture.
H4 : It is suspected that there is an influence between product quality, product design, price products on the decision to purchase furniture at Jati Indah Furniture.

METHOD
This type of research is quantitative research with a descriptive approach. The population in this study were all customers of Jati Indah Furniture which amounted to 600 consumers in 1 year. The sampling technique used was purposive sampling. The number of samples is 38 customers. Data collection techniques using questionnaires, observations, and interviews. The questionnaire used to collect data was tested for validity and reliability. The questionnaires that have been prepared are directly given to the respondents, then the respondents choose one of the available answer options according to their respective perceptions. Respondents' answer choices were scored using a Likert scale as follows:

Score 1 (Strongly Disagree)
Value 2 (Disagree)
Value 3 (Neutral)
Value 4 (Agree)
Value 5 (Strongly Agree)

A validity test is used to assess the accuracy and accuracy of the instrument in carrying out its function as a measuring instrument. Testing the validity of each question item is carried out using item analysis, which is to correlate the score of each question item with the total score which is the total score of the question items. The instrument is considered valid if the correlation value (person correlation) is positive and the correlation probability value is sig (2-tailed) less than the significant level (a) 0.05.

$$r_{xy} = \frac{n\sum X_i Y_i - (\sum X_i)(\sum Y_i)}{\sqrt{\{n\sum X_i^2 - (\sum X_i)^2\}\{n\sum Y_i^2 - (\sum Y_i)^2\}}}$$

Information :
rxy = Correlation coefficient
n = Number of trial respondents
X = Score of each item
Y = Score of all test respondent items

The reliability test is intended to see the extent to which the results of an instrument measurement can be trusted and can be accounted for. To test the reliability of the instrument, the researcher used the help of the SPSS version 17 program. The values for the reliability testers came from the scores of valid questionnaire items. Items that did not pass the previous validity test were not included in the reliability test. The instrument is considered to have a high level of reliability if the coefficient obtained is greater than 0.60.

$$r_{11} = \frac{n}{n-1}\left(1 - \frac{\sum_{i=1}^{n} s_i^2}{s_t^2}\right)$$

Information:
r11 = reliability coefficient
n = number of questions
si2 = score variance of the i-th question
st2 = otal score variance

The effect of the independent variable (independent variable) on the dependent variable (dependent variable) will be explained by multiple linear regression analysis where product quality will be the independent variable (X1), product design will be the independent variable (X2), product price will be the independent variable (X2). X3) and purchasing decisions as the dependent variable (Y). The relationship or correlation between the independent variable and the dependent variable will be shown by a linear formula:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Information :
Y = Consumer satisfaction (dependent variable)
a = Parameter population constant
b1,b2,b3 = Population regression coefficient
X1 = Product Quality (independent variable)
X2 = Product Design (independent variable)
X3 = Product Price (independent variable)

Hypothesis testing with t-test is used to determine whether the independent variable has a significant effect or not with the dependent variable individually for each variable. The formula used to find the value according to Sugiono (2009:230) is as follows:

$$t_h = \frac{\sqrt{(n-2)}}{\sqrt{(1-r^2)}}$$

Information :
th   = value of t count
r   = correlation value
n   = number of samples
r2   = coefficient of determination

The proposed hypothesis testing criteria are as follows:
Ho is accepted if the significant value is > 0.05. This means that partially (individually) there is no significant effect between product quality, product design, and product price on purchasing decisions at Jati Indah Furniture.
Ho is rejected if the significant value is <0.05. This means that partially (alone) there is a significant influence between product quality, product design, and product prices on purchasing decisions at Jati Indah Furniture.

In the t-test, the t-table value is measured based on the df value obtained from the calculation df = N-k-1 = 38-4-1 = 33, while the test is carried out using two directions (two tails) with a significant level of 5% and df (33, 0.05) obtained t-table of 2.03452.
Hypothesis testing with the F-test is used to test the relationship of the independent variable (X) together (simultaneously) to the dependent variable (Y), by comparing the calculated F value with the F table. In the F test, the F-table can be seen from the value of df1 obtained from the number of independent variables in the study (k), so that df1 = 3 while df2 is obtained from the calculation df2 = N-k-1 = 38-4-1 = 33. Table F in df (3, 33) with a significance level of 5% obtained the F table value of 2.89.

