

# The Effect of Product Quality, Promotion, and Design on the Purchase Decision of Fipper Brand Footwear Products in Surabaya

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**Abstract.** *The purpose of this study was to determine the effect of product quality, promotion, and design on purchasing decisions for Fipper brand footwear products in Surabaya, both individually and simultaneously. In addition, this study also attempted to identify the factors that most influence purchasing decisions for Fipper footwear products. The independent variables used are Product Quality (X1), Promotion (X2), and Design (X3), while the dependent variable is Purchase Decision (Y). In this study, the sample taken was 100 people in Surabaya who use Fipper brand footwear products using random sampling techniques. Data collection was carried out by indirect observation and distributing questionnaires to Fipper product users in Surabaya. This study uses Multiple Linear Regression Analysis based on SPSS software. From the results of the T-Test analysis, it is known that product quality (X1) and promotion (X2) do not have a significant effect on purchasing decisions for Fipper footwear products in Surabaya. On the other hand, the design variable (X3) has a significant effect on purchasing decisions, so that design is the main factor influencing consumer decisions. In addition, an  $R^2$  value of 0.585 or 58.5% was obtained. This means that product quality, promotion, and design together have a positive influence on purchasing decisions for Fipper brand footwear products.*

**Keywords:** *Design, Fipper, Product Quality, Promotion, Purchase Decision*

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## INTRODUCTION

According to Sembiring & Pratama (2022), along with the development of the era, human life needs are also increasingly diverse, both primary, secondary, and tertiary needs. One of the primary human needs that must be met is footwear. Footwear is an item or product designed to protect and provide comfort to the feet when walking or doing activities. Humans as footwear users are required to use footwear that is of good quality, safe and comfortable. Rapid technological developments lead to increasingly fierce business competition (Sari & Setiyana, 2020). In an increasingly competitive business world, many new companies are emerging and offering a variety of products to meet the needs and desires of consumers.

Products can be physical goods such as clothing and electronics, services such as banking and entertainment, or even individuals, organizations, and ideas that are marketed to gain support or adoption. As technology advances and lifestyles change, companies continue to innovate to make their products more relevant and valuable to customers (Lesmana, 2023). Product diversity reflects how businesses adapt to changing market trends and consumer preferences, making understanding customer needs the key to success amidst dynamic

competition. In its development, the concept of a product continues to change along with technological advances and market trends, so that it includes not only tangible objects such as food or clothing, but also digital services, personal branding, and social campaigns that can influence people's mindsets and behavior.

By producing quality products, public trust will increase and the company concerned will grow rapidly, because each company has the same goal, namely to increase sales in order to achieve maximum profit (Anggara & Lazuardi, 2022). According to Kotler by Sangadji and Sopiah in Musyaffa & Emmywati (2018), Quality is a dynamic and evolving aspect, encompassing various elements such as products, services, human resources, operational processes, and work environments. Quality is not only limited to meeting established standards, but also striving to exceed user or customer expectations. Along with changes in technology, market trends, and community needs, the definition of quality continues to shift, demanding innovation and continuous improvement to remain relevant and competitive.

Product quality is a dynamic and ever evolving concept that changes over time due to advancements in technology, shifts in consumer preferences, and improvements in industry standards (Angelita & Ali, 2024). What is regarded as high quality today may no longer meet expectations in the future as new innovations emerge and customer demands become more sophisticated. Therefore, continuous improvement, adaptation, and innovation are essential for maintaining product quality and ensuring long-term relevance in an increasingly competitive market. (Rahayu, 2021). Product quality plays an important role in consumer purchasing decisions. Products that are durable, comfortable, and made of strong materials are more in demand because they provide long-term satisfaction (Seftianingsih & Wibawa, 2024).

To compete in the market, companies must continue to innovate in materials, designs, and production processes to increase customer appeal and loyalty. Consumers tend to choose products that provide more value in terms of durability, performance, and user satisfaction. This is in accordance with the theory of Kotler and Armstrong in Nurfauzi et al., (2023) that product quality is a strategic weapon to beat competitors. Although Fipper is known as a brand of quality rubber-based footwear, some consumers still complain about quality aspects, such as the smell of rubber, limited repairs, prices that are considered expensive, and lack of product variety. Promotion is part of a marketing communication strategy that aims to convey information, build awareness, and influence consumer decisions to be interested, buy, and remain loyal to a product or brand (Sumiyati & Murdiyanto, 2018).

