

The Effect of Product Design and Lifestyle on Craft Purchase Decision in Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai

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ABSTRACT

The purpose of this research is to examine the impact of product design and lifestyle factors on purchasing decisions for Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai. The study is descriptive yet employs a quantitative methodology. There were eighty-six customers of Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai were included in this research. Multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and coefficient of determination testing are used to analyze the data (R²). The t-test findings indicate that the product design has a significance value of 0.000, indicating that the product design significantly affects the purchase decision.

Additionally, the lifestyle predictor has a significance value of 0.000, indicating that it significantly impacts purchase decisions. The F-test findings indicate that the significance value of product design and lifestyle is 0.000, indicating that both product design and lifestyle factors significantly influence purchase decision variables concurrently. It is reported that the Adjusted R Square value is 0.800 based on the value of the coefficient of determination using the Adjusted R Square value. Thus, the magnitude of product design and lifestyle influences on purchase decisions is 0.800 (80.00 per cent), while the remaining 20% is affected by factors not considered in this study.

Keywords: *Product Design, Lifestyle, Purchase Decision.*

Introduction

Micro, small, and medium-sized businesses are the backbone of the populist economic system's efforts to alleviate poverty, and their growth has the potential to increase the economic base and contribute significantly to regional and national economic resilience (Kurniawan, 2011; Duti and Ayu, 2013)

Micro, small, and medium-sized businesses form the pillars of the country's economy. Micro, Small, and Medium-Sized Enterprises (MSMEs) play a critical role in decreasing unemployment, creating jobs, reducing poverty, improving welfare, and defining a country's identity via entrepreneurship (Nuhung, 2012)

Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai is one of the Micro, Small and Medium Enterprises that needs attention. Established in 2008, the enterprise is one of the small and micro-medium enterprises in the Serdang Bedagai Pandan Weaving sector. The enterprise sells its goods as souvenirs at Pantai Cermin and accepts government and private orders. The exports were conducted for the first time without the involvement of a third party in 2015 at the Jakarta show, and at that time, the company met directly with customers from Singapore, Dubai, and China.

Research demonstrates that ethnocentrism and lifestyle factors have a positively and statistically significant effect on purchase decisions (Fauzi and Asri, 2020). As per Schiffman and Kanuk (1999), purchasing decisions include selecting two or more different available alternatives, implying that before a person can choose, there must be many possible alternatives. Following the purchase selection process effectively needs accuracy and

precision in determining what products to purchase. Each month, the number of purchases at Pantai Cermin Serdang Bedagai's Pandan Weaved Mendaycraft varies.

Table 1.
Number of Craft Purchases on Weaving Mendaycraft 2021

Month	Amount of Buyers
January	100 Buyers
February	120 Buyers
March	117 Buyers
April	121 Buyers
May	93 Buyers
June	82 Buyers

Source: Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai

As depicted in Table 1, the number of craft buyers who made purchases at Mandaycraft Anyaman Pandan in Pantai Cermin Serdang Bedagai varied from month to month, with the most precipitous decreases occurring in May and June. There are accusations that sales fluctuate and even decline due to out-of-date product designs and the lifestyles of people who are less proud of buying locally produced goods.

As per Pratiwi, Aryati, and Buhanudin (2020), design has a positive and significant influence on batik and craft purchasing decisions. Batik design often plays a role in determining a person's look and encourages them to purchase it (Saraswati, Pradhanawati, and Hidayat, 2013). The Manday Craft Design of Weaving Pandan Pantai Cermin Serdang Bedagai does not distinguish it from other craft designs. Additionally, product designs are outdated, such as handbags, sandals, wallets, and other craft styles that change annually.

Maretta Ginting (2021), in her prior study, mentioned that lifestyle is related to purchase decisions with a positive and significant value. Moreover, she argued that lifestyle factors are a good predictor of customers' purchase decisions.

Following the study report by Fauzi and Asri (2020), they discovered that lifestyle factors had a positive and significant effect on purchase decisions statistically. Unfortunately, Indonesian young people's lifestyle usually favours imported goods over local goods. Today's fashion trend in Indonesian culture is more focused on counterfeit branded goods than on Indonesian local handmade products.

The aforementioned phenomenon is worth investigating the degree to which product design and lifestyle factors have an effect on purchase decisions for Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai. Accordingly, the purpose of this research is to determine the effect of product design on purchase decisions and determine the influence of lifestyle on purchase decisions and determine the effect of product design and lifestyle on purchase decisions for Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai simultaneously.