$$F_h = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

Information :
Fh   = F value count
R2   = Coefficient of determination
k   = Number of independent variables
n   = Number of samples

The proposed hypothesis testing criteria are as follows:
If F count > F table, then Ho is rejected and HA is accepted, meaning that there is a significant effect between the independent variables (X) together (simultaneously) on the dependent variable (Y).
If F count < F table, then Ho is accepted and HA is rejected, meaning that there is no significant effect between the independent variables (X) together (simultaneously) on the dependent variable (Y).
To support the accuracy of the test results, the researcher uses the SPSS version 17 program. The coefficient of determination analysis is used to find out how big the percentage of direct influence between the independent variables in the form of Product Quality (X1), Product Design (X2), and Product Price (X3) on the dependent variable namely Purchase Decision (Y).

RESULTS

1. Characteristics of Respondents

Description of research respondents based on gender, age and occupation.

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	30	79
Female	8	21
Total	38	100

Based on the table above shows that the characteristics of Jati Indah Furniture customers are mostly male with a total of 30 respondents (79%), while 8 respondents (21%) are female.

Table 2. Characteristics of Respondents by Age

Age	Frequency	Percentage (%)
< 20 years	0	0
21-30 years	4	10
31-40 years	20	53
41-50	14	37
Total	38	100

Based on the table above shows that the characteristics of Jati Indah Furniture customers are mostly 31-40 years old with a total of 20 respondents (53%), while those aged 21-30 are 4 respondents (10%), aged 41-50 are 14 respondents. (37%).

Table 3. Characteristics of Respondents by Occupation

Occupation	Frequency	Percentage (%)
Civil Servant	9	23
Private employees	8	21
Businessman	7	18
Student/Student	2	5
etc	12	33
Total	38	100

Based on the table above shows that the characteristics of Jati Indah Furniture customers who work as civil servants are 9 respondents (23%), who work as private employees are 8 respondents (21%), who work as entrepreneurs are 7 respondents (18%), and working in other information which is dominated by farmers there are 12 respondents (33%).

2. Test the Validity and Reliability of Research Instruments

Table 4. Product Quality Validity Test Results

No.	Correlation Between	R	Sig.	Conclusion
1	X1.1	0,576	0,000	Valid
2	X1.2	0,514	0,000	Valid
3	X1.3	0,644	0,000	Valid
4	X1.4	0,737	0,000	Valid
5	X1.5	0,678	0,000	Valid

Based on the data above, it can be concluded that the product quality variable is said to be valid because all statements show sig. below 0.05.

Table 5. Product Design Validity Test Results

No.	Correlation Between	R	Sig.	Conclusion
1	X2.1	0,587	0,000	Valid
2	X2.2	0,655	0,000	Valid
3	X2.3	0,815	0,000	Valid
4	X2.4	0,710	0,000	Valid
5	X2.5	0,616	0,000	Valid

Based on the data above, it can be concluded that the product design variable is said to be valid because all statements show the results of sig. below 0.05.

Table 6. Product Price Validity Test Results

No.	Correlation Between	R	Sig.	Conclusion
1	X3.1	0,668	0,000	Valid
2	X3.2	0,605	0,000	Valid
3	X3.3	0,336	0,002	Valid
4	X3.4	0,622	0,000	Valid

Based on the data above, it can be concluded that the product price variable is said to be valid because all statements show sig. below 0.05.

Tabel 7. Purchasing Decision Validity Test Results

No.	Correlation Between	R	Sig.	Conclusion
1	Y1	0,635	0,000	Valid
2	Y2	0,725	0,000	Valid
3	Y3	0,826	0,000	Valid
4	Y4	0,795	0,000	Valid
5	Y5	0,878	0,000	Valid

Based on the data above, it can be concluded that the purchase decision variable is said to be valid because all statements show the results of sig. below 0.05.

Table 8. Research Instruments Reliability Test Results

Variable	Total Item	Table r alpha value	Value of r alpha count	Information
Product Quality (X1)	5	0,60	0,819	Reliabel
Product Design (X2)	5	0,60	0,765	Reliabel
Product Price (X3)	4	0,60	0,970	Reliabel
Purchase Decision (Y)	5	0,60	0,840	Reliabel

Based on table 8. all statement items from variables X1, X2, X3 and Y have Cronbach's alpha (α) value greater than 0.6, thus all question items can be concluded as reliable or trustworthy for further testing.

