THE INFLUENCE OF PRODUCT QUALITY, PRODUCT DESIGN AND PRICE ON THE DECISION TO PURCHASE BOGO RETRO CLASSIC HELMETS AMONG MANAGEMENT STUDYPROGRAM STUDENTS FACULTY OF ECONOMICS AND BUSINESS MALIKUSSALEH UNIVERSITY

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Abstract

This research aims to see the influence of product quality, product design and price on purchasing decisions for Bogo Retro Classic helmets among students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The sampling technique in this research is purposive sampling. The sample in this study was 92 consumers who used Bogo Retro Classic helmets among students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The analytical tools used are multiple linear regression tests and hypothesis testing using the t test and F test. The results of the research show that partially the variables Product Quality and Product Design have a positive and insignificant influence on the decision to purchase Bogo Retro Classic helmets among students in the Management Study Program, Faculty of Economics. and Malikussaleh University Business. Meanwhile, the price variable has a significant influence on the decision to purchase the Bogo Retro Classic helmet for students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The variables of product quality, product design and price have a positive and significant effect on the decision to purchase the Bogo Retro Classic helmet for students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University.

Keywords**: *Product Quality, Product Design, Price and Purchasing Decisions***

1. INTRODUCTION

In today's modern era, transportation plays a very important role in the welfare of society in various fields. This improvement in the transportation sector can be seen from the increasing number of vehicles.One of them is a motorbike which is really needed and most widely used by consumers. Apart from being more affordable, it also provides benefits, especially in terms of effectiveness and time efficiency. In 2022, motorbike sales in Indonesia will reach 120,042,298 units, an increase of 5,019,259 units from the previous year. This very rapid growth of course has caused many positive and negative impacts, where the negative impacts are many problems with security, order, smoothness and traffic safety. Meanwhile, the positive impact is a business opportunity for entrepreneurs. With increasing sales of motorbikes, equipment also increases, such as helmets, jackets, gloves and shoes. One of the important components that motorcyclists must have is a helmet. Helmets are one of the primary needs for motorcyclists, because helmets function to protect the head in the event of a traffic accident and provide comfort when riding.Currently, there are many helmet production companies both domestically and abroad that offer various brands of helmets, one of which is the company Bo Go Optical Sdn Bhd. This company produces quality helmets and understands the current tastes of millennials, namely the Bogo Retro Classic helmet which is currently a trendsetter and is quite popular among millennials as well as students.

2020			2021			2022		
Merk	TBI	TOP	Merk	TBI	TOP	Merk	TBI	TOP
KYT	27.90%	TOP	KYT	32,20%	TOP	KYT	38.30%	TOP
INK	16.90%	TOP	INK	17.60%	TOP	INK	21.70%	TOP
BMC	13.90%	TOP	BMC	8.60%	TOP	BMC	6.40%	TOP
NHK	4.10%		NHK	3.00%		NHK	3.60%	
GM	9.15%		GM	6.00%		GM	8.70%	
BOGO RETRO CLASSIC	7.20%		BOGO RETRO CLASSIC	8.30%		BOGO RETRO CLASSIC	8.00%	

Source: *Top Brand Index.Com*

Based on table 1.1 above, you can see the various top helmet brand indexes in Indonesia. Of the various brands, almost all brands experienced fluctuations (up and down), this also happened to the Bogo Retro Classic brand helmets which experienced fluctuations or relatively unstable sales percentages experienced increases and decreases. Researchers chose the Bogo Retro Classic brand helmet because the price is relatively affordable but still has good quality according to Indonesian National Standards and has a unique design and is different from other helmet brands which is very suitable for use by teenagers and students who want to look cool but still be safe and comfortable.

According to Kotler and Armstrong (2018), product quality is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs. However, the quality of the glass on the Bogo Retro Classic helmet is of a quality that is easily scratched and quickly blurs. This is one of the shortcomings in the product quality of the Bogo Retro Classic helmet and can influence purchasing decisions.

Apart from product quality, product design is also very important in marketing. Product design is all the features a product has that can influence its existence Kotler and Keller (2018). For companies, a well-designed product is a product that is easy to produce and distribute. Meanwhile, for customers, a well-designed product is a product that is pleasant to look at and easy to open, install and use. The Bogo Retro Classic helmet has a very unique shape, color and motif that takes a classic 70s theme and is rarely found on the market. This is indeed very interesting but also has drawbacks because not all consumers like product designs that take a classic 70s theme.