With various methods such as advertising, discounts, loyalty programs, and digital campaigns, promotions not only attract the attention of the target market but also create long-term relationships between companies and customers to increase competitiveness in the market (Sojali et al., 2021). Effective promotion aims to increase brand awareness, attract consumer interest, and encourage purchasing decisions (Wardani, 2023). A good promotional strategy should be able to provide clear information about product advantages, create attraction through various marketing media, and build customer loyalty. Kotler and Keller in Mohamad & Rahim, (2021) stated that an effective promotional strategy can influence consumer purchasing decisions.

However, in reality, Fipper's promotional strategy in Indonesia is considered less aggressive than competitors who are more active in utilizing digital media, influencer marketing, and discount programs. This shows a gap between consumer expectations of quality and marketing strategies and the reality they experience (Kaihatu, 2008). Product design also plays an important role in attracting attention and differentiating a brand from competitors. According to Kotler in Irvanto & Sujana, (2020), design includes all the features that determine the look, feel, and function of a product according to customer needs. Innovative and ergonomic designs not only enhance visual appeal but also long-term user comfort.

Products with attractive and functional designs are more likely to be in demand by consumers, especially in the fashion and lifestyle industry, including footwear (Humaira & Fitriani, 2021). Although Fipper is known for its simple and classic design, some consumers feel that the variety of models available is still less innovative compared to other brands on the market. This condition reflects the difference between customer expectations, who want more attractive and modern product designs, and the reality that innovation in Fipper's designs is still limited. Therefore, to increase competitiveness and customer satisfaction, the company needs to continue to develop more diverse models and follow market trends to remain relevant and in demand by consumers.

Consumer behavior encompasses the entire process involved in purchasing, using, and spending on a product or service, from the consideration stage to post-consumer evaluation. In this process, consumers are influenced by various factors such as personal preferences, market trends, recommendations from others, and the company's marketing strategy. Therefore, understanding consumer behavior is essential for businesses to tailor their products and services to customer needs, expectations, and habits (Lestari, 2018). Because the customer decision-making process is intrinsic to their purchasing choices, each customer has a unique purchasing pattern (Inman et al., 2009). According to Kotler and Armstrong in Kuncoro, (2020), purchasing decisions are the process of consumer assessment of products and brands that have been purchased.

Setiawan et al. (2016) summarize purchasing decisions into 3 stages, namely product evaluation, purchase, and after purchase (post purchase). Purchasing decisions are crucial factors in business and marketing because they determine the success of a product in the market. Consumers consider quality, price, promotion, and design before purchasing, and are influenced by brand image and customer reviews. To win the competition, companies need to understand consumer preferences and implement effective marketing strategies so that products not only meet needs but also provide added value. The combination of these factors can increase purchasing interest, build customer loyalty, and provide a competitive advantage for companies in facing the ever-evolving market dynamics.

Therefore, in order to be more competitive in the market, Fipper needs to increase product innovation, improve promotional strategies, and optimize quality according to consumer expectations. There are several studies that have been conducted, namely research by Walter Tabelessy (2020) entitled "Analysis of the Influence of Product Quality, Promotion, and Design on Samsung Smartphone Purchasing Decisions in Ambon City". This study was conducted by taking a survey population from consumers who use Samsung Smartphones in Ambon City, with an interview method involving 100 respondents. This study aims to analyze various factors that influence consumer purchasing decisions. To achieve this goal, the collected data were analyzed using linear regression methods and t-tests to measure the extent to which independent variables contribute to purchasing decisions.

The results of the study indicate that product quality, promotional strategies, and design have a significant influence on consumer decisions in purchasing products in Ambon City. Product quality is the aspect most considered by consumers, because it is directly related to satisfaction and usage experience. Meanwhile, an effective promotional strategy can increase brand awareness, thereby strengthening the appeal of the product in the market. On the other hand, an attractive design plays an important role in creating a positive impression and adapting the product to consumers' aesthetic preferences. These findings can be a reference for manufacturers to develop more effective marketing strategies, with a focus on improving quality, innovative promotions, and designs that are more in line with market trends and needs. With this approach, companies can increase their competitiveness and expand their market reach.