Literature review

Product Design.

As noted by Kotler and Keller (2012), design is the collection of elements that influence how a product appears, feels, and functions for customers. The quality of a product eventually serves to differentiate it from comparable goods from other companies and rivals (Kotler, 2005). Product design provides characteristics, variations, and the most recent models (Mas'ud 2004). Following Stanton (1995), product design is a component in establishing a product's image. Businesses are increasingly cognizant of the marketing significance of product design, particularly visual design, and two dimensions affect product design: the product's colour and quality.

Lifestyle

According to Setiadi Nugroho (2010), the lifestyle that emerges in society reflects the community's identity. Moreover, Kotler (2002) defines lifestyle as a person's interaction pattern with the world as reflected in their activities, interests, and opinions. Kasali (2001) noted that market research analysts categorize customers according to their activities, interests, and opinions. It is relevant to lifestyle segmentation, which categorizes

individuals according to how they spend time and other significant items in their lives, beliefs and values, and socioeconomic factors such as income and education (Lamb et al., 2001).

Purchase decision

Although the purchase decision is the next step following the intention or desire to purchase, the purchase decision is not synonymous with the actual purchase (Morrison, 2009). Meanwhile, purchase decisions are phases in the decision-making process during which customers make actual product purchases (Kotler, 2012). This decision is a sequential procedure that customers use when they purchase products or services (Lamb: 2001). The purchase decision process is divided into five stages: identification of problems or needs, information search, alternative evaluation, purchase decision, and post-purchase behaviour (Kotler and Keller, 2009).

Conceptual Framework.

According to the findings of a study conducted by Pratiwi, Aryati, and Burhanuddin AY (2020), the design of batik and craft products is related to the purchase decision, which implies that the better the batik design is, the more likely they decided to purchase products. When the products are related to customers' lifestyle factors, they are more likely to purchase the products. It is also reported that the lifestyle has a positive and significant value in purchase decisions (Maretta Ginting, 2021). On the other hand, the empirical study employed by Darman and Sofia (2021) reveals that, simultaneously, product design, promotion, and lifestyle have a positive and significant effect on purchase decisions. Given the phenomenon and prior empirical studies, the author proposed a conceptual framework that serves as a critical thinking and logical foundation for this study. It may be articulated as follows.



Figure 1: Conceptual Framework

Research methodology

Sudjana (2002) defined descriptive research as a quantitative technique used to describe or explain an event or an event currently taking place considering significant numbers. Quantitative research methods are based on the positivism philosophy and are used to examine specific populations or samples. Data is collected using research instruments, and data analysis are quantitative/statistical in nature, intending to propose hypotheses that have already been established (Sugiyono, 2017). The level of explanation indicates that this study is associative research, which seeks a relationship between two or more variables in a causal relationship composed of one independent variable and one dependent variable, according to the degree of explanation (Arikunto 1993).

As per Sugiyono (2010), the population is a generalization area which is comprised of objects or subjects having particular qualities and characteristics selected by researchers to be investigated and from which conclusions may be drawn. In this recent study, customers of Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai over a period of six months, from January 2021 to June 2021, constitute the population under investigation, which consists of 633 individuals.

The sample is a subset or representative of the population under investigation (Suharsimi, 2006). The Slovin method was used to restrict the population in this research, and the sample size was calculated using Slovin's formula (Sugiyono, 2017). In accordance with Slovin's calculation, the total number of samples submitted by customers to the enumerators is 86 responses. When doing this research, the data analysis method utilized was multiple linear regression, which is an analytical technique that is used to figure out the relationship between an independent and a dependent variable. The models used in this research are as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Information:

- Y = Purchase Decision
- A = Constant
- b₁-b₃ = Regression Coefficient
- X₁ = Product Design
- X₂ = Lifestyle
- e = Standard error

Result and Discussion

Multiple Linear Regression

Table 2
Results of Multiple Linear Regression Coefficient Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.853	.964		-.884	.379
Product Design	.424	.053	.577	7.964	.000
Life Style	.434	.082	.382	5.269	.000

In the above table, we can see that the Effect of Product Design and Lifestyle on Craft Purchase Decisions in Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai is as follows.

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = -0,853 + 0,424X_1 + 0,434X_2 + e$$

The interpretation is: (1) Constant (a): -0.853, indicates that the value is constant if the product design (X1) and lifestyle (X2): 0, then the purchase decision is -0.853. (2) The product design coefficient (b1): 0.424, indicating that for each addition of one unit to the product design, the purchase decision will increase by 0.424. (3) The Lifestyle coefficient (b2) = 0.434 indicates that for each addition of one unit to the lifestyle, the purchase decision will increase by 0.434.