Another thing that also influences purchasing decisions is price. Kotler and Armstrong (2018) say that price is the amount of money charged for a product or service. The Bogo Retro Classic helmet payment system also has various payment systems such as online purchases which only serve payments via transfer and do not serve Cash On Delivery (COD) payments. This is quite burdensome for consumers who do not have access to the m-banking system or mobile payments which can influence the decision to purchase a Bogo Retro Classic helmet.

2. IMPLEMENTATION METHOD

2.1 Location and Object of Research

This research was conducted on undergraduate students at the Malikussaleh University Management Study Program. The location of this research was carried out at Malikussaleh University and the Management Study Program Office, Faculty of Economics and Business, Malikussaleh University, undergraduate level.

2.2 Population and Sample

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2019). The characteristics of the population in this study were students of the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The number of active students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University is 1,221 students.

The sample is the smallest part of the population. Part of the population taken through certain methods and also has certain characteristics which are considered to represent the population (Sugiyono, 2019).

Next, determining the sample size in this study uses the Slovin formula, namely to calculate the number of samples with a known population:

$$n = \frac{N}{(N.d2+1)}$$ N/(N.d2+1)

n = Sample

N = Population

e = Error tolerance limit

$$n = \frac{1.221}{((1.221.(0.1)2+1))}$$

$$= \frac{1.221}{15.37}$$

= 92 Respondents

Based on the sample formula calculation above, the number of samples used in this research was 92 people who were students of the Management Study Program, Faculty of Economics and Business, Malikussaleh University.

3.3 Data Analysis Methods

This study uses multiple linear regression with the following equation model:

$$Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + \varepsilon$$

Where:

Y	: Counterproductive Work Behavior
α	: Constant
β	: Regression Coefficient
X1	: Product Quality
X2	: Product Design
X3	: Price
ε	: Error Term

3. RESULTS AND DISCUSSION

3.1 Test validity

The validity test is used to measure the validity or validity of a questionnaire. According to Ghozali (2018) A questionnaire is said to be valid if the question or statement on the questionnaire

is able to reveal something that will be measured by the questionnaire. The test criteria are: If the calculated R value is greater than the table R, it can be concluded that the data in the study is valid, on the other hand, if the$_{calculated}$ R value is smaller than the$_{table}$ R, then the question is invalid. Large (df) = 90-2 then get the number 28, and alpha = 0.05 get R_{table} 0.205. The results of validity testing can be seen in the table:

Validity Test Results

Variable	No	Question Indicator	R calculate Value	R tabel Value	Information
Product Quality	1.	X.1	0.628	0.205	Valid
	2.	X.2	0.651	0.205	Valid
	3.	X.3	0.700	0.205	Valid
	4.	X.4	0.678	0.205	Valid
	5.	X.5	0.701	0.205	Valid
	6.	X.6	0.403	0.205	Valid
	7.	X.7	0.412	0.205	Valid
	8.	X.8	0.361	0.205	Valid
	9.	X.9	0.446	0.205	Valid
Design Product	1.	X2.1	0.814	0.205	Valid
	2.	X2.2	0.851	0.205	Valid
	3.	X2.3	0.853	0.205	Valid
Price	1.	X3.1	0.661	0.207	Valid
	2.	X3.2	0.714	0.207	Valid
	3.	X3.3	0.521	0.207	Valid
	4.	X3.4	0.478	0.207	Valid
Purchase Decision	1.	Y.1	0.539	0.205	Valid
	2.	Y.2	0.759	0.205	Valid
	3.	Y.3	0.743	0.205	Valid
	4.	Y.4	0.777	0.205	Valid
	5.	Y.5	0.645	0.205	Valid
	6.	Y.6	0.654	0.205	Valid
	7.	Y.7	0.606	0.205	Valid

From these results it can be seen that the$_{calculated}$ R value is greater than 0.205 so that it can be concluded that each statement item in the questionnaire is declared valid.

3.2 Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of variables. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent and do not change over time, a data can be said to be reliable if Cronbach's alpha value is greater than 0.60 (Ghozali, 2018). The results of reliability testing can be seen in the following table:

Reliability Test Results

Variabel	***Cronbach's alpha***	***Standar alpha***	**Keterangan**
Product quality	0.705	0,60	Reliabel
Product design	0.784	0,60	Reliabel
Price	0.625	0,60	Reliabel
Buying decision	0.826	0,60	Reliabel

3.3 Multiple Linear

Analysis Results The technique used in this study is a multiple linear regression equation, so the calculation results of regression analysis are obtained in the following table: Multiple Linear Regression Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	15.441	4.800		3.217	.002
	Product Quality	.139	.128	.115	1.085	.281
	Product Design	.297	.188	.170	1.585	.117
	Price	.268	.145	.194	1.853	.067
a. Dependent Variable: Purchase Decision						