Research conducted by Priandewi (2021) entitled "The Influence of Product Quality, Product Design, and Promotion on Product Purchasing Decisions in Lazada E-Commerce". This

study focuses on Lazada application users as the population, with a total of 211 respondents. This study aims to analyze the factors that influence consumer purchasing decisions on the e-commerce platform. Based on the results of data analysis, it was found that product quality and promotional strategies have a significant influence on consumer decisions in choosing and purchasing a product. Good product quality increases customer trust, while effective promotions can attract attention and motivate consumers to make purchases. In contrast, product design does not show a significant influence individually on consumer purchasing decisions on Lazada.

However, when the three variables of product quality, design, and promotion were analyzed simultaneously, it was found that the combination of the three still contributed to the overall purchasing decision. This shows that although design is not the main factor that directly influences consumer decisions, its existence still plays a role in supporting a more comprehensive marketing strategy (Anam et al., 2022). In other words, design can be a supporting element that strengthens the appeal of a product when combined with good quality and the right promotional strategy. These findings provide insight for business actors to not only focus on one aspect in attracting customer interest, but also integrate various marketing elements to increase competitiveness in the e-commerce market.

Research conducted by Mekanoneng et al. (2022) entitled "The Influence of Product Quality, Promotion, and Design on Yamaha Mio Motorcycle Purchasing Decisions for Consumers of PT. Hasjrat Abadi (Study on Yamaha Mio Users in Tuminting District)". This study involved 199 consumers in the Tuminting area to analyze the factors that influence the purchasing decision of Yamaha Mio motorcycles. Data were analyzed using multiple regression, with the F test to see the influence of variables simultaneously and the T test to measure the partial influence of each variable. The results showed that product quality, advertising effectiveness, and vehicle design had a significant influence on purchasing decisions, both individually and together. Product quality ensures performance, advertising increases consumer awareness, and design attracts buyers.

These findings can be used by companies to improve Yamaha Mio's marketing strategy and competitiveness in the market. In today's digital era, easy access to information makes it easier for consumers to compare products before buying, including in choosing footwear. One brand that is quite well-known in Indonesia is Fipper, a Malaysian company that was founded in 2008 with an elephant logo and the slogan "Feel The Rubber." This logo reflects the use of natural rubber from Thailand as the main ingredient, which symbolizes the strength and comfort of its products. Fipper entered the Indonesian market in 2014 by opening its first outlet in Bali, then continued to expand to various big cities, including Surabaya, where its products are available in shopping centers such as Tunjungan Plaza. With good quality materials, simple but functional designs, and affordable prices, Fipper has succeeded in attracting the attention and trust of the public. The brand's expansion is also supported by an active marketing strategy, both through physical outlets and digital platforms, which further strengthens its position in the Indonesian market. Fipper is the object of research because it is one of the most famous footwear brands in Indonesia, with products that have appeal in the market. In addition, Fipper has won a place in the hearts of consumers, especially the younger generation, so it is interesting to analyze in more depth the factors that drive purchasing decisions. Fipper uses rubber that is free from Bisphenol-A (BPA).

BPA is a chemical commonly found in some types of plastic and rubber, which in the long term can cause various health problems, such as birth defects in the fetus, impaired brain function, cancer, and decreased immune system (Nur, 2023). In addition, Fipper also has other advantages, such as ease of washing, classic design, and antibacterial properties. These sandals are designed with slip-resistant technology and use 100% rubber material. Each Fipper product has different types and prices, providing choices according to consumer needs. Based on the description above, the researcher is interested in conducting a study entitled "The Influence of

## Product Quality, Promotion, and Design on Purchase Decisions for Footwear Products in Surabaya (Case Study on the Fipper Brand)."

This study aims to analyze the extent to which product quality, promotion strategy, and design influence consumer decisions in purchasing Fipper Brand footwear in Surabaya. Given the increasingly tight competition in the footwear industry, understanding the main factors that drive people's buying interest in Fipper products is very important. Through this study, it is hoped that insight can be obtained into the extent to which product quality, the effectiveness of promotion strategies, and design appeal contribute to shaping consumer preferences and purchasing decisions. In addition, this study also aims to identify the most dominant factors in influencing purchasing decisions, so that they can be a reference for companies in designing more optimal marketing strategies. With the right strategy, Fipper is expected to increase its competitiveness in the footwear market, especially in Surabaya, and maintain customer loyalty amidst increasingly dynamic industry competition.