It is possible to infer from the foregoing interpretation that product design factors (X1) and lifestyle (X2) have a positive impact on purchase decisions (Y) for Craft on Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai.

T-test Results

Table 3
Partial Test Result (t-test)

Model	t	Sig.
(Constant)	-.884	.379
Product Design	7.964	.000
Lifestyle	5.269	.000

The T-test was used to determine if each independent variable, product design (X1) and lifestyle (X2), had a significant effect on craft purchase decisions in Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai. The following are the test criteria: As shown in Table 3, the significance level for the product design is 0.000, indicating that the product design has a statistically significant impact on craft purchase decisions. Additionally, the lifestyle has a significance value of 0.000, indicating that it has a significant influence on craft purchase decisions.

F test – Results

Table 4
Simultaneous Test Results (F-Test)
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	424.685	2	212.343	171.439	.000 ^a
Residual	102.803	83	1.239		
Total	527.488	85			

The F-test was used to determine if the independent factors, product design (X1) and lifestyle (X2), influenced craft purchase decisions (Y) on Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai. The following are the test criteria as shown in Table 4; the significance value of product design elements and lifestyle elements is 0.000, indicating that both have a significant impact on consumer purchase decision variables for Craft on Mendaycraft Weaving Pandan Pantai Cermin Serdang Bedagai.

Determination Test (R2)

Table 5
Result of the Coefficient of Determination (R2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
dimensi on0 1	.897 ^a	.805	.800	1.11292

The value of the coefficient of determination is calculated using the adjusted R Square value since more than one independent variable is utilized, as can be observed. As depicted in Table 5, the value of Adjusted R Square is 0.800, which is the highest possible value. This results in an estimated 0.800 (80.00 percent) magnitude of the impact of product design and lifestyle on purchase decisions, with the remaining 20 percent affected by variables other than those investigated in this research.

Discussion

In light of the significant value of the product design, which has a positive and significant value influence on the craft purchase decision, it indicates that the product design is an important signal for making a purchase decision. As per Yunita and Parjono (2017), product design has a positive influence on consumers' decisions to purchase a product. As shown by Yogi Suari and colleagues (2019), product design has a statistically significant effect on purchase decisions. Concerning the empirical findings of this study, consumers believe that the design of the craft created by Mendaycraft weaving has no distinguishing features. It differs from the Pixue bracelet, which is essentially filled with culture, but it may be utilized as a trend in circles of young people. Products designed by craftspeople for young people and adults are in high demand because of their one-of-a-kind and beautiful designs. The product design crafts in the production of Mensdaycraft, such as handbags, sandals, wallets, and other crafts, have not been updated since they were made annually.

Since the significance value of lifestyle factors is 0,000, it is possible that these characteristics will have a significant effect on purchase decision aspects. This example corresponds to the findings of Anastasia and colleagues (2015), who conducted a study on copycat goods. They believe that, despite the fact that copycat goods have detrimental effects on society as a whole, the consumer lifestyle has a positive and significant influence on their decision to purchase copycat goods. Furthermore, Anita Rachmawati et al. (2020) found that one's lifestyle had an impact on one's purchase decisions in their investigation. Indonesians, as compared to their counterparts in other countries, prefer imported goods. On the other hand, a specific segment of Indonesian fashion is more focused on defective branded goods than on utilizing unique local products such as Indonesia Craft. There is a belief in the community that consuming renowned branded goods like LV would improve their self-image, despite the fact that the products are counterfeited. Indonesian unique goods, such as handicrafts, are more highly valued and more costly in other markets than they are in their own country.

In accordance with the F test, the significance value for product design and lifestyle factors is 0,000. Mendaycraft weaving on Pantai Cermin in Serdang Bedagai is strongly influenced by product design and lifestyle, and craft purchase decisions are influenced by both variables. Interestingly, this result is consistent

with an academic study conducted by Mar'atul Fahimah et al. (2020), which found that product design and lifestyle have a significant influence on product purchase decisions.

Conclusion

It is possible to reach the following conclusion based on the findings of the analysis and discussion that has taken place: Partially, product design has a positive and significant effect on craft purchase decisions. Lifestyle has a positive and significant effect on craft purchase decisions. Simultaneously, product design and lifestyle have a positive and significant effect on craft purchase decisions.

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