Based on the table above, it can be seen that the value is obtained from the multiple linear regression analysis equation below:

$Y = 15.441 + 0.139 (X_1) + 0.297 (X_2) + 0.268 (X_3)$

From the regression statement, a constant value is obtained, namely (15,441). This shows that if product quality (X1), product design (X2) and price (X3) are constant, the value is (0). So the purchase decision value is (15,441).The regression coefficient for the product quality variable (X1) is 0.139, meaning that if the product quality (X1) is increased by 1 Likert scale unit, the purchasing decision (Y) will increase by 0.139, the regression coefficient for the product design variable (X2) is 0.297, meaning that if the product design (X2) if it is increased by 1 Likert scale unit then the purchasing decision (Y) will increase by 0.297, the regression coefficient for the price variable (X3) is 0.268 meaning that if the price (X3) is increased by 1 Likert scale unit then the purchasing decision (Y) will increase of 0.268.3.3 Hypothesis Testing.

3.3.1 Partial Test (t Test)

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.

1	(Constant)	15.441	4.800		3.217	.002
	Product Quality	.139	.128	.115	1.085	.281
	Product Design	.297	.188	.170	1.585	.117
	Price	.268	.145	.194	1.853	.067

a. Dependent Variable: Purchase Decision

Based on table 4.18, it can be seen that the partial test (t test) shows that the calculation results using the ttable value ((df= n-k) = 92-4 = 88) at the 5% level (0.05) are 1,662, which shows that product quality has an effect on buying decision. This is obtained from the tcount value, which is 1.085, which is smaller than the ttable value ((df= n-k) = 92-4 = 88) at the 5% level (0.05) which is 1.662 and the significant value of 0.281 is greater than α = 0.05, which means that product quality has no significant effect on purchasing decisions. Based on these results, it can be concluded that hypothesis 1 is rejected.

Based on table 4.18, it can be seen that the partial test (t test) shows the calculation results that product design has no significant effect on purchasing decisions. This is obtained from the tcount value, which is 1.585, which is smaller than the ttable value ((df= n-k) = 92-4 = 88) at the 5% (0.05) level which is 1.662 and the significant value of 0.117 is greater than α = 0.05. Based on these results, it can be concluded that hypothesis 2 is rejected.

Based on table 4.18, it can be seen that the partial test (t test) shows that the calculation results show that price has a significant effect on purchasing decisions. This is obtained from the tcount value, namely 1.853 which is greater than the ttable value of 1.662 and the significant value of 0.067 is smaller than α = 0.05. Based on these results, it can be concluded that hypothesis 3 is accepted.

4.3.2 Koefisien Determinasi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.346[a]	.119	0.089	2.75261

a. Predictors: (Constant), Product Quality , Product Design, Price

b. Dependent Variable: Purchase Decision

In table 4.18, the coefficient of determination with the Adjusted R Square value shows the large contribution of the influence of the independent variable to the dependent variable in a model. The value of Adjusted R Square is 0.89 or 8.9%. This shows that 8.9% of purchasing decisions can be explained and influenced by the independent variables X1, X2 and X3, while the remaining 91.1% is influenced by other variables not included in this research.

4. CONCLUSION

4.1 Conclusion

1. Product quality partially has a positive and insignificant effect on purchasing decisions for Bogo Retro Classic helmets among students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. This can be seen from the average value

obtained from the results of product quality description analysis tests, where the indicator has a unique and different shape compared to other brands of helmet products reaching the highest average value of 4.82% and the indicator has a fairly long durability. reached the lowest average value of 4.03%.

2. Product design partially has a positive and insignificant effect on purchasing decisions for Bogo Retro Classic helmets among students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. This can be seen from the average value obtained from the results of product design description analysis tests, where the indicator has a variety of colors reaching the highest average value of 4.21% and the indicator that always produces the latest model reaches the lowest average value of 3.70 %.
3. Price partially has a positive and significant effect on purchasing decisions for Bogo Retro Classic helmets among students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. This can be seen from the average value obtained from the results of the price description analysis test, where the indicator according to the quality of the product reaches the highest average value of 4.04% and the indicator that is very suitable for students' purchasing ability reaches the lowest average value of 3.39%.
4. Product Quality, Product Design and Price simultaneously have a positive influence on the Purchase Decision of the Bogo Retro Classic Helmet for Students of the Management Study Program, Faculty of Economics and Business, Malikussaleh University. This can be seen from the average value obtained from the results of the purchase decision description analysis test, where the indicator that is my need when driving reaches the highest average value of 4.29% and the indicator for evaluating and assessing before buying a Bogo Retro Classic helmet reaches the value the lowest average was 3.58%.

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