### METHODS

This study uses a quantitative method that is hypothetical in nature, where numerical data is collected and analyzed systematically to test the relationship between variables. This approach allows for objective, measurable, and statistically testable results, so that the conclusions obtained are more accurate. The study population includes all users of Fipper footwear products in Surabaya. Based on the theory of Cooper and Emory (1996), if the population cannot be identified with certainty, then the sample taken is 100 people. Therefore, this study uses a sample of 100 Fipper users in Surabaya to obtain representative data. This study uses random sampling technique, which is a random sampling method, where each member of the population has an equal chance of being selected as a respondent. This technique aims to ensure that the samples obtained truly represent the population objectively, so as to minimize bias in the study. With this approach, the results obtained are more valid and can be generalized to a wider population, allowing for a more accurate analysis of the factors that influence consumer purchasing decisions. This method is applied to minimize bias in sampling so that it can produce more objective and accurate data. With this approach, it is expected that the results of the study can represent the population more broadly and provide more valid conclusions regarding consumer purchasing decision patterns. This study focuses on purchasing decisions as the dependent variable, which is influenced by three main independent variables, namely product quality, promotion, and design. Analysis of these factors aims to measure the extent to which each variable contributes to determining consumer choice of Fipper brand footwear products in Surabaya. This study uses an indirect observation method by collecting information about the Fipper brand in Surabaya without interacting directly with the store. Data was collected through monitoring customer reviews on social media, analyzing online sales trends, and other secondary data sources to understand consumer perceptions and preferences. In addition, this study did not use direct interviews, but rather through a questionnaire designed to measure consumer perceptions of product quality, promotion, and design of Fipper footwear.

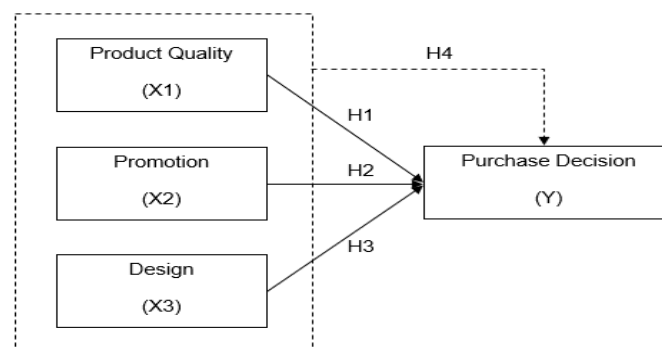


Figure 1. Research Model



This study uses a closed questionnaire with a Likert Scale as the main instrument to measure respondents' opinions on various aspects of Fipper brand footwear products. This scale allows respondents to provide a structured assessment of product quality, promotional effectiveness, and the designs offered. By using this approach, the study can collect more systematic and easily analyzed data to understand consumer perceptions of Fipper products in Surabaya. The research instrument consists of 20 questions designed to explore various factors that influence consumer purchasing decisions. The questionnaire was distributed to consumers of Fipper brand footwear products in Surabaya, who were the main respondents in this study. The data obtained were then analyzed using the Multiple Linear Regression Analysis technique with the help of SPSS 2.0 software. This method is applied to evaluate the extent to which independent variables, namely product quality, promotional strategy, and design, contribute to purchasing decisions as dependent variables. Through this analysis, it is expected to gain a deeper understanding of the main factors that influence consumer preferences. The findings of this study are expected to be a reference for companies in designing more effective marketing strategies and developing products that are more in line with market needs, so as to increase the competitiveness of the Fipper brand in the footwear industry, especially in Surabaya.

## RESULTS AND DISCUSSION

Fipper is a footwear brand from Malaysia founded in 2008, known for its iconic elephant logo and the slogan "Feel The Rubber." The product uses natural rubber from Thailand, which is known for its durable, flexible, and comfortable quality. The philosophy behind the elephant logo reflects the strength and durability of the product, in line with Fipper's commitment to providing high-quality footwear for its consumers. Not only as foot protection, Fipper sandals are also part of a modern lifestyle, following the growing fashion trends in various countries. Fipper's expansion into the Indonesian market began in 2014, with Bali as the first location. Along with increasing demand, Fipper continues to expand its business reach to various major cities, including Jakarta, Bandung, Surabaya, and Medan. In Surabaya, for example, Fipper has been present in a number of well-known shopping centers such as Tunjungan Plaza, offering a variety of sandals that are suitable for various needs, from everyday use to casual activities. With a combination of good quality, simple yet stylish designs, and affordable prices, Fipper has succeeded in winning a place in the hearts of the Indonesian people.