3. Classical Assumption Test
a. Normality Test

Table 9. Normality Test Result

		x1	x2	x3	y
N		80	80	80	80
Normal Parametersa	Mean	33.3875	33.3375	52.3375	30.8625
	Std. Deviation	3.44760	3.49663	5.45161	5.12809
Most Extreme Differences	Absolute	.169	.151	.111	.125
	Positive	.169	.074	.105	.125
	Negative	-.143	-.151	-.111	-.125
Kolmogorov-Smirnov Z		1.510	1.351	.992	1.120
Asymp. Sig. (2-tailed)		.021	.052	.279	.162

It can be seen in table 9. that the results of Asymp. Sig. (2-tailed) all variables > 0.05 so it can be concluded that the data is normally distributed and the normality test is met.

b. Multicollinearity Test

Table 10. Multicollinearity Test Results

Model		Collinearity Statistics		
		B	Tolerance	VIF
1	(Constant)	-11.208		
	x1	.213	.434	2.304
	x2	.448	.443	2.258
	x3	.382	.431	2.318

From table 10, it can be seen that the VIF value on product quality, product design, product price is (2.304 , 2.258 and 2.318 < 10) so there is no or multicollinearity occurs.

4. Multiple Linear Regression Analysis

Table 11. Multiple Linear Regression Analysis, t Test and F . Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	.715	.843		.848	.402
X1	1.060	.037	1.049	28.383	.000
X2	.108	.045	.078	2.409	.022
X3	.199	.029	.238	6.926	.000
R	0, 985				
R Square	0,970				
F Hitung	370,145				
Sig. F	0,000				
F tabel	2,880				
T tabel	2,03452				

Based on the results of multiple linear regression analysis in table 11. obtained a regression equation based on standardized coefficients as follows:

$Y = 0,715 + 1,060 (X1) + 0,108 (X2) + (0,199) (X3)$

From the above equation, it can be interpreted that:

Constant (a) = 0.715 means that if there is no change in product quality, product design and brand image (X1 + X2 + X3 = 0), then the purchase decision (Y) is 0.715 units.

Regression coefficient X1 (b1) = 1.060 means that if the quality of the product increases by one unit, the purchase decision (Y) will increase by 1.060 units, assuming that the other independent variables are constant or unchanged (X2 + X3 = 0).

Regression coefficient X2 (b2) = 0.108, meaning that if the product design increases by one unit, the purchase decision (Y) will increase by 0.108 units, assuming that the other independent variables are constant or unchanged (X1 + X3 = 0).

Regression coefficient X3 (b3) = 0.199 means that if the price of the product increases by one unit, the purchase decision (Y) will increase by 0.199 units, assuming that the other independent variables are constant or unchanged (X1 + X2 = 0).

CONCLUSION

Product quality variable (X1) partially has a positive and significant effect on purchasing decisions (Y) for furniture products at Jati Indah Furniture. Product design variable (X2) partially has a positive and significant effect on purchasing decisions (Y) for furniture products at Jati Indah Furniture. The product price variable (X3) partially has a positive and significant effect on purchasing decisions (Y) for furniture products at Jati Indah Furniture. Product quality variables (X1), product design (X2), and product prices (X3) together (simultaneously) have a positive and significant effect on purchasing decisions (Y) for furniture products at Jati Indah Furniture. The results of this study support the results of previous studies that tested the variables of product quality, product design, and product prices on purchasing decisions, namely research by [2] dan [3].

The variables used to measure purchasing decisions for furniture products at Jati Indah Furniture, are limited to three variables, namely product quality, product design, and product price. These three variables simultaneously affect the purchase decision by 98%, while the remaining 8% is influenced by other variables. Suggestions for further research are to examine other variables that might influence purchasing decisions such as promotion variables, product innovation variables, service quality, and consumer confidence variables. This suggestion is given based on the results of the literature study of previous research results which revealed that the promotion variable had a positive and significant effect on purchasing decisions [18]; The results of other studies show that partially promotion has a significant effect on purchasing decisions for RC feat RB Embroidery products [19]. Product innovation variable has a positive and significant effect on purchasing decisions [20]. The quality of service simultaneously has a significant effect on product purchase decisions at CV. Lagas Jaya Badung [21]. The consumer confidence variable has a significant positive effect on purchasing decisions [22]

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