Respondents in this study consisted of 51% male and 49% female, indicating a relatively balanced gender distribution. In terms of age, the majority of respondents were in the 21-30 year range, which was 69%, indicating that this age group is the dominant consumer in using Fipper products. Furthermore, respondents under the age of 21 years old covered 16%, followed by the 31-40 year age group at 12%, the 41-50 year group at 2%, and only 1% of respondents were over 50 years old. This indicates that Fipper products are more in demand by the younger generation compared to the older age group. In terms of employment, the majority of respondents were students (39%) and private employees (37%), indicating that Fipper is widely used by academics and young professional workers. In addition, there are also self-employed groups (10%) and unemployed (10%), indicating that this product is also attractive to those who have their own businesses or are unemployed. Meanwhile, fresh graduates and freelancers each only cover 1% of the total respondents.

### Validity and Reliability Test

Table 1. Validity Test Results

Variable	r-value	r table $\alpha = 0,05$	Explananion
X1-1	0,887	0,195	Valid
X1-2	0,872	0,195	Valid
X1-3	0,884	0,195	Valid
X1-4	0,863	0,195	Valid
X1-5	0,888	0,195	Valid

X2-1	0,723	0,195	Valid
X2-2	0,778	0,195	Valid
X2-3	0,873	0,195	Valid
X2-4	0,862	0,195	Valid
X2-5	0,848	0,195	Valid
X3-1	0,827	0,195	Valid
X3-2	0,880	0,195	Valid
X3-3	0,895	0,195	Valid
X3-4	0,877	0,195	Valid
X3-5	0,875	0,195	Valid
Y-1	0,687	0,195	Valid
Y-2	0,637	0,195	Valid
Y-3	0,759	0,195	Valid
Y-4	0,812	0,195	Valid
Y-5	0,760	0,195	Valid

Source: Data Processed

Based on the data listed in Table 1, all variables in this study have met the validity criteria. This is evidenced by the calculated r value which is greater than the table r value ( $> 0.195$ ), which indicates that each statement in the research instrument has adequate validity. Thus, the questionnaire used can be considered valid as a measuring instrument to assess the variables studied. The accuracy of this research instrument is very important in ensuring that the data collected is in accordance with the research objectives and can be used as a basis for further analysis. High validity also indicates that each question in the questionnaire effectively represents the concept to be measured, so that the research results can provide more accurate insights into the relationship between product quality, promotional strategies, design, and consumer purchasing decisions. With a valid instrument, research findings can be more reliable as a basis for companies in designing more optimal marketing strategies and increasing product competitiveness in the market.

Table 2. Reliability Test Result

Variable	r Alpha	Explanation
Product Quality	0,926	Reliable
Promotion	0,868	Reliable
Design	0,918	Reliable
Purchase Decision	0,769	Reliable

Source: Data Processed

Based on the data in Table 1, all variables in this study meet the validity criteria, as evidenced by the calculated r value being greater than the r table ( $> 0.195$ ). This indicates that the questionnaire used is valid as a measuring instrument for the variables studied. High validity ensures that each question in the questionnaire can represent the concept being measured, so that the research results are more accurate and can be used as a basis for analysis and more effective marketing strategies.

### Data Normality Test

Table 3. Data Normality Test Result

Variable	Kolmogorov Sminorv-Test	Significance	p-value	Interpretation
Unstandardized Residual	0,506	0,960	$p > 0,05$	Normal

Source: Data Processed

The results of the analysis show that the p-value obtained is greater than 0.05, which indicates that the data in this study meets the assumption of normality. This means that the data distribution does not experience significant deviations from the normal distribution, so it can be used for further statistical analysis. Changing the normality of data is very important, because it is one of the main requirements in various statistical analysis methods, including linear regression. When the data is normally distributed, the results of the statistical analysis become more valid and can be interpreted with a higher level of accuracy. Therefore, by fulfilling this assumption, the study can proceed to the next stage to test the effect of independent variables on the dependent variable, thereby providing more credible and reliable conclusions in decision making and the preparation of more effective marketing strategies.

### Multicollinearity Test

Table 4. Multicollinearity Test Result

Variable	Tolerance	VIF	Conclusion
Product Quality	0,431	2,318	No Multicollinearity Problem
Promotion	0,503	1,988	No Multicollinearity Problem
Design	0,375	2,665	No Multicollinearity Problem

Source: Data Processed

Based on the analysis results presented in Table 4, the multicollinearity test shows that each independent variable in this study has a tolerance value above 0.1 (10%). This indicates that there is no correlation that is too high between the independent variables, which does not exceed 95%, so that each variable can stand alone without a linear relationship that is too strong with each other. In addition, the analysis results also show that the Variance Inflation Factor (VIF) value for all independent variables is below 10, which confirms that multicollinearity in the regression model does not occur at a significant level. In the absence of multicollinearity problems, each variable can be analyzed individually in the model without the risk of influencing each other excessively. This ensures that the regression model used in this study has met the required statistical assumptions, so that the results of the regression analysis can be relied on to identify the relationship and influence of independent variables on the dependent variable more accurately. Thus, the findings of this study can provide a stronger foundation in understanding the factors that contribute to purchasing decisions and in formulating more effective business strategies.

### Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	t -Value	p -Value	Sign	Conclusion
Product Quality	-0,106	p>0,05	0,053	No Heteroscedasticity Problem
Promotion	-0,009	p>0,05	0,835	No Heteroscedasticity Problem
Design	0,065	p>0,05	0,271	No Heteroscedasticity Problem

Source: Data Processed

Based on the calculation results in Table 5, the regression model in this study does not experience heteroscedasticity. This is indicated by the absence of a significant t value and a p value greater than 0.05, which indicates that the residual variance remains constant throughout the data range. In other words, the error distribution in the model does not show a pattern of inconsistency, so the assumption of homoscedasticity is met. This conclusion is important because the presence of heteroscedasticity can cause the parameter estimation results to be less efficient and inaccurate. By fulfilling this assumption, the regression model used can provide more valid and reliable analysis results. Therefore, the relationship between independent variables and purchasing decisions can be interpreted more accurately without bias due to unstable error variance



## Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Results

Independent Variable	Regression Coefficient	t value	Sig.
Product Quality	0,132	1,488	0,140
Promotion	0,134	1,849	0,068
Design	0,461	4,816	0,000
Constant	4,923	3,822	0,000
R <sup>2</sup>	0,585		
F value	45,090		0,000

Source: Data Processed

The results of the regression analysis in this study produce a regression equation that describes the relationship between the independent variables and the dependent variable. The equation shows the influence of product quality, promotion, and design on purchasing decisions and the extent to which each factor contributes to changes in consumer decisions. Thus, this regression model can be used to understand the pattern of influence of independent variables in determining purchasing decisions in a more measurable and systematic manner. The regression equation obtained is as follows:

$$Y = 4,923 + 0,132 X_1 + 0,134 X_2 + 0,461 X_3 + e$$

The results of multiple linear regression analysis show that even though the product quality, promotion, and design variables are zero, purchasing decisions are still estimated to increase by 4.923. This indicates that there are other factors outside the study that also influence purchasing decisions. In addition, the regression coefficient  $\beta_1$  of 0.132 indicates a positive relationship between product quality and purchasing decisions, which means that the better the quality of the product offered, the more likely consumers are to make a purchase. Meanwhile, the coefficient  $\beta_2$  of 0.134 indicates that an effective promotion strategy also plays a role in driving the purchase decision, although the impact is not too significant compared to other variables. The most dominant is design, with a coefficient  $\beta_3$  of 0.461, confirming that the visual and aesthetic aspects of the product have the greatest influence on the purchase decision. Thus, innovation in design can be a primary strategy for Fipper to increase the appeal of its products and strengthen its position in the market.

## T-Test

Table 7. T-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	4.923	1.288		3.822	.000
Kualitas_Produk	.132	.089	.149	1.488	.140
Promosi	.134	.072	.171	1.849	.068
Desain	.461	.096	.517	4.816	.000

a. Dependent Variable: Keputusan\_Pembelian

Source: Data Processed

The results of the analysis conducted using SPSS software show that the product quality variable (X<sub>1</sub>) does not have a significant influence on the purchasing decision of Fipper products in Surabaya if tested partially. This is evidenced by the t-count value which is smaller than the t-table, which is 1.488 < 1.98472. Thus, the product quality in this study does not provide a significant contribution to purchasing decisions. This can happen because even though the

product quality is considered good, consumers may have become accustomed to the standards offered, so this factor is not the main differentiator. This study differs from the opinion of Jackson R.S. Weenas (2013), who stated that consumer experience shapes perceptions and assessments of product quality, and satisfaction will encourage repeat purchases. The results of this study indicate that consumers consider the value of their spending more, so that product quality becomes the main factor in product purchasing decisions.

In addition, the results of the analysis also show that the t-count value for the promotion variable (X2) is smaller than the t-table value, which is  $1.849 < 1.98472$ , so the null hypothesis (H0) is accepted and the alternative hypothesis (Ha) is rejected. This shows that the promotion variable (X2) partially does not have a significant effect on the purchasing decision of Fipper footwear products in the Surabaya community. Thus, although promotion can be considered an important factor, in the context of this study, its influence on purchasing decisions is not proven to be statistically significant. This could be because the lack of a strategy that really attracts attention or is relevant to local needs could be the cause of promotion not having a significant impact on purchasing decisions. This study is different from Ernawati (2019), that the promotion variable has a positive and significant effect on purchasing decisions for Hi Jack Sandals Bandung. The more effective the promotion, the greater the consumer's interest in buying, because promotion increases brand awareness, positive image, and product appeal.

The results of the analysis show that the design variable (X3) has a significant effect on purchasing decisions for Fipper products. This is evidenced by the t-count value of  $4.816 > t\text{-table value } (1.98472)$ , so it can be concluded that design plays an important role in attracting consumer interest. In the footwear industry, design not only functions as a visual element, but also becomes the main factor influencing product appeal. An attractive design can reflect the consumer's style, personality, and fashion preferences, thus providing emotional added value in purchasing decisions. Consumers tend to choose products that are comfortable and have aesthetics that suit their tastes. By presenting innovative and modern designs and following market trends, Fipper can increase product appeal and strengthen consumer loyalty. Therefore, innovation in design is an effective strategy to expand market share and increase the competitiveness of the Fipper brand.

## F-Test

Table 8. F-Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	788.092	3	262.697	45.090	.000b
Residual	559.298	96	5.826		
Total	1347.390	99			
a. Dependent Variable: Keputusan_Pembelian					
b. Predictors: (Constant), Desain, Promosi, Kualitas_Produk					

Source: Data Processed

The results of the analysis obtained through calculations using SPSS software show that the calculated F value of 45.090 is greater than the F table value of 2.70 ( $45.090 > 2.70$ ). This indicates that simultaneously, the three independent variables tested in this study, namely product quality, promotion, and design, have a significant influence on the decision to purchase Fipper products in Surabaya. In other words, these three factors together contribute to shaping consumer perceptions and influencing their interest in purchasing Fipper products. Product quality plays a role in providing a sense of trust and comfort to consumers, ensuring that the products purchased have good durability and function.

Meanwhile, effective promotion helps increase brand visibility and attracts the attention of potential buyers, so that they are more interested in considering Fipper products compared to

other brands. On the other hand, attractive design is an important factor in meeting the aesthetic needs of consumers, because products that have a modern appearance and are in line with trends are more in demand by the market. The combination of these three elements creates a positive shopping experience for consumers, encourages higher levels of satisfaction, and increases their confidence in choosing and using Fipper products. Therefore, companies need to maintain and continue to develop strategies that optimize product quality, promotion, and design to remain competitive in the market.

### Determination Coefficient

Table 9. Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765a	.585	.572	2.414
a. Predictors: (Constant), Desain, Promosi, Kualitas_Produk				

Source: Data Processed

The determination coefficient analysis in this study aims to measure the extent to which the independent variables, namely product quality, promotion, and design, can jointly explain the dependent variable, namely consumer purchasing decisions. The determination coefficient ( $R^2$ ) obtained through analysis using SPSS software shows a value of 0.585 or 58.5%. This means that the three independent variables studied are able to explain 58.5% of the variation in purchasing decisions for Fipper products in Surabaya.

Although the results of the regression analysis in this study indicate that the variables of product quality, promotion, and design are able to explain 58.5% of the variance in consumer purchasing decisions, there is still 41.5% of the variance that has not been explained by the model. This figure is not just a statistical remainder, but reflects the influence of other factors that have not been included in the current research model. In the context of consumer behavior, this unexplained variance actually opens up space to expand our understanding of the complexity of the purchasing decision-making process.

Previous studies have shown that consumer decisions are not only determined by product attributes, but also by more subtle but very influential psychological, social, and emotional factors. Brand image, for example, plays an important role in shaping consumer perceptions and beliefs about a product. Loyalty to a particular brand is often the main determining factor in purchasing decisions, especially in product categories with high levels of competition such as footwear. On the other hand, price sensitivity and perception of value are also important considerations, where consumers do not only see the price in nominal terms, but also how the price reflects the benefits they receive.

In addition, social influences through peer recommendations, consumer reviews, and word-of-mouth are often key drivers of purchase, especially among the younger generation who are more digitally connected. Distribution factors such as product availability and ease of access both physically and through digital channels also influence consumer preferences. Equally important, psychological elements such as shopping mood, personal experiences, and even impulsivity can have a significant impact on spontaneous decisions.

Thus, it is important for further research to consider these additional variables in order to build a more comprehensive and in-depth model. This approach will not only strengthen the model's explanatory power of consumer purchasing behavior but also enrich the theoretical contribution of this research. Furthermore, reflecting on this unexplained variance allows for a more human and contextual understanding, which cannot always be captured quantitatively but is still important in shaping consumer decisions in the real world.

## Regretion Coefficient

To determine the most dominant factor in influencing purchasing decisions, it can be done by looking at the regression coefficient value of each independent variable. Because the number of questions in the questionnaire for each independent variable is arranged in the same amount, the comparison of the regression coefficient values is the main indicator in assessing the extent to which each factor influences consumer purchasing decisions. The greater the value of the regression coefficient of a variable, the greater its influence in determining purchasing decisions.

Based on the results of the regression analysis that has been carried out, the regression coefficient value for product quality ( $\beta_1$ ) was 0.132, promotion ( $\beta_2$ ) was 0.134, and design ( $\beta_3$ ) was 0.461. These results indicate that of the three variables tested, design has the greatest influence on purchasing decisions, with the highest regression coefficient value of 0.461. In other words, product design is the most determining factor in attracting consumer interest in buying Fipper products. This indicates that innovation in design, both in terms of aesthetics, comfort, and suitability with market trends, can be a main strategy for companies in increasing competitiveness and attracting more customers.

## CONCLUSION

Based on the results of the data analysis, this study concludes that product quality and promotion do not have a significant individual influence on consumer purchasing decisions. However, product design is found to be a key determinant, playing a crucial role in shaping consumer preferences for Fipper products. This suggests that aesthetic appeal, functionality, and innovation in design contribute more significantly to consumer choices compared to quality and promotional efforts. Nevertheless, when product quality, promotion, and design are analyzed simultaneously, the findings indicate that these three factors collectively have a significant impact on purchasing decisions. This conclusion is supported by the Determination Coefficient ( $R^2$ ) and the results of the F Test, which demonstrate that although quality and promotion may not have a strong standalone effect, their combined influence with design still contributes to consumer buying behavior. These findings highlight the importance of an integrated marketing strategy that not only emphasizes innovative product design but also leverages product quality and promotional efforts to enhance overall consumer engagement and market competitiveness.

## SUGGESTION

As a recommendation, Fipper can increase its competitiveness by implementing smart material technology that is durable and environmentally friendly to attract consumers who care about sustainability. The use of AI and machine learning can help analyze customer preferences and optimize digital promotion strategies, such as AI chatbots, personalized advertising, and algorithm-based recommendations. In addition, Fipper can use a crowdsourcing platform to collect design ideas from consumers and develop a virtual try-on feature to increase customer confidence in online shopping. For further research, it is recommended that the analysis model be expanded with more diverse software and add other variables such as price and brand image to gain a deeper understanding of the factors that influence purchasing decisions.

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